



323 Shanks Hall (0112), 181 Turner St. NW Virginia Tech, Blacksburg, VA 24061 * Phone (540)231-8460
Email: abcoffice@businesscommunication.org * www.businesscommunication.org

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Dear ABC Members,

Our 82nd annual international conference is quickly approaching, and, for the fifth consecutive year, we will partner with a nonprofit organization in the city that is hosting us. This year our partner in Dublin is Suas, an organization that creates "Development Education Programmes that are driven to educate, engage and inspire children." I'm writing to ask for your help in making this event a success.

In Ireland, one in ten children has serious literacy difficulties. In designated disadvantaged schools (DEIS), this figure can increase to one in three. Studies show children who do not learn to read, write, and communicate effectively at the primary level are more likely to leave school early, be unemployed or in low-skilled jobs, and have poorer emotional and physical health. They are more likely to end up in poverty and in prison. The impact is powerful and cumulative: Children do not achieve their full human potential, leading to an overall diminishment of society.

You can help by sharing gift certificates or items for the auction (it helps if gift certificates are valid through 2018 and are for national chains). In addition, you can donate directly to the C. R. Anderson Foundation and/or Suas by visiting the Silent Auction home page. If you would like to donate, please fill out this form: <http://www.businesscommunication.org/p/su/rd/survey=4ac6230e-3efd-11e7-99e1-bc764e10aa76>. Actual goods can be delivered to the conference/silent auction site at the Royal Marine Hotel.

The C. R. Anderson Foundation, ABC's 501(c)3 affiliate, will be the official entity holding the auction, and the money from the gifts you donate will be divided equally between *Suas*, a registered Irish charity, and our own fund to support graduate students. Any gift you make will be tax deductible in the U.S. to the extent allowable by law.

For questions, please contact the silent auction co-chairs, Becky Morrison at morrisr7@miamioh.edu, Susan Schanne at sschanne@emich.edu or ABC's office manager, Marilyn Buerkens, abcoffice@businesscommunication.org.

On behalf of the C. R. Anderson Foundation and the Association for Business Communication, thank you for your consideration and donation. Learn more about Suas Educational Development here: suas.ie

James M. Dubinsky

Dr. James Dubinsky
ABC Executive Director
C. R. Anderson Foundation
355 Shanks Hall 0112
181 Turner Street NW
Blacksburg, VA 24061