

ABC Newsletter

Issue 21, Summer 2019

From the President



Marcel Robles, ABC President

Another major goal I have as ABC President this year is to encourage more award nominations to recognize our deserving members. Please think about one (or more) of your colleagues (or yourself) who has/have excelled in teaching, research, service, graduate studies, diversity and inclusion, leadership, spirit, membership, technology, or consulting.

Consider members on various committees, Special Interest Groups (SIG), members-at-large, board members—anyone whom you have been impressed by their “above and beyond” activities.

This newsletter, I challenge you to participate actively in the following:

Awards are upon us! Please recognize the many great achievements of our ABC members and professional colleagues. Nominate a candidate for one of the many ABC Awards today!

Broadcast your accolades, as well as those of our colleagues! Let others know what you have accomplished, and recognize the successes of others. Express gratitude and awe for all of the praiseworthy efforts among our peers.

Congratulate and celebrate each and every one of (y)our successes! Together, we make our profession and our association shine!

Please, become actively involved with ABC. Join a committee, browse the ABC website, and provide feedback for the benefit of all ABC members. If you need more information about ABC Awards, committees, or SIGS that might interest you, please check out the ABC website; or contact any of the members of the Executive Committee. We would love to hear from you!

Marcel (Marci) Robles, President marcel.robles@eku.edu

Geert Jacobs, First Vice President geert.jacobs@ugent.be

D. Joel Whalen, Second Vice President jwhalen@depaul.edu

Lisa Gueldenzoph Snyder, Immediate Past President gueldenzoph@att.net

Jim Dubinsky, Executive Director dubinsky@vt.edu

As we **A**ll work together to **B**etter our association, we **C**an climb even higher.

From the Executive Director



Jim Dubinsky, ABC Executive Director

Dear ABC Members,

My note today covers a lot of ground, from the election results, to membership fees / fiscal health of ABC.

Election Results. We want to thank everyone who participated in the election – those who ran and those who voted. Keeping our organization alive and vibrant requires participation. ABC is fortunate to have a significantly high percentage of members involved via service on committees, special interest groups, or by volunteering to serve as officers and board members. The individuals listed below will begin their terms on 1 January 2020 and serve for four years.

SECOND VICE PRESIDENT

Laurie Bott, Utah Valley University

SOUTHEASTERN U.S. REGIONAL VICE PRESIDENT

Patricia Harms, University of North Carolina, Chapel Hill

SOUTHWESTERN U.S. REGIONAL VICE PRESIDENT

Lucia Sigmar, Sam Houston State University

DIRECTORS AT LARGE

Barbara Davis, University of Memphis

Jacquelyn Lowman, University of Maine at Presque Isle

Conference & Membership Fees

Conference Fees. We will not raise conference fees this year (2019) or next year (2020). We had increase last year to help offset the much higher fees being charged by both conference hotels and A/V companies. For your registration fees, you receive an opening reception, breakfast and breaks every day, an awards banquet, and access to A/V in each room. Priced separately, they would cost considerably more than the fee.

In a decision emerging from work related to an Ad Hoc Committee chaired by Past President Deborah Roebuck that is focusing on increasing retired membership, ABC will now charge retired members who attend our annual conferences the same rate as graduate students. For this year, the fees are listed below.

- \$175 - early bird deadline August 30
- \$275 - payments received after August 30
- \$300 - payments received after September 30

Membership Fees. We have held fees steady since 2012 when we moved to an income-based structure. However, due to inflation (discussed below), ABC's Board of Directors approved a rate increase that will become effective on January 1, 2020. If you renew prior to the end of 2019, your membership fees will reflect current rates. As you will see in the table below, membership in ABC is a bargain, even with the increase in fees.

ABC Salary Structure	ABC Current	ABC 2020-2025	NCA Salary Structure	NCA ²	Categories	ICA ³	NBEA ⁴	ACM ⁵
0 to \$24.9K	\$25/\$35 ⁶	\$30/\$42	0-\$24.9K	\$60	Regular	\$195	\$135 to \$195	\$182
\$25K to \$49.9K	\$40/\$60	\$48/\$72	\$25K to \$39.9K	\$125	International			\$100
\$50K to \$79.9K	\$80/\$100	\$96/\$120	\$40K to \$59.9K	\$145	Sustaining	\$550		
			\$60K to \$79.9K	\$185	Lifetime	\$1250 X 4		
\$80K to \$109K	\$110/\$130	\$132/\$156	\$80K to \$99.9K	\$205	Executive			\$182
Above \$110K	\$130/\$150	\$156/\$180	\$100K to \$119.9K	\$225				
			\$120K to \$139.9K	\$235				
Retired / Emeritus	\$25/\$30	\$30/\$42	\$140K to \$159.9K	\$245	Emeritus	\$50	\$60	\$91
Student	\$30	\$35/\$40	\$160K to \$179.9K	\$265	Student	\$98	\$50	\$91
			\$180K to \$199.9K	\$285				

¹ https://www.bls.gov/data/inflation_calculator.htm

² <https://www.natcom.org/about-nca/membership-and-interest-groups/frequently-asked-questions#Dues>

³ https://cdn.ymaws.com/www.icaheadq.org/resource/resmgr/docs/membership_application_indiv.pdf

⁴ <https://www.nbea.org/newsite/member/join.html>

⁵ <http://www.aejmc.org/home/membership/>

⁶ The price difference is based on receiving electronic vs. paper versions of the journals

The simple reason for the increase is inflation. According to the U.S. Bureau of Labor Statistics consumer price index, 2019 prices are 13.61% higher than 2011 average prices. The dollar experienced an average inflation rate of 1.61% per year during this period, meaning the real value of a dollar decreased. We will raise fees approximately 20% and hold these fees until 2025.

Final Note of Thanks. I let everyone know the good news about our journals over a year ago, but in case you missed it: *International Journal of Business Communication* is now listed in the SSCI (Social Sciences Citation Index, which is part of the Web of Science); *Business and Professional Communication Quarterly* is now listed in the ESCI (Emerging Sources Citation Index). You can learn more about those indices by visiting

- <https://clarivate.com/products/journal-citation-reports/>
- <http://mjl.clarivate.com/cgi-bin/jrnlst/jlresults.cgi>

When you see or write to our journal editors, Jackie and Milton Mayfield (*IJBC*) and Melinda Knight (*BPCQ*), please share your appreciation for all they are doing on behalf of ABC.

Jim Dubinsky
Executive Director

ABC Annual Conference 2019

Clive Muir and **Dirk Remley**, our 2019 conference co-chairs, are thrilled about welcoming you to Detroit in October for the ABC International Annual Conference. By now, you should have accepted your invitation to present. Here are a few more details to consider as you make your travel plans.



Detroit is a truly exciting and empowering place today. Clive, Dirk and other members of the planning team visited the conference hotel and area attractions and amenities in late May and went looking for signs of “innovations,” the conference theme. We were pleasantly surprised at how many times the words innovation, rejuvenation, and renaissance appeared in travel guides, on storefronts, in the news, and in conversations with facility staff, tour guides, and others.

The Henry Ford Museum of American Innovation weaves narratives of industrial, agricultural, technological, and social innovations into a compelling story of American life. The Motown Museum is having a \$50-million facility expansion and continues to play a significant role in showcasing the legacy of African American residents. Areas near the conference hotel are teeming with art, architecture, technology, and entrepreneurship. And although we didn't get a chance to explore, Windsor's lights beckoned across the river in Canada.

Registration is open. Check the [conference page](#) for details, including lodging. Several workshops, a walking tour, and the opening reception will be offered on Wednesday October 23, and a post conference excursion on Saturday. On the days in-between, you will have many sessions on how to teach, research, and perform business communication.

We look forward to sharing and celebrating innovations in business communication with you in Detroit!

Conference Proceedings

Please consider submitting a paper to the conference proceedings for the ABC Annual Conference. The proceedings offer a much wider distribution of your scholarship and create a permanent legacy that can be passed on to your peers for years to come. All proceedings are published on the ABC website. Additionally, completing your paper early offers you more time to prepare for your oral presentation. To be considered for the proceedings, you must also submit to the annual conference and present your paper at the conference.

Only complete papers (including abstracts) will be included. Literature reviews without the completed research (findings, conclusions) will not be published. Papers should be classified under the categories of Theoretical, Classroom Practices, Research Design, and Business Practices. Only papers that are presented at the conference will be included in the proceedings. Therefore, the proceedings will be published after the conclusion of the conference.

Submissions are required by **July 1, 2019**. Acceptances will be determined by August 26, 2019, and final revisions will be due October 7, 2019.

Please contact Leigh Ann Whittle, Proceedings Editor, at leighannwhittle1@gmail.com for proceedings guidelines and visit [Proceedings details](#) for the submission link.

Request for Previous ABC Proceedings

From the Executive Director: As part of our ongoing efforts to increase our visibility and enhance our disciplinary status, we have digitized and uploaded many of our [conference proceedings](#). In addition, we obtained a DOI reference number for them. If you visit the page, you'll see we do not have a complete set. We need copies of proceedings from the following periods: (1) 1992 to 2002 and (2) 1978 and earlier. If you have them, please let us know by contacting abcoffice@businesscommunication.org. ABC would gladly pay for shipping.

ABC-SWUS Regional Conference

The [2019 ABC Southwest U.S. conference](#) was recently held in conjunction with the Federation of Business Disciplines (FBD) in Houston, Texas, March 13-15. Kelly Grant, Tulane University, presided over the conference, and Carol Wright from Stephen F. Austin State University served as Program Chair. Also contributing to the success of the event were other conference officers including Kayla Sapkota, Arkansas State University-Beebe; Leslie Ramos Salazar, West Texas A & M University; Laura Valenti, Nicholls State University; and ABC Regional Vice President, Debbie DuFrene, Stephen F. Austin State University.



ABC Officers: (L-R) Geert Jacobs, Marcel Robles, Lisa Snyder, Debbie DuFrene, Jim Dubinsky. Not pictured Joel Whalen.

The program included 31 presentations, including one FBD poster presentation and three cross-listed presentations with the Association for Business Information Systems. Danica Schieber, Sam Houston State University, served as Editor of the Conference Proceedings, which attendees received on CD. The ABC Executive Committee held its annual meeting in conjunction with the regional conference. In attendance were Marcel Robles, President; Geert Jacobs, First Vice President, D. Joel Whalen, Second Vice President, Lisa Snyder, Past President, and Jim Dubinsky, Executive Director.



2019 ABC-SWUS officers (l-r): Laura Valenti, Leslie Ramos Salazar, Kelly Grant, Carol Wright, and Debbie DuFrene. Not pictured Kayla Sapkota

In addition to a Thursday evening FBD reception, conference attendees enjoyed an evening of fun at the Houston Galleria mall.

Award recipients were recognized at the Wednesday evening FBD awards dinner. The ABC Southwest U.S. distinguished paper award went to Traci Austin, Lindsay Clark, and Lucia Sigmar, all of Sam Houston State University, for their paper entitled "Just Get to the Point: Persuasive Strategies for the iGeneration." Traci Austin, Sam Houston State University, was the recipient of the FBD Outstanding Educator Award for ABC-SWUS. Lindsay Clark, Sam Houston State University, received the Marlin C. Young Outstanding Teacher Award for ABC-SWUS and was recognized with a plaque and monetary award at the group's annual business meeting held during the conference.

The 2020 ABC Southwest U.S. conference will be held at the Hyatt Regency Hotel in San Antonio, Texas, March 11-13. The deadline for conference proposals is October 1, 2019. Refer to the ABC website or contact conference chair Kayla Sapkota (KNSapkota@asub.edu) for details concerning the conference.



Suzanne Clifton (left), FBD President, presents the Distinguished Paper Award to Lindsay Clark, Traci Austin, and Lucia Sigmar.

ABC Western Region Conference 2020



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Save the date! [ABC Western Region](#) will hold its first regional cruise conference on March 1-5, 2020, Baja, [Mexico Cruise](#). Submissions are due on the ABC website by August 15. Decisions will be provided by September 15. For any questions, please contact Peter Cardon, ABC West 2020 Conference Chair directly at cardon@marshall.usc.edu.

First Meeting of the 4C's Workplace Writing SIG a Big Success

The new ABC-sponsored Workplace Writing SIG that was accepted for the program of the 2019 meeting of the Conference on College Composition and Communication (4Cs) got off to a great start in Pittsburgh in March! Fourteen people attended the SIG's inaugural meeting, and several more who couldn't attend have also joined the SIG.

This is a great step forward for ABC because it enables us to offer much-needed support to the many English/writing teachers who have transitioned, or soon will transition, from composition to the teaching of workplace writing.

To further assist this large cadre of writing teachers, we have proposed, for the 2020 meeting in Milwaukee, (1) another meeting of our SIG, (2) a pre-conference workshop on teaching workplace writing and (3) a panel of presentations on business communication.

This is an active, enthusiastic group who welcomes your participation! To join the SIG, just visit <https://groups.google.com/forum/#!forum/workplace-writing-sig> and request being added to the group. Or, you can email Kathy Rentz directly at kathryn.rentz@uc.edu.

You are also welcome to attend the Marketing & Membership Committee's meeting at ABC's international conference in Detroit this October to help the 4Cs subcommittee with our planning and keep the mo going!

ABC Ambassador Travel Award

Jacqui and Saint Lowman attended the annual GlobalMindED conference in Denver, CO, June 6-7, with help from the ABC Ambassador Travel Award.



Jacqui and Saint Lowman packed and ready for their drive from Maine to Denver to attend the GlobalMindED conference.

Resources on ABC Website

We've been developing the online resources at the ABC website. We now have resources on academic issues for business communication instructors, links to relevant blogs and articles, graduate programs related to business communication, the AACSB preliminary report, conference proceedings, and diversity and inclusion resources, among others. And don't forget the Teaching and Learning resources. Check out our repository on the [ABC website](#).

Virtual Business Professional Project

The Virtual Business Professional (VBP) project completed its 5th season. Over 650 students from 14 universities in 9 countries worked in multicultural virtual teams using AI communication tools on projects for three corporate clients: Google, Starbucks, and Amazon. Each company announced the 2019 VBP winners that included students enrolled in business communication classes taught by our ABC colleagues Kirstin Ivonnen (Aalto University School of Business, Finland), Minna Logemann (Baruch College/CUNY), James Stapp (Oklahoma State University), Archana Shrivastava (Birla Institute of Management Technology,

India), Guang Ying Mo (Ryerson University, Canada), Aistė Ptakauskė (Vilnius University, Lithuania), Anne Springer (Brigham Young University—Hawaii), and Naomi Warren (University of Southern California).

For more information, see <https://www.marshall.usc.edu/departments/business-communication/vbp-project>.

Western ABC Bulletin

ABC Western United States Region launched the inaugural issue of Western ABC Bulletin which represents the work of several of our Western Region members. The bulletin serves as a forum for scholarly research, professional commentaries, and pedagogical endeavors and innovation that improve on our current practices. To learn more, visit <https://abcwest.org/>

McGill Honorary Doctorate for Garzone

McGill University honored Giuliana Garzone at its 2019 spring convocation on May 28th by awarding her a *doctorate of letters honoris causa* in recognition of her lifelong commitment to translation, intercultural mediation, business communication and linguistic diversity.

A longstanding ABC member and winner of the 2018 Francis W. Weeks Award, Professor Garzone directs the postgraduate program in Specialized Translation and Conference Interpreting at Milan's Università IULM.



Giuliana Garzone

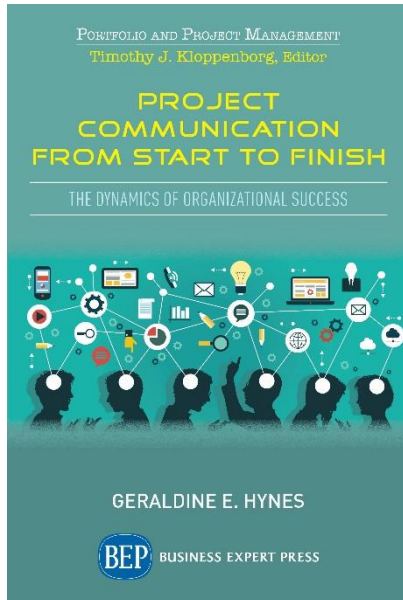
Founder of *Lingue Culture Mediazioni*, Professor Garzone has to her credit numerous publications that have influenced the study and practice of specialized communication in Italy and abroad.

In the North American context, she was the lead translator of the Italian version of the *Montreal Charter of Rights and Responsibilities*, which was published in 2013 under the direction of fellow ABC member James Archibald. This document has played a key role in promoting participative democracy among the members of Montreal's Italian community and the legal concept of the right to the city among Italian-speakers worldwide.

In addition to receiving her honorary degree, Prof Garzone also gave a public lecture explaining the challenges she had to overcome in translating the Charter.

New Books

Project Communication From Start to Finish by Geraldine E. Hynes, Business Expert Press 2019



This is the first book to focus exclusively on techniques and strategies that enhance project communication in diverse environments. It offers innovative ways to bridge cultural gaps, increase understanding, and ensure project success. Project managers will learn how to build trust and rapport, manage conflict, listen, communicate expectations, give performance feedback, and overcome communication barriers. This book's concise format makes it a readable, practical guide, and it can also be used as a reference for fixing the most frequent communication breakdowns. <https://www.businessexpertpress.com/books/project-communication-from-start-to-finish-the-dynamics-of-organizational-success/>