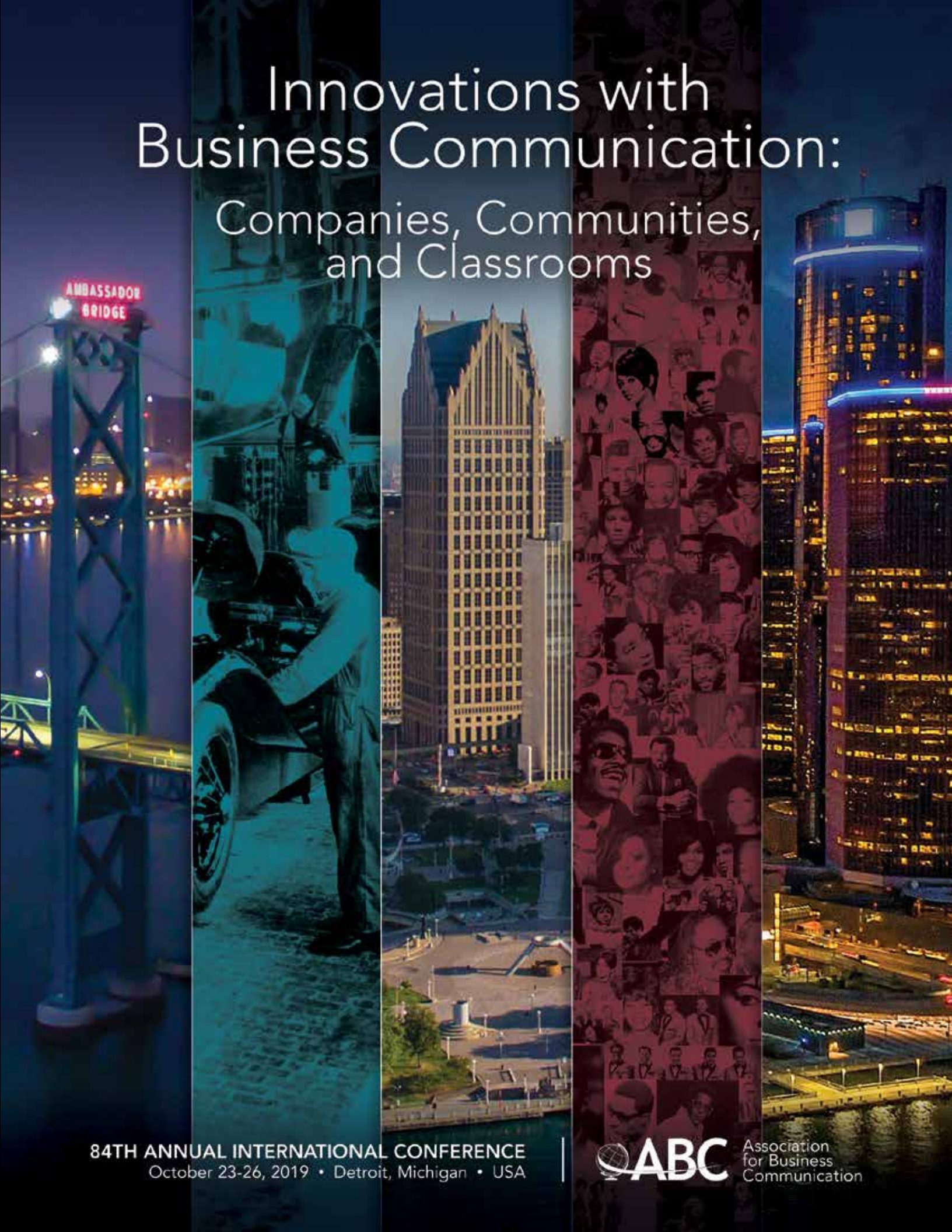


Innovations with Business Communication: Companies, Communities, and Classrooms



84TH ANNUAL INTERNATIONAL CONFERENCE
October 23-26, 2019 • Detroit, Michigan • USA



Association
for Business
Communication

Thill and Bovée

Excellence in Business Communication, 13th Edition

- ✓ MORE VALUE FOR STUDENTS
- ✓ MORE COVERAGE OF VITAL TOPICS
- ✓ MORE INNOVATION

More Valuable Than Ever with New Student-Focused Features

- Build Your Career activities help students build their employment-communication packages throughout the course.
- Apply Your Skills Now highlight boxes help students apply their newly developing communication skills in other classes and in their personal lives.
- Real-world simulations put students in professional roles and give them the opportunity to apply course concepts and develop decision-making skills through real-world business challenges.

Double the Coverage of Interpersonal Communication

Now with two chapters devoted to these nine important areas:

- Listening skills
- Nonverbal communication
- Conversational skills
- Conflict resolution
- Negotiation skills
- Teamwork
- Collaborative communication
- Meeting skills
- Business etiquette

“Are your students ready for the AI-enhanced communication systems they are likely to encounter when they submit résumés, interview for jobs, and enter the workforce? Artificial intelligence is sweeping through business, and our latest edition highlights more than a dozen ways that AI is already being used in business communication.”

JOHN THILL and
COURTLAND BOVÉE (right)



THILL AND BOVÉE

First-Rate Quality | First-Class Authorship | First-Hand Experience



The Only Text That Covers *Intelligent Communication Technology*

The digital transformation sweeping through business is creating a host of new communication tools and techniques that students will encounter during their job searches and in the workplace.

A new four-page, magazine-style feature, “Empowering Communicators with Intelligent Communication Technology,” shows 15 applications of artificial intelligence and smart technology.

Highlight boxes take a close look at these innovations:

- Taskbots and virtual teammates
- Real-time voice translation
- Automated storytelling
- Augmented writing tools
- Chatbots
- Text mining
- Résumé bots
- AI-assisted recruiting and interviewing
- Blind auditions



Published by Pearson

Association for Business Communication

October 2019

Dear ABC Colleagues and Friends:

Welcome to Detroit, Michigan! We are so glad you joined us for the 84th Annual International Conference of the Association for Business Communication. Our theme of “Innovations with Business Communication: Companies, Communities, and Classrooms” was chosen with this great city in mind, as well as the wonderful things happening in our discipline.

The presentations, panels and posters for this conference show your strong commitment to making the conference both exciting and fruitful. We hope that you will have lively exchanges in your sessions, committees, and special interest groups.

Please take some time to enjoy the educational and social activities we have organized. Join us for the Networking and Community Building Reception on Wednesday night to meet other members of ABC. We will also have entertainment on Friday night after the Presidential Awards Banquet with a DJ playing Motown-style music. Put on your dancing shoes and in the spirit of the Four Tops, “light your fire!”

Our two excursions will give you deeper insight into Detroit’s commercial and cultural history. The walking tour of the central business district features many of the urban business innovations that you might have heard about in the media. The Henry Ford Museum of American Innovation will teach you about America’s industrial and social history.

You’ll notice the floor plan depicts locations for ABC Connect, the graduate student lounge, a quiet room, and more. Contact the hotel front desk for copy assistance, lost and found, and access to their breastfeeding room. Of course, you may seek assistance at the ABC registration desk.

We hope you have a wonderful conference and leave with many ideas for innovative teaching, research, and practice.

Your conference Co-chairs,

Clive Muir, ThinkCraftSolve
Dirk Remley, Kent State University

This program belongs to
(write your name here):

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2012	-	Hiro Hayashida.....	Chuo University, Japan
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2010	-	Deborah Valentine	Emory University
2009	-	Jim Dubinsky	Virginia Tech
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2006	-	Marsha Bayless.....	Stephen F. Austin State University
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1990	-	Gretchen Vik.....	San Diego State University
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1988	-	Glen Pearce.....	Virginia Commonwealth University
1987	-	David Bateman	Southern Illinois University
1986	-	Lois Bachman.....	Community College of Philadelphia
1985	-	Patricia Wells.....	Oregon State University

American Business Communication Association, 1969-1984

1984	-	Phillip V. Lewis	Abilene Christian University
1983	-	Herbert W. Hildebrandt.....	University of Michigan
1982	-	Larry D. Hartman.....	Zenith Data Systems, Chicago
1981	-	E. Rennie Charles	Ryerson Polytechnic Institute, Canada
1980	-	Lilian O. Feinberg.....	Iowa State University
1979	-	John D. Pettit, Jr.	North Texas State University
1978	-	Lucian Spataro	Ohio University
1977	-	Arno Knapper	University of Kansas
1976	-	John W. Gould.....	University of Southern California
1975	-	Jean Voyles.....	Georgia State University

American Business Communication Association, 1969-1984, continued

1974	-	William J. Lord, Jr.	University of Texas at Austin
1973	-	Leland Brown.....	Eastern Michigan University
1972	-	William A. Damerst	Pennsylvania State University
1971	-	Morris P. Wolf	University of Houston
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American Business Writing Association, 1938 - 1968

1968	-	Michael Porte	University of Cincinnati
1967	-	Robert D. Hay	University of Arkansas
1966	-	Homer Cox.....	University of Colorado
1965	-	Virgil Harder	Washington University
1964	-	Norman B. Sigband	DePaul University
1963	-	Dorothea Chandler	Syracuse University
1962	-	Frank Devlin	John Carroll University
1961	-	Raymond V. Lesikar	Louisiana State University
1960	-	Doris Sponseller.....	Ohio University
1959	-	E. Glenn Griffin	Purdue University
1958	-	Erwin M. Keithley	University of California, Los Angeles
1957	-	R. C. Gerfen.....	Northwestern University
1956	-	K. B. Horning.....	University of Oklahoma
1955	-	Sally B. Maybury.....	University of Vermont
1954	-	C. W. Wilkenson.....	Michigan State University
1954	-	John Ball	Miami University
1953	-	Lyda McHenry Chamberlin	Wayne State University
1951-52	-	J. H. Menning.....	University of Alabama
1950	-	J. H. Menning.....	University of Alabama (served two years changing to calendar year)
1949	-	J. H. Janis.....	New York University
1948	-	A. L. Cosgrove.....	University of Oklahoma
1947	-	C. C. Parkhurst.....	Boston University
1946	-	L. W. McKelvey	Northwestern University
1943-45	-	W. H. Butterfield.....	University of Oklahoma (served three years during WWII)
1942	-	Roy Davis.....	Boston University
1941	-	A. G. Saunders	University of Illinois
1940	-	W. P. Boyd.....	University of Texas
1939	-	R. R. Aurner	University of Wisconsin
1938	-	E. J. Kilduff.....	New York University
1937	-	C. R. “Chesty” Anderson	University of Illinois

Association of College Teachers of Business Writing

1936	-	C. R. “Chesty” Anderson	University of Illinois
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Welcome

Afrikaans - Welkom
Arabic - (Ahlan'wa sahla)
Australian - G'Day Mate
Bengali - Shushagatom/ Shagatom (Sha-gaw-tom)
Bosnian - Dobrodošli
Brazilian - Bem-vindo
Chinese (Cantonese) - (fòonying)
Chinese (Mandarin) -
[simplified]
[traditional] (huanyíng)
Czech - Vítáme té
Danish - Velkommen
Dutch - Welkom
Finnish - Tervetuloa
French - Bienvenue
Frisian - Wolkom
German - Willkommen
Greek - (Kals orisate)
Haitian - Byen enu
Hawaiian - Aloha
Hebrew - Shalom
Hindi - Suswagatam/ Swagatam (Soo-swa-guh-tum)
Irish -
Italian - Benvenuto
Japanese - (yokoso)
Korean - (hwangyong-hamnida)
Maldivian - Maruhabaa
Mongolian - (tavtai morilogtun)
Navajo (Diné) - Ya'at eeh
Norwegian - Velkommen
Portuguese - Bem-vindo (talking to a man),
Bem-vinda (talking to a woman)
Russian -
Spanish - Bienvenido
Swedish - Välkommen
Sindhi - Bhalee Karay Aaya
Tagalog - Mabuhay
Telugu - Swaagatham; Suswaagatham
Turkish - Merhaba

Dear ABC Members and Guests:

Welcome to Detroit and ABC's 84th annual conference. As we celebrate ABC's commitment to innovation, Detroit is a perfect city. Detroit, which derives its name from the French word for "strait" (from the narrow river connecting Lake St. Clair to Lake Erie), and the land surrounding it have rich and varied histories. I'll mention two important strands: (1) the history of the land and the people who first settled it and (2) the history associated with the naming and development of Detroit.

The land around Detroit's access to flowing waterways, rich forests, and large areas of grassland, make it a perfect place for people to settle. As early as 11,000 years ago, a culture called the Mound-builders inhabit the region. In more recent history (1500 to 1700), three different groups--the Ojibwa (Chippewa), the Ottawa, and the Potawatomi—settle there, creating a larger group, the Anishinabeg or the People of the Three Fires. They call this region the "Bending River." Other Native American tribes--the Fox, Kickapoo, and Sauk--also settle in this region, accessing it using the many waterways.

The French, led by Antoine de la Mothe Cadillac, arrive in 1701 and establish a settlement with 100 French soldiers and about the same number of Algonquins; they build a fort in 1760. Over the next 60 years, the fort and settlement are contested. Battles involving the French, the British, and the Americans lead to shifting "ownership" of a fort that is burned down and rebuilt. Detroit becomes a city in 1802 during this period. Later, in 1827, the city adopts its motto: Speramus Meliora: Resurget Cineribus (We hope for better days; it shall rise from the ashes). I have not traced a connection between the fort's burning/rebuilding, the motto, and the People of the Three Fires, but the innovation of fire and its critical role, not only in the naming but also in the history linked to the many industries (breweries, logging, shipping, and automobile) seems appropriate as a visual image for change and innovation.

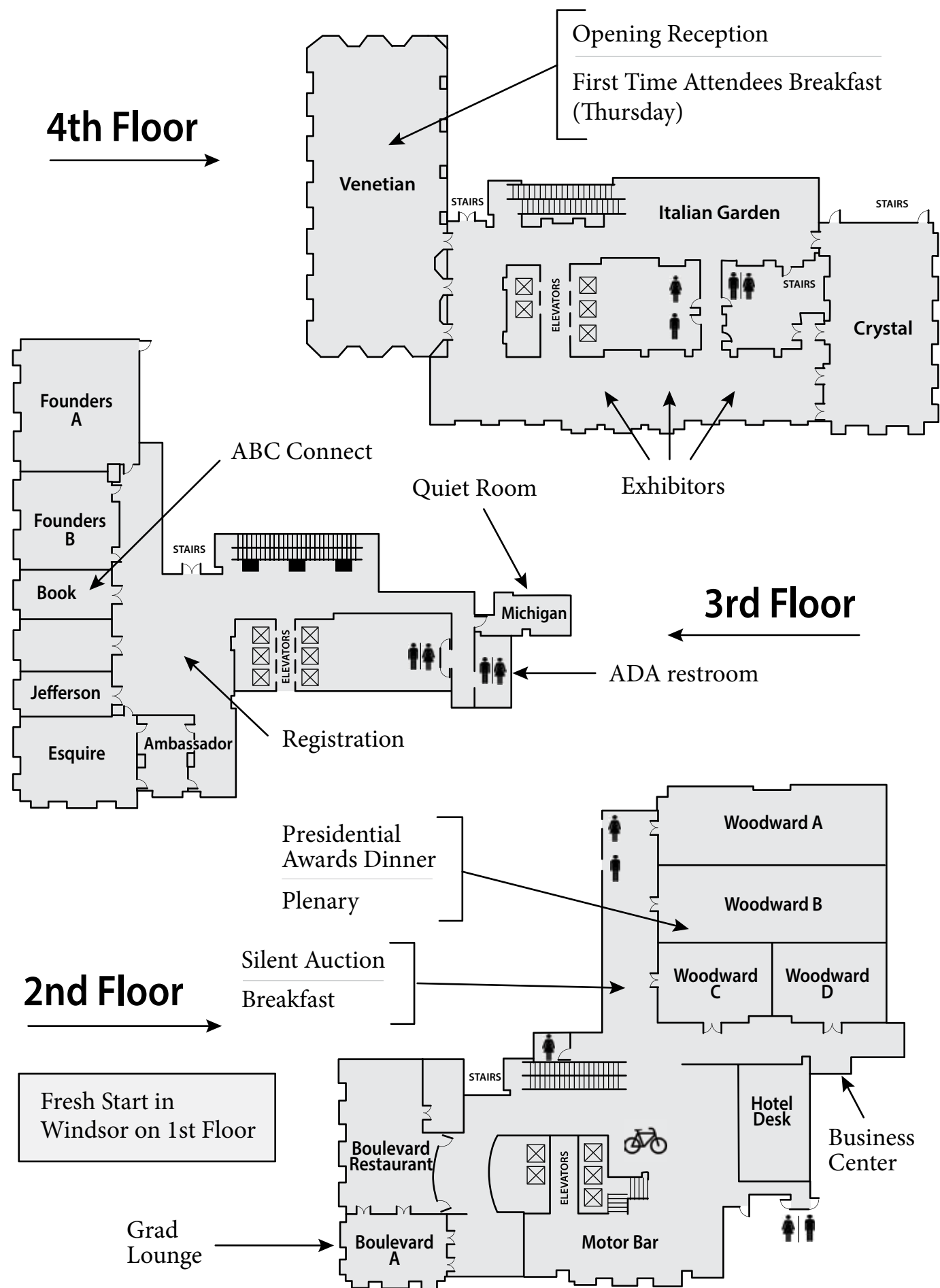
ABC's 2019 conference highlights the synergy between innovation and change, which often results in some form of destruction. As you journey into a range of sessions, look for ideas that can help you emphasize the importance of innovation. Take time to visit Detroit, a city again rising from "ashes" of bankruptcy in 2014. It has been renovating and revitalizing (as well as innovating—it became the largest city to have all LED street lighting in 2016). J.P. Morgan and Ford, Quicken Loans among others, have pledged large amounts to support this innovation. In 2017, The New York Times listed Detroit as the 9th best place to visit in the world.

As you enjoy this year's activities and participate in the rich mix of sessions and activities, please thank Clive Muir and Dirk Remley, our conference co-chairs; Susan Schanne, our conference chair emerita; Becky Crews, our 2018 Silent Auction Coordinator and Ashley Nelson and Dee Fuchs, 2020 San Diego Conference Co-Chairs; Marilyn Buerkens, who keeps ABC from burning; and Stephanie Smith and Andy Cavanaugh, our Communication and Technology team. They are wearing yellow name tag holders. Equally important, introduce yourself to our officers and board members, who work tirelessly on your behalf; they are wearing pink name tag holders.

All of us at ABC wish you a productive and enjoyable conference.

Your Executive Director,

Jim Dubinsky
Executive Director



NEW

ABC Connect

3rd floor in Book

**Become Acquainted,
Build Relationships,
Network,
Mentor, and
Visit with Others.**

**Anyone and everyone should
take advantage of this room!**

The room will be staffed with
seasoned members eager to help
you learn the ropes, make
connections, and so much more.

We want to help you to **make
connections for research and
professional development.**

ABC Connect volunteers are eager
to listen, and help you feel at home
at our conference.



**Please stop by ABC Connect in Detroit
to make new friends and discover new opportunities.**



Thank You to Our Volunteers

Thank you to all who offered their time and talent to ensure a successful conference!

Judith Ainsworth

Temple University

Allison Alford

Baylor University

Tetiana Andriienko-Genin

Kyiv International University

Salvatore Aversa

University of Bari

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Xavier Institute of Management
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Seth Frei

Texas State University

Erin Friess

University of North Texas

Dee Fuchs

Tulane University

Ryan Fuller

California State University Sacramento

Kristine Funderburk

College at Brockport or Accenture

Kristen Getchell

Babson College

Matari Gunter

Texas State University

Patricia Henry

Eastern Michigan University

Jennifer Hewerdine

University of Tennessee, Knoxville

Nancy Hicks

Central Michigan University

Raihan Jamil

Zayed University

Marguerite Joyce

Prairie View A&M University

Jonathan Krutz

Boise State University

Mandy Lacy

University of Sydney

Kathy Langston

University of South Carolina

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Utah Valley University

Christopher Leeds

Dominican University of California

Paula Lentz

University of Wisconsin-Eau Claire

Jeff Lewis

Metropolitan State University Denver

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Susan Luck

Pfeiffer University

Annelise Ly

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Heidi McKee

Miami University

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University of Delaware

Vishnu Patil

Deogiri College, Aurangabad, India

Ashley Patriarca

West Chester University of Pennsylvania

Juan Pena

University of Puerto Rico

Angela Planisek

Baldwin Wallace University

Evelyn Plummer

Seton Hall University

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University of North Texas

Craig Rollo

University of Antwerp

Ilknur Sancak-Marusa

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Ryerson University

Susan Schanne

Co-chair Emerita

Eastern Michigan University

Sandra Sepulveda

University of Puerto Rico

Stephanie Smith

Virginia Tech

Elizabeth Tomlinson

West Virginia University

Laura Valenti

Nicholls State University

Josephine Walwema

Oakland University

Junhua Wang

University of Minnesota Duluth

Naomi Warren

University of Southern California

McClain Watson

University of Texas at Dallas

Leigh Ann Whittle

Liberty University/Elon Aviation

Kimberley Williams

University of Alabama

Yafei Zhang

West Texas A&M University

Thank you
Exhibitors
etc

Sessions by C. R. Anderson Research Fund (CRARF) Recipients



**The Impact of Mindfulness and Self-Compassion on
Business Leaders’ Communication Competence and Job Satisfaction**

Leslie Ramos Salazar, West Texas A&M University
Friday, October 25 in Crystal during Session Four



**Articulating Innovation: Comparing Instructors’
Pedagogical Goals Between Interviews and Syllabi**

Sara Doan, Kennesaw State University
Friday, October 25 in Woodward B during Session Seven



**Situated Learning in Cross-cultural Communication and Management Education:
Leveraging Student Knowledge Within and Across Borders**

Judith Ainsworth, Temple University
Friday, October 25 in Ambassador during Session Seven

About the C. R. Anderson Foundation and the C. R. Anderson Research Fund

C. R. Anderson Foundation (CRAF) is the 501(c)(3) affiliate of the Association for Business Communication. CRAF administers several awards and grants to include the C. R. Anderson Research Fund (CRARF) grants. The C. R. Anderson Research Fund grants cover costs for innovative research focused on business communication (e.g. coders, specialized software, or fieldwork travel). Proposals are accepted January 1st and September 1st. Proposals are blind reviewed much like journal articles. Top proposals are partially or fully funded up to USD 5,000. For details see the ABC website under Grants. Learn more about getting your business communication research funded with CRARF Committee Chair Jacob Rawlins on Thursday, October 24, Session 2, Founders B.

SCHEDULE AT A GLANCE

Wednesday, October 23	
7:30 a.m. - 8:30 a.m.	Board of Directors Breakfast
8:30 a.m. - 5:00 p.m.	Board of Directors Meeting
8:00 a.m. - 11:00 a.m.	Workshop - Gamifying Business Communication Courses With Lauren Malone
9:00 a.m. - 3:00 p.m.	Workshop - Mastering High Impact Coaching Skills With Sarah Zeren
11:15 a.m. - 2:15 p.m.	Workshop - Artificial Intelligence for Global Virtual Teams With Peter Cardon & Jolanta Aritz; co-author Carolin Fleishmann
11:15 a.m. - 2:15 p.m.	Workshop - Creative Problem-Solving in Business Communication With Becky Crews & David Eyman
2:30 p.m.	Walking tour - Private downtown walking tour; advance registration required.
2:30 p.m. - 5:30 p.m.	Workshop - Researching Visual Communication With Charles Kostelnick
2:30 p.m. - 5:30 p.m.	Workshop - Student-Run Business Podcasts and Online Journals With Marianna Richardson, Andrea Cabrera, & Sarah Romney; co-author Jennifer Goldsberry
6:00 p.m. - 8:00 p.m.	Reception - Networking and Community Building
Thursday, October 24	
6:15 a.m. - 6:45 a.m.	Fresh Start: Early Morning Stretch & Meditation (door opens 6:05) Windsor (1st floor)
7:30 a.m. - 8:30 a.m.	Committee Chairs - Special Session - Meet Over Breakfast - Woodward D
7:30 a.m. - 8:30 a.m.	First Time Conference Attendees - Special Session - Meet Over Breakfast - Venetian
7:30 a.m. - 8:30 a.m.	Breakfast - Woodward
8:00 a.m. - 5:30 p.m.	Exhibits - 4th Floor
8:40 a.m. - 9:25 a.m.	Opening Plenary - Woodward AB ABC President, ABC First Vice President, Conference Co-Chairs
9:35 a.m. - 10:50 a.m.	Session 1
10:30 a.m. - 2:30 p.m.	C. R. Anderson Foundation Silent Auction Opens - Woodward Foyer
10:50 a.m. - 11:30 a.m.	Break - Poster Session - Woodward Foyer
11:40 a.m. - 12:55 p.m.	Session 2 & My Favorite Assignment - I
1:00 p.m. - 2:15 p.m.	Lunch on Your Own; B Comm Certificate Ad Hoc Meeting - 24grille
1:00 p.m. - 2:15 p.m.	Regional Vice Presidents' Working Lunch
1:00 p.m. - 2:15 p.m.	Lunch and Learn with Cengage Learning (Full) - Woodward
2:30 p.m. - 3:45 p.m.	Session 3 & How Do You Teach Diversity? - I
3:45 p.m. - 4:15 p.m.	Break - 4th Floor Exhibit Area BPCQ Editorial Review Board - Venetian
4:15 p.m. - 5:30 p.m.	Committee/SIG Meetings- ABC Affiliate, Bus Writing & Speaking, CRARE, Intercultural, MBA, Pub Board, Research, Retirement, Rhetoric, Teaching, Teaching w/Tech, Tech, MLA Liaison

SCHEDULE AT A GLANCE

Thursday, October 24 • continued	
5:30 p.m. - 9:00 p.m.	Evening on your Own
Friday, October 25	
6:15 a.m. - 6:45 a.m.	Fresh Start: Early Morning Stretch & Meditation (door opens 6:05) Windsor (1st floor)
7:30 a.m. - 8:30 a.m.	Breakfast
7:30 a.m. - 8:30 a.m.	Regional Meetings - Meet Over Breakfast (Western Region - Meet Over Lunch in 24grille)
7:30 a.m. - 5:30 p.m.	Exhibits - 4th Floor
8:00 a.m. - 1:45 p.m.	C.R. Anderson Silent Auction - Woodward Foyer Bid to Support Grad Travel Grant. Auction closes at 1:45 p.m.
8:40 a.m. - 9:25 a.m.	Plenary - 2018 Outstanding Researcher and 2018 Outstanding Teacher - Woodward AB
9:35 a.m. - 10:50 a.m.	Session 4
10:50 a.m. - 11:05 a.m.	Break - 4th Floor Exhibit Area
11:15 a.m. - 12:30 p.m.	Session 5 & My Favorite Assignment - II
12:30 p.m. - 1:45 p.m.	Lunch on Your Own; Western Region - Meet (lunch on your own-24grille)
12:30 p.m. - 1:45 p.m.	IJBC Editorial Review Board (lunch on your own-24grille)
1:45 p.m.	Silent Auction Ends
1:55 p.m. - 3:10 p.m.	Session 6 & How Do You Teach Diversity? - II
3:10 p.m. - 3:35 p.m.	Break - Pick Up & Pay for Silent Auction Items - Woodward Foyer 4th Floor Exhibit Area
3:35 p.m. - 4:50 p.m.	Session 7 & My Favorite Assignment - III
5:00 p.m. - 6:15 p.m.	Committee/SIG Meetings- Academic Enviro, Bus Practices, Community College SIG, Consulting, Diversity & Inclusion, Finance, Grad Studies, Marketing & Membership, International Issues, Student Competition
7:00 p.m.	Presidential Awards Banquet - Woodward Ballroom
9:00 p.m. - 11:00 p.m.	Motown Music with DJ - Venetian
Saturday, October 26	
7:30 a.m. - 8:30 a.m.	Breakfast
7:30 a.m. - 12:00 p.m.	Exhibits - 4th Floor
8:45 a.m. - 10:00 a.m.	Session 8 & My Favorite Assignment - IV
10 a.m. - 10:20 a.m.	Break - 4th Floor Exhibit Area
10:30 a.m. - 11:45 a.m.	Session 9 & How Do You Teach Diversity? - III
11:45 a.m.	Conference Ends. Travel Safely! Please return badge holder
12:00 p.m.	Excursion The Henry Ford Museum (online registration required; space limited)

MEETINGS AT A GLANCE

Thursday, October 24 • 7:30 a.m. - 8:30 a.m.	
VENETIAN (4TH FLOOR)	First-Timers’ Meeting: Breakfast Session for New Conference Attendees Marcel Robles President & Jim Dubinsky, Executive Director <i>(pick up breakfast at Venetian)</i> Committee Chairs’ Meeting - Breakfast Buffet Geert Jacobs, First Vice President & D. Joel Whalen, Second Vice President
Thursday, October 24 • 1:00 p.m. - 2:15 p.m.	
24GRILLE	B-Comm Certificate Ad Hoc Committee Paula Lentz, Chair Meet with lunch on your own
Thursday, October 24 • 4:15 p.m. - 5:30 p.m.	
WOODWARD B	Business Writing & Speaking Centers SIG Ryan Sheets, Coordinator
WOODWARD B	ABC Affiliate Ad Hoc Committee Virginia Hemby, Chair
AMBASSADOR	C.R. Anderson Research Fund Committee Jacob Rawlins, Chair
FOUNDERS B	MBA Special Interest Group Marion Philadelphia, Coordinator
ESQUIRE	MLA Liaison Committee William Christopher Brown, Chair
CRYSTAL	Research Committee Sky Marsen, Chair
WOODWARD A	Rhetoric Special Interest Group Jennifer Veltsos, Coordinator
VENETIAN	Retirement Committee Deborah Roebuck, Chair
VENETIAN	Teaching Committee Susanna Clason, Chair
WOODWARD D	Teaching with Technology Special Interest Group Jennifer Cook Loney, Coordinator
JEFFERSON	Technology Committee Stephanie Smith, Chair
FOUNDERS A	Intercultural Communication SIG Sana Reynolds, Coordinator
FOUNDERS A	Publications Board Jason Snyder, Chair
Friday, October 25 • 5:00 p.m. - 6:15 p.m.	
WOODWARD C	Academic Environment Committee Paula Lentz, Chair (continued on following page)

MEETINGS AT A GLANCE

Friday, October 25 • 5:00 p.m. - 6:15 p.m., continued	
AMBASSADOR	Business Practices Committee Sam DeKay, Chair
ITALIAN GARDEN	Community College Special Interest Group Ann Marie Alexander, Coordinator
FOUNDERS B	Consulting Special Interest Group Barbara Shwom, Coordinator
CRYSTAL	Diversity and Inclusion Committee Jacquelyn Lowman, Chair
JEFFERSON	Finance Committee Amy Newman, Chair
BOULEVARD A	Graduate Studies Committee Stephen Carradini, Chair
ESQUIRE	International Issues Committee Hiro Hayashida, Katherine Wills and Maryann Wysor, Co-Chairs
VENETIAN	Marketing and Membership Committee Peter Cardon, Chair
CRYSTAL	Student Competition Committee Jenna Haugen, Chair
Friday, October 25 • 7:30 a.m. - 8:30 a.m.	
	Regional Meetings with Breakfast Pick up breakfast in Woodward Foyer and meet in designated breakfast area
WOODWARD D	Asia and the Pacific Yunxia Zhu, Regional Vice President
WOODWARD A	Canada Valerie Creelman, Regional Vice President
WOODWARD B	Caribbean, Mexico, Central & South America Sandra Sepulveda, Regional Vice President
WOODWARD A	Eastern U.S. Judith Ainsworth, Regional Vice President
WOODWARD D	Europe, Africa, & the Middle East Erika Darics, Regional Vice President
WOODWARD B	Midwestern U.S. Kathryn Rybka, Regional Vice President
WOODWARD B	Southeastern U.S. Kris Pickering, Regional Vice President
WOODWARD C	Southwestern U.S. Deborah DuFrene, Regional Vice President
WOODWARD C	Western U.S. (Casual breakfast with official Regional Meeting at Lunch)
Friday, October 25 • 12:30 p.m. - 1:45 p.m.	
24GRILLE	Western U.S. Regional Meeting with lunch on your own Jolanta Aritz, Regional Vice President
24GRILLE	Meet with lunch on your own

SHOWCASE STUDENT TALENT

Enter the 2020 ABC Student Writing Contest

Plaques and monetary prizes awarded the top three students.
Winners along with instructors will
get a permanent place in ABC history.

For details, paste this link into your browser:
<https://tinyurl.com/ABCContest2020>



ENTER TODAY!

We congratulate these authors on the
acceptance of their scholarly work through
the Blind Peer Review process:

Janel Bloch & Jeremy Rosselot-Merritt

University of Minnesota, Twin Cities & Northern Kentucky University

*Using the Triadic Professional Approach in Navigating
the Future of Business and Professional Communication.*

Bertha Du-Babcock

City University of Hong Kong

*Multifaceted Effects of Language, Culture, and Organizational Supports
on Asian Expatriate Overseas Assignment Adjustments.*

Leslie Ramos Salazar

West Texas A&M University

*The Impact of Mindfulness and Self-Compassion on
Business Leaders' Communication Competence and Job Satisfaction.*

WEDNESDAY

7:30 a.m. - 8:30 a.m.

Board of Directors Breakfast

8:30 a.m. - 5:00 p.m.

Board of Directors Annual Meeting

PRE-CONFERENCE WORKSHOPS (advance sign-up requested)

8:00 a.m. - 11:00 a.m.

FOUNDERS A

Gamifying Business Communication Courses

TRACK: Scholarship of Teaching and Learning

FOCUS: Teaching

SESSION TYPE: Pre-Conference Workshop

Lauren Malone, Iowa State University

Learn how to design your course as a game to create collaborative and interactive learning spaces.

9:00 a.m. - 3:00 p.m.

FOUNDERS B

Mastering High Impact Coaching Skills

TRACK: Consulting and Training

FOCUS: Consulting & Practice

SESSION TYPE: Pre-Conference Workshop

Sarah Zeren, Lifebound/GlobalMindEd

Learn to guide students to resolve conflict and become proactive contributors to the changing workforce.

11:15 a.m. - 2:15 p.m.

FOUNDERS A

Artificial Intelligence for Global Virtual Team Communication

TRACK: Technology, Digital Communication, Social Media, and Web 2.0

FOCUS: Research

SESSION TYPE: Pre-Conference Workshop

Peter Cardon, University of Southern California

Jolanta Aritz, University of Southern California

Co-Author: Anne Fleischmann, University of Southern California

Explore the trend of communication augmentation by AI in the context of global virtual teams, such as the Virtual Business Professional Project (VBP). The goal is to co-create a draft white paper around workshop topics.

WEDNESDAY

11:15 a.m. - 2:15 p.m., continued

AMBASSADOR

Creative Problem-Solving in Business Communication

TRACK: Innovative Instructional Methods

FOCUS: Teaching

SESSION TYPE: Pre-Conference Workshop

Becky Crews, Miami University
David Eyman, Miami University

Learn how to build an instructional toolkit of theoretical and practical methods and activities to enhance student learning and meet creative problem-solving skills employers seek in graduates.

2:30 p.m. - 5:30 p.m.

FOUNDERS A

Researching Visual Communication

TRACK: Visual Communication

FOCUS: Research

SESSION TYPE: Pre-Conference Workshop

Charles Kostelnick, Iowa State University

Explore visual communication issues and trends in text design, data visualization, and illustrations as well as the methods to research them. Presented by ABC’s 2018 Outstanding Researcher award recipient.

2:30 p.m. - 5:30 p.m.

AMBASSADOR

Student-Run Business Podcasts and Online Journals

TRACK: Innovative Instructional Methods

FOCUS: Teaching

SESSION TYPE: Pre-Conference Workshop

Marianna Richardson, Brigham Young University
Andrea Cabrera, Brigham Young University
Sarah Romney, Brigham Young University
Co-Author: Jennifer Goldsberry, Brigham Young University

Learn from students and the student adviser how to enhance student engagement with multiple elements of business communication by developing an online business journal and podcasts, using social media to market the journal and podcasts.

6:00 p.m. - 8:00 p.m.

VENETIAN

Reception - Networking and Community Building

THURSDAY

THURSDAY

6:15 a.m. - 6:45 a.m.

WINDSOR
(1ST FLOOR)

Fresh Start: Early Morning Stretch & Meditation

Robyn Dubinsky, Certified Fitness Instructor

Begin your day by creating a refuge for your body and mind. Led by Robyn Dubinsky, a certified fitness instructor with over 30 years of experience, the 30-minute classes can help reduce stress and provide a foundation of calm. You will work on stretching, range of motion, and controlled breathing, all designed to warm your body and prepare your mind to meet the coming day’s intellectual and physical challenges. The class borrows from yoga, Tai Chi, and other traditions; it is designed for the novice as well as the experienced practitioner. We will have some mats, and all you really need are some comfortable workout clothes or even your pajamas (no shoes) and a desire to begin your day with a fresh start. Doors open at 6:05; class begins at 6:15. #FreshStartABC

7:00 a.m. - 8:30 a.m.

VENETIAN

First Time Conference Attendees Special Session - Meet Over Breakfast

7:00 a.m. - 8:30 a.m.

WOODWARD D

Committee Chairs Special Session - Meet Over Breakfast

7:00 a.m. - 8:30 a.m.

WOODWARD

Breakfast

8:00 a.m. - 5:30 p.m.

4TH FLOOR

Exhibits

8:40 a.m. - 9:25 a.m.

WOODWARD AB

Opening Plenary

- ABC President Marcel Robles, ABC First Vice President Geert Jacobs,
- Detroit Conference Co-chairs Clive Muir and Dirk Remley,
- 2020 San Diego Conference Co-chairs Dee Fuchs and Ashley Nelson, and
- M.C. Jim Dubinsky

AMBASSADOR	Session Chair: Marcia Pentz
AMBASSADOR	<div><div>Corporate Social Responsibility and Marine Plastics: A Question of Ethics</div><div>TRACK: Social Responsibility, Civic Engagement, Sustainability, and Business Ethics</div><div>FOCUS: Teaching</div><div>SESSION TYPE: Regular Presentation (15 min.)</div><div>Marilyn Dyrud, Oregon Institute of Technology</div><div>Plastic products have become indispensable in our lives. This presentation will examine marine pollution, identify ethical issues and corporate response, and suggest potential classroom usage. Conference attendees should find this topic informative and disturbing, as the marine environment quickly approaches a tipping point.</div></div>
AMBASSADOR	<div><div>Preparing Students for the Ideologically Charged Workplace: It’s Not Just Organizational Culture Anymore</div><div>TRACK: Social Responsibility, Civic Engagement, Sustainability, and Business Ethics</div><div>FOCUS: Teaching</div><div>SESSION TYPE: Regular Presentation (15 min.)</div><div>Carolyn Patterson, University of Cincinnati Kathryn Rentz, University of Cincinnati</div><div>In an era of brand activism, our students need to be sensitive to an organization’s ideological values before walking into a place of employment. This presentation will demonstrate the need for business communication teachers to extend their discussions of corporate culture so that students can not only avoid ideological landmines but also seize opportunities to help direct their organizations’ public engagement.</div></div>
AMBASSADOR	<div><div>Sustainable Communication: Persuasive Rhetoric for Sustainable Business Practice</div><div>TRACK: Social Responsibility, Civic Engagement, Sustainability, and Business Ethics</div><div>FOCUS: Teaching</div><div>SESSION TYPE: Regular Presentation (15 min.)</div><div>Marcia Pentz, University of Virginia Co-Author: Kerrie Carfagno, University of Virginia</div><div>The session details communication’s role in a multidisciplinary project collaboration with AB InBev where students propose real strategic sustainability initiatives and develop public-facing corporate messages in support. Management Communication is perfectly positioned to help students persuade diverse—skeptical, and also newly activist—stakeholder audiences to adopt the sustainable business practices vital to corporate success amidst resource scarcity and climate change.</div></div>

AMBASSADOR	<div><div>Three Strategies for Ethical Communication</div><div>TRACK: Social Responsibility, Civic Engagement, Sustainability, and Business Ethics</div><div>FOCUS: Teaching</div><div>SESSION TYPE: Regular Presentation (15 min.)</div><div>Kerrie Carfagno, University of Virginia</div><div>How do educators teach students to address questionable conversations and behavior at work? Students need a toolbox to communicate in such delicate situations. Research indicates three key communication strategies can help when dealing with unethical, racist, sexist, ageist, culturally insensitive, and even illegal conversations.</div></div>
FOUNDERS A	Session Chair: Barbara Davis
FOUNDERS A	<div><div>Study Abroad Programs: An Investment to Benefit Faculty as Well as Students</div><div>TRACK: Intercultural and Global Communication</div><div>FOCUS: Teaching</div><div>SESSION TYPE: Group Panel (45 min.)</div><div>Nancy Mahon, Pennsylvania State University Kathryn Rybka, University of Illinois at Urbana-Champaign Duane Gustafson, Penn State University</div><div>Study abroad programs allow students and faculty vibrant opportunities to explore, experience, and understand other cultures and perspectives on conducting business in unfamiliar settings. Drawing on their unique initiatives that have spanned Europe, Asia, India, and Northern Africa, panelists will provide concrete suggestions for proposing, designing and implementing truly rewarding trips that enhance faculty development while enriching students’ educational experiences.</div></div>
FOUNDERS A	<div><div>Accelerated Programs: Quicker, Faster, and Yesterday!</div><div>TRACK: Scholarship of Teaching and Learning</div><div>FOCUS: Teaching</div><div>SESSION TYPE: Regular Presentation (15 min.)</div><div>Barbara Davis, University of Memphis</div><div>Determining the strategic positioning of business communication courses within flourishing accelerated programs in order to provide steady benefits far above any challenges it may present is the main reason attendees should consider this session.</div></div>

FOUNDERS B Session Chair: James Stapp

FOUNDERS B **Innovating Inside the Box: Developing an Oral Communication Lab**

TRACK: Scholarship of Teaching and Learning

FOCUS: Scholarship of Teaching and Learning

SESSION TYPE: Group Panel (45 min.)

Traci Austin, Sam Houston State University
Lindsay Clark, Sam Houston State University
Danica Schieber, Sam Houston State University
Ashly Smith, Sam Houston State University

The panelists will show how they created a fully functioning oral communication lab with minimal resources—likely resources attendees have on hand already. Presenters will discuss the processes developed to ensure the lab not only allows students to develop their individual presentation skills, but also informs innovative classroom practice, provides opportunities for faculty research, and generates data for communication assessment and program expansion.

FOUNDERS B **The PowerPoint Slide That Killed: A Powerful Pedagogical Tool for the Business Communication Classroom**

TRACK: Innovative Instructional Methods

FOCUS: Teaching

SESSION TYPE: Regular Presentation (15 min.)

James Stapp, Oklahoma State University

Edward Tufte’s famous and controversial analysis of the shortcomings of PowerPoint during Space Shuttle Columbia’s 2003 mission serves as a useful pedagogical tool in the Business Communication classroom. This presentation will review Tufte’s analysis and provide concrete examples for in-class activities designed for students to learn valuable lessons about the design and real-world use of PowerPoint presentations.



Remember to tweet about
your conference experience:

#ABCDetroit

VENETIAN Session Chair: Lisa Barley

VENETIAN **MBA Communications – Analysis and Innovative Change**

TRACK: Executive, Managerial, and MBA Communication

FOCUS: Research

SESSION TYPE: Regular Presentation (15 min.)

Irma Hunt, Shippensburg University

How are Master in Business Administration (MBA) degree programs currently communicating to future students? What can be done to improve communication with MBA students? This research will consist of analyzing competitors’ social media pages and advertisements. Literature review and findings will be included in the examination of other MBA programs. This research will be beneficial for schools looking to improve MBA communication strategies.

VENETIAN **Multifaceted Effects of Language, Culture, and Organizational Supports on Asian Expatriate Overseas Assignment Adjustments**

TRACK: Intercultural and Global Communication

FOCUS: Research

SESSION TYPE: Regular Presentation (15 min.)

Bertha Du-Babcock, City University of Hong Kong

This presentation reports findings of an empirical research study. The study explores potentially causal interrelationships between three constructs (language, culture, and organizational support) and the consequent associations with expatriates’ adjustment to overseas assignments. ANOVA test, post hoc test, and Pearson’s Correlation Coefficients are employed to examine the differences and causal relationships.

VENETIAN **Needs Analysis in Business English-Japanese Universities**

TRACK: Scholarship of Teaching and Learning

FOCUS: Teaching

SESSION TYPE: Regular Presentation (15 min.)

Yuichiro Yamamoto, Meiji University

Research of needs analysis in business English has been published in the past in Japan. This study investigates whether research of needs analyses in Japan has led to courses designed to provide a solid foundation for effective and valuable business English. Some necessary factors to develop business English courses are suggested.

VENETIAN

“Click to Clique”: Students’ Media Preferences for Course Communications: A Comparison Study of Undergraduate and Graduate Students in the U.S. and China

TRACK: Technology, Digital Communication, Social Media, and Web 2.0

FOCUS: Scholarship of Teaching and Learning

SESSION TYPE: Regular Presentation (15 min.)

Lisa Barley, Eastern Michigan University
Kimberley Barker, Eastern Michigan University
Co-Author: Chao Sun, Eastern Michigan University
Co-Author: Fraya Wagner-Marsh, Eastern Michigan University

Do you know students’ media preferences? “Click to clique” may be the media mantra students are utilizing for convenience. This study reviews cross-cultural contrasts between U.S. and China undergraduate and graduate business students pertaining to media usage, media preferences for course communications, beyond school, and other factors such as: prior experience, security, privacy, media richness, technological newness, and career advancement.

WOODWARD A

Session Chair: Melissa Jean

WOODWARD A

From the Company to the Classroom: Employers’ Perspectives of Exemplary and Deficient Communication Skills

TRACK: Scholarship of Teaching and Learning

FOCUS: Research

SESSION TYPE: Regular Presentation (15 min.)

Tina Coffelt, Iowa State University
Co-Author: Frances Smith, Murray State University

This presentation reports on a qualitative study of 22 employers who manage recent college graduates regarding exemplary and unacceptable communication skills. Findings show that relatability, documentation, and audience analysis/awareness are exemplary skills while deception, verbal aggression, and a defensive communication climate are deficient skills. Instructors can apply these findings to promote excellence and validate negative consequences of unacceptable communication behaviors.

WOODWARD A

Life in the “Cybertariat”: Gender Concerns in Virtual Writing Groups in a University Service-Learning Project

TRACK: Scholarship of Teaching and Learning

FOCUS: Scholarship of Teaching and Learning

SESSION TYPE: Regular Presentation (15 min.)

William Carney, Cameron University

Even in virtual or remote settings, women struggle to get their work taken seriously and have their efforts valued. The presenter will talk about virtual collaborative writing in a service-learning project and the struggles of female students in that project to be treated equitably. Suggestions for greater gender equity in the classroom and workplace will be discussed.

WOODWARD A

Reconsidering Business Communication Classroom Pedagogies: Written vs. Oral (and Other) Skill-based Assignments

TRACK: Scholarship of Teaching and Learning

FOCUS: Scholarship of Teaching and Learning

SESSION TYPE: Regular Presentation (15 min.)

Christopher McKenna, Stephen F. Austin State University

This study reviews the results of the author’s survey of alumni of a regional state university to determine the communication-based skills most beneficial to new workforce entrants coming from each of the university’s colleges. The survey also sought to determine a “critical mass overlap” of the most mission-critical skills across many academic disciplines.

WOODWARD A

The Impact of a Class Blogging Assignment on Student Writing Anxiety, Confidence, Mindset and Metacognition

TRACK: Scholarship of Teaching and Learning

FOCUS: Scholarship of Teaching and Learning

SESSION TYPE: Regular Presentation (15 min.)

Melissa Jean, Brescia University College

Writing apprehension and avoidance can be challenges for college students. This study explores how a class blogging experience impacts measures of writing apprehension, confidence, mindset, metacognition, and classroom sense of community. This session will be of interest to instructors looking to discover the motivation for creating a blogging experience and the preliminary results of the research study.

WOODWARD B	Session Chair: Atsuko Kaneko
WOODWARD B	Examining Leadership Discourse in Training Materials for Professional Women <div>TRACK: Organizational Communication</div> <div>FOCUS: Research</div> <div>SESSION TYPE: Regular Presentation (15 min.)</div> <p>Amaly Santiago, University of South Florida</p> <p>This study analyzed an online text from the Women’s Leadership Program from Yale School of Management. The study examines the connection between text and social practices, identifies the function of the text in the constitution of social identities, and analyzes how this text is mediated by discourse practice (e.g. meanings, expectations and assumptions toward women’s leadership).</p>
WOODWARD B	Increasing Interactional Justice Through the Use of Motivating Language <div>TRACK: Organizational Communication</div> <div>FOCUS: Research</div> <div>SESSION TYPE: Regular Presentation (15 min.)</div> <p>Doreen Hanke, Texas A&M International University</p> <p>This study provides a model of the link between a leader’s use of motivating language and an employee’s perceived interactional justice, specifically interpersonal and informational justice. The findings show all three dimensions of motivating language significantly impact an employee’s perceived interpersonal and informational justice. Theoretical and practical implications, as well as directions for future research, are discussed.</p>
WOODWARD B	Workplace Email Communication: How Can We Keep It Productive? <div>TRACK: Organizational Communication</div> <div>FOCUS: Research</div> <div>SESSION TYPE: Regular Presentation (15 min.)</div> <p>Atsuko Kaneko, Meiji University</p> <p>Email, telephone and face-to-face conversations are the most widely used workplace communication channels in Japan. This study illustrates the characteristics of email as a communication channel in the workplace through a pilot survey. It found that, although some shared rules were displayed, they were not necessarily regarded as effective.</p>

WOODWARD C	Session Chair: Nancy Nygaard
WOODWARD C	Innovating through Reflective Practice: Cover Letters, Resumes, and the Personal Narrative in First Year Composition <div>TRACK: Innovative Instructional Methods</div> <div>FOCUS: Teaching</div> <div>SESSION TYPE: Regular Presentation (15 min.)</div> <p>Barbara George, Kent State University at Salem</p> <p>This presentation describes the classroom use of cover letter and resume writing in conjunction with personal narrative writing as an initial assignment in a first year composition course. By pairing entry level business writing and the personal narrative as a part of “identity” building in a college composition class, students learn important lessons in rhetorical applications of their writing.</p>
WOODWARD C	Creating a Collaborative Instructional Community <div>TRACK: Scholarship of Teaching and Learning</div> <div>FOCUS: Teaching</div> <div>SESSION TYPE: Group Panel (30 min.)</div> <p>Nancy Nygaard, University of Wisconsin-Milwaukee Christopher Lyons, University of Wisconsin-Milwaukee</p> <p>This presentation will discuss ways to mentor new business writing instructors and build a collaborative community in a writing department by integrating current composition pedagogy with business writing practice, designing a manual for first-time instructors, building interest in professional writing among graduate teaching assistants, and creating engaging and practical professional development activities.</p>



Photo: Marilyn Buerkens ©2019

WOODWARD D Session Chair: Geoffrey Clegg

WOODWARD D **Reconsidering the “Stage”: Reflecting Current Workplace Presentation Practices in Our Business Communication Courses**

TRACK: Scholarship of Teaching and Learning

FOCUS: Teaching

SESSION TYPE: Regular Presentation (15 min.)

Thomas Landis, Indiana University
Jeanette Heidewald, Indiana University
Co-Author: Anna Deeds, Indiana University

This interactive session will share examples and rationale for creating classroom presentation scenarios that reflect current workplace presentation styles. Participants will leave this session with strategies to implement a variety of current workplace presentation practices into their courses and will include sample assignments, discussion points during lectures, presentation variables, and metrics for evaluating student work.

1WOODWARD D **Sometimes Service Learning Doesn’t Work the Way We Want**

TRACK: Scholarship of Teaching and Learning

FOCUS: Teaching

SESSION TYPE: Regular Presentation (15 min.)

Abby Koenig, University of Louisville

This presentation details the ways that a highly organized service learning project may fall victim to unforeseen circumstances outside of the instructor’s control. However, a change can prove to be an invaluable lesson in service learning, as it teaches students that a business plan does not always equate to an execution, and adjusting to change is a component of a real-world application.

1WOODWARD D **Teaching about Writing Branching Scenarios at the Intersection of E-Learning and Interactive Fiction**

TRACK: Scholarship of Teaching and Learning

FOCUS: Teaching

SESSION TYPE: Regular Presentation (15 min.)

Robert Terry, Georgia Southern University

This presentation explores strategies in teaching students to develop and write branching scenario-based e-learning by drawing on the software and techniques of interactive fiction. The presentation covers conceptual elements as well as functional approaches to implementing similar approaches in a professional/business communications course.

WOODWARD D **Understanding Multiplicity: A Report on the First Meeting of ABC and CCCC’s Joint Workplace Writing Special Interest Group**

TRACK: Scholarship of Teaching and Learning

FOCUS: Teaching

SESSION TYPE: Regular Presentation (15 min.)

Geoffrey Clegg, Midwestern State University

This presentation highlights the questions and concerns raised at the first meeting of the Association of Business Communication and the Conference on College Composition and Communication’s Joint Workplace Writing Special Interest Group.

WOODWARD C. R. Anderson Foundation Silent Auction Open
FOYER Hosted by Becky Crews, Miami University

WOODWARD Break
FOYER POSTER SESSION

Learners’ Perceptions of the Japanese Oral Communication Course

TRACK: Innovative Instructional Methods

FOCUS: Research

SESSION TYPE: Poster Session

Miho Hirano, Kyoto Notre Dame University

In this poster presentation, learners’ perceptions of the Japanese oral communication course designed for Japanese university students are reported. The course content includes business communication basics, speaking in front of people, and presentations by groups imitating a TV program.

WOODWARD
FOYER

POSTER SESSION, CONTINUED

3 X 3 Table English Training Method for Improving a Quick Response at Business Scenes Part 2

TRACK: Intercultural and Global Communication

FOCUS: Teaching

SESSION TYPE: Poster Session

Hisashi Naito, Hokkai-Gakuen University
Toshiyuki Sakabe, Hokkaido University of Science
Masaki Yamada, Sapporo Otani University
Nozomi Ishikawa, Sapporo Otani University
Akiko Shibata, Sapporo Otani University

Students without business experience in an English-speaking environment need to develop the skill of ‘instantaneous response.’ A 3 x 3 Table English Training Method was developed and used to solve this issue. According to a follow-up questionnaire, it was found that students who gained confidence through this training didn’t feel tension when responding instantaneously.

WOODWARD
FOYER

Everyone is in the PR Business: Why Business Communication Faculty Need to Advocate for Support and Militate in Favor of Their Field

TRACK: Organizational Communication

FOCUS: Teaching

SESSION TYPE: Poster Session

Bonnie Auslander, University of Colorado-Boulder
Amar Ayoub, University of Colorado Boulder
Aleah Hyvonen, University of Colorado-Boulder

Finance professors don’t have to prove their worth every day, but those of us in business communication would be wise to recognize that our role extends beyond the classroom into advocating for our field. How can our colleagues apply fundamental principles of internal public relations to convince our colleagues, students, and most importantly, deans and senior administrators of our abiding relevance?

WOODWARD
FOYER

POSTER SESSION, CONTINUED

Open Questions about Social Media in Business Communication

TRACK: Technology, Digital Communication, Social Media, and Web 2.0

FOCUS: Research

SESSION TYPE: Poster Session

Stephen Carradini, Arizona State University

Social media has become ubiquitous in business, but it is less than ubiquitous in business communication research. In this interactive poster presentation, the author will present several open questions regarding social media in business communication. Readers will be encouraged to state what their questions are about social media in business communication, and those will be written on the poster. The outcome will be a crowdsourced look at what the open areas for research and pedagogy are in social media.

AMBASSADOR

Session Chair: Craig Cotich

AMBASSADOR

Communication for Consultants

TRACK: Consulting and Training

FOCUS: Consulting & Practice

SESSION TYPE: Regular Presentation (15 min.)

Rita Owens, Boston College
Recipient 2018 Award for Excellence in Communication Consulting

This session will highlight key takeaways and lessons learned from a career that has combined teaching business communications and consulting. The presenter will focus on the book, *Communication for Consultants*, and its emphasis on understanding clients as a unique audience over a consulting engagement. The presenter will describe how to bring these concepts into both teaching and consulting.

AMBASSADOR

Teaching the Best Networking Email One Will Ever Write

TRACK: Innovative Instructional Methods

FOCUS: Consulting & Practice

SESSION TYPE: Regular Presentation (15 min.)

Danny Rubin, Rubin Education

The presenter will describe how to teach students to compose effective networking messages, calling attention to the three most important words in the subject line and the number one way to make any outreach message authentic and genuine. It’s a smart, simple lesson attendees can bring back to campus and show students.

AMBASSADOR	Mastering the Pitch: How to Transform the Business Message Through Story <div>TRACK: Consulting and Training</div> <div>FOCUS: Consulting & Practice</div> <div>SESSION TYPE: Regular Presentation (15 min.)</div> <p>Craig Cotich, University of California Santa Barbara</p> <p>Employees at every level are asked to present, yet most college graduates are unprepared for that task. Based on case studies, the presentation will highlight areas critical to effective presentations: using storytelling for structure, detailing problems that customers face, and tailoring every point to the audience. Focusing on these three areas can be transformative for presenters.</p>
FOUNDERS A	Session Chair: Virginia Hemby
FOUNDERS A	How to Start and Sustain Your Business Communication Center <div>TRACK: Innovative Instructional Methods</div> <div>FOCUS: Teaching</div> <div>SESSION TYPE: Group Panel (45 min.)</div> <p>Katie Gerst, Temple University Carl Follmer, University of Iowa Jimmy Miller, Temple University Matthew Gilchrist, Lehigh University <i>Co-Author:</i> Shenandoah Sowash, American University</p> <p>Business Writing and Speaking Centers SIG members will discuss the considerations prior to starting such a center, offering a “how-to” startup guide for your center. Topics addressed include: funding, space, recruiting and training of tutors and other staff, scheduling, various services provided by centers, promotional efforts, and tips on working with business faculty.</p>
FOUNDERS A	The College Student as Bully: Narratives of Post-Secondary Business Faculty <div>TRACK: Interpersonal and Non-Verbal Communication</div> <div>FOCUS: Teaching</div> <div>SESSION TYPE: Regular Presentation (15 min.)</div> <p>Virginia Hemby, Middle Tennessee State University</p> <p>While much of the research focused on bullying has examined its impact on children, pre-teens, and teenagers, in higher education administrator-on-faculty and faculty-on-faculty bullying has dominated the research in this area. Rarely has the effect of bullying by college students on post-secondary faculty been reviewed. Until now. To know what your ABC and National Business Education Association colleagues had to say about student bullying and its impact, come to this session.</p>

FOUNDERS B	Session Chair: Jason Snyder
FOUNDERS B	Getting Your Business Communication Research Funded <div>TRACK: Organizational Communication</div> <div>FOCUS: Research</div> <div>SESSION TYPE: Group Panel (45 min.)</div> <p>Jacob Rawlins, Brigham Young University Jacqueline Mayfield, Texas A&M International University Milton Mayfield, Texas A&M International University</p> <p>Conducting original research in the discipline of business communication can be expensive. The C. R. Anderson Research Fund (CRARF) was established to promote excellence in research on business communication topics by providing grants of up to USD 5,000 to members of the Association for Business Communication. The C. R. Anderson Research Fund Committee will introduce the fund and provide specific instructions on how to successfully apply for funding.</p>
FOUNDERS B	Social Media Friendships With Professors: An Exploratory Study Measuring Organizational Outcomes <div>TRACK: Organizational Communication</div> <div>FOCUS: Research</div> <div>SESSION TYPE: Regular Presentation (15 min.)</div> <p>Jason Snyder, Central Connecticut State University <i>Co-Author:</i> Mark Cistulli, Central Connecticut State University</p> <p>Developing communication technologies have made it easier for students and professors to connect outside of class time and office hours. This evolution has blurred boundaries between personal and academic life. Some professors become friends with their students in the social media world. This study, using organizational communication research, examines the roles of student-professor social media friendships.</p>

VENETIAN	My Favorite Assignment - I
	D. Joel Whalen, DePaul University, Moderator
	Discover the latest classroom assignment creations from your ABC colleagues. Come to share ideas and take home some techniques during this energetic, popular session.
	TRACK: Innovative Instructional Methods
	FOCUS: Teaching
	SESSION TYPE: Lightning Roundtable (75-min.)
	Crisis Communication via Social Media – Can You Do Better?
	Stefan Diemer and Marie-Louise Brunner, Trier University of Applied Sciences
	Helping Students Improve Their Writing Through Deliberate Practice: Short Messages Portfolio Assignment
	Patricia Harms, University of North Carolina at Chapel Hill
	Collecting Nos
	Susan Luck, Pfeiffer University
	Intercultural Communication: Same-Same But Different
	Robyn Albers, Zayed University
	Rubric Review Bingo: What Not to Do!
	Catherine Zizik, Seton Hall University
	An Elevator Speech With a Twist
	Jacquelyn Lowman, University of Maine at Presque Isle
	Batter Up: Audience Engagement Exercise
	Miranda Yaggi Rodak, Indiana University
	VoiceVibes and Voice Discussion Boards
	Leslie Ramos Salazar, West Texas A&M University
	Thank-you Message Assignment
	Sarah Clements, University of Arkansas at Little Rock
	A Rhetorical Analysis of a Business Card
	William Christopher Brown, Midland College
	Customizing Professional Development for Honors B-comm
	Christina Moore, Texas State University
	Persuasive Research Assignment
	Jennifer Cook Loney, Portland State University
	We Are Self-centered Communicators
	Li Wang, West Virginia University
	Teaching a Progress Report via a Real-life Research Project
	Yingqin Liu, Cameron University
	Ethics Acronym Activity
	Georgi Ann Rausch and Kathryn Anne Canas, University of Utah

WOODWARD A	Session Chair: Shuwen Li
WOODWARD A	Digital Space, Ecology, and Composition: Translingual Online Writing
	TRACK: Technology, Digital Communication, Social Media, and Web 2.0
	FOCUS: Research
	SESSION TYPE: Regular Presentation (15 min.)
	Manako Yabe, Building Healthcare Collectives
	Philip Hayek, University of Illinois at Chicago
	The presenters share the personal story about how a hearing editor and a deaf writer developed a communication style that bridges and connects different cultures, languages, and modes of communication through online writing sessions for a doctoral dissertation. The presenters seek to discover best practices for this hybrid modality and to build on theoretical applications.
WOODWARD A	The Pitch Behind a Failed Innovation: Teaching the Fyre Festival Slide Deck
	TRACK: Technology, Digital Communication, Social Media, and Web 2.0
	FOCUS: Teaching
	SESSION TYPE: Regular Presentation (15 min.)
	Katherine Robisch, Case Western Reserve University
	This presentation will show how one instructor used a real-life pitch deck from a successful marketing campaign for an infamously failed project to help students examine presentation decks out of context, consider ethical issues regarding marketing and innovations, and practice reconstructing a value proposition.
WOODWARD A	Vloggers as Entrepreneurs: Communication Tactics from a Case Study
	TRACK: Technology, Digital Communication, Social Media, and Web 2.0
	FOCUS: Research
	SESSION TYPE: Regular Presentation (15 min.)
	Shuwen Li, University of Michigan, Ann Arbor
	This presentation depicts the techniques used in a champion vlogger’s most popular YouTube videos. Outcomes from this case study may shed light on business communication tactics that companies can adopt and inform instructors of opportunities for including vlogging in Business Communication classes.

WOODWARD B	Session Chair: Randy Waller
WOODWARD B	<div>Culture in the Driver’s Seat – Why Is the No-Speed-Limit German Autobahn So Much Safer Than U.S. Interstate Highways?</div> <div><div>TRACK:</div> Intercultural and Global Communication</div> <div><div>FOCUS:</div> Research</div> <div><div>SESSION TYPE:</div> Regular Presentation (15 min.)</div> <div>Carson Varner, Illinois State University</div> <div>Co-Author: Katrin Varner, Illinois State University</div> <div>Many Americans dream about racing along the no-speed-limit German Autobahn. This presentation examines cultural origins and orientations of German and American attitudes towards driving and road safety. We will explore the cultural foundation for laws regarding privacy and safety and the implications for intercultural partnerships.</div>
WOODWARD B	<div>Instagram & Lifestyle Marketing: An Empirical Analysis of Lifestyle Marketing in the U.S. and South Korea</div> <div><div>TRACK:</div> Intercultural and Global Communication</div> <div><div>FOCUS:</div> Research</div> <div><div>SESSION TYPE:</div> Regular Presentation (15 min.)</div> <div>Jee-Young Chung, University of Arkansas</div> <div>With the advent of social media, new marketing techniques have arisen such as “lifestyle marketing” and Instagram, which gives supposed transparency between the user and other people who “follow.” Using an online survey and applying Uses and Gratification Theory among millennials in the U.S. and South Korea, this presentation examines predictors and relationships related to Instagram use, lifestyle marketing, self-esteem and purchasing intention.</div>
WOODWARD B	<div>“I Quit Smoking but now am Vaping”: Content Analysis of E-Cigarettes Framed in Newspapers</div> <div><div>TRACK:</div> Social Responsibility, Civic Engagement, Sustainability, and Business Ethics</div> <div><div>FOCUS:</div> Research</div> <div><div>SESSION TYPE:</div> Regular Presentation (15 min.)</div> <div>Jooyun Hwang, Elon University</div> <div>Jin-Ae Kang, East Carolina University</div> <div>Using content analysis, this study examines 321 news articles from the top three circulated news media in the United States: <i>The New York Times</i>, <i>Washington Post</i>, and <i>Los Angeles Times</i> between January 1, 2014, and March 31, 2019. Eight themes emerged from the analysis: e-cigarette product technology, lifestyle, health effect, societal trend, social norm, big tobacco company influence, economic impact, and regulation.</div>

WOODWARD B	<div>Unsettling at Any Speed: Ralph Nader Reframes the Auto Safety Debate</div> <div><div>TRACK:</div> Social Responsibility, Civic Engagement, Sustainability, and Business Ethics</div> <div><div>FOCUS:</div> Research</div> <div><div>SESSION TYPE:</div> Regular Presentation (15 min.)</div> <div>Randy Waller, Baylor University</div> <div>Few motorists today can imagine an automobile without anti-lock brakes and airbags, but those and other life-saving features likely would never have become standard equipment without Ralph Nader’s <i>Unsafe at Any Speed</i> (1965). This presentation examines the rhetorical dynamics of Nader’s muckraking classic and the devastating narrative that humbled mighty General Motors. Photos illustrate key points.</div>
WOODWARD C	Session Chair: Krista White
WOODWARD C	<div>Online Revolutions: Student Projects that Enrich Online Learning</div> <div><div>TRACK:</div> Scholarship of Teaching and Learning</div> <div><div>FOCUS:</div> Teaching</div> <div><div>SESSION TYPE:</div> Group Panel (45 min.)</div> <div>Cheri Crenshaw, Dixie State University</div> <div>James Haendiges, Dixie State University</div> <div>Diane Albertini, Dixie State University</div> <div>Many students find online classrooms more challenging than face-to-face ones, resulting in lower grades and lower completion rates. This panel presents specific projects meant to enhance students’ online experience: a localized internship project for online learners, a collaborative project, and a project that teaches ethics to business majors.</div>
WOODWARD C	<div>Communication Strategies in the Workplace and in the Classroom: Mirroring Self-efficacy at the Intersection of Professional Writing Research, Practice, and Pedagogy</div> <div><div>TRACK:</div> Innovative Instructional Methods</div> <div><div>FOCUS:</div> Teaching</div> <div><div>SESSION TYPE:</div> Regular Presentation (15 min.)</div> <div>Krista White, Slippery Rock University</div> <div>The presenter will report on a year-long ethnographic study of healthcare center workers to illustrate their innovation of a professional writing course. Using a self-efficacy approach to communication strategy that the presenter observed research participants using, the presenter will exemplify course design aspects implemented in the professional writing curriculum. The presenter will discuss the mirroring benefits of technical communication research and teaching.</div>

11:40 a.m. - 12:55 p.m. • Session Two, continued

WOODWARD D	Session Chair: Lisa Bailey
WOODWARD D	Transcending Discourse Boundaries: Helping a Community, Online Military Students and Business Majors Access Communication Tools for Agency <div>TRACK: Innovative Instructional Methods</div> <div>FOCUS: Teaching</div> <div>SESSION TYPE: Group Panel (45 min.)</div> <p>Kristin Pickering, Tennessee Technological University Paullett Golden, American Military University Donna Smith, Tennessee Tech University</p> <p>This panel includes case studies of innovations in three categories pertaining to the conference theme: community negotiation with the U.S. Army Corps of Engineers, best practices for teaching online military students, and strategies for incorporating branding into business management classes. The panelists draw connections among their research themes, discuss ways to transcend discourse boundaries, and propose future directions for research and applications.</p>
WOODWARD D	Implementing Open Educational Resources (OER) in Professional Communication Courses <div>TRACK: Innovative Instructional Methods</div> <div>FOCUS: Teaching</div> <div>SESSION TYPE: Regular Presentation (15 min.)</div> <p>Lisa Bailey, University of South Carolina</p> <p>College textbook costs have skyrocketed. The presenter converted a Professional Communication course into a course using Open Educational Resources (OER). OER are materials available for free or very low cost to use for educational purposes. The presenter will discuss two observations : (1) OER is effective but should not be required of inexperienced instructors; and (2) departments should resist the impulse to standardize OER readings.</p>



Remember to tweet about
your conference experience:

#ABCDetroit

1:00 p.m. - 2:15 p.m.

	Lunch on Your Own
24GRILLE	B-Comm Certificate Ad Hoc Committee Lunch on Your Own
WOODWARD A	Lunch and Learn with Cengage Learning (advance sign-up required) <div>CENGAGE Learning</div>

2:30 p.m. - 3:45 p.m. • Session Three

CRYSTAL	Session Chair: Laura Barrett
CRYSTAL	100% Engagement: Improve Student Accountability, Retention, Critical Thinking, and Participation with a Unique Discussion Tool <div>TRACK: Innovative Instructional Methods</div> <div>FOCUS: Teaching</div> <div>SESSION TYPE: Regular Presentation (15 min.)</div> <p>Rachel Landis, Indiana University Jeanette Heidewald, Indiana University</p> <p>This session aims to guide attendees in creating full class engagement through a unique discussion tool assignment. Attendees will learn how the tool was created, the purpose it serves, how it works in large/small classes, how to tie it into learning outcomes for ones’ class, and the challenges using the tool. Presenters will discuss future uses and improvement.</p>
CRYSTAL	Innovative Pedagogical Practices for Integrating Chinese Students into U.S. Professional Communication Classrooms <div>TRACK: Innovative Instructional Methods</div> <div>FOCUS: Teaching</div> <div>SESSION TYPE: Regular Presentation (15 min.)</div> <p>Kathy Langston, University of South Carolina</p> <p>As the Chinese student population in the U.S. grows, our professional communication classrooms must embrace innovative pedagogical practices in order to integrate these students. Understanding Chinese cultural expectations, language struggles, and educational expectations require responses that bridge the gaps between U.S. and Chinese students. This presentation provides practical help for assisting Chinese students in understanding professional communication classroom expectations.</p>

CRYSTAL	<p>The Dog, the Discussion Board, and the Experience: Designing Experiential Online Discussion Board Prompts and Activities—the Dog Trainer’s Way</p> <p>TRACK: Innovative Instructional Methods</p> <p>FOCUS: Teaching</p> <p>SESSION TYPE: Regular Presentation (15 min.)</p> <p>Susan Luck, Pfeiffer University</p> <p>Bored by discussion boards? Increase personal agility by learning how to use experiential aspects in discussion boards. By using techniques derived from the world’s best dog trainers, instructors can take the lowly discussion board from Basic Obedience to Best in Show. Come. Sit. Stay—success!</p>
CRYSTAL	<p>Using Communication Coaches to Innovate the Revision Process in Business Communication Classes</p> <p>TRACK: Innovative Instructional Methods</p> <p>FOCUS: Teaching</p> <p>SESSION TYPE: Regular Presentation (15 min.)</p> <p>Laura Barrett, University of Kansas</p> <p>Jenna Haugen, University of Louisville</p> <p>While writing multiple drafts is necessary to create effective business documents, facilitating this process in the business communication classroom is challenging. This presentation offers two approaches to using communication coaches to innovate the revision process. Attendees will learn how to use peer coaches for in-class writing workshops and graduate student coaches in a communication lab to improve business writing skills.</p>
FOUNDERS A	<p>Session Chair: Melanie Hoftyzer</p>
FOUNDERS A	<p>Envisioning, Implementing, and Delivering Innovation: A Center for Business and Professional Communication</p> <p>TRACK: Innovative Instructional Methods</p> <p>FOCUS: Teaching</p> <p>SESSION TYPE: Group Panel (45 min.)</p> <p>Gail Cruise, University of Massachusetts Amherst</p> <p>Holly Lawrence, University of Massachusetts Amherst</p> <p>Fadia Nordtveit, University of Massachusetts Amherst</p> <p>This presentation introduces the framework, processes, and initiatives in building an innovative Center for Business and Professional Communication. The presenters will feature the vision for the Center, importance of strategic collaborations, approaches to implementation, and lessons learned from its first year of operation. Attendees will gain knowledge about operating a center and envisioning, implementing, and delivering innovation in business communication.</p>

FOUNDERS A	<p>Active Listening: Using Structured Dialogue to Support Inclusivity</p> <p>TRACK: Interpersonal and Non-Verbal Communication</p> <p>FOCUS: Teaching</p> <p>SESSION TYPE: Regular Presentation (15 min.)</p> <p>Melanie Hoftyzer, University of Wisconsin-Madison</p> <p>Laurel Bastian, University of Wisconsin-Madison</p> <p>The presenters will discuss the implementation of listening instruction in the equired Business Communication class at the Wisconsin School of Business. They describe how structured dialogue helps students build active listening skills, practice listening while withholding judgment, and show empathy and curiosity while conversing with others.</p>
FOUNDERS B	<p>Session Chair: Barbie Chambers</p>
FOUNDERS B	<p>The Brain at Work: Insights from Neuroscience for Teaching Business Communication</p> <p>This panel presents ways to integrate concepts from neuroscience into business communication pedagogy and practice. The concepts include applications associated with change management, the role of fear in compromising response, emotional intelligence relative to use of managerial office space, and how perceptions of threat and reward affect decision-making and performance.</p> <p>TRACK: Innovative Instructional Methods</p> <p>FOCUS: Teaching</p> <p>SESSION TYPE: Group Panel (45 min.)</p> <p>Brain-Based Strategies for Successful Change Management</p> <p>Fiona Barnes, University of Florida</p> <p>Learn how understanding the ways the brain processes uncertainty and change can help business leaders effect positive and long-lasting change. By knowing how different situations affect neural processes, leaders can develop more effective communication strategies to ameliorate employees’ negative responses to change.</p> <p>Overcoming the “Amygdala Hijack”</p> <p>Jennifer Cummings, University of Utah</p> <p>This presenter focuses on what Daniel Goleman termed the “amygdala hijack” to describe the brain’s reaction to immediate and overwhelming emotional threat. When threat is detected, the amygdala sounds an alarm, creating stress and making us vulnerable to a host of communication missteps. Mindful reflection and behavioral strategies can help communicators minimize negative impacts of moments of intense emotional threat.</p>

FOUNDERS B **The Brain at Work: Insights from Neuroscience for Teaching Business Communication (panel continued)**
A Compassionate Space
Dirk Remley, Kent State University
This presenter discusses the neuroscientific concept of mirror neurons to illustrate the value of the use of management’s space in relation to empathetic business messages. The presenter offers a case study associated with an executive’s demise as a leader. Attendees may be able to use similar cases in their business communication courses to help students understand non-verbal elements of compassion.

FOUNDERS B **Innovating Creativity in the Business Communication Classroom**
TRACK: Innovative Instructional Methods
FOCUS: Teaching
SESSION TYPE: Regular Presentation (15 min.)

Barbie Chambers, Texas Tech University
This session will examine business communication at the intersection of innovation and creativity. The presentation will help attendees define the concepts, determine the current state of both among business students, demystify the creative process, and develop creative and innovative activities for the Business Communication classroom.



Photo: Marilyn Buerkens ©2019

VENETIAN **How Do You Teach Diversity? - I**
Jacquelyn Lowman, University of Maine at Presque Isle, Moderator
In this forum, panelists—and audience—will discuss best practices. Participants will share a favorite diversity and inclusion assignment in a lightning round where each will have a few minutes to present. This will help people to start thinking about diversity and inclusion in their teaching, research, and daily lives: the things they currently do, the opportunities to do more.

TRACK: Diversity and Inclusion
FOCUS: Teaching
SESSION TYPE: Lightning Roundtable (75-min.)

Understanding Diversity and Inclusion Communication
Rochelle Daniel, Bowie State University
Immigration, Diversity, and Health Care: Examining Patients’ and Providers’ Rights
Leslie Ramos Salazar, West Texas A&M University
Classroom Management: Unboxing Diversity and Inclusion
Robyn Albers, Zayed University
What Makes Me, Me? Identity and Intersectionality
Abby Koenig, University of Louisville
Raising Awareness Through Oral Reports on U.S. Subcultures
Kathryn Rentz, University of Cincinnati
The Impacts of Artificial Intelligence on Diversity and Inclusion Efforts
Peter Cardon, University of Southern California
Brave, Bold, and . . . Crazy: Analyzing Nike’s Diversity Branding Campaign
Kathryn Anne Canas, University of Utah
Bingo! Listening and Responding to Diversity
Evelyn Plummer, Seton Hall University
Understanding Yourself Helps You Understand Your Audience
Kathy Fisher, Indiana University Bloomington
Teaching Diversity with Games
Lauren Malone, Iowa State University
Building Relationships on a Foundation of Commonality
Courtney Hawk, University of South Florida and Soaring Communications
Studying Intercultural Communication Through an International Research Project: Helping Rural Students Succeed in Today’s Global Economy
Ashley Hall, Stephen F. Austin State University

WOODWARD A Session Chair: Marie Moreno

WOODWARD B **Balancing Genre Stability and Genre Change: A Two-level Genre Teaching Approach Implemented in a Business Communication Curriculum**

TRACK: Rhetoric
FOCUS: Teaching
SESSION TYPE: Regular Presentation (15 min.)

Junhua Wang, University of Minnesota
There are always concerns that teaching genres can encourage conformity and inhibit innovation. In this study, the presenter explores how effective genre teaching and learning constitutes two levels of balance between genre stability and genre change, and introduces how the two levels of genre teaching have been implemented in a business communication curriculum.

WOODWARD B **For Students By Students: Ignite Peer-to-Peer Content Development**

TRACK: Innovative Instructional Methods
FOCUS: Teaching
SESSION TYPE: Regular Presentation (15 min.)

Miranda Rodak, Indiana University
Dana Cattani, Indiana University
Can your students clearly and concisely articulate key concepts from your class? If they could, would they perform better on final projects and exams? This session explores multi-media innovations as tools for peer-driven course review and synthesis. Adapted from The *New York Times*’ “Vocabulary Videos” and Ignite rapid-fire presentations, this activity offers a model for increasing student engagement and mastery.

WOODWARD B **Gaming Theory and Frustration: Sparking Critical Thinking and Curiosity**

TRACK: Innovative Instructional Methods
FOCUS: Teaching
SESSION TYPE: Regular Presentation (15 min.)

Shannon Denney, University of Wisconsin - Milwaukee
Learn how to harness frustration and spark curiosity. This session will show you how to teach impossible questions and move out of the expert role. Embrace not knowing all the answers to become a fellow learner in your classroom.

WOODWARD B **Feedback Apprehension in Business Communication: Issues in Postgraduate Employee Communication and Modern Strategies for Instructors**

TRACK: Innovative Instructional Methods
FOCUS: Teaching
SESSION TYPE: Regular Presentation (15 min.)

Marie Moreno, Western Michigan University
After a brief review of current literature on how feedback impacts postgraduates’ communication skills and difficulties in the workplace (as well as employment), this session will be an open discussion of applicable, research-based, and the presenter’s own techniques to provide more useful feedback on students’ communication skills such as use of English, delivery, and clarity. Participants will leave with a toolbox of strategies to apply to their classrooms.

WOODWARD C **Graduate Studies Sponsored Panel: Emerging Trends in Business and Professional Communication**

Stephen Carradini, Arizona State University, Moderator
Graduate students are often engaged in boundary-pushing and field-expanding work. This panel highlights those contributions of graduate students to business and professional communication scholarship. ABC graduate students will present on their research and teaching surrounding emerging issues.

TRACK: Technology, Digital Communication, Social Media, and Web 2.0
FOCUS: Research
SESSION TYPE: Group Panel (45 min.)

How to Offend Chinese Consumers: An Analysis of Online Reactions to Dolce & Gabbana’s 2018 Chinese Commercial

Yaqian Jiang , University of South Florida
This study focuses on social media responses to three controversial promotion videos launched in China by Dolce & Gabbana in 2018, which featured a Chinese woman eating Italian food with chopsticks. A comparative analysis of users’ comments in English (YouTube) and Chinese (Weibo) reveals how the two groups of users respond differently to racial and gender stereotypes in the advertisements.

2:30 p.m. - 3:45 p.m. • Session Three, continued

Emerging Trends in Business and Professional Communication (panel continued)

A Culture of Pitching: Entrepreneurial Pitch Techniques and Their Acquisition

Mason Pellegrini, Purdue University

This presentation has two purposes: one, to describe the strategies that successful entrepreneurs use when pitching their products or services, and two, to theorize how entrepreneurs acquire these presentation skills. This presentation is the result of an empirical project which includes analysis of many pitches at a start-up incubator.

An App Working as Surveillance: Rhetoric of China’s Maternal and Child Health Manual

Hua Wang, Michigan Technological University

This presentation examines the rhetoric of the Maternal and Child Health Manual app launched by the Chinese government in 2017 to determine whether system-disrupting communication methods developed in the U.S.A. can be applied to the medical system in China.

Networking Hierarchy: Macro-Rhetoric and Expanding Notions of Client/Student/Instructor Hierarchies in Partner-based Composition Courses

Samuel Head, Ohio State University

The type of hierarchy structure used within a client or partner-based composition course can significantly impact how classes function and how participants view the success of the partnerships. Mapping out hierarchy and networking structures within these types of classes can give us a perspective on how different hierarchy models impact the work within a class.

WOODWARD D Session Chair: Donna Greenwald

WOODWARD D “A Team Owner Walked into a Massage Parlor”: A Case Study of Athletic Reputational Crisis Management

TRACK: Organizational Communication

FOCUS: Teaching

SESSION TYPE: Regular Presentation (15 min.)

Rod Carveth, Morgan State University

This presentation discusses athletic-related reputational crisis management in the case of the arrest of New England Patriots owner, Robert Kraft, for soliciting prostitutes and the implications for business communication. The presenter argues that due to the nature of the transgression and potential NFL sanctions, Kraft adopted an image repair strategy of denial, though a better legal strategy might have been to plead guilty.

2:30 p.m. - 3:45 p.m. • Session Three, continued

WOODWARD D A New Approach to Building Students’ Professionalism: Pros and Cons of An Interactive, Off-Site, Weekend Immersion

TRACK: Innovative Instructional Methods

FOCUS: Teaching

SESSION TYPE: Regular Presentation (15 min.)

Caron Martinez, American University

Employers expect professionalism in new hires, and business schools need to “double down” on teaching the soft skills that mark informed, ethical business professionals. From a multi-industry survey conducted, and with various units in the business school (careers, advising, communications, and experiential learning), an interactive weekend experience for sophomore business majors was designed. Presenters discuss how to launch similar initiatives at other organizations.

WOODWARD D Focus on Experiential Learning to Enhance the Job Resume

TRACK: Organizational Communication

FOCUS: Teaching

SESSION TYPE: Regular Presentation (15 min.)

Marsha Bayless, Stephen F. Austin State University

Lucia Sigmar, Stephen F. Austin State University

Co-Author: Laurie Rogers, Stephen F. Austin State University

This session will discuss an experiential business communication project and competition that can be used to reinforce the connection between the classroom and the workplace. In addition, the results of a survey on experiential learning and ways to use experiential learning projects to enhance resumes of business communication students will be presented.

WOODWARD D Connecting with Companies for Experiential Learning

TRACK: Innovative Instructional Methods

FOCUS: Teaching

SESSION TYPE: Regular Presentation (15 min.)

Donna Greenwald, Bowling Green State University

This innovative teaching method has employers write cases based on situations that occur in their companies. Business communication students resolve issues in the cases and draft messages. Employers provide feedback to students on the messages and solutions in the classroom.

THURSDAY

3:45 p.m. - 4:15 p.m.

EXHIBIT AREA 4TH FLOOR	Break
AMBASSADOR	BPCQ Editorial Review Board

4:15 p.m. - 5:30 p.m.

	COMMITTEE /SIG MEETINGS
AMBASSADOR	C. R. Anderson Research Fund Jacob Rawlins, Brigham Young University
CRYSTAL	Research Sky Marsen, Flinders University
ESQUIRE	MLA Liaison William Brown, Midland College
FOUNDERS A	Intercultural Communication Sana Reynolds, Consultant & Professor of Management Communication
FOUNDERS B	MBA Hosted by Jolanta Aritz, University of Southern California
JEFFERSON	Technology Stephanie Smith, Virginia Tech
VENETIAN	Retirement Hosted by Deborah C. Andrews, University of Delaware
VENETIAN	Teaching Susanna Clason, University of Cincinnati Blue Ash College
WOODWARD A	Rhetoric Hosted by Kristen Getchell, Babson College
WOODWARD B	ABC Affiliate Virginia Hemby, Middle Tennessee State University
WOODWARD B	Business Writing and Speaking Centers Ryan Sheets, University of Arkansas
WOODWARD C	Publications Board Jason Snyder, Central Connecticut State University
WOODWARD D	Teaching with Technology Jennifer Loney, Portland State University

4:15 p.m. - 5:30 p.m.

Evening on Your Own

FRIDAY

6:15 a.m. - 6:45 a.m.

WINDSOR (1ST FLOOR)	Fresh Start: Early Morning Stretch & Meditation Robyn Dubinsky, Certified Fitness Instructor See description on page 19. Doors open at 6:05; class begins at 6:15. #FreshStartABC
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7:30 a.m. - 8:30 a.m.

WOODWARD	Breakfast
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7:30 a.m. - 8:30 a.m.

VARIOUS LOCATIONS	Regional Meetings Meet Over Breakfast (Western Region Meet Over Lunch)
See Page 15	

7:30 a.m. - 5:30 p.m.

4TH FLOOR	Exhibits
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8:00 a.m. - 1:45 p.m.

WOODWARD FOYER	C.R. Anderson Silent Auction Bid to Support Grad Travel Grant Auction Closes at 1:45 p.m.
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8:40 a.m. - 9:25 a.m.

WOODWARD AB PLENARY

Teacher-Scholar Journeys: Essays on Business Communication and the Professional Lives of the Discipline’s Leaders

TRACK: Scholarship of Teaching and Learning

FOCUS: Scholarship of Teaching and Learning

Janis Forman, University of California-Los Angeles
Recipient 2018 Meada Gibbs Outstanding Teacher-Scholar Award

The purpose of this presentation is to introduce the ABC membership to a book concept, “Teacher-Scholar Journeys: Essays on Business Communication and the Professional Lives of the Discipline’s Leaders,” that is supported by ABC, which will publish the collection. The essays will be written by leaders in the field who are invited to reflect on the links between their teaching philosophy and scholarship and between their personal and professional lives.

Reimagining Charts and Graphs: How Hybrid Interactive Designs Are Transforming the Visualization of Business Data

TRACK: Visual Communication

FOCUS: Research

Charles Kostelnick, Iowa State University
Recipient 2018 Kitty O. Locker Outstanding Researcher Award

Charts and graphs visualizing quantitative information about business are emerging in increasingly interactive, dynamic, and hybrid forms that meld creativity and efficiency, visualize large data sets, and reshape traditional genres and conventions. These new and oftentimes hybrid designs redefine perceptual and interpretive issues by enabling users to customize displays, blend genres, and view data at multiple levels.

9:35 a.m. - 10:50 a.m. • Session Four

AMBASSADOR Session Chair: Nupoor Ranade

AMBASSADOR “Ask Me About My Five Year Plan”

TRACK: Innovative Instructional Methods

FOCUS: Teaching

SESSION TYPE: Regular Presentation (15 min.)

Susan Lantz, West Virginia University
Integrating assignments that help students flex their communication skills in large lecture sections of introductory business classes can be a challenge. Figuring out how to scale writing assignments and help students develop one-on-one interactions with faculty and student support services takes creativity, patience, and a lot of planning. But, it can be done utilizing a simple infographic, a plan, and the goodwill of faculty and student support professionals.

9:35 a.m. - 10:50 a.m. • Session Four, continued

AMBASSADOR Designing Number-Intensive Assignments for Writing-Intensive Courses

TRACK: Innovative Instructional Methods

FOCUS: Teaching

SESSION TYPE: Regular Presentation (15 min.)

Barbara Shwom, Northwestern University
Many students who enter business will need to write documents that use data to support analyses and arguments. To help faculty address this need, this session will present learning objectives for increasing students’ comfort with numbers and an assignment designed to meet those objectives. Participants are welcome to adapt the assignment or take a similar approach to design their own.

AMBASSADOR From the Classroom to the Boardroom: A Cross-Disciplinary Approach to Teaching Presentation and Data Analysis Skills

TRACK: Innovative Instructional Methods

FOCUS: Teaching

SESSION TYPE: Regular Presentation (15 min.)

Dana Bible, Sam Houston State University
Co-Author: Mary Funck, Sam Houston State University

Although the ability to communicate effectively is an integral part of every business discipline, business communication skills are often taught in a silo. This presentation describes a potentially collaborative cross-disciplinary approach between a design and presentation business projects course and a financial modeling course. Possible approaches to integrating the two courses, anticipated difficulties, and potential outcomes will be discussed.

AMBASSADOR The Conundrum of Data Analytics for Audience Analysis

TRACK: Technology, Digital Communication, Social Media, and Web 2.0

FOCUS: Scholarship of Teaching and Learning

SESSION TYPE: Regular Presentation (15 min.)

Nupoor Ranade, North Carolina State University
The goals of this presentation are to engage students in data analytical practices, and to teach instructors how to integrate analytical data into student agencies in business communication classes and assignments. It will also inform practitioners’ work by highlighting the value-driven approach for analyzing customer behavior on social platforms.

CRYSTAL Session Chair: Jordana Garbati

CRYSTAL **The Impact of Mindfulness and Self-Compassion on Business Leaders’ Communication Competence and Job Satisfaction**
TRACK: Executive, Managerial, and MBA Communication
FOCUS: Research
SESSION TYPE: Regular Presentation (15 min.)

Leslie Ramos Salazar, West Texas A&M University
C.R. Anderson Foundation Grant Recipient
This study examined mindfulness and self-compassion as co-mediators of the relationship between business leaders’ communication competence and job satisfaction. This study found that communication competence served as a predictor of both mindfulness and self-compassion. Additionally, mindfulness served as a significant mediator between communication competence and job satisfaction.

CRYSTAL **Managing Multiple Voices: Polyphony in Strategic Communication and Stakeholder Inclusivity for Multiple Stakeholder Engagement**
TRACK: Organizational Communication
FOCUS: Research
SESSION TYPE: Regular Presentation (15 min.)

Yolandi Botha, University of South Africa
This presentation proposes an approach for multiple stakeholder engagement that draws from the principles of ‘polyphony’ in strategic communication and ‘stakeholder inclusivity.’ Depending on the controllability of voices, a polyphonic communication perspective for multiple stakeholder engagement allows interplay between a centralized communication approach towards stakeholder enablement and a decentralized communication approach to elicit stakeholder empowerment.

CRYSTAL **Organizational Barriers to Reporting Dating Violence on College Campuses**
TRACK: Organizational Communication
FOCUS: Research
SESSION TYPE: Regular Presentation (15 min.)

Jessie Richards, University of Utah
In the US, women between the ages 18 to 24 face the highest risk of intimate partner violence. Of college women who are in dating relationships, 43% report experiencing some form of dating violence. This paper suggests that current reporting models on campuses create barriers to reporting dating violence and decrease students’ access to help.

CRYSTAL **Managerial Communication in Canadian Business Schools: A Curriculum Analysis**
TRACK: Scholarship of Teaching and Learning
FOCUS: Teaching
SESSION TYPE: Regular Presentation (15 min.)

Jordana Garbati, Wilfrid Laurier University
In this presentation, the researcher explores the curriculum requirements for communication in Canadian business schools. The presenter shares findings from content analysis about the inclusion of communication courses at the undergraduate and graduate levels. The presenter considers program goals and course outcomes in the analysis. Finally, the presenter discusses the degree to which communication is highlighted as essential to Canadian business programs.

ESQUIRE **Strategic Planning 2021-2025 Share Your Input**
TRACK: Committee Meeting (Committee/SIG Chairs)
FOCUS: Consulting & Practice
SESSION TYPE: Committee/SIG Sessions

Geert Jacobs, Ghent University
Marcel Robles, Eastern Kentucky University
To ensure global thinking, join ABC President Marcel Robles and First Vice President Geert Jacobs to share input to update ABC’s Strategic Plan 2021-2025. Help us encourage and support diverse perspectives and create sub-groups to investigate key topics.

FOUNDERS A Session Chair: Susan Hall Webb

FOUNDERS A **Innovations in Assessment: Coordinating Outcomes, Building Relationships**
TRACK: Innovative Instructional Methods
FOCUS: Teaching
SESSION TYPE: Group Panel (45 min.)

Barbara Sagara, Western Michigan University
Brian Gogan, Western Michigan University
Veronica Rice McCray, Western Michigan University
Hear the story of the joint project between an English department and a business school to collaborate in the teaching of writing and develop a set of rubrics and cross-program expectations that would be presented to students consistently, from our first year writing program through graduation from our AACSB-accredited business college. Learn best practices, supporting research, outcomes, and future plans.

FOUNDERS A

Today’s “Balancing” Act—Integrating Work-Life-Learn Balance Reflective Practices in Business Communication Courses

TRACK: Innovative Instructional Methods

FOCUS: Teaching

SESSION TYPE: Regular Presentation (15 min.)

Susan Hall Webb, University of West Georgia

Have you ever felt overwhelmed by things you “have” to do and things you “want” to do? You’re not alone! In fact, according to research, students are facing similar challenges finding “balance.” In this presentation, attendees will walk away with several “reflective” ideas and practices to promote WORK-LIFE-LEARN balance in the classroom while connecting business communication skills in the process!

FOUNDERS B

Building Global and Intercultural Opportunities for Research and Teaching

TRACK: Intercultural and Global Communication

FOCUS: Teaching

SESSION TYPE: Group Panel (45 min.)

International Issues Committee members share active research and teaching projects in internationalization. Topics include faculty immersion in Chile; Business Communication course weblog with over sixty thousand global hits; funding sources for research and teaching in Japan, Korea, and Hong Kong; and other intercultural opportunities.

Networking through Global Weblogs

Katherine Wills, Indiana University Purdue University Columbus

Presenter explores internationalization opportunity through “free” blogging. Business Communication site has over 60K hits (see <https://x204project.blog/> by faculty creator Robin Fritz).

Teaching for US Global Business Competitiveness: CIBER Immersions Encourage International Research and Innovation

Judith Ainsworth, Temple University

Presenter shares research and teaching opportunities offered by the US Department of Education’s Center for International Business Education and Research (CIBER) Faculty Development in International Business (FDIB). These business and cultural immersions suggest how participants may partner or collaborate on international business communication. Improving business communication goals can aid in US global competitiveness.

Building Global and Intercultural Opportunities for Research and Teaching, (panel continued)

Journal Article International Collaboration: Lessons Learned Positives and Challenges

Kevin Jones, Indiana University Purdue University Columbus

Working with colleagues internationally can be both rewarding and challenging. I will discuss a pair of collaborative articles generated with a colleague from Kuwait. I will discuss the positives and challenges faced when working across continents and managing cultural understanding differences and expectations.

Cultural Intelligence Lead to Opportunities for Global Research

Bertha Du-Babcock, City University of Hong Kong

Presenter shares Internationalization opportunities from her research and teaching in Hong Kong. Attendees may inquire about networking options.

International Research Opportunities and Internships through International Journals

Hyejung Chang, Kyung Hee University

Presenter shares research publishing opportunities from her significant roles as Editor-in-Chief of a business communication journal and other global venues for publication. Attendees may inquire about networking options.

Accessing Teaching and Research Positions in Japan

Hiromitsu Hayashida, Chuo University

Presenter shares funding opportunities to teach short term (2-week) or long term (semester) courses in business and business communication in Japan.

VENETIAN

Research Roundtable

Sky Marsen, Flinders University, Moderator

In this Research Roundtable, participants will describe a current project, explain how to approach the project, and indicate the project’s implications and/or applications. Presentations will be followed by group discussions according to themes.

TRACK: Organizational Communication

FOCUS: Research

SESSION TYPE: Research Roundtable (75 min.)

What Do You Really Need and How Can I Teach That? Fusing Course Development and Employers’ Requisite Workplace Competencies

Nancy J. Curtin, Millikin University

Curtin interviewed people in various size organizations regarding the content and definition of requisite workplace competencies. This study is part of project to develop a course that focuses on career preparedness with data supporting and informing the curriculum essential to the course. Curtin will discuss interview findings and the content and structure of a pilot course that incorporates these findings.

VENETIAN

Research Roundtable, continued

A Pre-study to Inform the Main-study: Design Based Research

Mandy Lacy, University of Sydney and Mandy Lacy Consulting Ltd.
Through an interpretivist research paradigm and qualitative research methodology this research sought to understand the real-world phenomena of knowledge practices, learning and group memory in team meetings. The research design was grounded in design-based research. The two qualitative data analysis methods applied were video ethnography and conversation analysis.

Web-based Collaboration Practices

Lynn McCool, Drake University
This research, which is in the initial stage of qualitative data gathering, seeks to understand current communication practices and workplace genres in order to suggest how professional communication instructors might improve resources and design curriculum so that business students may acquire the communication skills they need in order to remain competitive in the workplace.

Hybrid Rhetoric: Translingual Online Writing

Manako Yabe, Building Healthcare Collectives
The presenter shares the personal story about how a hearing editor and a deaf writer have developed their own communication that bridges and connects different cultures, languages, and modes of communication through online writing sessions for a doctoral dissertation. The presenter seeks to discover best theoretical applications for this translingual online writing with deaf writers.

Genre Set in Content Marketing: How Genres Interact in a Daily Deal Webpage of a Small Business

Junhua Wang, University of Minnesota
In this study, a genre set analysis of the Daily Deal webpage of a small quilt company will be conducted to reveal how relevant and useful content is created to reach the audience with the interactions of genres such as storytelling, video tutorials, list of materials, and list of related items.

Does *Any* Communication Count as ‘Business Communication’? Should It?

McClain Watson, University of Texas at Dallas
The vast majority of scholarship in our field examines private texts and languages that are internal to a business. Would our field be strengthened—or diluted—if any water cooler conversation about a sale or a 14 year-old’s Facebook post about their hair bow brand was included under the umbrella of ‘business communication?’



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WOODWARD A

Innovative Teaching Strategies for the Business Communication Classroom: Tactics from First Year Integrated Core Faculty

TRACK: Innovative Instructional Methods
FOCUS: Teaching
SESSION TYPE: Group Panel (45 min.)

Becky Crews, Miami University
Justin McGlothin, Miami University
David Eyman, Miami University
Pam Chisum, Miami University
Julie Alexander, Miami University
Brad Reitz, Miami University

Panelists from the Farmer School of Business will share their experiences teaching in the innovative First Year Integrated Core to offer strategies for business communication. Panelists will discuss virtual reality and augmented reality techniques, Agile strategies, using creativity for rhetorical communication, client projects, and cross-curricular integration in the business communication classroom. Participants will gain tactical, innovative strategies for their courses.

WOODWARD B

Being Human: Possibilities and Perils Amidst Information Overload

TRACK: Innovative Instructional Methods
FOCUS: Teaching
SESSION TYPE: Group Panel (45 min.)

In an era of ubiquitous surveillance, contradictory public discourses, fake news, and smartphone-enabled self-scrutiny via instantaneous video playback, how do instructors and students consider the burdens of authenticity, ethical audience targeting, and the cultivation of an effective style in business communications? This panel addresses the question with a focus on human-level implementations and relationships, both practical and pedagogical.

Towards a Human Pedagogy: Reorienting Students to Self-Created Contexts and Skeptical Audiences

Nat Bennett, University of Minnesota
This paper proposes a business communication pedagogy focused on reorientation to a conversation context for public speaking and other communication contexts to aid students in meta-cognitive development of skills focused on successful message transmission, while admitting the reality of audience judgment.

WOODWARD B	<p>Being Human: Possibilities and Perils Amidst Information Overload, panel continued</p> <p>Humane Listening and Inhumane Surveillance: The Dilemma of Knowing Your Audience in the Era of Big Data Ryan Wold, University of Minnesota, Twin Cities Today, the era of Big Data has dramatically shifted what it means to get to know your audience. This paper aims to explore the complicated landscape business writing instructors face when encouraging their students to learn about their intended audiences, highlighting ideas on preparing students for inevitable ethical dilemmas.</p> <p>The Performance of Self in Digital Life: Authenticity and Adaptability in the Time of Fake News Ryan Sloan, University of California, Berkeley If authenticity is prized in business communications, from public speaking to interpersonal skills, why is this quality elusive for many of our students? Through a combination of asynchronous, flipped-classroom critical thinking skills and naturalistic impromptu speaking skills, student preconceptions about self in relation to audience can be productively challenged in sustained and creative ways.</p>
WOODWARD C	<p>Session Chair: Theresa Evans</p>

WOODWARD C	<p>Bringing the Business Case to Life: Using Innovative Tools to Simulate Real-World Business Environments</p> <p>TRACK: Innovative Instructional Methods FOCUS: Teaching SESSION TYPE: Regular Presentation (15 min.)</p> <p>Anthony Coman, University of Florida Sean Trainor, University of Florida The presenters discuss a model for bringing case assignments to life in order to stimulate and enhance student engagement. Presenters demonstrate how they anchored course writing assignments in an interactive online environment and reviewed student feedback on course design. They offer tips for integrating these practices into other professional communication classes.</p>
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WOODWARD C	<p>Designing and Implementing Innovative Assignments and Assessments to Facilitate Real-World Contexts</p> <p>TRACK: Innovative Instructional Methods FOCUS: Teaching SESSION TYPE: Regular Presentation (15 min.)</p> <p>Jamie Rose, St. Edward’s University Through an analysis of student work, this presentation will demonstrate how innovative assignments and assessments ensure students learn the important components of business communication and understand the expectations and conventions awaiting them in the real world.</p>
WOODWARD C	<p>Using Design and Special Event Planning and Management to Teach Language in a Business Context</p> <p>TRACK: Innovative Instructional Methods FOCUS: Teaching SESSION TYPE: Regular Presentation (15 min.)</p> <p>Ana Magalhães, State of Sao Paulo Technological College A common complaint among business leaders is the lack of proficiency in writing by interns and recent graduates. The presenter describes a program that managed to improve language skills of hundreds of students in a technical college, by providing them a business situation and a project that lasted five semesters with continuous teacher feedback.</p>
WOODWARD C	<p>Embracing Uncertainty: Scenario-based Learning in a Professional Communication Course</p> <p>TRACK: Innovative Instructional Methods FOCUS: Teaching SESSION TYPE: Regular Presentation (15 min.)</p> <p>Theresa Evans, Miami University This presentation describes Scenario-based Learning (SBL) in a required professional communication course for undergraduate business students. The background on SBL is provided and followed by a description of SBL assignments, how they fit into the course, what recurring issues have been noted, and why apparent weaknesses of the assignments may be significant strengths.</p>

9:35 a.m. - 10:50 a.m. • Session Four, continued

WOODWARD D Session Chair: Shelley Hepler

WOODWARD D **Beyond Explicit Knowledge: Tacit Knowledge and the Secret to Success in Professional Communication**

TRACK: Scholarship of Teaching and Learning

FOCUS: Teaching

SESSION TYPE: Regular Presentation (15 min.)

Lindsay McManus, University of South Carolina
Barbara Bolt, University of South Carolina

This presentation builds on tacit knowledge theory to describe best practices for unlocking business students’ communication strengths. Speakers will share two assignment bundles that help students tap into tacit knowledge and then apply this knowledge in context-specific business situations. Audience members will learn strategies for teaching students to realize and apply personal communication strengths inherent in their tacit knowledge.

WOODWARD D **Innovating Resume Instruction: Recommendations Based on Business Professionals’ Responses to Resumes of Equally-Qualified Candidates**

TRACK: Scholarship of Teaching and Learning

FOCUS: Teaching

SESSION TYPE: Regular Presentation (15 min.)

Ashly Smith, Sam Houston State University

This presentation reports on business professionals’ responses to ten sample resumes for equally-qualified applicants. The resumes followed recommended design principles but differed in the organization and phrasing of experiences. A subset of the resumes included significant prior professional experience and/or internships. Based on the professionals’ feedback, this presentation offers implications for resume instruction regarding language development, organization, and internship selection.

WOODWARD D **Power and Politics Classroom Activity**

TRACK: Scholarship of Teaching and Learning

FOCUS: Teaching

SESSION TYPE: Regular Presentation (15 min.)

Shelley Hepler, University of Kansas

This discussion exercise helps students process the dynamics of organizational power and politics for business and professional communication courses. The activity will enhance a lecture on power and politics in the workplace. It will help students develop and present their ideas, and their ability to share thoughts in an effective and ethical manner.

10:50 a.m. - 11:05 a.m.

EXHIBIT AREA 4TH FLOOR Break

11:15 a.m. - 12:30 p.m. • Session Five

AMBASSADOR Session Chair: Tone Nielsen

AMBASSADOR **Newspaper Coverage of the Federal Reserve During Economic Crises**

TRACK: Organizational Communication

FOCUS: Research

SESSION TYPE: Regular Presentation (15 min.)

Lauren Hearit, Hope College

The Federal Reserve has enormous influence over the financial lives of United States citizens. Individuals and institutions look to the Federal Reserve to provide a reasonable accounting of economic crises. Examining news coverage of the Federal Reserve System during an economic crisis, this study urges organizations to broadly consider their external crisis communication, especially when communicating with a lay audience.

AMBASSADOR **Oops! Do Typos Impact Brand Perception and Business Reputation?**

TRACK: Organizational Communication

FOCUS: Research

SESSION TYPE: Regular Presentation (15 min.)

Marcel Robles, Eastern Kentucky University

This study addressed two research questions: (1) Do typographical errors in business impact perception and reputation, and (2) Do proofreading mistakes affect consumer relationships. Primary data, aligned with current literature, show that typographical errors in business lead to losses in perception, brand reputation, and consumer relationships. Several examples of typographical errors and proofreading mistakes will be explained.

AMBASSADOR	The Impact of Organizational Culture on Organization–Public Relationships <div>TRACK: Organizational Communication</div> <div>FOCUS: Research</div> <div>SESSION TYPE: Regular Presentation (15 min.)</div> <p>Melissa Graham, University of Central Oklahoma</p> <p>This study analyzes the importance of organizational culture to relational outcomes in the field of public relations. The research extends theory related to organizational culture and the dimensions of organization-public relationships. Specifically, it evaluates how measures of authoritarian/participative culture influence the dimensions of the organization-public relationships, including variables of trust, commitment, satisfaction, and control mutuality.</p>
AMBASSADOR	Making English a Truly “Shared” Language: A Case Study of Successful Communication Practices in Multinational Team Meetings <div>TRACK: Intercultural and Global Communication</div> <div>FOCUS: Research</div> <div>SESSION TYPE: Regular Presentation (15 min.)</div> <p>Tone Nielsen, University of Oslo</p> <p>This study employs non-participant observation and interviews to explore the communication practices of a multinational team that uses English as a Business Lingua Franca (BELF) in their meetings. This session will present examples of how the team used the language to build trust, create common ground and provide leadership to make their diversity a strength, and English truly “shared.”</p>
CRYSTAL	Session Chair: Dale Cyphert
CRYSTAL	Why Should ABC Care about History? <div>TRACK: Rhetoric</div> <div>FOCUS: Research</div> <div>SESSION TYPE: Group Panel (45 min.)</div> <p>James Dubinsky, Virginia Tech Kristen Getchell, Babson College Paula Lentz, University of Wisconsin-Eau Claire</p> <p>In the past three decades, virtually every communication discipline has published historical scholarship and used it to articulate and shape their individual disciplinary identity. However, despite a number of calls for such a history in business communication, that work has yet to appear. This panel will outline several ongoing scholarly efforts to close this gap in our scholarship.</p>

CRYSTAL	Visual Persuasions: Presentations in the Era of Big Data <div>TRACK: Rhetoric</div> <div>FOCUS: Research</div> <div>SESSION TYPE: Regular Presentation (15 min.)</div> <p>Dale Cyphert, University of Northern Iowa</p> <p>Technological advances have brought the business community into an era of Big Data. We are finding that Big Data influences communication practices, especially in strategic and persuasive contexts where new rules of logos, pathos, and ethos are emerging.</p>
ESQUIRE	Session Chair: Seiji Nomura
ESQUIRE	Theory Development in Business Communication: The Integration of LESCANT and Language-Based Communication Models with an Example of Application in Japan <div>TRACK: Intercultural and Global Communication</div> <div>FOCUS: Research</div> <div>SESSION TYPE: Group Panel (45 min.)</div> <p>David Victor, Eastern Michigan University Bertha Du-Babcock, City University of Hong Kong Richard Babcock, University of San Francisco</p> <p>This presentation explains the integration of Language, Environment, Social Organization, Context, Authority, Non-verbal, and Time (LESCANT), the language-based communication zones model, in the Japanese context. The presenters show how a Canadian can prepare for a work assignment and then adjust to communication situations in Japan.</p>
ESQUIRE	Persuasion or Manipulation?: An Analysis of Differences in the Japanese and English Versions of an Integrated Report <div>TRACK: Intercultural and Global Communication</div> <div>FOCUS: Research</div> <div>SESSION TYPE: Regular Presentation (15 min.)</div> <p>Seiji Nomura, GAM Japan Limited</p> <p>The presenter will analyze investor communication issues from persuasion/ manipulation perspectives in business discourse by analyzing differences in Japanese and English versions of the CEO message in the Integrated Report of Mitsubishi UFJ Financial Group.</p>

FOUNDERS A Session Chair: Ellis Hayes

FOUNDERS A **Pseudotransactional Writing and the Problem of Purpose: Design Thinking, Audience, and the Business Communication Class**
TRACK: Innovative Instructional Methods
FOCUS: Scholarship of Teaching and Learning
SESSION TYPE: Regular Presentation (15 min.)

Andrew Ogilvie, University of Southern California
Nearly all business communication faculty have to confront the challenge of “pseudotransactional writing” (Petraglia, 1995), the kind of writing wherein students write merely to meet the expectations of the professor. This kind of writing can inhibit students’ ability to transfer writing knowledge when they later negotiate workplace writing texts. This presentation offers one way to address this problem in having students use design thinking to develop a writing manual for their peers.

FOUNDERS A **Innovative Ways 30 Leading Companies Are Using PowerPoint Decks in 2019**
TRACK: Visual Communication
FOCUS: Research
SESSION TYPE: Regular Presentation (15 min.)

Patricia Harms, University of North Carolina - Chapel Hill
The research, which spanned six different industries, revealed interesting trends in the way companies are using strategic design elements to present complex information on PowerPoint slides. Using the results of the research as a foundation, the presenter will suggest best practices for business communication instructors and strategies for incorporating these best practices into course assignments.

FOUNDERS A **Mass Mobility and Motown: Ascribed Automotive Antecedents**
TRACK: Visual Communication
FOCUS: Scholarship of Teaching and Learning
SESSION TYPE: Regular Presentation (15 min.)

Ellis Hayes, Wingate University
This presentation provides a visual tour of automotive lore test-drives lexicon, marque, and technology tidbits analogous to the rise of an industry epitomized by Detroit companies. Analysis of marketing messages reveals episodes in vehicle design and branding such as: hawking the dream, running for glory, “out-finning” the world, creating classics, hyping horsepower, modeling the culture, and attributing milestones.

VENETIAN **My Favorite Assignment - II**
D. Joel Whalen, DePaul University, Moderator
TRACK: Innovative Instructional Methods
FOCUS: Teaching
SESSION TYPE: Lightning Roundtable (75-min.)

Discover the latest classroom assignment creations from your ABC colleagues. Come to share ideas and take home some techniques during this energetic, popular session.

Professional Writing Escape Room
Adam Lloyd, University of Maryland
Using Online Restaurant Reviews to Make Recommendations to Management
Laura Barrett, University of Kansas
Career Research and Strategies Memo
Emil Towner, St. Cloud State University
Memorable Verbal Communication
Kimberly Jordan, Ohio University
Teaching Language by Creating a Real Business Situation
Ana Magalhães, State of Sao Paulo Technological College
The Artificial Intelligence Communication Challenge
Peter Cardon, University of Southern California
Pulling Feedback for Personal and Professional Development
Jennifer Cummings, University of Utah
Video Discussion: Using Flipgrid to Enhance Student Engagement in Online Courses
Lara Mandrell, Texas Tech University
Preparing for Challenging Behavioral Interview Questions
Amy Newman, Cornell University
The Application of Ethical Rhetoric in the 21st Century
Courtney Hawk, Soaring Communications
Encouraging Research-informed Rhetoric through F/O/P Analysis
Christopher McKenna, Stephen F. Austin State University
The Power of Your Profile - Networking on Linked In
Susan Hall Webb, University of West Georgia
Using Podcasts as Demonstration of Technical and Oral Communication Skills in an Online Class
Heidi Huntington, West Texas A&M University
Genre Change in the Online Context: Responding to Negative Online Reviews at Amazon
Junhua Wang, University of Minnesota
Using Collaborative Writing Activity To Create Team Identity
Lynn McCool, Drake University

WOODWARD C Session Chair: Jimmy Miller

WOODWARD C **Innovation with Technology Tools: Teaching Business Communication with a Tech Twist**

TRACK: Technology, Digital Communication, Social Media, and Web 2.0
FOCUS: Teaching
SESSION TYPE: Group Panel (45 min.)

Jennifer Loney, Portland State University
Sarah Nielsen, Florida Atlantic University
Suzanne Buck, University of Houston

Presenters from the Teaching with Technology Special Interest Group identify, explain, and demonstrate the use of technology tools for teaching onsite and online classes. Examples of tech tools include WeVideo, Mediasite, Zoom, GoReact, and Google Hangouts Meet. Student engagement in these active learning tools have a positive effect on student performance. Bring your laptop for an engaging experience!

WOODWARD C **“Flying Blind by the Seat of our Pants:” Disability and Universal Design in the Online Classroom**

TRACK: Scholarship of Teaching and Learning
FOCUS: Teaching
SESSION TYPE: Regular Presentation (15 min.)

Jimmy Miller, Temple University
Katie Gerst, Temple University

This presentation will use narrative storytelling to relate a case of a blind student in an accelerated, seven-week online business communication section. It explains how the teacher and instructional design team had less than a week to evolve a course to accommodate the blind student. The presentation will conclude with an open discussion and seek feedback, reactions, and experiences from audience members.



Photo: Marilyn Buerkens ©2019

WOODWARD D Session Chair: Anna Haas

WOODWARD D **“Defense Against the Dark Arts”: Critical Language Awareness in Management Education**

TRACK: Executive, Managerial, and MBA Communication
FOCUS: Teaching
SESSION TYPE: Regular Presentation (15 min.)

Erika Darics, Aston University

Expanding on the skill-based approach typically adopted in business communication classes, this presentation points to the utility of exposing students to the dual function of language as a means of doing work and as social action that constitutes social reality. It demonstrates that the ability to notice, identify and reflect on linguistic and discourse practices is a crucial managerial skill.

WOODWARD D **“Pay Attention!” Integrating Emotional Intelligence into Executive MBA Courses in Managerial Communication**

TRACK: Executive, Managerial, and MBA Communication
FOCUS: Teaching
SESSION TYPE: Regular Presentation (15 min.)

Brian Hentz, University of Connecticut

The presenter will highlight ways in which faculty successfully integrated emotional intelligence into executive MBA courses in managerial communication at the presenter’s home institution. Surveys indicated that this integration helped students articulate shifting professional identities more confidently (e.g., self-branding for professionals making career transitions) and manage “challenging conversations” more skillfully (e.g., identifying and regulating listeners cognitive dissonance).

WOODWARD D **Board Room Hot Seat: Preparing MBA Students for the Ultimate Q&A**

TRACK: Executive, Managerial, and MBA Communication
FOCUS: Teaching
SESSION TYPE: Regular Presentation (15 min.)

Tatiana Kolovou, Indiana University
Co-Author: Katherine Ryan, Indiana University

Increase the authenticity of the Q&A experience for your students and energize your classroom with a unique activity designed for graduate level business students. The “Board Room Hot Seat” exercise is a creative way to make the Q&A session rigorous and realistic. This presentation will share the logistics and learning outcomes for this teaching and learning experience.

11:15 a.m. - 12:30 p.m. • Session Five, continued

WOODWARD D Employee Motivation and Professional Development

TRACK: Organizational Communication
FOCUS: Research
SESSION TYPE: Regular Presentation (15 min.)

Anna Haas, Eastern Kentucky University
Kristen Wilson, Eastern Kentucky University
Combating issues in employee motivation must be at the forefront of every successful executive’s mind—and research suggests communication may hold the key to this idea. This presentation explores the connection between motivation and development, management’s impact and the communication to facilitate the two, development’s impact on the bottom line, and the overall importance of employee motivation.

12:30 p.m. - 1:45 p.m.

Lunch on Your Own

24GRILLE IJBC Editorial Review Board Lunch on Your Own

24GRILLE Western Region Meeting Lunch on Your Own

1:45 p.m.

WOODWARD FOYER Silent Auction Ends



1:55 p.m. - 3:10 p.m. • Session Six

CRYSTAL Session Chair: Lorelei Ortiz

CRYSTAL How to Use Online Photography Portfolios to Reinforce Cross-Cultural Communication

TRACK: Intercultural and Global Communication
FOCUS: Teaching
SESSION TYPE: Group Panel (45 min.)

Orlando Kelm, University of Texas, Austin
David Victor, Eastern Michigan University
Amalia Merino, University of Texas at Austin
The goal of this panel is to provide hands-on experience in practical cross-cultural training. First, participants learn Victor’s LESCANT Approach for Cross-Cultural Communication. Second, participants review the benefits of online portfolios that students can use to document cross-cultural observations and projects. Third, participants learn to use electronic surveys to enhance interaction, analysis and discussions among learners.

CRYSTAL Navigating Neurodiversity in the Business Communication Classroom: Opportunities, Rewards, and Challenges

TRACK: Diversity and Inclusion
FOCUS: Scholarship of Teaching and Learning
SESSION TYPE: Regular Presentation (15 min.)

Lorelei Ortiz, St. Edward’s University
This presentation provides information about the opportunities, rewards, and challenges of teaching neurodivergent students in the Business Communication course. Included are implications for neurodiversity as a competitive advantage as employers look to harness the unique talents of neurodivergent graduates through active recruitment programs coupled with the rise of university programs to support this diverse group of students.

FOUNDERS A	Session Chair: Polly Graham
FOUNDERS A	How You Start Matters: A Cross-Cultural Analysis of the Introductions of the Most Viewed TED and Zaojiu Talks TRACK: Intercultural and Global Communication FOCUS: Teaching SESSION TYPE: Group Panel (45 min.) Andrew Quagliata, Cornell University Xufeng Dai, Haverford College Lingshan Liu, University of Florida Introductions are important parts of business presentations. How do the most viewed TED Talks begin? Are the approaches used by English speaking presenters different than similar style talks given in China? The presenters will answer these questions and offer suggestions about how the findings from this study can inform business communication presentation pedagogy.
FOUNDERS A	Students’ Understanding of Privilege and Implications for Practice TRACK: Diversity and Inclusion FOCUS: Teaching SESSION TYPE: Regular Presentation (15 min.) Polly Graham, Indiana University Bloomington This session examines students’ self-reported understanding of privilege, focusing on the wide range of responses within a relatively small sample. Implications for practice will be discussed. Pedagogical strategies and lesson plans will be shared. The session will deepen understanding about how students understand privilege, providing ideas to move towards fostering more inclusive and just classrooms.

FOUNDERS B	Session Chair: Jacqueline Mayfield
FOUNDERS B	Innovation and Collaboration in Communication: A Workplace Writing Center TRACK: Consulting and Training FOCUS: Consulting & Practice SESSION TYPE: Group Panel (45 min.) Jessica Weber, Texas Tech University / Federal Reserve Bank of Philadelphia Chantel Gerardo, Federal Reserve Bank of Philadelphia Gayle Metzger, Federal Reserve Bank of Philadelphia The Federal Reserve Bank of Philadelphia’s Workplace Writing Center provides one-on-one “editorial coaching” that complements traditional editing. Since 2013, the Center has helped employees become measurably stronger writers and presenters. This innovative, collaborative approach has caught the attention of Harvard Business Review, Ragan, and Malaysia’s central bank. The Center will be presented as a replicable and sustainable option for others.
FOUNDERS B	The Relationship Between Effective Leader Listening and Motivating Language: A Cross National Study TRACK: Interpersonal and Non-Verbal Communication FOCUS: Research SESSION TYPE: Regular Presentation (15 min.) Jacqueline Mayfield, Texas A & M International University Milton Mayfield, Texas A&M International University Listening is an understudied yet powerful leader communication skill. This study holistically examines two types of listening (effective listening and listening with understanding) as antecedents to leader motivating language, a theory of positive leader communication. The relationship is mediated by trust in the leader and is analyzed cross-nationally with data from the USA and India.



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VENETIAN

How Do You Teach Diversity? - II

Jacquelyn Lowman, University of Maine at Presque Isle, Moderator

In this forum, panelists—and audience —will discuss best practices. Participants will share a favorite diversity and inclusion assignment in a lightning round where each will have a few minutes to present. This will help people to start thinking about diversity and inclusion in their teaching, research, and daily lives: the things they currently do, the opportunities to do more.

TRACK: Diversity and Inclusion

FOCUS: Teaching

SESSION TYPE: Lightning Roundtable (75-min.)

International Collaboration

Bruce Kingma, Syracuse University

Persona Design for Inclusive Representation

Sushil Oswal, University of Washington, Virtual

“Colors’ Cultural Implications: Designing Culturally Sensitive Gift Wrapping Papers for Multicultural Workplace Settings”

Yingqin Liu, Cameron University

Teaching Culture Change with Chinese Calligraphy

Junhua Wang, University of Minnesota

Cultural Sharing

Tricia Homer, University of Maryland

Knowing Your Audience

Andrew Hunt, Ohio University

Three EDI-positive activities for Teaching Fundrasing Communication

Carolyn Meyer, Ryerson University

Translingual Online Writing with Deaf Writers

Manako Yabe, Building Healthcare Collectives

My Friend the Apple

Mary Beth Zink, Briar Cliff University

The Memory Palace First Class Challenge

Victoria McCrady, University of Texas at Dallas

Not “One and Done”: Engaging in Ongoing Diversity Discussion Through Semester Blogging

Pamela Bourjaily, University of Iowa

Gender Identities in Professional Communication: Honorifics, Pronouns, and More

Ruby Nancy, East Carolina University / University of Minnesota-Duluth

‘Aging Literacy’ for Culturally Competent Professionals: An Introduction

Brian Hentz, University of Connecticut

WOODWARD B

Session Chair: Mary Marcel

WOODWARD B

Reasons, Not Rules: A New Approach to Understanding U.S. Résumés

TRACK: Employment Issues in Business Communication

FOCUS: Teaching

SESSION TYPE: Regular Presentation (15 min.)

Chalice Randazzo, Eastern Michigan University

What reasons do writers use when choosing information to include in a resume? How do those reasons compare to the reasons employers use to evaluate resumes? This presentation argues that understanding writers’ and employers’ reasons allows resume writers to navigate complex resume decisions, and gives educators an alternative way to teach and evaluate resumes.

WOODWARD B

The Locations, Programs, and Content of Graduate Education in Business Communication

TRACK: Employment Issues in Business Communication

FOCUS: Teaching

SESSION TYPE: Regular Presentation (15 min.)

Stephen Carradini, Arizona State University

Matthew Baker, Brigham Young University

Matthew Sharp, Embry-Riddle Aeronautical University

Co-Author: Elise Davidson

This presentation reports expanded results of a survey of ABC members regarding their experience and knowledge of business communication graduate education and programs. Findings will be particularly interesting to instructors seeking to develop or innovate graduate curriculum or certificate programs, and to graduate students seeking an educational path that will enable them to study and teach business communication.

WOODWARD B

An Approach to Teaching Business Ethics in a Managerial Communication Course

TRACK: Social Responsibility, Civic Engagement, Sustainability, and Business Ethics

FOCUS: Teaching

SESSION TYPE: Regular Presentation (15 min.)

Mary Marcel, Bentley University

This presentation delivers a concise yet powerful approach to teaching business ethics in a managerial communication course. It incorporates a model of ethical thinking, real cases and factual material, and describes both a written deliverable and a presentation assignment.

WOODWARD C Session Chair: Minna Logemann

WOODWARD C **The Challenges of Developing Globally-Minded Leaders in Japan Compared to Other Countries**
TRACK: Intercultural and Global Communication
FOCUS: Research
SESSION TYPE: Group Panel (45 min.)

In this panel, the three speakers will clarify the challenges of developing global human resources in Japan by comparing their business environments with countries in Europe, Asia, and in the United States through a series of interviews with business people and interns. Based on their analysis, they will provide solutions for tertiary education in Japan.

The Double Burdens of the Japanese Expatriates Working in Europe
Misa Fujio, Toyo University
The first presenter will share the results of several focus groups with Japanese business professionals working in Europe. The analytical results, using Modified Grounded Theory Approach, revealed that they face not only language problems of using the local language as well as English, but also underdeveloped globalization awareness of the Japanese Headquarters.

The Differences in Internship Programs Among Singapore, Korea, and Japan
Takehisa Kobayashi, Wako University
The second speaker will compare internship programs among Singapore, Korea and Japan. The analytical results revealed that, while Japanese internship programs focus on the educational aspects of university students, those in Korea and Singapore are more directly related to actual employment and therefore require the interns to possess the professional skills and language ability that can make an immediate contribution.

The Real Communicative Problems of Japanese Businesspeople Working in the U.S.
Hiromitsu Hayashida, Chuo University
The third presenter will share the results of interviews with Japanese business professionals working in the U.S., focusing on negotiations with American counterparts. The analytical results disclosed that the real communicative problem of the Japanese expatriates is not the relatively lower English level, but the lack of ability to control and negotiate the amount of information to provide.

WOODWARD C **Why Doesn’t Our Management Philosophy Fly in the West? Struggles of Sensemaking Across Cultures and Languages in Global Strategy Communication**
TRACK: Intercultural and Global Communication
FOCUS: Research
SESSION TYPE: Regular Presentation (15 min.)

Minna Logemann, Baruch College, The City University of New York
This paper touches upon the theoretical foundations of a research initiative at its early stage. The research explores how middle managers in western countries make sense of strategic concepts that draw on Asian management philosophies. The theoretical contribution is to build bridges between sensemaking research, cross-cultural management, and intercultural communication studies.

WOODWARD D Session Chair: Joey Ray

WOODWARD D **An Innovative Method for Assessing Collaborative Writing: What Google Docs Tells Us About the Shared Writing Process**
TRACK: Technology, Digital Communication, Social Media, and Web 2.0
FOCUS: Teaching
SESSION TYPE: Regular Presentation (15 min.)

Zsuzsanna Palmer, Grand Valley State University
Kay Losey, Grand Valley State University
This presentation describes unique methods used to administer a program assessment of collaborative writing instruction in several sections of an undergraduate business communication course and shares the major findings from this assessment. The presentation focuses mostly on using the version history feature of Google Docs to better understand how students co-construct documents for an extensive collaborative report writing project.

WOODWARD D **Teaching Coding Rhetorics Using Markdown in the Business Writing Classroom**
TRACK: Technology, Digital Communication, Social Media, and Web 2.0
FOCUS: Teaching
SESSION TYPE: Regular Presentation (15 min.)

Lance Cummings, University of North Carolina Wilmington
The presenter will give attendees the theoretical context for using code in the business writing classroom, along with practical exercises and assignments that integrate into the business writing curriculum using Markdown (a lightweight hypertext language).

1:55 p.m. - 3:10 p.m. • Session Six, continued

WOODWARD D “Thanks for the Like, Please Repost”—Evaluating Channel-Specific Customer Communication via Social Media

TRACK: Technology, Digital Communication, Social Media, and Web 2.0
FOCUS: Research
SESSION TYPE: Regular Presentation (15 min.)

Stefan Diemer, Trier University of Applied Sciences
Marie-Louise Brunner, Trier University of Applied Sciences
The presentation examines customer communication via social media (Instagram, Facebook, Twitter) in selected companies with an international customer base. It provides insights into advantages and pitfalls of social media marketing, illustrates means of defining and quantifying success, and gives concrete recommendations on how companies can create an authentic and effective social media presence for a national and international customer base.

WOODWARD D Social Media 101: Don’t Be Left Behind!

TRACK: Technology, Digital Communication, Social Media, and Web 2.0
FOCUS: Teaching
SESSION TYPE: Regular Presentation (15 min.)

Joey Ray, University of Nevada, Reno
Learn the basics of the most popular social media platforms and how to effectively use them in the classroom. Each social media platform has a language and format that are unique. This can be overwhelming and confusing, so this session will explain what they are, how they work, and the communication benefits and negatives.

3:10 p.m. - 3:35 p.m.

WOODWARD Foyer Break

Pick up and pay for Silent Auction items

3:35 p.m. - 4:50 p.m. • Session Seven

AMBASSADOR Session Chair: Sheila Porterfield

AMBASSADOR What Does the Survey Say? U.S. and Chinese Students’ Perspectives on Diversity

TRACK: Diversity and Inclusion
FOCUS: Research
SESSION TYPE: Regular Presentation (15 min.)

Karin Goettsch, University of Minnesota & Concordia University
Yong-Kang Wei, University of Texas Rio Grande Valley
The presenters share preliminary results from a research study that examines Chinese and U.S. university participants’ perspectives on the issue of identity through an intercultural and diversity and inclusion lens. The inquiry draws on traditional dimensions of collectivism and individualism and other influences in the context of culture and diversity.

AMBASSADOR Faculty Peer-To-Peer Observation: Challenges and Opportunities

TRACK: Scholarship of Teaching and Learning
FOCUS: Scholarship of Teaching and Learning
SESSION TYPE: Virtual Presentation (15 min.)

Marion Philadelphia, University of Southern California
Drawing on results from a peer-observation pilot and examples derived from an Association of American Universities survey, this session will address questions about peer-to-peer teaching observation, feedback, and evaluation such as: How do we conduct such review? What are the challenges, opportunities, and best practices? How do we sensibly distinguish between formative and evaluative feedback?

AMBASSADOR Situated Learning in Cross-Cultural Communication and Management Education: Leveraging Student Knowledge Within and Across Borders

TRACK: Scholarship of Teaching and Learning
FOCUS: Scholarship of Teaching and Learning
SESSION TYPE: Regular Presentation (15 min.)

Judith Ainsworth, Temple University
C.R. Anderson Foundation grant recipient
Situated learning, also known as the “learning-by-doing” approach, is especially sympathetic to the emic, or culture-specific perspective, for uncovering depth of cultural meanings in teaching culture in the classroom. This study reports on using real-world cultural cases with clear cultural components and leveraging students’ experiences and backgrounds to promote learning about culture in business communication.

3:35 p.m. - 4:50 p.m. • Session Seven, continued

AMBASSADOR	Employee Resource Groups (ERG): Current Trends and Research
	TRACK: Diversity and Inclusion
	FOCUS: Research
	SESSION TYPE: Regular Presentation (15 min.)
	Sheila Porterfield, Jackson State University
	Corporate leaders are challenged to maintain a diverse and inclusive workforce where employees feel valued, supported, respected, and that they can make a difference by contributing to the organization’s growth. Many corporations utilize Employee Resource Groups (ERGs) to assist in enhancing employee talent and increasing organizational effectiveness. The presenter provides an update on trends in ERGs.
ESQUIRE	Business Communication Instructors’ Vision of the Ideal Academic Environment
	TRACK: Scholarship of Teaching and Learning
	FOCUS: Teaching
	SESSION TYPE: Group Panel (45 min.)
	Paula Lentz, University of Wisconsin-Eau Claire Peter Cardon, University of Southern California Tina Coffelt, Iowa State University Ashley Nelson, Tulane University <i>Co-Author:</i> Linda Cresap, Minot State University <i>Co-Author:</i> Dirk Remley, Kent State University
	The panel presents the results of a survey of business communication instructors regarding their vision of the ideal academic environment for teaching business communication. Armed with this knowledge, instructors can work collectively to advocate for themselves and the discipline and to strengthen teaching, satisfaction with work environments, and students’ experiences.
FOUNDERS B	A Consulting and Training Walk Through: From First Contact With Clients to Completion of Engagement in Three Different Examples
	TRACK: Consulting and Training
	FOCUS: Consulting and Practice
	SESSION TYPE: Group Panel (45 min.)
	M. Sean Limon, University of Florida Karl Keller, Communication Partners Rita Owens, Boston College
	This panel will discuss three different consulting projects: from first contact with clients, to development of the program, project, or engagement, to completion.

3:35 p.m. - 4:50 p.m. • Session Seven, continued

VENETIAN	My Favorite Assignment - III
	D. Joel Whalen, DePaul University, Moderator
	Discover the latest classroom assignment creations from your ABC colleagues. Come to share ideas and take home some techniques during this energetic, popular session.
	TRACK: Innovative Instructional Methods
	FOCUS: Teaching
	SESSION TYPE: Lightning Roundtable (75-min.)
	Partner Introductions: A New Take on Three Truths and a Lie to Build Camaraderie and Rapport Amongst Team Members Charles Drehmer, DePaul University
	Personal Branding & Networking—Building a Professional Online Presence Xiaoli Li, University of Dayton
	Little League Bad News Ann Marie Alexander, Grand Rapids Community College
	Yellow & Red Card Feedback Loops Jeffrey Cannon, Indiana University Bloomington
	Ethos, Pathos, & Legos Shelli Yoder, Indiana University
	Social Media Audit Emily Goenner, St. Cloud State University
	Emailing into a Complex Context: An In-Class Writing Assignment Nat Bennett, University of Minnesota
	What it Looks Like Matters: The Basics of CRAP Design Leslie Seawright, Missouri State University
	Creating Challenging Assignments for Business Communication Sana Reynolds, Baruch College
	Sticky Note Peer Assessment Mary Beth Zink, Briar Cliff University
	Impromptu Networking Skills for Transfer Students (AKA the Pleasures of the Selfie Scavenger Hunt) Ryan Sloan, University of California, Berkeley
	Using CAMS to “State the Ask” in Proposal Presentations CP Moreau, Carnegie Mellon University
	Teaching Ethics in 50 Minutes Kathy Jones Langston, University of South Carolina
	Managerial Pathos Clive Muir, ThinkCraftSolve
	Bubble Gum Teaches Active Listening Jessie Richards, University of Utah

WOODWARD A Session Chair: Zachary Goldman

WOODWARD A **A Longitudinal Development Report on a Business Communication Course in Australia**

TRACK: Scholarship of Teaching and Learning
FOCUS: Scholarship of Teaching and Learning
SESSION TYPE: Regular Presentation (15 min.)

Anthony Chan, Charles Sturt University
This presentation will outline the changes in how Business Communication has been taught within a technical degree program in Australia, describing adjustments based on feedback from employers and faculty. The longitudinal view of the subject will help others understand the complexities of community demand and employer needs.

WOODWARD A **Assessment of Students’ “Common” Writing Assignment – as Gauged by Business Professionals and Business Faculty**

TRACK: Scholarship of Teaching and Learning
FOCUS: Teaching
SESSION TYPE: Regular Presentation (15 min.)

Jacquelin Curry, California State University, Fresno
Patricia LaRosa, California State University, Fresno
Co-Author: Donald Stengel, California State University, Fresno
Have you ever wondered how the writing skills of business students enrolled in your business communication classes differ from those of your non-business students? For the past three years, the Craig School of Business at California State University, Fresno has conducted research to answer that question. Yearly results of the 2016-2018 period will be presented.

WOODWARD A **Shrinking the Gap between Academic Practices and Workplace Applications: How Startup Pedagogy Helps Students Become Competitors for the Fourth Industrial Revolution**

TRACK: Employment Issues in Business Communication
FOCUS: Scholarship of Teaching and Learning
SESSION TYPE: Regular Presentation (15 min.)

Smiljka Cubelic, Indiana University South Bend
This presentation argues that academic programs must prepare students for the demands of the increasingly complex 21st century global marketplace of the Fourth Industrial Revolution. We can meet those demands if we shrink the gap between academic practices and workplace applications by embracing a pedagogical space where the academic community embraces the integration of academic learning, training, and workplace applications.

WOODWARD A **Tracking Growth: Evaluating Communication Competencies for Innovative Classrooms**

TRACK: Scholarship of Teaching and Learning
FOCUS: Scholarship of Teaching and Learning
SESSION TYPE: Regular Presentation (15 min.)

Zachary Goldman, University of Louisville
Assessing student growth using valid, comprehensive methods has become important for business communication faculty. This presentation discusses student writing, focusing on five business communication competencies: professionalism, clarity, conciseness, evidence-driven, and persuasiveness. Linear regressions using longitudinal data are used to frame predictive implications and changes are discussed from the perspectives of innovative classroom pedagogy and student feedback.

WOODWARD B **Communication with Job Applicants via Email: How Response Personalization and Time Frame Affect Organizational Perceptions**

TRACK: Employment Issues in Business Communication
FOCUS: Research
SESSION TYPE: Regular Presentation (15 min.)

Seth Frei, Texas State University
Co-Author: Nicholas Tatum, Abilene Christian University
With increasing turnover in the workplace, employees regularly engage in seeking and applying for new jobs. The communication between employers and prospective employees after applying is often the first formal interaction with the company. This experimental research looks at personalization of email communication between employers and employees, along with the response time, to inform employers of best practices.



3:35 p.m. - 4:50 p.m. • Session Seven, continued

WOODWARD B	Session Chair: Brian Nienhaus
WOODWARD B	<div>Entry-Level Corporate Communicators: A Content Analysis of Job Requirements and Duties</div> <div><div>TRACK:</div>Employment Issues in Business Communication</div> <div><div>FOCUS:</div>Research</div> <div><div>SESSION TYPE:</div>Regular Presentation (15 min.)</div> <div>Kelli Cargile Cook, Texas Tech University Barbie Chambers, Texas Tech University</div> <div>A March 2019 Indeed.com search for “corporate communicator” returned <7,000 openings in Texas alone. While this number includes other than entry-level positions, it illustrates the demand for business and professional communication graduates. This presentation reports on a content analysis of entry-level corporate communication ads over a three-month period on popular internet job sites and offers programmatic advice based on findings.</div>

5:00 p.m. - 6:15 p.m.

	COMMITTEE/SIG MEETINGS
AMBASSADOR	Business Practices Sam DeKay, VP - BNY Mellon Corporation
BOULEVARD A	Graduate Studies Stephen Carradini, Arizona State University
CRYSTAL	Diversity and Inclusion Jacquelyn Lowman, University of Maine at Presque Isle
CRYSTAL	Student Competition Jenna Haugen, University of Louisville
ESQUIRE	International Issues Katherine Wills, Indiana University - Purdue University Columbus
FOUNDERS A	Academic Environment Paula Lentz, University of Wisconsin - Eau Claire
FOUNDERS B	Consulting Barbara Shwom, Northwestern University
ITALIAN GARDEN	Community College Ann Marie Alexander, Grand Rapids Community College
JEFFERSON	Finance Amy Newman, Cornell University
VENETIAN	Marketing and Membership Peter Cardon, University of Southern California



Photo: Marilyn Buerkens ©2019

7:00 p.m.

WOODWARD



AWARDS
BANQUET

- **Student Writing Awards**
Sponsored by Barbara Shwom
- **Graduate Travel Awards**
Sponsored by Sustaining Members of ABC and CRAF Silent Auction
- **Marty Baker Graham Research Grant**
Sponsored by Friends of Marty Baker Graham
- **C.R. Anderson Research Fund Grant**
Sponsored by C.R. Anderson Foundation
- **Best Paper for Proceedings**
Sponsored by ABC
- **Distinction in the Practice of Diversity and Inclusion**
Sponsored by Peter Cardon
- **Outstanding Article in *International Journal of Business Communication***
Sponsored by Paula Lentz and Kathryn Rentz
- **Outstanding Article in *Business and Professional Communication Quarterly***
Sponsored by Mary Ellen Guffey
- **Distinguished Publication on Business Communication**
Sponsored by SAGE
- **Outstanding Article on Business Communication in Non-ABC Journal**
Sponsored by ABC
- **Outstanding Dissertation Award**
Sponsored by A Special Friend of ABC
- **Rising Star Award**
Sponsored by SAGE
- **Award for Excellence in Communication Consulting**
Sponsored by The Association of Professional Communication Consultants and ABC
- **Outstanding Teacher-Scholar Award in Memory of Meada Gibbs**
Sponsored by ABC
- **Kitty O. Locker Outstanding Researcher Award**
Sponsored by McGraw-Hill and ABC
- **Business Communication Impact Award**
Sponsored by USC Marshall School of Business
- **Honorary Member**
- **Francis W. Weeks Award of Merit**
- **Bernadine P. Branshaw Spirit of ABC Award**
- **Distinguished Member Award**
- **Fellow of ABC**

9:00 pm - 11:00 pm

VENETIAN **Motown Music with DJ—Grab your Dancing Shoes!**

7:30 a.m. - 12:30 p.m.

4TH FLOOR **Exhibits**

7:30 a.m. - 8:30 a.m.

WOODWARD **Breakfast**

8:45 a.m. - 10:00 a.m. • **Session Eight**

AMBASSADOR Session Chair: Josephine Walwema

AMBASSADOR **Down the Rabbit Hole and Back: Creating Casual Conversation Theory**

TRACK: Organizational Communication
FOCUS: Research
SESSION TYPE: Regular Presentation (15 min.)

Mollie Hartup, Kent State University
Casual conversation is an important part of human life. In the workplace, casual conversation fosters free exchange of ideas and knowledge creation, and may contribute to employee feelings of engagement and satisfaction, which can lead to retention. The proposed Casual Conversation Theory aims to articulate the nature of the communication and knowledge flows that occur during informal interactions.

AMBASSADOR **How Corporate Social Responsibility (CSR) Informativeness Affects Employees’ Prosocial Behaviors in China**

TRACK: Organizational Communication
FOCUS: Research
SESSION TYPE: Regular Presentation (15 min.)

Yafei Zhang, West Texas A&M University
Chuqing Dong, University of Minnesota
This study explores how employees perceive corporate social responsibility (CSR) communication, including CSR informativeness, transparency, and personal relevance, and the impact on their intended prosocial behaviors. Survey results indicate that CSR informativeness significantly affects employees’ prosocial behaviors. This study advances the understanding of CSR communication in contemporary China, and offers insights for companies to maximize their effectiveness in CSR communication.

AMBASSADOR	<p>The Theory of Heliocrafting: Co-Constructing Human Excellence in Organizations</p> <p>TRACK: Organizational Communication</p> <p>FOCUS: Research</p> <p>SESSION TYPE: Regular Presentation (15 min.)</p> <p>Amy Young, University of Michigan</p> <p>The purpose of this presentation is to articulate a conceptual model to explain the role of communication in creating organizations that promote exceptional performance and wellbeing. The Theory of Heliocrafting (ToH) is built upon a sensemaking framework (Weick, 1995), but considers the conditions needed for the co-construction of social realities that promote human excellence.</p>
AMBASSADOR	<p>Risk Communication and Online Dating Scams</p> <p>TRACK: Social Responsibility, Civic Engagement, Sustainability, and Business Ethics</p> <p>FOCUS: Consulting & Practice</p> <p>SESSION TYPE: Regular Presentation (15 min.)</p> <p>Josephine Walwema, Oakland University</p> <p>This presentation focuses on the role business communication can play in facilitating public knowledge on safety and well-being. Specifically, the presentation interrogates the U.S. Federal Trade Commission’s (FTC) efforts to protect consumers from scams related to online dating. This issue presents a conundrum because while individuals are exercising their agency to find romance online, the FTC is protecting them from the dark side of online dating.</p>

BOULEVARD A	Session Chair: Stephen Carradini
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BOULEVARD A	<p>Graduate Studies In-Progress Research Session</p> <p>TRACK: Consulting and Training</p> <p>FOCUS: Teaching</p> <p>SESSION TYPE: Research Roundtable</p> <p>Stephen Carradini, Arizona State University</p> <p>Graduate students are invited to brainstorm and discuss research ideas with experienced researchers and peers in a relaxed setting.</p>
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CRYSTAL	<p>My Favorite Assignment - IV</p> <p>D. Joel Whalen, DePaul University, Moderator</p> <p>Discover the latest classroom assignment creations from your ABC colleagues. Come to share ideas and take home some techniques during this energetic, popular session.</p> <p>TRACK: Innovative Instructional Methods</p> <p>FOCUS: Teaching</p> <p>SESSION TYPE: Lightning Roundtable (75-min.)</p> <p>But Wait, There’s More! Using Infomercials for Student Projects Thomas Landis, Indiana University</p> <p>Assessing Elements of Persuasion Using Infomercials Melissa Jean, Brescia University College</p> <p>Using FlipGrid for Video Discussion Boards in Online Class Jenna Haugen, University of Louisville</p> <p>“Um Day”: A Way to Notice Your Vocal Fillers Andrew Hunt, Ohio University</p> <p>Learning In and Out of the Fishbowl Theresa Wernimont, Colorado State University</p> <p>Drawing to Communicate Joey Ray, University of Nevada, Reno</p> <p>CRAP Test: Learning Healthy Skepticism Andy Spackman, Brigham Young University</p> <p>The “Eyes” Have It Dana Bible, Sam Houston State University</p> <p>The Job Ad Research Memorandum Victoria McCrady, University of Texas at Dallas</p> <p>Crisis Communication Drill - Real Life Simulation in Class (Graduate Level Corporate Media Relations) Minna Logemann, Baruch College, The City University of New York</p> <p>The Six-Word Assignment (Hard to Do But Easy to Grade) Kerrie Carfagno, University of Virginia</p> <p>From the Bard to the Boardroom —Shakespearean Techniques to Augment Meaning in Business Presentations Marcia Pentz, University of Virginia</p> <p>Silence Walk: Tactical Quietness and Professional Reflection Stephen Lind, Washington and Lee University</p>
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ESQUIRE	Strategic Planning 2021-2025 Share Your Input <div>TRACK: Organizational Communication</div> <div>FOCUS: Consulting & Practice</div> <div>SESSION TYPE: Committee/SIG Sessions</div> <p>Geert Jacobs, Ghent University Marcel Robles, Eastern Kentucky University</p> <p>To ensure global thinking, join ABC President Marcel Robles and First Vice President Geert Jacobs to share input to update ABC’s Strategic Plan 2021-2025. Help us encourage and support diverse perspectives and create sub-groups to investigate key topics.</p>
WOODWARD A	Session Chair: Janel Bloch
WOODWARD A	What Women and Men Think When Watching Implicit Gender Bias <div>TRACK: Diversity and Inclusion</div> <div>FOCUS: Research</div> <div>SESSION TYPE: Regular Presentation (15 min.)</div> <p>Denise Driscoll, Purdue University Ally Crouch, Purdue University Lydia Wessel, Purdue University Lindsay Neufer, Purdue University</p> <p>Implicit bias is pervasive, but often goes unnoticed. In a research study, participants watched a video of a team solving a business problem, where instances of implicit gender bias were embedded. The presenters analyzed “think aloud protocols” from women and men and will share their different reactions to detecting the bias and rating the team’s cohesion, effectiveness, inclusion, and liking.</p>
WOODWARD A	Effective Social Media Post or Discriminatory Job Ad? An Examination of Social Media-Based Employment Communication Practices <div>TRACK: Employment Issues in Business Communication</div> <div>FOCUS: Research</div> <div>SESSION TYPE: Regular Presentation (15 min.)</div> <p>Heidi Huntington, West Texas A&M University <i>Co-Author:</i> Alan Huntington, Independent Scholar</p> <p>Recent legal claims filed with the U.S. Federal Equal Employment Opportunity Commission highlight the fact that the qualities of effective social media advertisements often do not align with those for non-discriminatory hiring practices. This presentation compares and contrasts these two communication situations within a survey of the current legal landscape in order to suggest best practices for social media-based employment communication.</p>

WOODWARD A	Employers Are Not The Only Ones Who Do It: Exploring The Cybervetting Strategies of Entry-Level Job Seekers <div>TRACK: Employment Issues in Business Communication</div> <div>FOCUS: Research</div> <div>SESSION TYPE: Regular Presentation (15 min.)</div> <p>Stephanie Smith, Virginia Tech</p> <p>This qualitative focus group study explains how and why entry-level job seekers use cybervetting strategies and the extent to which these strategies influence their communication while job searching. This is one of the first studies to examine cybervetting from the employee perspective and theoretical and practical implications are discussed.</p>
WOODWARD A	Using the Triadic Professional Approach in Navigating the Future of Business and Professional Communication <div>TRACK: Employment Issues in Business Communication</div> <div>FOCUS: Research</div> <div>SESSION TYPE: Regular Presentation (15 min.)</div> <p>Janel Bloch, Northern Kentucky University Jeremy Rosselot-Merritt, University of Minnesota, Twin Cities</p> <p>As higher education adapts to changing market conditions, business and professional communication (BPC) scholars must continually reinvent themselves. Using a collaborative autoethnographic method, this presentation offers a triadic approach that includes reflection-in-action, critical reflection, and advocacy for scholarship of application. Recommendations will be provided for positioning oneself successfully in BPC job searches, tenure/promotion, and ongoing career development.</p>
WOODWARD B	Session Chair: Stephanie Evergreen
WOODWARD B	Group Memory and Learning Design Principles that Support Entrepreneurship Communication and Innovation Management <div>TRACK: Communication Issues in Entrepreneurship and Innovation Management</div> <div>FOCUS: Consulting & Practice</div> <div>SESSION TYPE: Regular Presentation (15 min.)</div> <p>Mandy Lacy, University of Sydney and Mandy Lacy Consulting Ltd</p> <p>Entrepreneurs and innovators benefit from incorporating the knowledge practices of team learning and group memory into meetings. Communication issues are commonplace in start-ups and iterative environments. Nine design-based principles are presented as a practical guide for capturing all the moving parts innovation brings.</p>

WOODWARD B

Human-Centered Design and Strategic Messaging Maps: A Leadership Communication Consulting Case Study

TRACK:

Communication Issues in Entrepreneurship and Innovation Management

FOCUS:

Consulting & Practice

SESSION TYPE:

Regular Presentation (15 min.)

Abram Anders, Iowa State University

This case study reports on a leadership communication consulting project completed for entrepreneurs of a small business. The project facilitated the creation of a strategic organizational vision and the design of a messaging map that communicated values in action through human-centered stories. Finally, a training session engaged employees in sharing stories and setting goals to pursue this leadership vision.

WOODWARD B

Resilience Story Workshop

TRACK:

Communication Issues in Entrepreneurship and Innovation Management

FOCUS:

Consulting & Practice

SESSION TYPE:

Regular Presentation (15 min.)

Kimberly Jordan, Ohio University

Stories of severe trials do not always resolve or serve us. Resilience is about the ability to positively respond after negative events and is impacted by the stories we tell ourselves. The Resilience Story Workshop is based on positive psychology and narrative research. It uses Berg and Pietrasz’s FLEX method to process such a story by exploring its meaning, reconstructing it, and retelling the story to serve the teller.

WOODWARD B

Presenting Data Effectively

TRACK:

Visual Communication

FOCUS:

Consulting & Practice

SESSION TYPE:

Regular Presentation (15 min.)

Stephanie Evergreen, Evergreen Data

Crystal clear graphs are valuable – they save an audience’s mental energies, keep an audience engaged, and make presenters look smart. In this session, the presenter will discuss the science behind presenting data effectively and how data visualization supports clear decision-making.



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your conference experience:

#ABCDetroit

WOODWARD C

Session Chair: Karl Smart

WOODWARD C

Enhancing Critical Thinking, Argumentation, and Presentation Skills: The Crisis Communication Assignment

TRACK:

Innovative Instructional Methods

FOCUS:

Teaching

SESSION TYPE:

Regular Presentation (15 min.)

Laurie Fitzpatrick, Temple University
Judith Ainsworth, Temple University

The presenters demonstrate ways interactive, team-based teaching technology freshens old, but valuable content and increases positive outcomes for students. The first presenter discusses tools including an online portfolio of video clips and documents to ‘flip’ the lesson and engage the students with an in-class writing and presentation project. The second presenter demonstrates a similar ‘flipped’ technique that uses apps to annotate a corporate spokesperson’s crisis communication.

WOODWARD C

Exploring Acting Techniques to Develop Leadership Communication Skills

TRACK:

Innovative Instructional Methods

FOCUS:

Teaching

SESSION TYPE:

Regular Presentation (15 min.)

Marco Aponte-Moreno, Saint Mary’s College of California

This presentation sheds light on how acting techniques can be used to develop leadership communication skills. It is based on a pilot undergraduate class in leadership communication developed in 2019 in a business school in California. In this class, acting techniques were used to develop students’ communication skills in leadership contexts. The presentation describes those techniques, discusses their applicability to leadership communication, and examines their effectiveness.

WOODWARD C

Keeping the Social Media Marketing and Communications Course Fresh and Fun: Assignments and Activities to Increase Engagement

TRACK:

Innovative Instructional Methods

FOCUS:

Teaching

SESSION TYPE:

Regular Presentation (15 min.)

Melissa Graham, University of Central Oklahoma

Students today need to have knowledge of, and experience with, social media. In addition, they need to know why it is important for a business and how companies can strategically use it. This presentation focuses on a social media marketing and communications course and the activities and assignments that have been used to acquaint students with practical knowledge and analytical skills to create, evaluate and execute social media campaigns.

WOODWARD C	Deliberate Practice: An Approach to Developing Communication Proficiency <div>TRACK: Innovative Instructional Methods</div> <div>FOCUS: Teaching</div> <div>SESSION TYPE: Regular Presentation (15 min.)</div> <p>Karl Smart, Central Michigan University Jerry DiMaria, Central Michigan University Nancy Hicks, Central Michigan University</p> <p>This session looks at the use of deliberate practice as a means of developing communication skills and mastery among students in business communication classes. Deliberate practice includes a series of steps designed to give practice, interspersed with feedback, aimed at improving performance. Three examples of assignments using deliberate practice are shared, along with a sample of student output.</p>
WOODWARD D	Session Chair: Christopher Toth
WOODWARD D	Immersive Environments and Virtual Reality – A Systematic Review of Transformative Communication Trends in the Digital Age <div>TRACK: Technology, Digital Communication, Social Media, and Web 2.0</div> <div>FOCUS: Research</div> <div>SESSION TYPE: Regular Presentation (15 min.)</div> <p>Jef Naidoo, University of Alabama Sarah Miesse, University of Alabama Seth Miesse, University of Alabama</p> <p>Virtual Reality (VR) applications are gaining rapid adoption in almost every professional domain, most notably in enhancing computer-mediated forms of communication to increase shared understanding in organizations. Our study highlights the role of VR in transformative communication trends in the workplace, and highlights future avenues for the advancement of business and professional communication in the digital age.</p>

WOODWARD D	Enhancing Intercultural Communication Classes—Creating Challenging Assignments <div>TRACK: Intercultural and Global Communication</div> <div>FOCUS: Teaching</div> <div>SESSION TYPE: Regular Presentation (15 min.)</div> <p>Sana Reynolds, Consultant & Professor of Management Communication</p> <p>Although courses in cross-cultural and intercultural communication are increasingly offered in the business school curriculum, accompanying assignments often fail to teach students to identify, manage, and leverage the core values, perspectives, assumptions, and beliefs that motivate behaviors in different cultures. This presentation will share ideas for developing assignments that successfully combine communication issues with the critical thinking that clarifies choices and decisions.</p>
WOODWARD D	Fostering Intercultural Competence in Business Communication <div>TRACK: Intercultural and Global Communication</div> <div>FOCUS: Scholarship of Teaching and Learning</div> <div>SESSION TYPE: Regular Presentation (15 min.)</div> <p>Junhua Wang, University of Minnesota <i>Recipient 2018 Distinction in the Practice of Diversity and Inclusion Award</i></p> <p>The presentation includes both theoretical explorations and empirical teaching practices on developing students’ intercultural competence, including topics such as exploring the process for students to gain intercultural competence, conducting intercultural simulations, and assessing students’ learning. The presenter will report results of a survey of former students’ perceptions of the teaching practices’ long-term impact.</p>
WOODWARD D	Writing Internships Abroad: Assessing Students’ Experiential Learning with South African NGOs <div>TRACK: Intercultural and Global Communication</div> <div>FOCUS: Teaching</div> <div>SESSION TYPE: Regular Presentation (15 min.)</div> <p>Christopher Toth, Grand Valley State University Hazel McClure, Grand Valley State University</p> <p>This presentation offers an assessment of experiential learning of students who completed professional writing internships abroad in Cape Town, South Africa with non-governmental organizations addressing social, political, and economic problems. Useful for business communication instructors seeking practical suggestions for establishing a writing internship program abroad, the presenters will offer recommendations based on the successes and challenges of this program.</p>

10:00 a.m. - 10:20 a.m.

EXHIBIT AREA
4TH FLOOR

Break

10:30 a.m. - 11:45 a.m. • Session Nine

AMBASSADOR

Technical Innovation in Workplace Communication

Sam DeKay, VP - BNY Mellon Corporation, Moderator

This panel, echoing the conference theme, will focus upon specific ways in which changes in technology have influenced communication practices in the workplace; four presentations will be provided. This session is sponsored by the ABC Business Practices Committee.

TRACK: Technology, Digital Communication, Social Media, and Web 2.0

FOCUS: Research

SESSION TYPE: Group Panel (45 min.)

Technical Innovation in Twentieth Century Business Offices:
The Overlooked Rhetorical Roles of Secretaries and Typists

Marcy Leasum Orwig, University of Wisconsin-Eau Claire

The writing of business communication genres was increasingly dominated by the increasingly female workforce of secretaries and typists during the middle decades of the twentieth century. This presentation utilizes memos produced at the Tiger Oil Company as historical artifacts for examination. These memos, interpreted via the lens of textual criticism, provides insight into the tradition of rhetorical invention that still influences business communication practices today.

How Artificial Intelligence is Changing Business Communication

Heidi A. McKee, Miami University

Co-Author: James E. Porter, Miami University

Presenters examine the impact of artificial intelligence (AI) on business communication, drawing from scholarship and workplace research. They map AI communication technologies along three axes (interaction capabilities, style of presentation, locus of agency) and present data from interviews with business professionals who develop or deploy AI agents. They close with recommendations for further research and curriculum development.

Mobile Information and Communications Technology (ICT):
A Resource for Choosing Where to Collaborate in the Workplace

Deborah C. Andrews, University of Delaware

Innovations in mobile information and communications technology have shaped the design of new open plan offices. This presentation highlights findings from my research on coworking sites that suggest how the physical and technological affordances in this new form of open workspace connect with communication practices occurring there.

10:30 a.m. - 11:45 a.m. • Session Nine

AMBASSADOR

Technical Innovation in Workplace Communication, panel continued

Thumbs Up or Thumbs Down: Emoji Use and Social Engagement within Team-based Collaboration Software

Valerie Creelman, Saint Mary's University

Whether or not emojis or emoticons have a legitimate place in professional business communications remains an ongoing debate. This presentation examines the use of emojis in the context of team-based collaboration software. Findings offer insight into the social and rhetorical functions served by analyzing the comments posted by actual users from a wide variety of industries and how this emergent category of social collaboration technology shapes expectations and communication practices when practitioners engage with colleagues online.

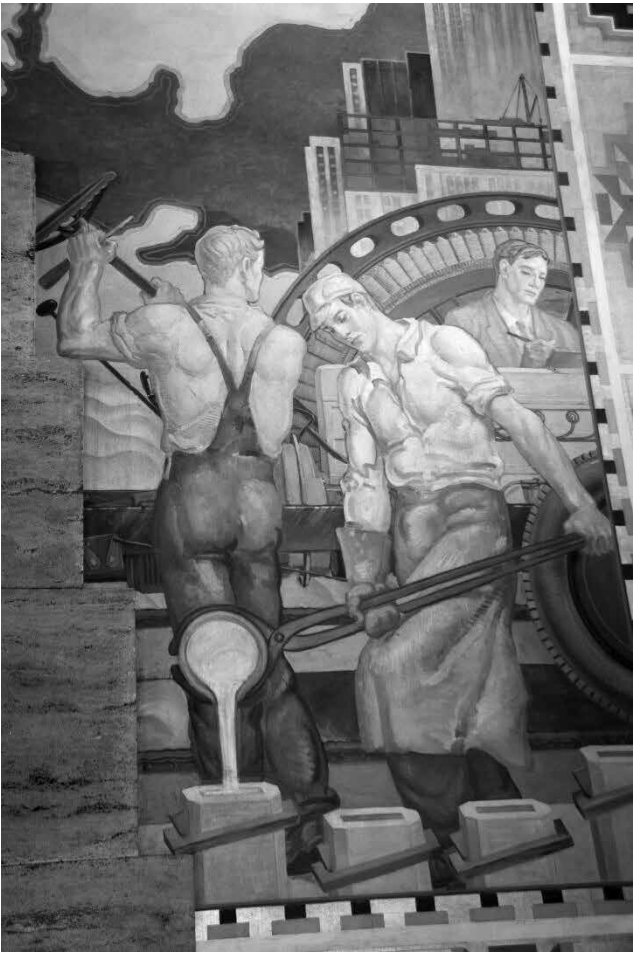


Photo: Marilyn Buerkens ©2019

CRYSTAL

How Do You Teach Diversity? - III

Jacquelyn Lowman, University of Maine at Presque Isle, Moderator

In this forum, panelists—and audience —will discuss best practices. Participants will share a favorite diversity and inclusion assignment in a lightning round where each will have a few minutes to present. This will help people to start thinking about diversity and inclusion in their teaching, research, and daily lives: the things they currently do, the opportunities to do more.

TRACK: Diversity and Inclusion

FOCUS: Teaching

SESSION TYPE: Lightning Roundtable (75-min.)

The Autism-Friendly Classroom

Sarah Nielsen, Florida Atlantic University

Barriers and Support: In-Class Student Perceptions Exercise

Susanna Clason, University of Cincinnati Blue Ash College

Visualizing Diversity through the University Factbook

Li Li, Elon University

Clarifying Encounters with a Visually Impaired Student

Clive Muir, ThinkCraftSolve

Developing Cross-Cultural Empathy Through Storytelling and Performance

Marco Aponte-Moreno, Saint Mary’s College of California

Converting Documents for a Global Audience

Leslie Seawright, Missouri State University

Insider and Outsider

Marie-Therese Claes, Louvain School of Management

Intercultural Movie/Television Show Scenes Recommendation

Janel Bloch, Northern Kentucky University

In Complete Darkness, We Are All the Same

Patricia Henry, Eastern Michigan University

How Does Organizational Culture Relate to Organizational Performance?

Ann Marie Alexander, Grand Rapids Community College

Awareness to Understanding: The Abilities Checklist!

Catherine Zizik, Seton Hall University

The World as We View It: Teaching Diverse Perspective-Taking

Denise Driscoll, Purdue University

ESQUIRE

The Center as Coach

TRACK: Executive, Managerial, and MBA Communication

FOCUS: Consulting & Practice

SESSION TYPE: Group Panel (45 min.)

Ryan Sheets, University of Arkansas

Pamela Bourjaily, University of Iowa

Tricia Homer, University of Maryland

Co-Author: Shenandoah Sowash, American University

Business Communication Centers have taken on a larger role beyond improving undergraduates’ speaking, writing, and data visualization. These center directors will address their work as public speaking “coaches” for various stakeholders within and outside the academy. Topics include speech coaching styles, partnering with executive education departments, and addressing “what do you charge and when” upon entering the local business community.

WOODWARD A

Session Chair: Victoria McCrady

WOODWARD A

Making Consulting Work for You

TRACK: Consulting and Training

FOCUS: Consulting & Practice

SESSION TYPE: Group Panel (45 min.)

Karl Keller, Communication Partners

Karin Goettsch, University of Minnesota & Concordia University

M. Sean Limon, University of Florida

This panel, sponsored by the Consulting SIG, will facilitate discussions on how to start or enhance a consulting practice. Participants will choose one of three discussion tables, each led by an experienced consultant, to learn about: (1) getting started in consulting; (2) taking a consulting practice to the next level; and (3) assessing consulting challenges, successes, and lessons learned. Bring your questions!

WOODWARD A	<p>Cheating and Business School: What’s Happening and How Can Instructors Improve?</p> <p>TRACK: Scholarship of Teaching and Learning</p> <p>FOCUS: Teaching</p> <p>SESSION TYPE: Regular Presentation (15 min.)</p> <p>Victoria McCrady, University of Texas at Dallas <i>Co-Author:</i> Sarah Moore, University of Texas at Dallas</p> <p>Are students’ beliefs about plagiarism the same if they are writing a resume or a LinkedIn profile? This presentation reviews the research about business students and cheating, expands upon our research on plagiarism presented at ABC 2018 with new data and a new comparison method, and presents several new avenues for future research on business students and plagiarism.</p>
WOODWARD B	<p>Session Chair: Shaun Anderson</p>
WOODWARD B	<p>Digital Business Globalization from the View of Business Communication: Comparison of Ourgame’s Failure and Line’s Success</p> <p>TRACK: Communication Issues in Entrepreneurship and Innovation Management</p> <p>FOCUS: Research</p> <p>SESSION TYPE: Regular Presentation (15 min.)</p> <p>Kyoung Lee, Kyung Hee University <i>Co-Author:</i> Miri Heo, Kyung Hee University</p> <p>This presentation analyzes, from a business communication perspective, the globalization strategy of Korea’s number one Internet company, Naver, which had trials and errors in entering the Chinese and Japanese markets. Through a failure case in the Chinese market (Ourgame), Naver learned a proper business communication strategy for globalization and had success in the Japanese market with Line Corporation.</p>
WOODWARD B	<p>The Organizational Innovation Lifecycle: Communication Principles of Butterflies</p> <p>TRACK: Communication Issues in Entrepreneurship and Innovation Management</p> <p>FOCUS: Research</p> <p>SESSION TYPE: Regular Presentation (15 min.)</p> <p>Steve Cox, Murray State University</p> <p>To avoid extinction in today’s turbulent business environment, organizations must mindfully engage in the iterative lifecycle of innovation. To sustain an ongoing innovation lifecycle, organizations must apply communication processes that continuously conceive, birth, grow, and replace innovations. This presentation contrasts organizational change management with four communication stages of the organizational innovation lifecycle (i.e., “egg,” “caterpillar,” “pupa,” and “butterfly”).</p>

WOODWARD B	<p>A Cross-Cultural Analysis of the Posting Style of Business Leaders on Microblogging Sites: The Cases of China, India, Nigeria, and the United States</p> <p>TRACK: Intercultural and Global Communication</p> <p>FOCUS: Research</p> <p>SESSION TYPE: Regular Presentation (15 min.)</p> <p>Peter Cardon, University of Southern California Ephraim Okoro, Howard University</p> <p>This presentation will provide cross-cultural distinctions in the social media posting styles of Chinese, Indian, Nigerian, and American business leaders. It also connects these various posting styles to engagement and other measures of communication success in these various cultures. Finally, this presentation demonstrates how to create social media corpora to evaluate communication styles.</p>
WOODWARD B	<p>United We Stand, Divided We Kneel: Examining Perceptions of the Effects of the National Football League’s Anthem Protest on Organizational Reputation</p> <p>TRACK: Organizational Communication</p> <p>FOCUS: Research</p> <p>SESSION TYPE: Regular Presentation (15 min.)</p> <p>Shaun Anderson, Loyola Marymount University</p> <p>This presentation examines the influence of political controversy on how individuals perceive sporting organization reputation during a crisis. Specifically, the presentation focuses on how individuals perceived the handling of the National Football League’s anthem protest and if national identity and patriotism affect organizational reputation.</p>
WOODWARD C	<p>Session Chair: Amy Hornat-Kaval</p>
WOODWARD C	<p>Research on the Use of Video-Recorded Presentations to Improve Presentation Skills</p> <p>TRACK: Innovative Instructional Methods</p> <p>FOCUS: Teaching</p> <p>SESSION TYPE: Regular Presentation (15 min.)</p> <p>Nancy Hicks, Central Michigan University <i>Co-Author:</i> Caroline Murray, Central Michigan University</p> <p>Are video-recorded presentation assignments effective for improving student presentation skills? This research focused on determining the effects and benefits of using video-recorded presentations to improve student presentation skills whether in an online or face-to-face business communication course.</p>

10:30 a.m. - 11:45 a.m. • Session Nine

WOODWARD C

Thinking Outside the Digital Box (Or Why I Took My Online Graduate Students in Strategic Communication to the Jungles of Cambodia)

TRACK: Innovative Instructional Methods

FOCUS: Teaching

SESSION TYPE: Regular Presentation (15 min.)

Curtis Newbold, Westminster College

This presentation offers online instructors and administrators new approaches to teaching beyond the learning management system. Using an innovative graduate program in strategic communication as an example, both anecdotal and research-based opportunities are presented—including leading all-inclusive international learning trips to places like Cambodia—to think about new ways of teaching online programs “outside of the online box.”

WOODWARD C

Dialogic Writing for Business: Teaching “The Spaces Between”

TRACK: Innovative Instructional Methods

FOCUS: Teaching

SESSION TYPE: Regular Presentation (15 min.)

Jeffrey Cannon, Indiana University-Bloomington

To what implied questions and assumptions do we address our communications, and how does the answer to that question matter to our eventual outcomes? Attendees will understand and be able to apply the distinction between monologic and dialogic approaches to writing process and structure, and will consider the social and practical implications of teaching a dialogic approach to business writing.

WOODWARD C

Using Technology Tools to Foster Community & Inclusiveness in Online Business Writing Classes

TRACK: Innovative Instructional Methods

FOCUS: Teaching

SESSION TYPE: Regular Presentation (15 min.)

Amy Hornat-Kaval, DePaul University

Tricia Hermes, DePaul University

Online classes can be one of the most inclusive things about a university setting. At the same time, they are literally taking us further and further away from the classrooms and the students. This session will focus on several low-stakes technology tools to build community. Presenters will emphasize increasing student engagement and inclusiveness in online business writing courses.

11:45 a.m.

Conference Ends
Please Return Badge Holder Safe Travels!

12:00 p.m.

FIRST FLOOR LOBBY

Excursion to The Henry Ford Museum of American Innovation

(Online Registration Required)





Association for Business Communication

An international, interdisciplinary organization committed to advancing business communication research, education, and practice.

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Picture-perfect: San Diego 2020



Strengthening b-comm in an era where perception is reality

Join us for the 85th Annual ABC International Conference

Sheraton San Diego Hotel & Marina

October 28-31, 2020

San Diego, California USA

San Diego summons images of perpetual blue skies, white cotton clouds, and the Pacific Ocean. Yet, did you know that the sun does not always shine in San Diego and summer brings "June gloom," with gray skies and light rain? This dichotomy between perception and reality is a great reminder of the importance for clarity and completeness in our communication. Words and images matter. By balancing communication basics and embracing new message delivery tools, we can achieve our goals of clarity, accuracy, and honesty.

We have all heard that if you want people to remember a message, tell them a story. This conference will focus on the importance of using visuals and words to tell our stories and influence our audiences more effectively. The tracks for submission include research, teaching, or practice.

CALL FOR PROPOSALS SUBMISSION PROCESS Jan 6 – Apr 20

We invite you to submit proposals that address topics including:

- **Adaptation:** keeping up with communication trends for greater student preparedness
- **Digital/Cloud:** understanding conversational platforms, immersive experiences, and privacy and ethics issues
- **Strategy:** putting purpose first to improve effectiveness and overcome "noise" or "over-communication"
- **Technologies:** probing the influence of AI, voice recognition, and other innovations
- **Tools:** harnessing the power of social media, apps, and data/info visualization
- **Visuals:** transmitting information and ideas using symbols and imagery



 Association for Business Communication
<https://www.businesscommunication.org/>

Questions? Contact your co-chairs:
Dee Fuchs and Ashley Nelson, Tulane University
ABCSanDiego2020@gmail.com



ABC-Southwestern United States

**March 11-14, 2020
San Antonio, Texas**

Join us for the 47th annual **Association for Business Communication-Southwestern United States conference** held in conjunction with the **Federation of Business Disciplines conference**.

Location

Hyatt Regency, San Antonio. Home to the historic Alamo and the famed River Walk, beautiful San Antonio will be an exciting location to share research, network, and learn about best practices in business communication. San Antonio weather boasts comfortable temperatures in the 70s, and the River Walk weaves its way through an excellent assortment of cafes and shops, showcasing the city's culture and heritage. The conveniently located San Antonio airport makes for a convenient transit to the conference hotel --- and the River runs right through the lobby level of the hotel!

Program Highlights

While the deadline to submit a paper has passed, poster presentations are still being accepted. The deadline to submit a poster is December 15, 2019. Visit the ABC conference page (<https://bit.ly/2LzLhMm>) to make your submission and to read more details about the conference.

Potential topics of interest for posters include:

- Communication Technology
- Innovative Instructional Methods
- International Business Communication
- Training and Development/Consulting
- Nonverbal Communication
- Legal and Ethical Communication Issues
- Healthcare Communication
- Technology and Education
- Business Education Issues
- Paradigm Shifts in Communication
- Interpersonal Communication
- Executive/Managerial Communication
- Organizational Communication
- Language and Communication Theory

A low registration fee of only \$165 for ABC sessions and meal events entitles attendance at sessions of all other FBD member organizations as well, including:

American Accounting Association, Southwest Region	Southwest Academy of Management
Association of Business Information Systems	Southwest Case Research Association
Association of Collegiate Marketing Educators	Southwestern Finance Association
Association for Small Business and Entrepreneurship	Southwestern Society of Economists
Decision Sciences Institute, Southwest	

Conference Questions

Contact Kayla Sapkota, Program Chair, at knsapkota@asub.edu.

ABC West United States March 1 - 5, 2020



**ABC Member
\$897**
until October 25

Baja, Mexico Cruise

Aboard a cruise ship, absent Internet connections, and surrounded by beauty and open space, this conference offers a rare opportunity to be in the moment and enjoy rich presentations and discussions about business communication topics. A major goal of this conference is engage in more profound and meaningful conversations than are often possible in our distracted lives on land!

Conference tracks:

- *Research*. These presentations involve completed research projects with empirical data about communication in the workplace. In rare cases, these may be theoretical presentations.
- *Scholarship of teaching and learning (SoTL)*. These presentations involve completed research projects with empirical data from communication classes and training.
- *Research development colloquia*. These sessions are devoted to developing early-stage research projects and /or for early-career folks who may be completing their dissertations or starting a new research project.
- *Innovative teaching*. These sessions involve 5-minute presentations about innovative teaching of business communication topics.

Please email Peter Cardon, (Marshall School of Business, University of Southern California), ABC West Conference chair (cardon@marshall.usc.edu) directly with any questions.

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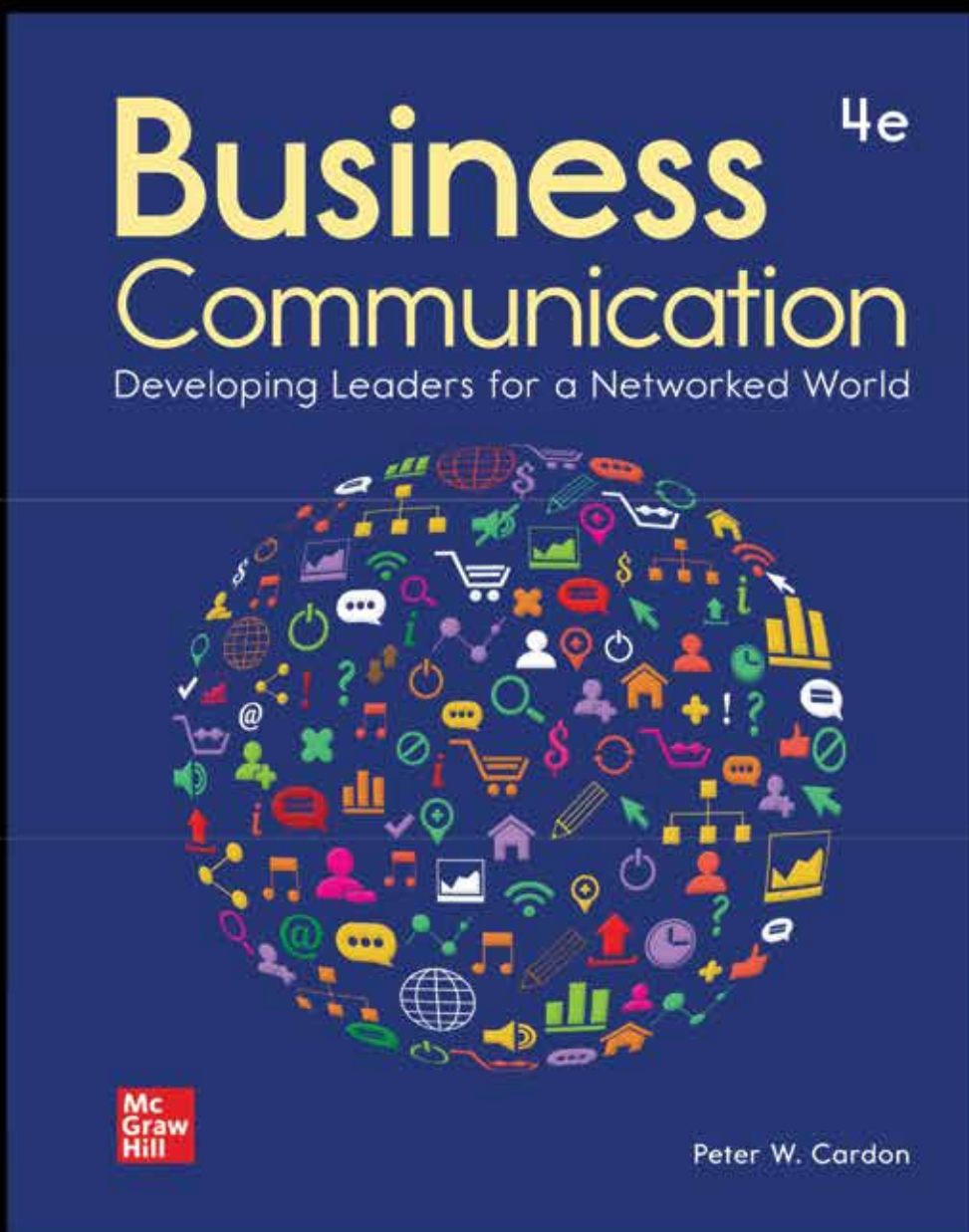
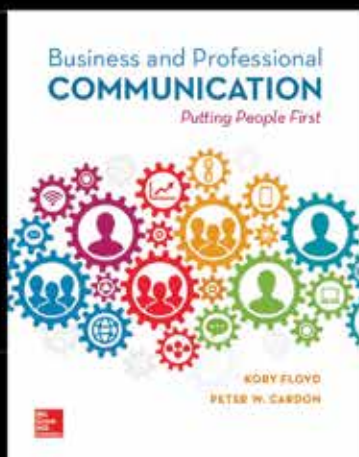
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