

INSIDE THIS ISSUE

- [From the Editor](#)
- [From the President](#)
- [From the Executive Director](#)
- [Election Results](#)
- [Journal Indexes](#)
- [Awards](#)
- [ABC Annual Conference](#)
- [Conference Proceedings](#)
- [SWUS 2018 Conference](#)
- [Technology Coordinator](#)
- [Gregg Award in Business Education](#)
- [Research Participation](#)
- [Management in China Project](#)
- [Member Books](#)



Fostering Excellence in Business Communication

The Association for Business Communication (ABC) Newsletter

ABC Newsletter

Issue 17, Summer 2018

From the Editor



Welcome to the June 2018 Issue

Dear ABC Colleagues,

I hope the mid-year has reached everyone well. We have some interesting news in this issue, including information on our annual conference in Miami and some member initiatives. As you see, our newsletter has some new colors and a social media section in the footer. June is also the month for many of our award nominations, so please consider nominating a colleague, student, or yourselves.

Enjoy reading the newsletter, and thank you for your sending me your news. Please keep it coming.

Sky Marsen
ABC News Editor

From the President



Lisa Gueldenzoph Snyder

My goals for ABC this year are to focus our efforts on enhancing the resources that we make available to ABC's members, improving ABC's brand and exposure by reaching a wider breadth of prospective members, and increasing ABC's membership. Many of our committees are making progress on these efforts, but we each can play an individual role in making continuous strides to support our discipline.

How do we do that? Three words: Engagement, Innovation, and Impact.

Those of you who teach at AACSB schools and who are familiar with the accreditation standards know exactly what I'm talking about. Engagement, innovation, and impact are the pillars of AACSB's standards. Here's what I think they can mean in terms of strengthening ABC...

First, **ENGAGEMENT** in terms of participation and involvement...

- Engage with new members to encourage them to be active in the organization, and
- Engage potential members in our schools by reaching out to others who share research interests.

And apart from membership, build brand value in our discipline by...

- Engaging with colleagues at our home institutions through collaboration and cooperation,
- Engaging with students by promoting undergraduate and graduate research and service-learning, and
- Engaging with administrators to convince them of the importance of business communication.

Second, INNOVATION in terms of teaching, research, and service...

- Innovate the content we teach by incorporating new ideas,
- Innovate our teaching strategies and pedagogy,
- Innovate our research agendas by addressing new and emerging issues, and
- Innovate our service by considering different avenues and opportunities.

And finally, make an IMPACT...

- Impact our discipline through your leadership in professional organizations,
- Impact our students through exemplary advising and mentoring, and
- Impact our colleagues through our intellectual contributions in our journals and presentations.

The bottom line is that we really, *really* need you!

When we send out surveys asking for your input, please respond. When we send calls for committee members and editorial reviewers, please consider serving — or at least encouraging others to serve. Submit articles to our journals, present at our regional conferences, and offer to co-chair a committee. Recruit your colleagues to join, mentor new people, and send us your thoughts and suggestions, even when we're not asking for them.

With your help, ABC can enhance its efforts to engage new members, identify innovative membership benefits, and improve our impact as professional Business Communicators.

Thank you!

Lisa Gueldenzoph Snyder
ABC President

From The Executive Director



Jim Dubinsky

Dear ABC Members,

I'm writing to share updates about our conference planning and our finances.

Conferences

Last year, ABC held its first annual conference outside of North America. We chose Dublin because of its accessibility and charm, and we had one of the most successful conferences in our history in terms of proposals submitted and presentations given.

If the number of conference proposal submissions is an indication, this year's conference in Miami should be equally successful. I hope you will consider attending even if you are not presenting. The range of presentations in terms of research, teaching, and outreach is extraordinary.

In 2019, we will host our 84th annual conference in Detroit, Michigan at the beautiful [Westin Cadillac Hotel](#) downtown. Detroit is a fascinating city, one that is recovering from the economic downturn. Here is a link to a recent [video](#) welcoming a group to Detroit.

In 2020, we will host our 85th annual conference in San Diego, CA. Our hotel is the beautiful [Sheraton San Diego Hotel & Marina](#).

In 2021, we expect to host our 86th annual conference in Asia. Right now we have a task force working to choose the best possible location.

Finances

As most of you know, ABC is a professional organization, and, as such, we are a nonprofit. As you would expect, we have income and expenses. Our primary source of income is through our journals and their distribution to libraries. We also bring in about 15% of our income via membership dues. Conferences, while they bring in money, do not add to our bottom line. We treat conferences as a member benefit, and conference attendees receive approximately \$600 worth of benefits for the cost of conference registration.

The good news is that ABC is financially stable. For the second year in a row, we ended up in the black. This is critical because we use our resources to invest in our organization's future through such instruments as grants and scholarships. Last year we gave over \$10,000 in grants and over \$12,000 in travel assistance to graduate students. We are able to do so because we have a charitable organization linked to ABC: our CR Anderson Foundation (CRAF).

If you want to help ABC, and keep our organization viable, please consider ways to donate to ABC through CRAF. Donations are critical because our only fund-raising vehicle is our Silent Auction. One easy way to donate is to add a contribution when you renew your membership. You can also donate when you register for conferences. Finally, you can help by supporting the Silent Auction – with donations to auction or by bidding. We'll be sending more information about the Silent Auction soon.

I hope all of you are well, and I look forward to seeing you in Miami this October.

Sincerely,

Jim

Election Results

The following ABC members will begin their terms of office on January 1st:

2nd Vice President

- Joel Whalen

Regional Vice Presidents

- Asia and the Pacific: Yunxia Zhu
- Canada: Valerie Creelman
- MW: Kathryn Rybka
- West: Jolanta Aritz

Directors at Large

- Amy Newman
- Paula Lentz
- Barbara Shwom
- Christopher Toth

Please share your congratulations! ABC is fortunate to have dedicated members who contribute so much through their work on committees, SIGs, and through service as elected officers. Special thanks also to everyone who volunteered to run for office.

If you want to learn more about ways to volunteer via committees, SIGs, or by serving as an elected officer, please feel free to write one of our current officers. You can find their information on our website. You can also learn much more about ABC by reading our Bylaws and Operational Guidelines (OGs), which you can find on the [website](#).

ABC Journal Indexes

ABC has received tremendous news regarding our journals. Now both ABC journals are included in important citation databases/indices:

- *BPCQ* is in the Emerging Sources Citation Index (ESCI)
- *IJBC* is in the Social Sciences Citation Index (SSCI)

Having our journals listed in these indexes adds value for our authors and our organization. You can read more about indexes [here](#).

In addition, over the past two years, we have been working to make our members' work more accessible and available. We now have [ABC's Proceedings](#) online.

Award Nominations

The Graduate Studies Committee sponsors several opportunities that have deadlines of **June 15**:

1. [ABC Rising Star Award](#)
2. [Marty Baker Graham Research Award](#)
3. [Graduate Student Travel Grants](#)
4. [Graduate Studies In-progress Research Session](#)

Please send nominations to [Stephen Carradini](#), Chair of the Graduate Studies Committee.

The Publications Awards also have a deadline of **June 15**. Please consider nominating for one of these awards:

1. [Distinguished publication on business communication](#)
2. [Outstanding article in the *International Journal of Business Communication*](#)
3. [Outstanding article in *Business and Professional Communication Quarterly*](#)

Please send nominations to [Jason Snyder](#), Publication Board Chair.

The Research Committee invites nominations for these awards by **June 20**:

- 1, [The Award for Outstanding Researcher in Memory of Kitty O. Locker](#)
2. [ABC Award for Outstanding Dissertation](#)

Please send your nominations to [Sky Marsen](#), Chair of the Research Committee.

ABC Annual Conference Miami October 24-27



Becky Morrison and **Susan Schanne**, our 2018 conference co-chairs, are waiting to welcome you to Miami in October! The venue is set, plans are being finalized, and invitations to present have been sent for the 83rd Annual International Conference October 24-27. New this year, submitters are required to log in and accept the invitation by June 15. Only the submitter can accept, but co-presenters can view the status by logging in and viewing My Presentations.

This will truly be an exciting conference, and we know you want to be there! Colleagues from around the world will share workshops, posters, regular presentations, panels, and roundtables on diversity, favorite assignments, research, and more, bringing us new opportunities to engage and learn from experts in the field. Our graduate students with their own space will have additional time to work together for research critique.

There is something for everyone in Miami. During Becky and Susan's site visit, Little Havana enticed them with authentic Cuban food (including ice cream), and they watched the locals play dominos in Domino Park. They walked around the Wynwood Walls area with its amazing street art (and lots of shopping and cafes, too!) A boat tour of Biscayne Bay gave a narrative of Millionaire's Row. And they visited South Beach and Miami Beach for some fun in the sun. You'll love walking the sandy beaches and open-air eateries.

Registration is open. Check the [conference page](#) for details, along with a lodging link. For registration or lodging questions, contact abcoffice@businesscommunication.org

Want to connect with others? Check out the private [conference forum](#) (log in first) with threads to upload handouts, share transportation and/or lodging, connect with graduate students, and learn some Miami fun facts. Of course, you can start your own conference-related thread there, too.

We look forward to Celebrating Diversity and Culture in Business Communication with a warm Miami welcome!

Conference Proceedings

Please consider submitting a paper to the conference proceedings for the 83rd Annual Association for Business Communication Conference in Miami. The proceedings offer a much wider distribution of your scholarship and create a permanent legacy that can be passed on to your peers for years to come. Additionally, completing your paper early offers you more

time to prepare for your oral presentation. To be considered for the proceedings, you must also submit to the annual conference and present your paper at the conference. All proceedings are published on the ABC website, and are available with open access to all (no login required). For citations, Proceedings have an ISSN.

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

Submissions are required by **June 30, 2018**. Acceptances will be determined by **August 25, 2018**, and final revisions will be due **October 6, 2018**.

Please contact [Leigh Ann Whittle](#), Proceedings Editor for proceedings guidelines. If you are interested in serving as a reviewer, please contact Leigh Ann.

Southwest U.S. 2018 Conference

The 2018 ABC Southwest U.S. conference was recently held in conjunction with the Federation of Business Disciplines (FBD) in Albuquerque, New Mexico, March 7-9. **Kelly Grant** from Tulane University served as program chair. Also contributing to the success of the event were other conference officers including **Laura Valenti**, Nicholls State University; **Carol Wright**, Stephen F. Austin State University; **Kayla Sapkota**, University of Arkansas – Little Rock; **Susan Jennings**, Stephen F. Austin State University; and ABC regional vice president, **Debbie DuFrene**, Stephen F. Austin State University.

The program included 31 presentations and 2 poster presentations, with presenters from institutions in Alaska, Arkansas, Colorado, District of Columbia, Florida, Kentucky, Louisiana, Maryland, Ohio, Texas, and Virginia, as well as India. **Marcel Robles**, ABC first vice-president represented the ABC Board at the conference, director at large, with **Marsha Bayless**, also in attendance. **Danica Schieber**, Sam Houston State University, served as editor of the conference proceedings, which attendees received on CD. In addition to a Thursday evening reception, attendees enjoyed an evening of fun at a monastery taproom and a southwest cuisine café.

The program chair and award recipients were recognized at the FBD awards dinner. The ABC Southwest U.S. distinguished paper award went to **N. Lamar Reinsch** from Lubbock Christian University and **Vicki Gates** from Georgetown University for their paper entitled "Communications Strategies for Human Resource Managers and Other Counselors: Extensions and Applications of Equity Theory." **Judith Biss** from Stephen F. Austin State University was the posthumous recipient of the FBD Outstanding Educator Award for ABC-SWUS. **Danica Schieber**, from Sam Houston State University, received the Raymond V. Lesikar Outstanding Researcher Award for ABC-SWUS and was recognized with a plaque and monetary award at the group's annual business meeting held during the conference.

The 2019 ABC Southwest U.S. conference will be held at the Hyatt Regency Hotel in Houston, Texas, March 13-15. The deadline for conference proposals is October 1, 2018. Refer to the ABC website or contact conference chair **Carol Wright** (cwright@sfasu.edu) for details concerning the conference.



Vicki Gates (c) and Lamar Reinsch (r), recipients of the ABC-SWUS Distinguished paper, pictured with former FBD executive director, Betty Kleen.



Luis Ramirez (l) and Paul Ramirez (r) receive the FBD Outstanding Educator Award, given posthumously to Judith Biss by Betty Kleen.



Traci Austin (l) accepts the Raymond V. Lesikar Outstanding Researcher Award for this year's recipient, Danica Schieber. Laura Valenti (r) presenting on behalf of ABC-SWUS.



ABC and ABC-SWUS officers (l-r): Marcel Robles, Marsha Bayless, Leslie Ramos Salazar, Kayla Sapkota, Kelly Grant, Laura Valenti, Debbie DuFrene, and Carol Wright.

ABC Technology Coordinator



Stephanie Smith is our new Technology Coordinator. She achieved her Ph.D. in Communication from The University of Arizona after earning her bachelor's degree from DePaul University and her master's from Northwestern. Currently, Stephanie teaches public relations in Virginia Tech's Department of Communication. Her research examines recruitment, retention, and engagement of entry-level employees as well as professional development opportunities for Millennials and college students. She is Accredited in Public Relations and has over a decade of PR and marketing work experience.

As ABC's Technology Coordinator, Stephanie will keep the website updated and integrate the use of social media for information sharing and to help connect members with each other. She will also strategize ways to continue to promote ABC to external audiences including other associations and potential new members.

John Robert Gregg Award in Business Education



Virginia Hemby received the John Robert Gregg Award in Business Education sponsored by McGraw-Hill Education and presented at the 2018 National Business Education Association Convention in Baltimore, MD, in March 2018. This award is the most prestigious award in business education--and has been for over 60 years. This award encourages and

recognizes outstanding contributions to the field of business education. Recipients of this Award are people who, in the judgment of the Board of Selection, have made an outstanding, meritorious contribution to the development and advancement of business education with one or more specific contributions having had a beneficial effect during the two-year period preceding the year in which the Award is bestowed.

Research Participation

Stephanie Smith is requesting your participation in a research project. Please consider completing the survey, accessible via the link below, regarding generational communication in the workplace. At this time, we are asking that only faculty complete the survey. Virginia Tech IRB has approved this study and participants can include their email to be entered into a drawing for a \$25 Amazon gift card-there are five gift cards available.

Survey link: https://virginiatech.qualtrics.com/jfe/form/SV_a366e5fEkNUfczj

Management in China Project

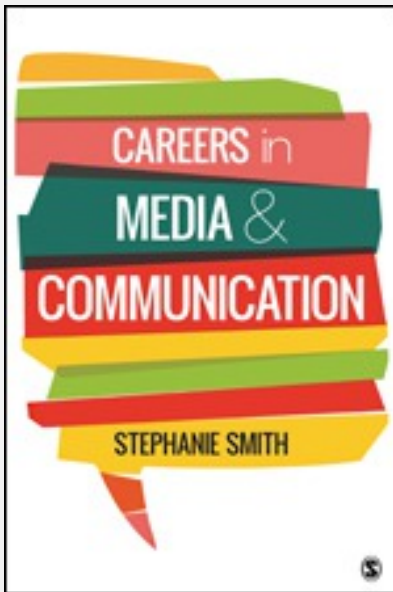
Jean Bush Bacelis organized "Management in China," a two-week intensive course in which participants visited and studied in Beijing and Tianjin, PRC, visiting major sites such as the Great Wall, Tienamen Square, Forbidden City, Temple of Heaven, Summer Palace and the Pearl Market. Then they traveled to Tianjin, where they made company site visits, attended lectures, and made friends with Chinese students.

The host university was Tianjin University of Commerce. Participants were impressed with Chinese hospitality, and the students loved the chance to learn and accomplish the course in two weeks. There is online work for the students, including journals and a final paper.



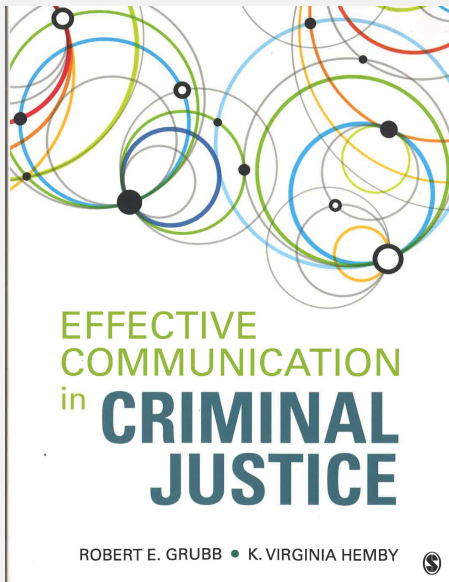
Member Books

Careers in Media and Communication, by Stephanie A. Smith, SAGE.



The book is a practical resource that helps readers understand how a communication degree can prepare them for a range of fulfilling careers; it gives readers the skills they will need to compete in a changing job market.

Effective Communication in Criminal Justice, by Robert E. Grubb and K. Virginia Hemby, SAGE



The text addresses writing for the criminal justice workplace and includes chapters on communicating with special populations (e.g., individuals with behavioral, psychological, and physical disabilities; and culturally diverse groups).