

Welcome to ABC Newsletter Issue 19

This issue showcases the ABC annual conference held in Miami, Florida, U.S.A., in October 2018. It highlights some of our achievements this year and the recognition that some of our members deservedly received.

[From The President](#)

[Towards a New Strategic Plan](#)

[Committee Updates](#)

[Awards](#)



ABC's Executive Committee (EC) -- Debbie Roebuck (2017 President), Joel Whalen (2021 President), Marcel Robles (2019 President), Lisa Gueldenzoph Snyder (2018 President), Geert Jacobs (2020 President), and Jim Dubinsky (Executive Director)

From the President



It has been my honor and privilege to serve as your 2018 President of the Association for Business Communication. We have had a GREAT year due to the many, *many* talented and dedicated ABC members who volunteer their time and expertise.

I could say that “many hands make light work,” but there has been a LOT of “heavy lifting” this year – by a LOT of people! As you will note below, it takes not only a village, as they say, but an entire organization of committed members to move forward the work of ABC.

Thank you to our **Executive Director** who has a wealth of institutional knowledge and a driven vision to ensure the growing success of ABC.

Thank you to our **Office Manager** who works tirelessly to respond to every question, concern, and issue both quickly and thoroughly.

Thank you to the ever-present and collaborative **Executive Committee (EC)** who dedicate themselves to monthly meetings and weekly emails throughout the year. Each year, your EC is slightly different in that it includes the Immediate Past President, President, First Vice President, Second Vice President, and Executive Director.

Thank you to our **Regional Vice Presidents (RVPs)** who support our members across the globe through conferences and grassroots efforts to increase ABC’s

reach. We have nine ABC regions that cover the globe. The RVPs are elected from the members in their region, and each RVP serves a four-year term.

Thank you to our **Board of Directors** who provide invaluable input on our operational guidelines, financial status, new initiatives, and strategic planning during marathon meetings before each conference and through forum discussions year-round. In addition to the EC (5 people) and the RVPs (9 people), the Board includes 12 Directors At Large who represent the membership. Collectively, the 26 people who serve on the ABC Board provide oversight and guidance that chart ABC's future.

Thank you to our **Technology Coordinators** who support multiple communication mediums to ensure our members are well informed and have ready access to our many membership benefits throughout the year.

Thank you to our **journal and proceedings editors** for overseeing our discipline's intellectual contributions, and to their associate editors and review boards for their time and effort to ensure the quality of our publications, and to the authors and co-authors who submit manuscripts for review.

Thank you to our **regional and national conference coordinators** for the seemingly never-ending work they do to create top-quality professional development experiences, and to the many volunteers who help them keep things running smoothly, and to everyone who presented at an ABC or affiliate conference.

Thank you to our **newsletter editor** for keeping members well-informed and for taking on the added responsibility of the new position of ABC Historian to maintain the archives of the organization.

Thank you to our **Diversity and Inclusion Coordinator** – our D&I Committee has worked long and hard on many issues, but with the new Coordinator position as a liaison with the Board, we hope to do even more.

Thank you to our **committee chairs and co-chairs of our many standing committees, ad hoc committees, and special interest groups** who work to fulfill the goals of organization, often in very creative and forward-thinking ways.

I could write several paragraphs about the many accomplishments that ABC has achieved in the last year, so given the constraints of time and space, I apologize for not listing them all. I can only skim the surface by mentioning that...

- * not just one but BOTH of our journals are now included in the Emerging Sources Citation Index (ESCI), which significantly increases both the visibility and value of our organization's publications;

- * we now have an ABC SIG as part of the Four C's – the Conference on College Composition and Communication – a significant accomplishment spearheaded by a subgroup of our Marketing and Membership Committee;

- * we have developed a teaching-centered mentoring program to connect new colleagues in our discipline with experienced members, many who have won teaching awards – this effort is headed by a sub-group of our Teaching Committee;

- * our "My Favorite Assignment" resources are available to members on our ABC website, with many more interesting member benefits yet to come;

- * and with this conference, we are launching an ambassador program that supports new members and first-time attendees as they navigate our conference and membership benefits.

We also have as several exciting initiatives in progress, such as...

- * a proposed ABC-sponsored certificate program in business communication to offer instructional credentialing,

- * an institutional membership category to promote increased access to potential members, and

- * a database archive of diversity and inclusion resources based on the D&I Lightning Round sessions.

These are just a few of the many, *many* things that ABC does to promote the teaching, research, and practice of business communication. Words do not express my sincere gratitude and appreciation for everything that our staff, officers, directors, coordinators, committee chairs, SIGS, ad hoc groups, and all our “actively active” members are doing for ABC.

I am grateful – so very *grateful* – to have had the opportunity to serve ABC in many roles over the years, but especially this past year as your president. I am confident that with your continued support, we will continue to do great things long into the future to support ABC’s vision and mission.

THANK YOU!

Lisa Gueldenzoph Snyder
2018 ABC President
gueldenzoph@att.net

Towards a New Strategic Plan

ABC's 2015-2020 Strategic Plan will be reaching its expiry date soon, and so it's time to start thinking about our future plans. 1st Vice-President Marcel Robles and 2nd Vice-President Geert Jacobs are co-chairing an ad hoc committee to manage the process in which members are warmly invited to contribute. So far Marcel and Geert have led inspiring exploratory sessions at ABC conferences in Cincinnati, Alcala de Henarez (Spain), and Miami. They are grateful to the dozens of members who have shared their views on the future of the association in designated brainstorming sessions and open meetings, some of them early in the morning, others at the end of intensive conference days.

The feedback has been tremendous. In the next few months, a number of one-on-one interviews as well as focus group sessions will be scheduled to consolidate this highly rewarding crowdsourcing effort. The next step will be for Marcel and Geert to use the members' generous input to draft a new Strategic Plan, which will be widely discussed, both in the Executive Committee and with the Board of Directors so that the 2020-2025 Strategic Plan can be submitted for approval at the Annual Board Meeting in Detroit next October.

Committee Updates

Graduate Studies Committee

At the Graduate Studies Committee Meeting at the Miami International Conference, the Committee identified teaching support and mentorship as two areas of interest for the development of Graduate Studies at ABC. The committee looks forward to partnering with other committees on existing or new initiatives to advance these efforts for graduate students of business communication in ABC. Please contact [Stephen Carradini](mailto:Stephen.Carradini@asu.edu) (Stephen.Carradini@asu.edu) if your committee is doing work in these areas.

Research Committee

The Research Committee organized two main events at the conference: a pre-conference research workshop facilitated by last year's winner of the Outstanding Researcher Award, **Peter Cardon**, and a research roundtable,

which attracted six excellent projects-in-the-making by **Erin Friess, Marie-Louise Brunner & Stefan Diemer, Lori Boyer, Bethany Dailey Tisdale, Junhua Wang,** and **Sushil K. Oswal**. We are looking forward to reading more about these projects in the future. The Committee thanks Peter Cardon for sharing his insights and expertise, and the volunteers who gave the roundtable participants their valuable advice: **Gail Fann-Thomas, Jackie Mayfield, Milton Mayfield,** and **Clive Muir**.

The Research Committee awards the Kitty O. Locker Outstanding Researcher Award and the Outstanding Dissertation Award. We congratulate our winners for this year, **Charles Kostelnick** and **Matt Baker**, respectively, and wish them much success in the future.

At its annual meeting, the Research Committee members agreed to request the winner of the Outstanding Researcher award to organize a research workshop the following year, in order to better share expertise and research skills among our members. If you have any other ideas to support and promote research activities at ABC, please contact the Committee Chair, [Sky Marsen](#) (skymarsen@gmail.com).

Teaching Committee

The Teaching Committee had a productive meeting in Miami. **Sana Clason**, from the University of Cincinnati Blue Ash College, is now the Teaching Committee Chair. We thank the outgoing chair **D. Joel Whalen** for his service. We congratulated **Janis Forman** on being selected the 2018 Outstanding Teacher-Scholar Award winner. The committee will collect applications again in the spring; consider getting started on your packet over the winter break. We also celebrated the success of our Pilot ABC Mentor Program. If you are interested in participating as a mentor or mentee, enter your information [here](https://tinyurl.com/ABC-Mentor) (<https://tinyurl.com/ABC-Mentor>).

MLA Liaison Committee

The MLA Liaison Committee decided on a panel topic for their guaranteed panel at the 2020 Modern Language Association Convention: "Inclusivity, Accessibility, Community: Teaching Business Communication Online."

Awards

We congratulate our award winners and award sponsors for 2018!

The **OUTSTANDING STUDENT WRITER AWARDS** recognize three levels of accomplishment:

First Place: **Kylan Rutherford** of Brigham Young University

Second Place: **Claudia Hebert** of University of Minnesota, Twin Cities

Third Place: **Jasmyne Dias** of Suffolk University

The Outstanding Student Writer Awards recognize outstanding undergraduate student submissions to the annual ABC Student Competition. These awards are sponsored by Barbara Shwom.

The **GRADUATE STUDENT TRAVEL GRANTS** are awarded to graduate students presenting papers on business communication research or pedagogical innovations. The grants can be used to reimburse travel expenses and/or ABC annual dues. Eligible applicants must be ABC members who are enrolled in a graduate program at the time of the conference and must have been accepted to present at the conference. Grants will be awarded based on both merit and need, with preference given to first-time attendees. These travel grants are sponsored by sustaining members of ABC and the CRAF Silent Auction.



Pictured above are the winners of the student awards with Stephen Carradini (front row, far left), Chair of the Graduate Studies Committee, and ABC President Lisa Gueldenzoph Snyder (top row, far right).

The recipients include (in alphabetic order):

- Erica Bourland, Midwestern State University
- Samantha Cosgrove, Iowa State University
- Patrick Danner, University of Louisville
- Katlynne Davis, University of Minnesota
- Sara Doan, University of Wisconsin - Milwaukee
- Bowen Gao, Ohio University
- Doreen Hanke, Texas A&M International University
- Kathleen Hardesty, Texas Tech University
- Laura Hazelton Jones, IUPUI
- Brandy Mmbaga, University of Tennessee
- C. P. Moreau, Carnegie Mellon University
- Ruby Kirk Nancy, East Carolina University

The **HONORARY MEMBER AWARD** was presented to **Marcos O. Bacelis** (left), an inter-cultural business consultant, by ABC President Lisa Gueldenzoph Snyder (right).



The Honorary Member award honors a business practitioner who has demonstrated extraordinary dedication to excellence in business communication. Criteria include high professional achievement, evidence of superior skill in business communication, willingness to share his/her expertise with the Association, and support of the Association's mission and proven advancement of communication skill in the workplace.

The **MARTY BAKER GRAHAM RESEARCH GRANT** was won by **Erin Brock Carlson** of Purdue University for her project titled, "Mapping Metis: Tracing the Work of Regional Transformation in Appalachia." Erin could not attend the conference, so Purdue professor, Teresa Taylor Sekine (center) accepted the award on her behalf. Also pictured are Stephen Carradini, and ABC President Lisa Gueldenzoph Snyder (right).



The Marty Baker Graham Research Grant assists doctoral students engaged in research within the discipline of business communication. Preference is given to individuals who demonstrate a need for financial support during the late stages of their doctoral programs. Applicants must be enrolled in a doctoral program pursuing a degree within a business communication related discipline. Sponsored by Friends of Marty Baker Graham.

BEST CONFERENCE PROCEEDINGS PAPER AWARD was presented to **C. P. Moreau** of Carnegie Mellon University for his paper titled, "Creating a Marketplace Space (CAMS): A Discourse Analysis of 10 Business Pitches from a High-Stakes, Reality TV Show."



This award recognizes the outstanding research and practice described in the ABC annual conference proceedings, which are submitted by conference presenters. An editorial review team of business communication scholars and practitioners carefully review each proceedings submission, and those papers that demonstrate the highest quality research or practice, outstanding writing, and the most promise for the field are selected for the Best Paper for Proceedings award.

The **DISTINCTION IN THE PRACTICE OF DIVERSITY AND INCLUSION AWARD** was presented to **Junhua Wang** (center) of the University of Minnesota Duluth. The award is sponsored by Past President Peter Cardon (left) and presented by ABC President Lisa Gueldenzoph Snyder (right).



The Distinction in the Practice of Diversity and Inclusion Award recognizes practices that foster community outreach and diversity/inclusion. The award honors work outside the classroom, engaging a community that would be deemed non-dominant. This is work that creates partnerships to effect positive social change, whether the change be on an individualized level or on a broader, system-wide, policy level—or a synergistic blend.

The **BERNADINE P. BRANCHAW SPIRIT OF ABC AWARD** was presented to **Andy Wysor** (left) of the U.S. Army (retired) and **Maryann Wysor** (center) of Georgia State University by ABC President Lisa Gueldenzoph Snyder (right).



The purpose of the Spirit of ABC Award is to acknowledge extraordinary contributions to the friendliness of ABC. The award recognizes, on an extraordinary basis, exceptional members of ABC who exemplify friendliness and openness to both newcomers and current members. The award winners' spirit of friendliness shows a genuine appreciation to all individuals who attend ABC activities.

The **BUSINESS COMMUNICATION IMPACT AWARD** was presented to **Marcel M. Robles** (center) of Eastern Kentucky University. Also pictured below is Marion Philadelphia (left) of the USC Marshall School of Business, which sponsors the award, and ABC President Lisa Gueldenzoph Snyder (right).



The winner of the Business Communication Impact Award is calculated by citations over the past five years using both Google Scholar data and ISI information. Research articles from the following journals are eligible: *International Journal of Business Communication*, *Business and Professional Communication Quarterly*, *Journal of Business and Technical Communication*, and *Management Communication Quarterly*.

The **FRANCIS W. WEEKS AWARD OF MERIT** was presented to **Giuliana Garzone** (left) of **Università IULM – International University of Languages and Media** by ABC President Lisa Gueldenzoph Snyder (right).



The Francis W. Weeks Award of Merit acknowledges contributions to the profession and recognizes outstanding advancement in the discipline of business communication through a singular accomplishment or a series of accomplishments. The Board of Directors has authority to give honorary awards, as long as candidates meet the criteria of the award.

The **MEADA GIBBS OUTSTANDING TEACHER-SCHOLAR AWARD** was presented to **Janis Forman** (left) of the University of California Los Angeles by ABC President Lisa Gueldenzoph Snyder.



The Meada Gibbs Award recognizes, encourages, and rewards excellence to an ABC member whose teaching has made an outstanding contribution to the business communication discipline. The recipient of the award is a person who, in the judgment of the Teaching Committee, has made a significant contribution to business communication teaching methodology and concepts during the three years preceding the presentation of the award.

The **OUTSTANDING DISSERTATION AWARD** was presented to **Matthew Baker** (left) of Brigham Young University for his article titled, "Contextual Information, Answerability and the Logical Construction of Social How-to Questions." Also pictured is ABC President Lisa Gueldenzoph Snyder (right).



The Outstanding Dissertation Award is presented annually to a dissertation or thesis in the area of business communication written as part of a doctoral program. Award recipients' work must contribute significantly to scholarship, research and/or pedagogy of business communication and demonstrate originality of thought and careful investigation. This award is sponsored by a Special Friend of ABC.

The **RISING STAR AWARD** was presented to **Erika Darics** (left) of Aston University by ABC President Lisa Gueldenzoph Snyder (right).



The Rising Star Award recognizes the meaningful contributions to the mission and membership of the Association and to the field at large through excellent teaching, research, and/or practical applications (e.g., consulting, training). This award is intended for members who have been active in the Association for no more than 10 years.

The **AWARD FOR EXCELLENCE IN COMMUNICATION CONSULTING** is sponsored by Barbara Shwom (left) and was presented to **Rita Owens** (center) of Boston College by ABC President Lisa Gueldenzoph Snyder (right).



This Award for Excellence in Communication Consulting honors the impact of effective professional communication consulting on the corporate, government, and nonprofit worlds. The award also acknowledges the contribution of

communication consultants to the ABC community. Sponsored by the Association of Professional Communication Consultants and ABC.

The **DISTINGUISHED PUBLICATION ON BUSINESS COMMUNICATION AWARD** was presented to **Bertha Du-Babcock** (left) of City University of Hong Kong, for her 2018 article in the *Business Communication Research and Practice* titled, "Business Communication Research and Theory Development in Asia: Past, Present, and Future Prospects" (volume 1, issue 1, pages 4-17). The award was presented by ABC President Lisa Gueldenzoph Snyder (right).



The Distinguished Publication on Business Communication Award recognizes an outstanding article, essay, or book that has made a significant contribution to the discipline and was authored by a member of the Association.

The **OUTSTANDING ARTICLE IN *BUSINESS AND PROFESSIONAL COMMUNICATION QUARTERLY* AWARD** was presented to **Elizabeth Tomlinson** (center) of West Virginia University for her paper titled, "Enhancing Student Learning Through Scaffolded Client Projects (volume/issue 80, pages 29-51). Also pictured are Dana Lowey (left) representing Mary Ellen Guffey, who sponsors the award, and ABC President Lisa Gueldenzoph Snyder (right).



This award recognizes articles published in *BPCQ* that contribute significantly to scholarship, research, and/or pedagogy. Winning articles demonstrate originality of thought and careful investigation.

The **OUTSTANDING ARTICLE IN THE *INTERNATIONAL JOURNAL OF BUSINESS COMMUNICATION AWARD*** was won by **Deborah Andrews** of the University of Delaware for her 2018 paper titled, "A Space for Place in Business Communication Research" (volume 54, issue 3, pages 325-336). Marilyn Dyrud (center right) accepted the award on Deborah's behalf. The award is sponsored by Kathryn Rentz (far left) and Paula Lentz (center left). Also pictured is ABC President Lisa Gueldenzoph Snyder (far right).



This award recognizes articles published in *IJBC* that contribute significantly to scholarship, research, and/or pedagogy. Winning articles demonstrate originality of thought and careful investigation.

The **KITTY O. LOCKER OUTSTANDING RESEARCHER AWARD** was presented to **Charles Kostelnick** of Iowa State University.

This award recognizes and encourages excellence in business communication research. The recipient is an ABC member whose research has made an outstanding contribution to the business communication discipline. The award is sponsored by McGraw-Hill and ABC.

The **DISTINGUISHED MEMBER AWARD** was presented to **Kathryn C Rentz** (left) of University of Cincinnati by ABC President Lisa Gueldenzoph Snyder (right).



The Distinguished Member Award acknowledges long-term service to the Association for Business Communication and to the discipline. The award identifies excellence in areas important to the teaching of communication as well as to advancing communication as a discipline.

ABC's **FELLOW OF THE ASSOCIATION AWARD** was presented to **Lisa Gueldenzoph Snyder** of North Carolina A&T State University, by Jim Dubinsky, ABC's Executive Director.



The Fellow of the Association award recognizes extraordinary excellence in the discipline of business communication and its related areas of study. It is the most respected honor the Association can award.