

INSIDE THIS ISSUE

- [From the President](#)
- [From the Executive Director](#)
- [Conference News](#)
- [Graduate Studies at ABC Conference](#)
- [GABC Conference](#)
- [Three Minute Research Pitch](#)
- [ABC Europe Conference](#)
- [Member News](#)
- [VBP Project](#)
- [Western Bulletin](#)



Fostering Excellence in Business Communication
The Association for Business Communication (ABC) Newsletter

From the President



Geert Jacobs, ABC President

Dear ABC Members,

A lot has happened since our last Newsletter.

We have had to make this year's Annual Conference entirely virtual, yet again. Just like so many of you, I am deeply disappointed. I was so much looking forward to seeing you all in San Diego last year. And now I had great hopes for Tampa. To be honest, when I was flying back home after our highly successful event in Detroit in October 2019, there was no way I could have imagined that things would turn out the way they did. I am so sorry that I won't be able to chat with each one of you. But our members' safety and health need to come first, always.

Just a couple of weeks earlier our good friend and long-standing leader Jim Dubinsky had announced his intention to resign as Executive Director effective December 31, 2021. For 10 years, Jim has led our Association in the most charismatic way possible. He has made ABC more professional, more open, more international, and more diverse. Without Jim, our Association's leadership will never be the same again.

Surely, these are times of unprecedented change for ABC. But we have every reason to be optimistic. After last year's successful switch, I believe we can be 100% confident that an all-online event this fall will be very rewarding yet again. And the Board is working hard to hire an Interim Executive Director for one year to begin service soon. Let's move forward and use the passion, camaraderie and respect for all that is at the heart of ABC to prepare our association and our discipline for this brave, new future that we are heading into.

Take care everyone!

Geert Jacobs
ABC President

From the Executive Director



Jim Dubinsky, ABC Executive Director

Dear ABC Members,

I'm writing to update you about a few details regarding our upcoming conference and the recent election for 2nd Vice President.

2021 Conference. As our president, Geert Jacobs, explained in his note, all of us on ABC's Board wish we could gather in person. We would love to celebrate our 86th annual conference together in beautiful Tampa, Florida. Unfortunately, the virus's threat to our health and well-being makes that option untenable. So we will meet again, online, in cyberspace.

New this Year: Whova. This year we will use an exciting platform and online app called [Whova](#). It has tremendous ratings from users, and academic events hosted by Stanford, the Wharton School, and Yale have been tremendously successful. One benefit it offers is that we can use ABC's Zoom account as the framework for our sessions. With that benefit, each session will have its own Zoom link, controlled not by Whova, but by ABC.

As a result of this shift in whose Zoom account we're using and because so many of you are familiar with Zoom, we encourage you to present in-person, live.

However, we also encourage you to pre-record and upload your session before the event. Doing so will give you a fallback position, and we will ensure you have a record of your work that you control available for anyone who cannot attend your session live. Whova, much like Pathable, offers us a platform on which we can store our sessions for six months. Thus, if you register for the conference, you'll be able to have access to most sessions (those who give permission) through March 2022.

Registration. We reduced registration costs so that they match last year's rates. In addition to access to the events (two conferences, side-by-side: Global Advances in Business Communication and ABC), you will be able to register for two workshops with the basic fee. Look for more information about both Whova and registration from our conference leadership team.

2022 Conference. As I explained in an earlier email, the hotel in Tampa (the Grand Hyatt) was very accommodating. Because Florida's governor has not declared any crisis or imposed any mandates, legally, the hotel did not have to agree to accept our offer to move the event to 2022 with no financial penalty. But they did. I truly hope that next year we can all come together in Tampa to celebrate not only what ABC and all our members do in terms of praxis, research, and teaching; I hope we can celebrate the many people, including the staff at the hotel, who have gone above and beyond the call of duty during these very trying times. A shout-out to the leadership at the Grand Hyatt is appropriate.

Election. This year, the election for 2nd Vice President was competitive; actually, the result was a tie between our two candidates: Dr. Judith Ainsworth and Dr. Erika Darics. Rather than have the Board select the winner, Dr. Darics stepped aside. She will continue as our Regional Vice President for Europe, Africa, and the Middle East through the end of her term (31 Dec 2021). Please share your thanks to both candidates, and offer your congratulations to Judith.

I'll conclude this brief note with my wish that all of you remain healthy and find some solace in the idea that you have a community of practice in ABC.

In service,

Jim Dubinsky
ABC Executive Director

Annual International Conference

The Annual Association for Business Communication Conference will be held virtually, jointly with Global Advances in Business Communication, from October

18 to October 23, 2021.

The conference team is working hard to get ready. This year, we will be using the Whova platform to support the virtual conference. Whova has many features to enable communication and networking among conference attendees.

To reduce potential familiar technology headaches when using videoconferencing (freezing up, buffering, crashing, crosstalk, “you’re on mute!”, “can you see my screen?”, “you’re breaking up!” etc.), we’re strongly recommending that presenters record and upload their presentations ahead of their scheduled session.

Visit the [conference webpage](#) to find information about the schedule, registration, Whova platform and more. Members can register for the early bird rate by September 15. Make sure that your membership is current to take advantage of member rates upon registering for the conference.

We look forward to seeing you online for the 86th Annual Conference. If you have questions, please do not hesitate to email the conference co-chairs at abcconference2021@gmail.com.

Ryan Fuller and Susan Schanne, Conference Co-chairs

Graduate Studies at ABC Annual Conference

The Graduate Studies Committee of the Association for Business Communication (ABC) would like to invite any and all graduate students to attend the Graduate Studies In-Progress Research Session (GSIRS) at the ABC International Conference.

GSIRS is a session at ABC that provides graduate students a supportive space for workshopping, knowledge sharing, networking, and problem-solving issues related to in-progress work. The GSIRS welcomes graduate students at any stage of their research, from early-stage ideas to ideas that are very near completion or publication.

With both peers and experienced researchers in attendance, graduate students can ask questions about research topics, IRB concerns, data gathering, analysis methods, publication, or other research-oriented issues.

During the event, graduate students can ask questions about their research ideas to the group in an oral, no-slides, informal setting. The group will consist of peers and moderators; everyone in the group will be encouraged to give opinions, with moderators providing feedback and guiding the flow of conversation.

The session is free and open to all undergraduate, master's, and doctoral student ABC virtual conference attendees, regardless of whether you are presenting at the conference. You do not have to sign up for the session; you can attend without pre-registering or applying.

If you have questions, please e-mail the Graduate Studies Committee Chair, Stephen Carradini (Stephen.Carradini@ASU.edu) or Graduate Studies Vice Chair Abigail Koenig (abigail.koenig@louisville.edu).

GABC Conference

We are looking forward to our virtual conference in October and welcoming our Global Advances in Business Communication (GABC) participants to our first ABC & GABC 86th annual partnership conference.

GABC TRACKS

For this annual conference, six GABC-specific tracks were added to the conference website:

- Artificial Intelligence, Digital Business and Cross-Cultural Communication
- Cross-cultural Communication in Global Business Exchanges
- Diversity and Inclusion in International Communications
- Global Integrated Marketing Communication (IMC) and Public Relations
- International Business Ethics and Corporate Social Responsibility
- Use of Language in Business and Professional Communication

As a community of researchers, teachers, and consultants & practitioners, GABC participants offer original research, and we look forward to your sharing your interdisciplinary business practices that shape the changing nature and level of global business communication.

CONFERENCE GABC GATHERINGS

GABC Plenary—Both GABC and ABC participants are invited to join our **GABC**

Plenary with David Victor.

GABC Meeting—GABC participants and newcomers have the opportunity to gather virtually and join an open forum discussion on the direction of GABC, the changing dynamics at our host universities, and the partnership with ABC while retaining our own GABC identity within the larger organization.

GABC participants, we look forward to welcoming you!

Gail Cruise & Susan Schanne
GABC Co-chairs

Three Minute Research Pitch

The ABC Research Committee is organising a new panel this year at the annual conference - the "Three-Minute Research Pitch." This is a new opportunity for you to tell the audience about a research project in three minutes. You can draw attention to your research, attract collaborators, or inform colleagues about a new development. All methodologies and perspectives are welcome.

To participate in this session, please send a title and a 70-word proposal to the Chair of the Research Committee, Sky Marsen at skymarsen@gmail.com by **September 13th**.

ABC Europe Conference

The ABC Regional Conference Vienna in full swing: we could not have done it without the help of our session hosts! Thank you all for joining us online. Hopefully we'll all be able to meet in Vienna in person one day.





Member News

James Archibald joins University of Turin

The International Relations Office at the University of Turin (Università degli Studi di Torino), Italy, has announced the appointment of Dr. James Archibald as a Visiting Professor in the Department of Foreign Languages, Literatures and Modern Cultures (Dipartimento di Lingue e Letterature straniere e Culture moderne) for the 2021-22 academic year. In this capacity, he will work with the Faculty in cooperation with Prof. Maria Mattioda in developing a new diploma (Professional Master's Degree) in cultural diplomacy and management to be offered in French. The program aims to promote educational exchanges within the larger French-speaking world and other countries that are supportive of linguistic and cultural diversity, including Canada.



Dr Archibald will also participate in the University's delegation to the European Commission's conference on Translating Europe. Dr. Archibald leaves McGill University at the end of August after 35 years of valiant service to the institution. He will continue to serve as an expert in translation with the International Organization for Standardization (ISO), as well as a member of the Conseil supérieur de la langue française and the Office des professions du Québec. His lifetime passion for public and academic professional service has garnered him recognition as a Chevalier in the Ordre des Palmes Académiques, among other awards.

During his tenure at McGill, he held a number of administrative leadership positions. Dr. Archibald leaves behind a rich legacy of teaching and programming that has shaped countless lives and careers.

VBP Project



Virtual Business Professional (VBP) project, organised by Jolanta Aritz and Pete Cardon, will run this fall semester again from October 05 – November 15, 2021 <https://www.marshall.usc.edu/departments/business-communication/vbp-project>. Please email VBP@marshall.usc.edu if you are interested in giving your students an opportunity to work virtually in global teams on company projects. Fall 2021 corporate clients include Netflix, Google, and Disney Cruises (pending).

Western ABC Bulletin

The Western ABC Bulletin (<https://abcwest.org/>) is actively reviewing submissions for the Fall 2021 issue. Please consider submitting a short article on teaching pedagogy, practice, or a research study for publication. All inquiries are welcome, and the editors are glad to mentor graduate students and emerging authors through the development process for their manuscript. Send your preliminary ideas and inquiries to the editor at: oswal@u.washington.edu.

The Western ABC Bulletin is the publication of the Western Region of ABC. Its intent is to get the latest research and pedagogy topics out there quickly and make them widely available. Contributions from all ABC regions are welcome and encouraged. Contributions can come from the fields of business, marketing, management strategy, business communication, professional communication along with work from intersectional fields, such as Disability Studies, Science and Technology Studies, etc. that might have bearings on business and workplace communication. The authors are scholars, teachers, and practitioners.

Submissions can vary in length from short news items and classroom assignments-related articles of under 1,000 words. Longer articles of up to 3,000 words are recommended for reporting results of research studies; in-depth pedagogical pieces; business cases related to workplace communication; interviews with professionals, researchers, and teachers; and business and

professional communication trends in technology, workplace processes, and career development. The publication is flexible about the paper length but consult with the editor before submitting your manuscript.