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

ABC Newsletter Issue 28, May 2021

From the Editor



Sky Marsen, News Editor

Dear ABC Colleagues,

I hope the semester has ended well for those of you in the northern hemisphere and is going well for those in the southern hemisphere.

I'd like to remind you of some deadlines coming up:

The roundtable on [How do you Teach Diversity, Equity and Inclusion?](#) is still accepting submissions (please see story in this issue).

In addition, the following awards have issued calls for nominations:

[Outstanding Teacher-Scholar Award in Memory of Meada Gibbs](#), nominations by **June 15**.

[Outstanding Dissertation Award](#), nominations by **June 21**.

[Outstanding Researcher Award](#), nominations by **June 21**.

Nominations are open for the ABC awards listed below, by **July 1**.

[Fellow of the Association](#)

[Distinguished Member](#)

[Award of Merit in Memory of Francis W. Weeks](#)

[Spirit of ABC Award in Memory of Bernadine P. Branchaw](#)

[Rising Star Award](#)

[Innovation in Teaching with Technology Award](#), submit nominations by **July 6**.

Enjoy the stories in this issue!

Sky Marsen
ABC News Editor

From the President



Dear ABC friends,

In the previous newsletter back in January, I expressed the hope that we'd be able to really meet up, face-to-face, some time this year. It now looks like this is going to happen. As you know by now, the ABC Board of Directors has decided to make this year's Annual Conference in October a hybrid event. This means that we will combine remote online participation options with a physical, on-site conference in Tampa, Florida.

This has not been an easy decision. While some parts of the world seem to be well on their way towards recovering from the Covid-19 pandemic, many others are still struggling. We also realize that travel budgets have been cut at many institutions. At the same time, a lot of you have inquired into the possibility of an on-site conference; and we understand this: the warmth and directness of in-person meetings have always been one of the main strengths of ABC. That's why we believe that the hybrid format provides the best opportunities for all.

Our Executive Director, Jim Dubinsky, together with the Conference Planning Team, are currently working out the details of ABC's first hybrid Annual Conference. Your response has been very encouraging: we have received a large number of submissions, both for the live and virtual components of the conference.

Meanwhile, our colleagues in the Europe, Africa, and Middle East Region are doing all they can to make their conference in Vienna, Austria, hybrid too. And ABC's Board is planning a series of meetings to update the Association's leadership structure and prepare for a post-COVID world where we can serve our membership and promote the discipline even better.

Never waste a good crisis, some would say. To be honest, I'm not sure I agree. A lot of us have suffered. The global pandemic has pushed us back in time. But it hasn't impacted on our passion for ABC and for business communication.

See you soon!

Best wishes from Ghent, Belgium.

Geert Jacobs
ABC President

Annual Conference News

There are so many unique and exciting events going on as we plan for the 86th Annual International Conference!

- Geert Jacobs, our President, announced we will be using a hybrid format for this conference. This is an historic event for us! As presenters, you will be able to choose to present in person at the conference venue or virtually.
- How Do You Teach Diversity, Equity, and Inclusion? with Jacqui Lowman and also My Favorite Assignment with D. Joel Whalen are two of the featured events. [Visit the conference page](#) to learn how to participate in these and other sponsored sessions.
- We are offering 7 workshops featuring topics such as artificial intelligence in business communication, developing cross-cultural communication competencies, and implementing positive communication into the classroom and organizations. Visit the conference page for workshop details.

We are excited to welcome you to the conference whether it be in person or virtually.

Susan Schanne and Ryan Fuller
Conference Co-Chairs
ABCConference2021@gmail.com

Diversity, Equity and Inclusion Roundtable

Although the deadline for regular submissions to ABC's annual international conference has passed, the "How Do You Teach Diversity, Equity, and Inclusion?" lightning roundtables still have openings and are eagerly seeking your submissions. Your submissions will enrich us all.

The roundtables are a forum in which panelists—and audience--share best practices. The idea is for panelists to share an assignment in a lightning round where each panelist has three to five minutes to present (depending on the number of participants). The sessions are a good way for attendees to try out a new topic that they can turn into something more substantial. Panelists then can fine tune based on feedback.

To participate, submit the assignment title with a brief description of the assignment and an upload of your handout(s). (You may revise the handout(s) later, if desired.) Be certain your handout includes your name, university/affiliation (no abbreviations), and presentation title. Save as a Word document using Times New Roman 12 point font. Click to submit: <https://www.businesscommunication.org/e/sx/eid=38>

Sharing your handouts is a great service to our colleagues and the field of business communication. We now have an archive of handouts from previous conferences. You can find that here: <https://tinyurl.com/ABCResouresDiversity>. Being published online in this way is also a nice additional benefit for you.

As we did last year, we'll ask you to prerecord your presentations and upload those, along with your transcripts, before the conference. But we'll still want and need you there to be part of the discussion. Regardless of your Time Zone, we'll work with you to make this possible. You can join us in person or virtually.

If you have questions or would like more information, please contact Jacqui Lowman at jacquelyn.lowman@maine.edu.

Receiving your ABC email?

Are you receiving your ABC email? Could you have accidentally opted-out of receiving mail?

Aside from this newsletter, membership invoices and your regional correspondence, ABC sends regular emails. If you think you are not receiving the regular ABC email, please contact abcoffice@businesscommunication.org for assistance. (You could have accidentally opted-out or you may need tips on fixing your filter.) We want to keep you in the loop.

ABC Southwestern US Conference

The Association for Business Communication 2021 Southwestern U.S. regional conference, in conjunction with the Association for Business Information Systems, was held virtually on March 18-19. With 2020 being our first year doing a virtual conference, we are grateful for the great turnout of our members and new guests. Business educators and professionals presented on a variety of topics relevant to

business communication. Dr. Sky Marsen was our special keynote speaker and talked about "Defining the 'professional' in business communication."

The proceedings from the conference are now available on the ABC website. Many colleagues were awarded for their accomplishments:

Marsha Bayless (Stephen F. Austin State University) was awarded the Marlin C. Young Outstanding Teacher Award.



Laura Valenti (Nicholls State University) and Stavros Sindakis (University of Sharjah) were awarded the Distinguished Paper Award for their paper, "A Qualitative Analysis of Top Performing Franchise Brands' Email Communication Used in the Franchise Sales Process."



Congratulations to them all for their awards and for representing the Southwestern U.S. Regional Conference so well!

The virtual conference was a successful method for keeping the region's excellence ongoing despite any obstacles that many are facing. We hope to repeat

the fun and encourage you to consider presenting for the upcoming 2022 regional conference in New Orleans, Louisiana, even if it is determined to be a hybrid conference. Continue to monitor the ABC email system as these decisions are determined.

To continue this fascinating tradition of our annual conferences, please consider submitting an abstract/proposal or paper related to business communication by **October 1, 2021**. The conference will be held between March 2 and March 5 in 2022. To submit proposals, visit: <https://www.businesscommunication.org/page/regionalconferences>. Then select the link for the Southwestern U.S. Conference.

For more information about this upcoming conference, please contact Dr. Lindsay Clark at lclark@shsu.edu.

Asia-Pacific Regional Newsletter



The Asia and Pacific region is launching a Biz Com Bulletin in June. Will you help us by contributing an interesting article surrounding business communication interests?

The Biz Com bulletin intends to focus on our discipline as an active practice and act as a beacon in the Asia /Pacific area to help support current members and perhaps attract new interest in Business Communication.

Ideas for contributions include the following:

- Events/Zoom Presentations/and Conferences — Do you know of something happening in the world that members in our area would be interested in attending?

- Biz Comm News Items/Editorial — News and communication surrounding the active use of business communication situations.
- ABC Member Achievements — Win an award? Let us know!
- ABC Member Profiles — We want to profile members in the region. Do you know a member in the Asia Pacific Region who should be featured?
- Reading Recommendations — Suggest a book, article, or other reading material that would be interesting to business communication academics and professionals.
- Something else?

Email **Reid McLain, Biz Com News Editor**, any items of interest for this newsletter. Please keep the article to about 200-300 words per item.

- Please send submissions in plain text format or Markdown.
- Please attach photos as separate files in .jpg or .png

Email Reid your submission by Monday, May 31 at reidmclain@hufs.ac.kr
Thanks to the contributions of ABC Members at large, we can have a robust launch of this new resource. We look forward to receiving your efforts.

International Negotiation Contest

The “International Negotiation Contest for College Students” (INCCS) was founded on November 4, 2017, in Beijing by four associations: Communication and Negotiation Committee of China Industrial Technology Society of Economic Management Colleges (CNCC), Association for Business Communication (ABC), The Negotiation Challenge (TNC), and Korean Association of Negotiation Studies (KANS). It is an international cooperation union that aims to promote communication, competition, training, seminars and cooperation revolving around college students’ communication and negotiation competition among communication and negotiation enthusiasts, teachers in higher institutions engaged in communication and negotiation teaching and research, and business executives.

To cultivate the innovative spirit and ability of college students, CNCC plans to hold the "Negotiation Winner Cup" International Negotiation Contest for College Students in 2021. This competition aims to attract college teams from various countries to participate in and strive to create a platform for college business negotiation competition.

Considering the uncertainty of COVID19, the competition in 2021 decided to adopt the form of **online competition**.

The conference is free of charge.

Organizers

Main organizer: Communication and Negotiation Committee of China

Co-organizer: Jiangxi University of Finance and Economics.

Technical support: Youdao Shangchuang (Shenzhen) Technology Co., Ltd

Partners: TNC (The Negotiation Challenge)

ABC (Association for Business Communication)

KANS (Korean Association of Negotiation Studies)

ILA (International Listening Association)

Participants

Any university students, including graduate students (MBA, MPAcc, and other professional master's degree), are encouraged to apply. INCCS is a team competition with **four** members in each team.

Dates

Registration: May 1, 2021--June 25, 2021. Apply

at <http://www.negotiationcontest.com>

Planning and preparation: June 26, 2021--August 30, 2021

The organizing committee will distribute the cases from June 26-30, 2021. The participating teams should submit the business negotiation plan to the organizing committee by email before August 30, 2021. If you do not submit the business negotiation plan, you will be deemed to have withdrawn.

Online Competition: September 15, 2021--October 31, 2021,

After three rounds of online competition, the first, second, and third prizes will be decided.

Award and Benefits

(1) The first, second, and third prizes will be set in the national competitions of three independent groups.

(2) The competition will set up awards such as "Excellent Negotiator," "Best Organization Award" and "Excellent Instructor Award."

(3) The award results will be published on the official website of the competition

(4) The first prize winning team is eligible to be recommended by CNCC to

participate in TNC.

Conference contact

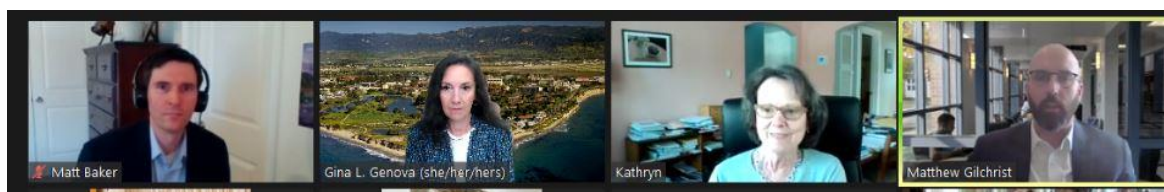
Website : <http://www.negotiationcontest.com/>

Contact Person: Zhang Shougang Facebook: Shougang Zhang

Email: zsg771126@gmail.com

Workplace Writing SIG at 4Cs 2021

The 4Cs Workplace Writing SIG, created by ABC members, hosted a pre-conference workshop, “From Teaching Composition to Teaching Workplace Writing: Making a Successful Transition,” at the 2021 Conference on College Composition and Communication (4Cs). Twenty-five participants from across the US logged into the two-and-a-half-hour workshop on April 7 to hear the four presenters—all ABC-ers—discuss how to teach workplace writing effectively.



Kathy Rentz opened the workshop by briefly surveying the academic situations in which rhetoric/composition instructors might find themselves teaching workplace writing and leaving them with two main ideas: join a workplace-writing community and find ways to stay abreast of workplace trends and communication practices. Matt Gilchrist then explored how composition and workplace-writing courses compare, noting that the fields share criteria for “sound writing” and explaining how those criteria apply to writing in workplace contexts. Matt Baker walked the participants through designing syllabi and assignments, beginning with a discussion of appropriate outcomes and then moving into course structure and assignment design. Gina Genova wound up the presentation portion of the workshop by discussing assessment of student work. After reiterating the importance of context, audience, purpose, and genre, she covered different strategies for sharing evaluation criteria with students and providing feedback on student writing.

For the last hour of the workshop, the participants were put into four breakout rooms, and the four presenters rotated through the rooms, with each presenter discussing and fielding questions about a different teaching topic.

The participants expressed appreciation for both the workshop and the 220+-page pdf containing teaching materials, noting that these provided “fantastic” and “excellent” help.

The SIG came into being in 2019 when several members of ABC’s Marketing & Membership Committee noticed the increasing number of rhetoric/composition teachers who were moving into teaching workplace writing with little or no preparation. To help address this problem, these ABC members proposed that a meeting of a new Workplace Writing SIG be included on the program for 4Cs 2019. Their proposal was accepted thus opening a pipeline of ideas, advice, and conversation between 4Cs and ABC. That first SIG meeting drew 17 participants and saw the formation of the Workplace Writing SIG Google Group. For 2020, the SIG’s proposal to meet was approved again, and the SIG also sponsored a panel of presentations prepared by Paula Lentz, Kristen Getchell, and Marcie Orwig—but COVID kept these events from taking place. This year, space on the program was too limited for the annual SIG meeting to be included on the conference program, but SIG chair Geoff Clegg provided a separate Zoom space for this purpose.

The SIG plans to meet at 4Cs 2022 and also hopes to sponsor at least one panel as well as another workshop. If you’d like to participate in these efforts—or are interested in creating a 4Cs liaison SIG or committee in ABC—email Geoff Clegg at GeoffreyClegg@gmail.com or simply go to <https://groups.google.com/g/workplace-writing-sig> and join.

International Collaborative Project



The International Collaborative Project (ICP) connects academics and students in institutions from different countries. **Ana Lucia Magalhaes** developed an ICP in 2020, working with students at Kansai University, in Japan, and at the State of Sao Paulo Technological College, in Brazil, over two months. Its final product was a report on differences and similarities between Brazilian and Japanese business cultures.

Teachers in ICP are encouraged to propose challenging activities to their students

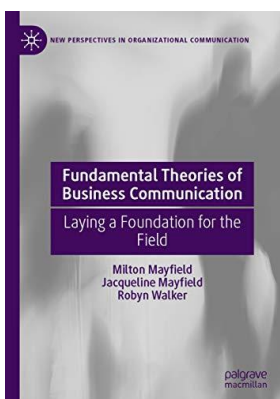
and the tasks proposed fall within the reach of Active Learning, allowing a lot of room for student initiative. This framework encourages work in areas like development of intercultural competencies, project management capabilities, use of Information and Business Communication state-of-the art technology and techniques, and practical usage of foreign languages in real-life situations.



If anyone is interested in setting up one of those projects, contact Professor Osvaldo Succi at osvaldo.succi@cps.sp.gov.br.

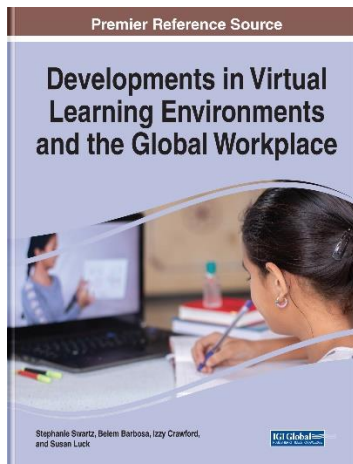
New Books

Fundamental Theories of Business Communication: Laying a Foundation for the Field By Milton Mayfield, Jacqueline Mayfield and Robyn Walker, Palgrave 2020.



This [book](#) provides a handy reference for researchers, consultants, and students who want to gain a summary of the foundational ideas in the field of business communication and key resources for further investigation. Many business communication studies lack a strong theoretical grounding—a deficit that creates difficulties for researching business communication phenomena and building upon previous studies. The book addresses this issue by cataloging and briefly describing the major business communication theories, as well as giving a typology of these theories to better integrate them.

Developments in Virtual Learning Environments and the Global Workplace By Stephanie Swartz, Belem Barbosa, Izzy Crawford and Susan Luck, IGI Global, 2021.



This [book](#) provides a rationale and toolkit for facilitating virtual learning in a wide range of contexts in response to the challenges of the global virtual workplace. The holistic nature of virtual learning, its impact on employability, and the development of global citizenry have become prime areas of research amongst the digital education landscape. This book covers virtual learning practices, the value of virtual learning for professionals and employers, and the best practices in online learning in different settings.