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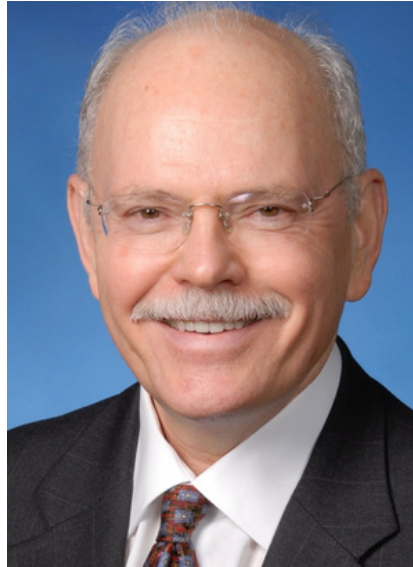
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From the President

What's your favorite type of scholarship?

Many ABC members love testing theory - confirming knowledge and discovering new ideas. They are devoted to adding another brick to the

wall of science. Others are inspired by creating methods to give their students real-world skills. Both use theory and have a business-world orientation.

ABC's theorists get deep reward giving their students exciting new ideas and building their critical thinking skills. These scholars check students' knowledge acquisition with tests, papers, and class discussion. By comparison, the skill-builders first find a business-place communication problem. Then, they use theory to create experiential learning that operationalizes the real-world situation in their classroom. Both groups rely on theory and treasure generalizability.

You can find multiple ABC outlets for your research. ABC publishes two top journals. The *International Journal of Business Communication* features theoretical papers. The *Business and Professional Communication Quarterly* showcases pedagogical discoveries. You'll see empirical methods used in both journals. Also, both prefer research subjects selected from the marketplace. The *ABC West Bulletin* is an excellent outlet for idea sharing using fresher, shorter-length papers.

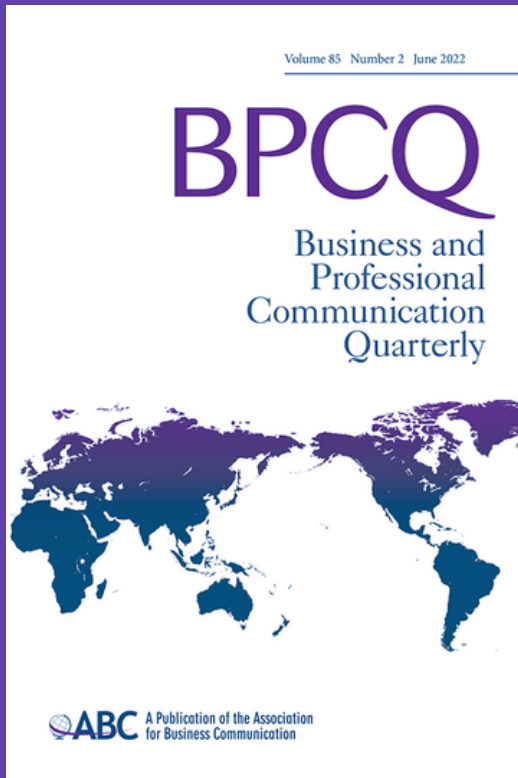
Of course, the *ABC's Annual International Conference* is an abundant place of idea exploration, encouragement, support, and collaboration. Session discussions are positive, supportive, and informative.

Conducting business communication research within one's own university can be lonely. Often, we're the only business communication scholars on campus. That's one reason why we reach out to each other so easily at ABC creating our wonderful, nurturing fellowship.

Joel Whalen

BPCQ Submissions for New Features

Business and Professional Communication Quarterly an SSCI-indexed journal, is soliciting submissions for several new features including:



- **Guest editorials** on topics of relevance to business communication pedagogy and instruction and corporate training.
- **Features on trends in teaching and technology.**
- **Book reviews** of texts on business communication pedagogy, teaching, and instruction as well as corporate training.
- **“Spotlight on Thought Leaders”** articles that review the contributions of thought leaders in business communication pedagogy and research and corporate training.
- **Literature reviews** of topics relevant to business communication technology and instruction and corporate training research.

To submit one of these features, please contact BPCQ Editor Robyn Walker at rcwalker@usc.edu with a short proposal that summarizes your idea.



Executive Director's Message

My husband recently celebrated a "milestone" birthday and we decided to throw a party. We reserved a space at a nearby venue and timed it so people could stop by on their way home from work. What we didn't expect, and were delighted to discover, is that friends came and *stayed*. We realized most of us had not seen each other in-person since before the pandemic began. I witnessed strangers introducing themselves to new faces and within minutes

engaging in lively conversations. People remained cautious. Many wore face masks. Permission was asked before any hugging took place. There was a joy, however, that swept the room as we all reveled at the chance to gather together.

I couldn't help but reflect on how this experience is what I envision for our upcoming conference in Tampa. The joy of being together again. The excitement of reconnecting with friends and meeting new colleagues. I believe the pandemic has taught us many lessons about life, but one that has been loud and clear is to never take our relationships for granted. During the Tampa conference, everyone is encouraged to participate at a comfort level that suits them. Masked or unmasked. Open to hugs or handshakes or saying that you prefer to wave. The meeting spaces will allow us to spread out and there is ample casual seating indoors as well as outside.

I am equally excited about our virtual conference. Another lesson the pandemic has shown us is there are a lot of positives about engaging in a virtual space. This format provides an opportunity for those unable to travel to Tampa to also be able to interact and reconnect with colleagues. We have a robust schedule of presentations that represent a compelling range of topics. You will notice the popular "My Favorite Assignment" and "How Do You Teach Diversity, Equity, and Inclusion" sessions in the virtual offerings.

I strongly encourage you to make the most of your conference experience. Whether virtual or in-person, you are being provided a tremendous opportunity to engage with experts in your field. Savor the joy of being able to gather with colleagues who share a passion for business communication. Please don't hesitate to reach out to me with your questions and ideas (krybka@illinois.edu).

Warm wishes,
Kathryn Rybka

Reconnect and Recharge at ABC's Annual Conference

Ready to re-engage and reconnect with colleagues at ABC's 87th Annual Conference? The event provides opportunities to satisfy your intellectual curiosity and develop new levels of expertise as you learn from ABC associates and experts. Equally important are the many opportunities to reconnect with friends and colleagues at this annual event.

Unlike previous years, this year's conference features two days of virtual sessions (October 3 and 4) followed by four days (October 5-8) of on-site sessions at the Grand Hyatt Tampa Bay. This year's conference explores a broad range of business communication topics. Sessions feature presentations, panels, and posters that highlight innovative research, instruction, and consulting initiatives.

The conference also provides workshops designed to sharpen your business communication skills. Our own ABC experts will explore a range of topics and hands-on activities in two virtual and four on-site workshops. Sign up and pay in advance for one workshop, or even a whole package.

As you plan your participation in the conference, prioritize time for reconnecting with old friends and meeting new colleagues. We have both virtual and on-site networking events, our networking table, and several excursions you can sign up for. You can also enjoy the beautiful grounds of the Grand Hyatt Tampa Bay as you reconnect, reengage, and recharge at this year's conference!

**Click the program for session/workshop info; click the pictures for excursion info.
Start building your agenda today**

Reconnecting and
Re-engaging Our Research,
Teaching, and Networks



 Association
for Business
Communication



Nancy Mahon, Pennsylvania State University and **Leslie Seawright**, Missouri State University
Conference Co-Chairs

Member News & Highlights

Gail Fann Thomas was recently featured in a Myers-Briggs Company (TMBC) podcast as a conflict management expert. The podcast can be found [here](#). In early October, TMBC will introduce the TKI Team Report that is co-authored by Gail, Ken Thomas, and Ralph Kilmann. The new Team Report uses the familiar TKI assessment tool but focuses on team profiles and offers remedies for improving team performance. Gail will also be featured in three TMBC webinars next month that address best conflict-handling practices for teams.



Bertha Du-Babcock was promoted to Chair Professor of Business and Professional Communication at Wenzao Ursuline University of Languages, Taiwan, in August 2022. She also published a special issue entitled “At the Crossroads of Language Education during COVID-19 and Beyond: The Convergence and Divergence of Pedagogy and Practice.” See the issue [here](#).

In June, the University of Wisconsin System Board of Regents approved a business communication major at UW-Eau Claire in the College of Business. The major will be officially in the catalog



beginning with the Fall 2023 semester and is the only one of its kind in the UW System. Because students will be earning a bachelor of business administration degree (BBA) with a major in business communication, they will complete core business course work in accounting, finance, management, marketing, and information systems as well as course work in business communication. They will also take elective courses in communication, technical communication, art and design, and web design. The press release announcing the business communication major is available [here](#). The Notice of Intent, which outlines the content of the major, is publicly available [here](#). We are beyond excited at UW-Eau Claire about making our dream of a business communication major a reality. Anyone interest in talking about how

a business communication major might work on their campus can contact **Paula Lentz** (ginderpj@uwec.edu).

In Memoriam: Thomas Wrigley, Jr.

1988 - 2022

[Read more about Thomas](#)



Member News & Highlights

Dialogues on the Experiences of War

Explore art, poetry, film, and music from the Revolutionary War, Civil War, and World War I

A free college-level class for veterans and their families

Tuesdays & Thursdays:
6:30 to 8:30 p.m. | Sep 13 to Dec 15

Online or hybrid or in-person @
Williamson Road Branch Library
3837 Williamson Road Roanoke, VA 24012

Learn more and apply: www.vtvet4humanities.com

A Virginia Tech and the Clemente Veterans Initiative in partnership with the Clemente Course in the Humanities, Roanoke Public Libraries, and Virginia Museum of Fine Arts
*College credit through Bard College



Earn college credits*

Renew your sense of purpose

Examine questions of war, civic duty, family, and sacrifice

All in an intellectually open environment.



Jim Dubinsky, along with Jason Higgins and Trevor Stuart, are co-investigators on a \$150k+ National Endowment for the Humanities (NEH) grant entitled "Crossing Divides: Connecting Veterans, Teachers, and Students through Oral History." Jim is also continuing his work on a current "Dialogues on the Experiences of War" grant through June 2023 (as pictured left).

Melissa Geil has been promoted to Clinical Associate Professor in the Management and Corporate Communication area at University of North Carolina Kenan-Flagler School of Business. Dr. Geil teaches extensively for the undergraduate and MAC programs. She is the chair of the UNC Faculty Athletics Committee (FAC), a University-wide elected position that oversees 28 sports involving over 1,800 student-athletes.

Additionally, Dr. Geil's research focuses on neurodiversity and accessibility which she has been able to present at several conferences and roundtables. Nice work, Melissa!

Michael Meredith has been promoted to Clinical Full Professor in the Management and Corporate Communication area at UNC Kenan-Flagler School of Business. Dr. Meredith excels in teaching multiple courses across several programs. His teaching has been described as high-quality, seemingly effortless, and extraordinary. He routinely coaches STAR teams, serves on honors thesis committees, and oversees case competitions. Finally, Dr. Meredith is very engaged in his academic field. He routinely presents at the Association for Business Communication (ABC). Keep it up, Mike!

IJBC Welcomes New Book Editor

IJBC welcomes **Dr. Ryan Fuller** as our new Book Editor. His impressive track record lends evidence to the strength of his qualifications. Please consider writing an IJBC book review by contacting Ryan at ryan.fuller@csus.edu or us at jmayfield@tamiu.edu for additional guidelines.

Our Book Editor role has been in transition this past year. We are very grateful for all the excellent, previous contributions from Dr. Kathryn Rybka (now the ABC Interim Executive Director) and Dr. Robyn Walker (now Editor of BPCQ). We also encourage you to author book reviews for IJBC.



Book & Publication Highlights

Heidi Schultz and **Patty Harms** are excited that 'Connect Master: Business Communication' (©2024 McGraw Hill) is forthcoming May 1, 2023, in time for Summer 2023 classes. We are so grateful for the encouragement and feedback from so many of our colleagues at ABC. We'll be launching our exciting product at the upcoming conference, and we can't wait to see you there!

Rose Helens-Hart and **Rachel Dolechek** are excited to share the new open educational resource, "Introduction to Professional Development: A Business Communication Approach."



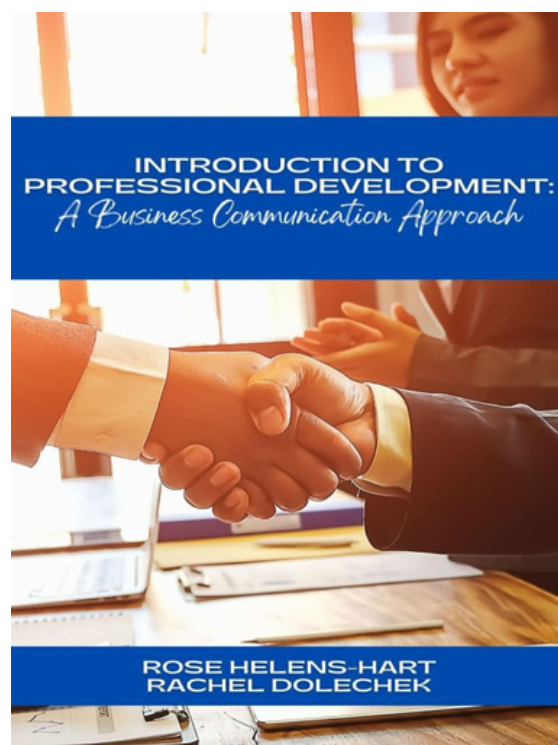
Tired of years of textbook issues (students getting the wrong edition, bookstore running out, mailing delays, supplementing existing texts), Rose and Rachel decided to adapt content from existing OER and write their own content to craft a text that is personalized to Fort Hays State University (FSHU) students and aligns exactly with their course and program learning objectives. They share this project under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License so that others can adapt this work to meet their professional needs.

How can you use this resource?

If you are a practitioner, browse chapter topics to identify how they might help your organization. A number of chapters have been adapted from Rose and Rachel's own corporate training courses covering perennial organizational issues such as change and conflict.

If you are an instructor, use the text as is or adapt content to relate specifically to your student population and course objectives.

Either way, Rose and Rachel would love to hear your feedback and how you might be using this resource. Fall 2022 is the pilot semester for this text and they will make minor edits along the way and any necessary major edits at the end of the semester. Contact Rose Helens-Hart rhhelenshart@fhsu.edu



The first article produced from one 2018 C. R. Anderson [research grant](#) is online now! "[The Effects of Multimodal Elements on Success in Kickstarter Crowdfunding Campaigns](#)" is in the *Journal of Business and Technical Communication*. **Stephen Carradini** (recipient) and **Carolyn Fleischmann** analyzed which multimodal elements (images, hyperlinks, a video, gifs, or image carousel) were associated with success in Kickstarter crowdfunding campaigns. The authors would like to greatly thank ABC and the **Business Communication Research Fund** ABC's 501(c)(3) for the grant that made this article possible!

Opportunities for Involvement



Join us at the ABC-Southwest Conference in Houston,
Texas!

March 8 - 11, 2023

View the full call for proposals and submission details
[HERE](#)

Submissions are due October 1, 2022

Submit Research Proposals

The C. R. Anderson Research Fund is seeking proposals for a special fall round of research grants. CRARF grants provide up to USD 5,000 for expenses related to the execution of the business communication research within the course of a project of up to 12 months. Expenses that are considered include software for data collection and analysis, justified project-related travel expenses, tokens of appreciation for research subjects, and pay for research support staff, such as data coders, transcribers, and staff to run complex statistical analyses. Submissions are due by October 15.

[Learn More](#)

Seeking Research Participants

We are looking for partners for a study concerning the use of Grammarly in both educational and professional settings. We are especially interested if your school provides Grammarly/Grammarly Premium for its students.

To date, we have gathered limited data, but we hope to expand the study with more participants from a broader background. If interested, please contact **Virginia Hemby** (virginia.hemby-grubb@mtsu.edu) and/or **Carol Wright** (cwright@sfasu.edu)



Invitation to Submit Research Articles

As an Associate Editor for the *Journal of Languages and International Studies*, **Bertha Du-Babcock** is soliciting manuscripts for the June 2023 issue. The June issue invites empirically and pedagogically based studies of responses in English as a medium of instruction. ABC members are welcome to submit manuscripts to the journal at academic.development@mail.wzu.edu.tw.

Conference Opportunity

ABC member **Giuliana Garzone** will chair a conference on metaphors in communication as part of IULM's project "Metaphors in Contemporary Communication: Linguistic, Semiotic and Translational Perspectives" on September 30th on International University of Languages and Media's Milan campus. The program is [available online](#) in both English and Italian and registration is free.



Got News?

**Submit *anytime* online right
HERE**

News can include but is not limited
to: awards, publications, research
studies, and projects



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