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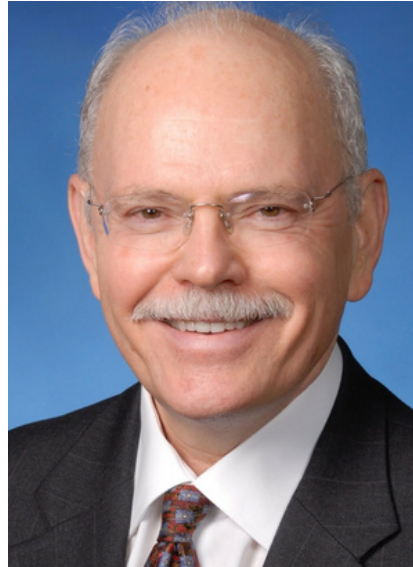
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## **From the President**

The Association for Business Communication (ABC) lives in a constant cycle of replacement and growth. We thrive as fresh talent and new perspectives are introduced. New members, young members, members from diverse professional backgrounds have inspired ABC to transform itself over its 9-decade journey.

We have enjoyed abundant renewal of our business operations this year as **Kathryn Rybka**, University of Illinois, USA was named Interim Executive Director. Long-time Executive Director **Jim Dubinsky**, Virginia Tech, USA stepped down leaving a legacy of visionary innovations. ABC is benefitting from Kathryn's strong financial, administrative, and program execution skills. Her long service to ABC, most recently as Midwest Regional Vice President, gives her deep insight into our organization's history and heart. Kathryn's talents have yielded positive gains for us and a road map ahead.

ABC Fellow **Geert Jacobs**, Ghent University, Belgium retires after 13 years as a senior ABC leader this December 31, 2022. Geert has served as President, Immediate Past President, Executive Committee Member, Board Member, and Co-Chair of the Strategic Planning Committee (with Past ABC President **Marci Robles**). His brilliance, vision, and personal warmth steered and enlivened ABC. Geert will

continue to lead ABC as a member of the Nominating Committee - I'm heartened by that fact.

The replacement and renewal cycle continues as two long-serving, talented, and giving ABC Board Members' terms come to an end this year. **Janis Forman**, University of California at Los Angeles, USA, and **Abram Anders**, Iowa State University, USA retire from the Board with our profound thanks for their good labor, ideas, and friendship.

This year you'll welcome two new ABC Board Members - at this writing the election is underway. Four talented and dynamic ABC members have nobly offered themselves for your consideration:

- **Sana Clason**, University of Cincinnati Blue Ash College, USA
- **Julia Deems**, Washington University, USA
- **Christina L. McDowell**, Cornell University, USA
- **Leslie Ramos Salazar**, West Texas A&M University, USA

Two of these ABC all-stars will take seats as ABC Directors at Large. The other two fine folk will be called upon to take positions of high ABC responsibility, for example leading a committee, or task force.

The renewal cycle is underway as fresh eyes and strong hearts step into our President and Vice President's offices January 1, 2023. **Judith Ainsworth**, McGill University, Canada is our 2023-2024 President. ABC's Vice President 2023-2024 is **Erika Darics**, University of Groningen, Netherlands.

Perhaps you've noticed that three of the ABC's senior leaders mentioned here are from countries outside the United States. I believe we can thank **Geert Jacobs** for his passionate and informed leadership for enhancing ABC's international presence.

I wish you and yours a grand holiday - a time of renewal for you.

Joel Whalen

## C.R. Anderson Research Fund Seeking Proposals

The C. R. Anderson Research Fund is seeking proposals for the next round of research grants. CRARF grants provide up to USD 5,000 for expenses related to 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. Submissions are due January 1, 2023. Learn more [HERE](#)



# Interim Executive Director's Message

The transition of the calendar year from old to new often signals a time of reflection and a period of change in your personal as well as professional life. For many of you finishing the end of Fall semester at your college or university, this can mean a satisfying sense of closure as you wrap-up a course that was exceptionally rewarding to teach. At the same time there might be a feeling of keen anticipation as you prepare for a new class in the spring. Or you plan to devote time over winter break to further hone an exciting idea for a research project.

As we enter this annual changeover phase, I urge you to pause and reflect on how the Association for Business Communication has helped you in your professional career not only this past year, but over time. The connections you have made or ones that are being developed. Colleagues you have met at an annual or regional conference that became a co-presenter, co-author or collaborative professional partner in some other way. An article in one of our two academic journals, *International Journal of Business Communication* and *Business and Professional Communication Quarterly*, that better informed your teaching or research.

As announced a few weeks ago, our 2023 Annual International Conference will be in Denver, Colorado USA in October. We will also offer a virtual conference for those unable to join us in person. In case you are wondering, you are welcome to participate in both conferences as did several people who attended the 2022 virtual conference and then traveled to Tampa.

It is important to take time to reflect and seek ways to make meaningful transitions in our professional lives, nurture professional connections, and be open to new ideas that will strengthen our teaching, scholarship and practice. I urge you to take advantage of all the benefits ABC membership provides for you. More information is available at:

<https://www.businesscommunication.org/page/membership-benefits>

Please don't hesitate to reach out to me with your questions and ideas ([krybka@illinois.edu](mailto:krybka@illinois.edu)).

I wish you a joyous and relaxing holiday season filled with friends, family, love and laughter!

Warm regards,  
Kathryn Rybka

# Member News & Highlights

**Ruby Nancy** has been honored with a 2022 University of Minnesota Justice, Equity, Diversity and Inclusion (JEDI) Award.

The JEDI Award is a system-wide honor that recognizes faculty members for significant research, teaching, service, and leadership to advance justice, equity, diversity and inclusion at the University, in the scholar's field of study, and/or in the broader community. These \$10,000 awards are meant to advance and elevate equity work; provide funding in recognition of the value of that work; and showcase critical scholarship, pedagogy, and community engagement.



Dr. Nancy is an assistant professor of business communication in the Labovitz School of Business and Economics at the University of Minnesota Duluth, where she was recently recognized by the business school for her success in a DEI-focused curriculum enrichment initiative. She chairs LSBE's Teaching and Learning Committee and serves the community as a member of the board of directors for the Clayton Jackson McGhee Memorial in Duluth.

Dr. Nancy infuses her values into her service, leadership, teaching, and research at the University of Minnesota Duluth—supporting justice, equity, diversity, and inclusion in the classroom and beyond. Her committee work, leadership, and teaching in the Labovitz School and her efforts with UMD-wide organizations all center DEI concerns: anti-racist pedagogy, teaching for accessibility, economic equity, and community building. Her research brings Black feminism and queer feminist rhetorical practices into the field of business.

## ABC Southeastern U.S. Teaching Circle

The Southeastern Region Teaching Circle met virtually on November 3 to hear from **Dr. Patty Harms** about the CARS framework for slide design. Patty shared with the 28-member audience the importance of creating credible, audience-centric, readable, and strategic (CARS) slides. She highlighted examples from CEOs who benefit from strategic slide design and best practices for introducing these concepts to her students. Participants were able to dive deeper into the concept and ask questions about how to incorporate this framework into their own classes.

The Teaching Circle provides a space for all ABC members to share best practices in teaching and learning. The group meets quarterly via Zoom to learn about innovative strategies and discuss opportunities for growth in the business communication classroom. We hope to capitalize on the energy of our annual conference and spread that same collaborative spirit throughout the year. You can become a “regular” or join as your schedule permits.

If you're interested in sharing your own best practices with the Teaching Circle, please send a proposed presentation abstract of 400 words or less to co-chairs **Barbara Bolt** or **Jenna Haugen**



# Member News & Highlights



Dr. Low Mai Peng was one of only four awarded a Masa Policy Development Programme (MPDP) Research Grant. Her work will examine organizational responses to the pandemic in terms of current practices and future plans, while assessing organizational resources, specifically economic capital, social capital, human capital and physical capital.

James Archibald gave the opening plenary lecture on language, citizenship and resident aliens at the international conference on Migration and Languages in the French-speaking World. The conference, co-sponsored by the *Organisation Internationale de la Francophonie* (OIF) and the *Agence Universitaire de la Francophonie* (AUF) was held in Rabat, Morocco, at the *Université Mohammed V* in cooperation with the *Université de Besançon* on December 1, 2 and 3, 2022. Archibald is a visiting professor in the Department of Foreign Languages and Literatures and Modern Cultures at the University of Turin (Italy). The program recording will be available in French. Those interested in obtaining the recording should contact Professor Mohamed Embarki [here](#).

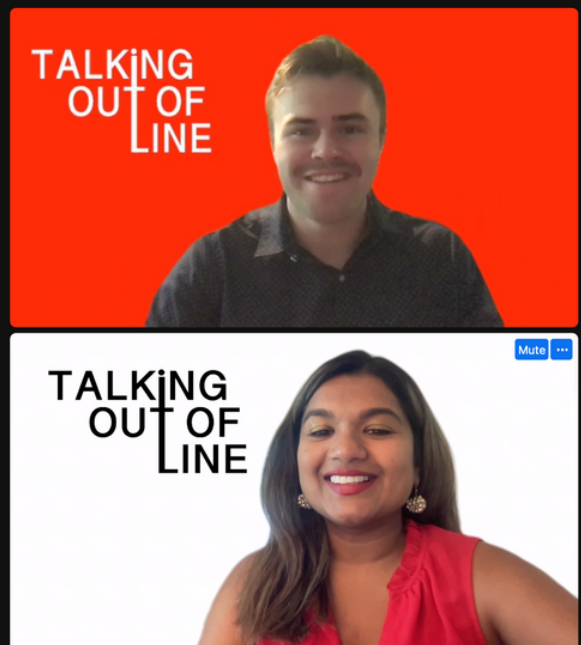
The ABC Regional Vice President for Europe, Africa and the Middle East, Ursula Lutzky is one of the keynote speakers at the second edition of the symposium 'Language in Webcare: Interdisciplinary Perspectives' on Thursday, July 6th and Friday, July 7th 2023 in Nijmegen (the Netherlands).

This symposium brings together scholars in language, communication and marketing studies whom all share an interest in the linguistic and communicative intricacies of online service management. More information about the event can be found [here](#).

Talking Out Of Line is an open-access multimedia project that brings together leaders in diverse industries on the topics of Diversity, Equity, Inclusion and Belonging (DEIB). Each episode chooses a different industry to focus on and a leader within it to highlight that is working at the intersections of DEIB to create lasting impact in diverse fields.

Dr. Fadia Nordtveit created this project to highlight data, experiences and projects of leaders in various industries on the topics of DEIB.

Learn more about Talking Out Of Line [here](#)!



# Book & Publication Highlights

A first in the new Business Essentials Series, this book is packed with must-know tools and strategies for the most important business (and life) skill of all—communication.

In Communication Essentials, expert **Trey Guinn** takes you step-by-step through the process of improvement, from understanding the importance of message clarity to specific, goal-based strategies to develop and maximize your skills.

In Part I: The Essentials, he covers the fundamentals, from why and how we communicate and what effective communication looks like to how it can all go wrong. In Part II: The Essentials Applied, he provides practical advice on identifying goals, owning your message, and anticipating how your audience will perceive you, the messenger. Finally, in Part III: Beyond the Essentials, you'll find practical tips to help you communicate your way into a job, improve your digital communication, work through difficult conversations, and much more.

## COMMUNICATION ESSENTIALS

THE TOOLS YOU NEED TO  
MASTER EVERY KIND OF  
PROFESSIONAL INTERACTION

TREY GUINN

**Stephen Lind** (USC Marshall School of Business) has published a new national study in conjunction with the Greeting Card Association and Hallmark Business Connections on small business use of greeting cards during the holiday season. The full white paper can be found on the GCA's Industry Resources page: ["What Small Businesses are Doing with Greeting Cards and Why: A National Study"](#)

SMALL BUSINESS USE OF GREETING CARDS | 2022 White Paper

### WHAT SMALL BUSINESSES ARE DOING WITH GREETING CARDS AND WHY: A NATIONAL STUDY

A multimillion-dollar tradition that  
businesses continue to embrace.



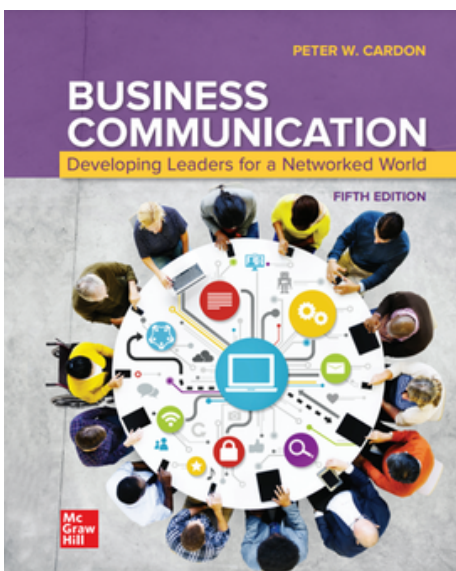
Study authored by Stephen J. Lind, PhD  
and published by the Greeting Card Association

## BUSINESS COMMUNICATION

Developing Leaders for a Networked World

PETER W. CARDON

FIFTH EDITION



The fifth edition of Business Communication: Developing Leaders for a Networked World (pictured left) by **Peter Cardon** will be published in January 2023.

# Opportunities for Involvement

## Research Participation

**Rose Helens-Hart** and colleagues are seeking input from faculty on their perceptions of job rewards and motivations to serve as business consultants/trainers. Academics are increasingly assuming consultant roles as independent entrepreneurs or through their colleges' consulting firms. To better understand how faculty are sustained in these roles, we are asking for your insight.\*\*

For the purposes of this study, we define a consultant as someone who provides expert advice to and works closely with business/organizational members. Consulting includes helping to identify, address, and overcome obstacles to meeting business or organizational short-term or long-term goals. This may involve implementing business solutions through coaching and training business/organizational members.

If you are a faculty member who consults, please take our 10-15 minute survey and feel free to share the following survey link with others who may be interested in participating: [https://fhsucahss.col.qualtrics.com/jfe/form/SV\\_eLilfFP5ey7pBOe](https://fhsucahss.col.qualtrics.com/jfe/form/SV_eLilfFP5ey7pBOe)

\*\* The data will be aggregated, and no individual responses will be connected to real persons. This study and its associated researchers (Rose Helens-Hart, Jenna Haugen, and Raneem Ghunaim) have received approval from the Fort Hays State University IRB board. Data will be stored on a password-protected computer. You must be at least 18 years old, serve in some faculty capacity at an institution of higher education, and engage in business/organizational consulting activities. Participation is voluntary. We truly would appreciate your time, stories, and opinions.

## Submit A Case

Do you have a favorite case-based assignment? Are you working on one for the upcoming semester? Consider submitting your favorite case to be used for the 2023 Student Writing Competition.

The cases for the competition should challenge students to be audience-centric, use professional tone and style, and persuade the receiver to take a course of action.

Please log in to ABC and submit your case here: [2023 Case Call for Student Competition](#).

The case submission deadline is **Monday, January 23, 2023**. Our team will select and announce the winning case by February 20. We are eager to see your excellent work.

## Call for Chapters

For an anthology, *Shopping: Disrupted. Material Culture Perspectives*, **Deborah C. Andrews** is working with several authors whose research has engaged them in investigations of the practices, rhetoric, and places of consumer culture. This brief note invites colleagues in business

communication to join them if your research is directed at consumer culture and might align with this perspective.

Social media, online purchasing, a widening gap between the rich and others, as well as concerns for privacy, social justice, and environmental sustainability--these and other conditions globally are radically reshaping the experience and logistics of shopping. Broadly speaking, a material culture perspective shines light on how people and their things relate, and shopping is a major decision point in this relationship. Your chapter might illuminate, for example, how a business communicates about its product with its customers, or how customers communicate with each other about products. If you're interested, **Deborah C. Andrews** would be delighted to talk with you.



**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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