



Dear ABC Friends and Colleagues:

Welcome to the 2015 Association for Business Communication's 80th Annual International Conference at the Renaissance Seattle Hotel. We are excited to explore together this year's conference theme, **Innovation and Creativity in Business Communication Teaching, Research, and Service**, in a city associated with so many creative and innovative industries. With more than 200 speakers from all over the world sharing their perspectives on creative and innovative approaches to teaching and research in business communication, you can choose among an impressive number of presentations to attend.

We are particularly excited about the following events:

- **Wednesday Evening Reception and Keynote Speaker:** We're delighted to have **Skip Walter** launch this year's conference. His talk, "**Narrative Matters: The Invisible Source of Business**," will resonate with many of us as he discusses the connection between powerful stories and strong, cohesive leadership.
- **Thursday and Friday Poster Presentation Sessions:** During the mid-morning breaks, take time to visit the interactive and lively poster sessions as featured in the program. You will be glad you did!
- **Presidential Awards Dinner Friday evening:** Everyone looks forward to Fridays, and this Friday evening it's time to celebrate our colleagues' achievements. Let's congratulate the winners of the 2015 ABC Awards at this event!
- **Silent Auction:** In addition to supporting our ABC graduate student travel scholarships, this year's auction will benefit local nonprofit, **Voices in Poetry**. **Be sure to bid on your favorite item and support two excellent causes.**

Whether it's a visit to the Chihuly Glass Museum, the Seattle Art Museum, or taking in the public art on our architectural walking tour Wednesday morning, Seattle offers so many sources of inspiration and reflection. You'll be inspired by impressive views of Seattle and Puget Sound from the Seattle Space Needle. Or, consider taking a 20-minute ferry trip to Bainbridge Island, our Saturday afternoon featured excursion. Many restaurants are nearby, including in the Pike Place Market. Our hotel concierge can help you find just the right place for your tastes and budgets.

We sincerely wish all of you a memorable and enriching conference, and we encourage you to say "Hi!" if we've not had an opportunity to meet you before. Likewise if you see someone who looks like they're new to the conference, introduce yourself, and strike up a conversation. It's just that type of collegiality and friendly spirit that keeps ABC members returning each year. Enjoy your time in the Emerald City!

Your conference co-chairs,
Valerie Creelman and Rebecca Pope-Ruark

PS – Remember to tweet about your conference experience: #ABCSeattle15

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Association for Business Communication

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October 2015

Dear ABC Members and Guests:

Welcome to our 80th Annual International Conference in Seattle, WA. Our theme—“Innovation and Creativity in Business Communication Teaching, Research, & Service”—reflects the location and the increasing emphasis in the world of business on creativity. Our keynote speaker, Skip Walter, will focus on an area that research in disciplines as diverse as history and neuroscience suggests can change our brains and motivate us to action: the transformative power of story.

Story is also central to the Seattle nonprofit partnering with us: the Youth Voices Poetry Project. This organization empowers displaced youths from high conflict areas by providing an outlet through creative expression. They enact our conference theme daily, and their stories will motivate you in a very different way than Skip’s address. The students this organization serves were forced from their home country due to war, violence, lack of healthcare, education, or factors that jeopardize the children and their family’s survival. Our challenge is to learn from our guests as we demonstrate the ABC tradition of caring for others and, in so doing, strengthening our own community.

Strengthening our community has also been a focus for ABC’s leaders, particularly in the digital realm. In July, after over 18 months of research and preparation, we began transitioning to Socius, our community-focused association management software (AMS). This new AMS provides a more vibrant, online space for interaction. Consider spending some time in Socius to build connections to other ABC members. We also hope you will support our community by posting a picture (or several) on our Facebook page and following us on Twitter using hashtag #ABCSeattle15.

Community building and storytelling often have the most lasting impact when groups gather in person, around food and music. And gather we shall. This year, we will celebrate our 80th year as an organization on Thursday night. Music and libations will flow, providing an opportunity for everyone to relax and share stories of the first day of the conference. Friday night we will host our Presidential dinner and honor all of our award winners. Peter Cardon, our president, will have his own story to tell about his vision for ABC, so please join us.

Finally, our community could not grow without its leaders. I want to honor the contributions of our outgoing leaders: Kathy Rentz (Past President), Jan Fermelis and Marcel Robles (directors at large). Their vision and hard work have helped keep ABC strong and vibrant. When you see them, wish them well.

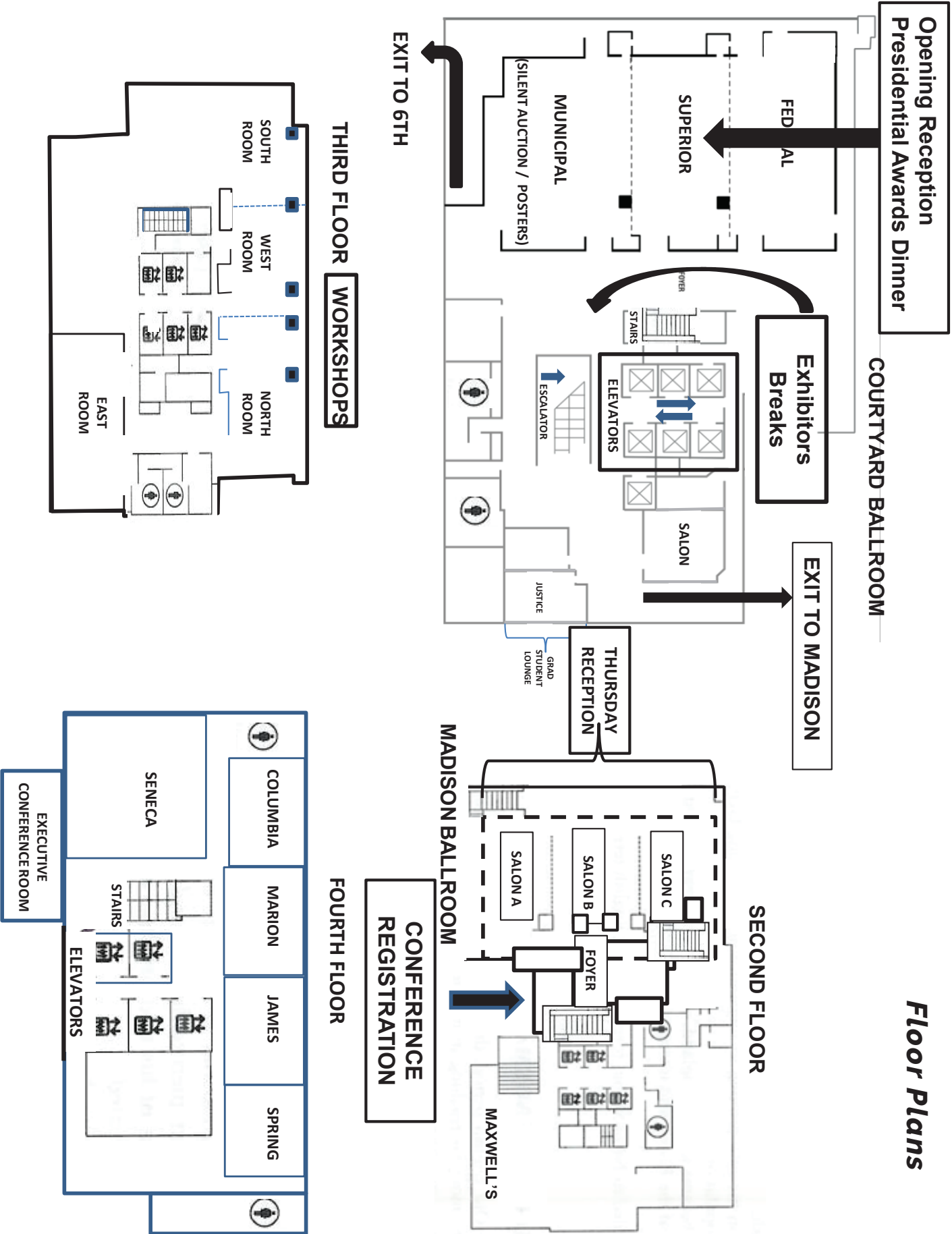
I hope you have a wonderful conference. Please let me know if I can be of service to you. And say thank you to our conference co-chairs, Rebecca Pope-Ruark and Valerie Creelman. They’ve done a marvelous job.

Sincerely,

Jim Dubinsky

Executive Director

Floor Plans



All levels. All ABC authors.

FRESHMAN ♦ SOPHOMORE ♦ JUNIOR ♦ SENIOR ♦ MBA ♦ EXECUTIVE



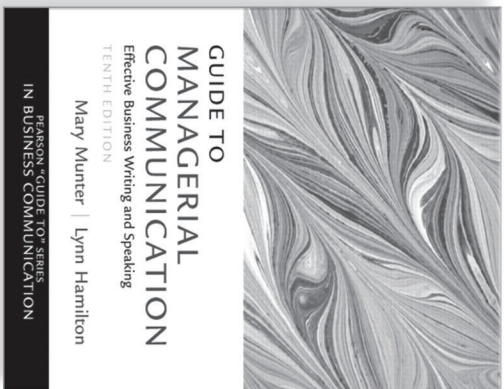
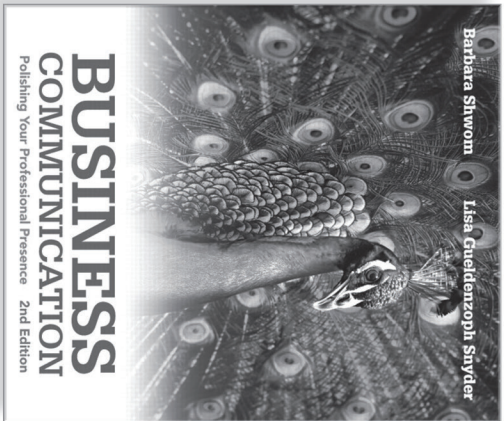
Carol Carter



Barbara Shwom & Lisa Gueldenzoph Snyder



Mary Munter & Lynn Hamilton



We've got you covered.

STOP BY THE PEARSON BOOTH TO LEARN MORE.

Thank You to our Volunteers

Thank you to these talented students at Elon University for their assistance in designing this year's program: Jessica Trinidad ('16), our program cover designer, and Margaret Bryant ('16), Nicole Petrosino ('16), Katie Stewart ('16), and Abby Foucart ('17), who provided print program assistance. Thank you also to Becky Morrison and her team at Virginia Tech for organizing the silent auction in support of Voices in Poetry.

We offer a sincere thank you to the following ABC members who generously shared their expertise and time to make this year's peer review and peer mentoring process a success.

Judith Ainsworth University of Florida	Sandy French Radford University	Leslie Ramos Salazar West Texas A&M University
Cindy Allen James Madison University	Ryan Fuller University of Arkansas, Little Rock	Jacob Rawlins Brigham Young University
Joseph Bartolotta University of New Mexico	Frances K. Griffin Oklahoma State University	Michelle Region-Sebest St. Edward's University
Amanda Bemer Southwest Minnesota State University	Mark Hannah Arizona State University	Marcel Robles Eastern Kentucky University
Betty Birkenmeier South Louisiana Community College	Jennifer Hicks The University of Texas at Tyler	Kathryn Rybka, University of Illinois at Urbana-Champaign
Laurie Bott Utah Valley University	Cole Holmes University of Utah	Jim Suchan The Naval Postgraduate School
William Christopher Brown University of Minnesota, Crookston	Raihan Jamil Zayed University	David Victor Eastern Michigan University
Scott Buechler Elon University	Katie Metz Indiana University, Bloomington	Josie Walwema Oakland University
Kendra Carmichael Acadia University	Michelle Migdal Florida Atlantic University	Junhua Wang University of Minnesota Duluth
Rod Carveth Morgan State University	Ashley Nelson Freeman School, Tulane	Natalia Wideasari Atma Jaya Catholic University
Cindy Conn Elon University	Lorelei Ortiz St. Edward's University	Linda P. Willis Georgia State University
Oana Cosman University of Regina, Canada	Juan A Pena University of Puerto Rico	Annalisa Zanola University of Brescia, Italy
Linda Cresap Minot State University	Evelyn Plummer Seton Hall University	

Thank You to our Exhibitors, Advertisers, & Sponsors

Thanks to **Mary Ellen Guffey and Dana Loewy** for their generous support by providing our Thursday breakfast.

Thanks to **Cengage Learning** for co-sponsoring the Thursday evening reception and for organizing the ever popular annual Lunch and Learn event on Thursday.

Thanks to **McGraw-Hill** for sponsoring our Thursday afternoon refreshment break.

Thanks to **Pearson** for co-sponsoring our Friday evening cocktail reception and sponsoring a Recharge Lounge in Municipal.

Our exhibitors are important business partners in this wonderful Seattle venue at the Renaissance Seattle hotel. Please take time to visit the exhibits area in the Courtyard Foyer.

Bill Baker
954 South Street 2400 East
Springville, UT 84663

GoReact
815 W. 1250 South #119
Orem, Utah 84098

McGraw-Hill Higher Education
2 Penn Plaza, 20th Floor
New York, NY 10121

SAGE
2455 Teller Road
Thousand Oaks, CA 91320

Cengage Learning, Inc.
20 Davis Drive
Belmont, CA 94002

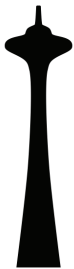


Mary Ellen Guffey and
Dana Loewy
4453 Shadow Hills Blvd. South
Santa Barbara, CA 93105

Pearson Learning
1 Lake Street, #3J65
Upper Saddle River, NJ 07458



Remember to visit
Pearson's Recharge
Lounge in Municipal!



Schedule at a Glance

Wednesday, October 28

7:00 AM – 8:00 AM	Board Breakfast
8:00 AM – 5:00 PM	Board Meeting
9:30 AM – 12:30 PM	Excursion – Seattle Architectural Foundation Walking Tour (sign-ups closed)
9:00 AM – 3:00 PM	Workshop – Carol Carter Academic Coaching
1:00 PM – 3:00 PM	Workshop – Sean Williams, Entrepreneurship and Business Communication–West
1:00 PM – 3:00 PM	Workshop – Marsha Bayless & Nancy Schullery Fast Track Your Business Communication Course–North
3:30 PM – 5:30 PM	Workshop – Dianne Hofner Saphiere & Jolanta Aritz Intercultural Competence–North
3:30 PM – 5:30 PM	Workshop – Kirstin Lucas, Jacob Rawlins, & Jenna Haugen Rubrics–West
12:30 PM – 6:30 PM	Registration – Madison Foyer
6:00 PM – 9:00 PM	Reception & Keynote– Courtyard Ballroom – B level

Thursday, October 29

7:30 AM – 8:30 AM	Breakfast – Courtyard Foyer Sponsored by Mary Ellen Guffey & Dana Loewy
7:30 AM – 5:30 PM	Exhibits – Courtyard Foyer, Municipal
7:45 AM – 8:15 AM	First Time Conference Attendees – Special Session – Federal
8:30 AM – 9:45 AM	Session 1
9:45 AM – 10:15 AM	Break–Courtyard Foyer and Poster Session 1–Municipal
10:00 AM	CRARF Silent Auction Opens (closes Friday at 1:00)
10:15 AM – 11:30 AM	Session 2
11:30 AM – 1:00 PM	Lunch on Your Own
11:40 AM – 12:55 PM	Lunch and Learn with Cengage Learning – Federal
11:40 AM – 12:55 PM	Regional Vice Presidents’ Working Lunch – Visions, 28 th Floor
1:05 PM – 2:25 PM	Session 3
2:25 PM – 2:55 PM	Break–Courtyard Foyer– Sponsored by McGraw–Hill
2:55 PM – 4:10 PM	Plenary Showcase Research & Teaching Award Winners 2014– Federal/Superior
4:20 PM – 5:20 PM	Committee/SIG Meetings
5:30 PM – 6:30 PM	Regional Meetings
7:00 PM – 9:00PM	Reception – Salons A,B,C – 2nd Floor Co–Sponsored by Cengage Learning

Schedule at a Glance

Friday, October 30

7:30 AM – 8:30 AM	Breakfast – Courtyard Foyer
7:30 AM – 5:30 PM	Exhibits – Courtyard Foyer, Municipal
7:30 AM – 1:00 PM	C.R. Anderson Silent Auction. Bid to Support a Great Cause!
8:30 AM – 9:45 AM	Session 4
9:45 AM – 10:15 AM	Break–Courtyard Foyer and Poster Session 2–Municipal
10:15 AM – 11:30 AM	Session 5
11:30 AM – 1:00 PM	Lunch on Your Own
1:00 PM	CRARF Silent Auction Closes
1:00 PM – 2:15 PM	Session 6 and My Favorite Assignment
2:15 PM – 2:45 PM	Break–Courtyard Foyer Pick Up and Pay for Silent Auction Items
2:45 PM – 4:00 PM	Session 7
4:15 PM – 5:15 PM	Committee/SIG Meetings
5:30PM – 6:30PM	Cocktail Reception co–sponsored by Pearson Vista and Visions 28th floor
6:30 PM – 9:00 PM	Presidential Awards Dinner – Courtyard Ballroom B level

Saturday, October 31

7:00 AM – 8:00 AM	Breakfast – Courtyard Foyer
7:30 AM – 12:00 PM	Exhibits – Courtyard Foyer
9:00 AM – 10:15 AM	Session 8 and My Favorite Assignment
10:15 AM – 10:45 AM	Break–Courtyard Foyer
10:45 AM – 12:00 PM	Session 9
12:00 PM	Conference Ends. Travel Safely! Please return badge holder
1:10 PM – 6:00 PM	Excursion – Bainbridge Island

Meetings at a Glance

WEDNESDAY

8:00AM-5:00PM

Salon A Board Meeting

THURSDAY

11:30AM-1:00PM

Vista II Regional Vice Presidents Luncheon

4:20PM-5:20PM

Committee and SIG Meetings

Hotel Bar	Academic Environment Committee
North	Graduate Studies Committee
East	Business Practices Committee
West	CRARF Committee
South	Diversity Initiatives Committee
Federal	Intercultural Communications SIG
Superior	MBA SIG

5:30PM-6:30PM

Regional Meetings

North	Canada Region
East	Eastern Region
West	Western Region
South	Southwestern Region
Federal	Midwestern Region
Superior	Southeastern Region
James	Europe/Africa/Middle Eastern Region
Marion	Asia/Pacific Region
Columbia	Latin and Central America

FRIDAY

2:45PM-4:00PM

West BPCQ Board Meeting

4:15PM-5:15PM

Committee and SIG Meetings

Salon A	Conference Procedures Committee
Salon B	Teaching Committee
North	PUB Board
East	Research Committee
West	Rhetoric SIG
South	MLA/ABC

WiFi Information for Conference Spaces

Internet Password: **ABC2015** (not case sensitive)

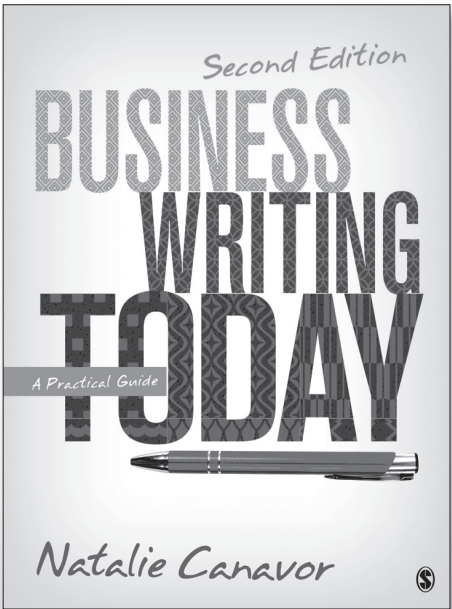
To connect to the meeting space wireless network,

- Close all browsers & e-mail programs
- Make sure a wireless signal is available and that your computer's wireless is on
- **Connect to SSID** (Network Name): **"Renaissance_CONFERENCE"**
- Start your Web Browser. The login page opens automatically; if not, type this address www.yahoo.com in your browser and you will be redirected to login page.
- Access Code (password): ABC2015
- Click "Connect."

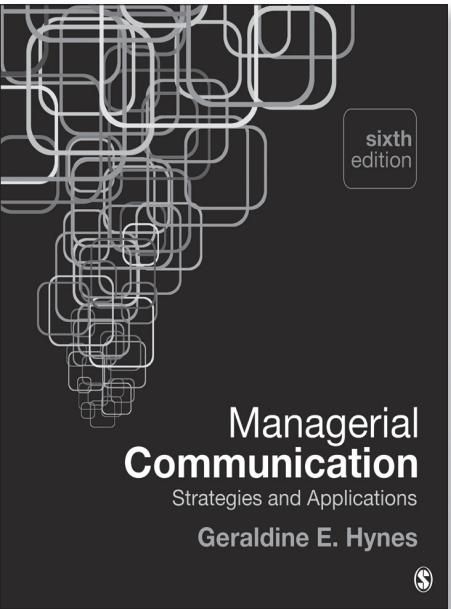
Graduate Student Lounge Space

If you need a few minutes to take a breather in a quiet and convenient spot, we invite you to take advantage of the Graduate Student Lounge space. Located in Justice, and offering tables, chairs and an internet connection, the lounge is available for making phone calls and checking email or just taking a minute to hangout. Make yourself comfortable!

New from SAGE in Business Communication!



ISBN: 978-1-4833-5866-6



ISBN: 978-1-4833-5855-0

To learn more or request your review copy,
please visit **sagepub.com**

Receptions & Social Events

Join us for the following ABC receptions and events.
Your participation and enthusiasm will make
all the ABC Seattle social events a memorable experience!



Wednesday Evening Opening Reception
6:00-9:00 p.m.
Reunite with colleagues at our opening reception,
then join us in giving a warm ABC welcome to
Skip Walter, Director of Innovation, The TAI Group,
speaking about
Narrative Matters: The Invisible Source of Business.



Thursday Evening Reception
7:00-9:00 p.m.
Enjoy yourself at this reception co-sponsored by Cengage Learning.



Friday Evening Cocktail Reception
5:30-6:30 p.m.
Enjoy the view from Vista & Visions on the 28th Floor
before the ABC Presidential Award’s Dinner.
Relax and celebrate the achievements of friends and colleagues.
Co-sponsored by Pearson.

WEDNESDAY

8:00AM-5:00PM	
Salon A	Annual Meeting of the ABC Board of Directors
12:30PM-6:30PM	
Madison Foyer	Registration
9:30AM-12:30PM	
Excursion	Walking Tour with Seattle Architecture Foundation Join this two-hour private walking tour with Seattle architecture Foundation. It will be a great way to start your morning, with return in time for a pre-conference workshop. Focusing on construction, context, and culture, you'll develop an appreciation for the social forces that shaped Seattle and Seattle's skyline. Meet in the hotel lobby for a short walk to the Architectural Tours' gallery and viewing platform. After an introduction to this nonprofit's gallery, two guides, including a retired educator, will lead their easy-to-navigate Greatest Hits tour. <i>Advance signup required.</i>
9:00AM-3:00PM	
James	Full Day Pre-Conference Workshop: Academic Coaching: Connecting the Business Classroom to the World of Work Carol Carter, LifeBound, USA <i>Employment Issues in Business Communication</i> Participants will explore how Academic Coaching can be used to help students develop the professional communication skills and workplace mindset that set them apart in the global labor market. Strategies will be shared for connecting the classroom to the workplace, setting professional expectations for success, and motivating students to approach their education as they would a career.

1:00PM-3:00PM

North

Pre-Conference Workshop: Fast Track Your Business Communication Course: Focus on Updating, New Assignments, and Assessment Activities
Marsha Bayless, Stephen F. Austin State University, USA
Nancy Schullery, Western Michigan University, USA
Pedagogy and Scholarship of Teaching and Learning

This workshop is designed for attendees who may be new to teaching business communication or those looking to refresh their course. In this workshop, participants will walk through actual syllabi and review key course components such as good news, negative news, and persuasive news assignments; oral presentation assignments; report assignments; activities relating to the employment process; and activities relating to business communication theory. Strategies for improving course effectiveness in communicating with students and grading assignments will also be shared.

West

Pre-Conference Workshop: Entrepreneurship and Business Communication: A Workshop on Integrating Entrepreneurship Practices into the Service Course
Sean Williams, Clemson University, USA
Pedagogy and Scholarship of Teaching and Learning

The purpose of this workshop is to help participants develop strategies for using entrepreneurship as a vehicle to teach fundamental business communication concepts in a way that engages students, draws on recent research, and moves outside of “traditional” contexts in which business communication is taught. Designed by a successful entrepreneur and communication professor, this workshop evolves from five years of honing the approach to integrating entrepreneurship into a service course that correlates the “lean startup” process with the communication design process.

3:30PM-5:30PM

North

Pre-Conference Workshop: A Practical Experiential Method for Developing Students’ Intercultural Competence in Business Communication (and Next Year’s Curriculum)
Dianne Hofner Saphiere, Nipporica Associates, USA
Jolanta Aritz, University of Southern California, USA
Intercultural and Global Communication

This workshop provides practice with an innovative experiential learning technology to introduce fundamental theories of intercultural communication, diversity, and inclusion in the business communication classroom. The approach is practical and immediately useful to the students, amplifying and supplementing core business communication concepts without the need to completely revamp teaching designs. It also engages students in the generation of valuable learning materials for the following term. Proven at USC, World Expo Milan, and dozens of universities worldwide.

West

Pre-Conference Workshop: Pivoting Your Business Communication Course: Competency-Based Syllabi, Assignments, and Rubric
Kristen Lucas, University of Louisville, USA
Jacob Rawlins, Brigham Young University, USA
Jenna Haugen, University of Louisville, USA
Pedagogy and Scholarship of Teaching and Learning

In this workshop, participants will learn how to pivot their existing business communication course into a competency-based framework. Participants will use their own syllabi and assignments as a starting point. Through discussion, worked examples, and personalized/peer feedback, they will make adjustments to key course documents that will enable them to focus on developing their students’ competency at being professional, clear, concise, evidence-driven, and persuasive. Participants will also get hands-on experience using competency-based rubrics for grading, student coaching, and assessment.

5:00PM-7:30PM

Municipal

C.R. Anderson Research Fund Silent Auction
Drop off auction items in Municipal. Bidding opens Thursday AM.

7:30PM-9:00PM

Federal/Superior

OPENING RECEPTION

Keynote Speaker: Skip Walter, Director of Innovation, The TAI Group

Reflecting on my time as CEO, I now more fully understand Dan Pink’s assertion that “to sell is human.” I had divided my days equally between selling equity to investors, selling our product to customers, and selling our company to our talent. At the heart of all good selling is a story, but not every story form works. Selling is driven by authentic stories that engage the audience and invite them to join in co-creating the narrative going forward.

With the TAI Group, executives tap their inner resources to create meaningful stories that impact their connection to their colleagues and their customers. Successful leaders realize the importance of collecting, curating, and shaping their stories into powerful narratives, driving their business forward with meaning and purpose.

Please Join Skip Walter to experience how narrative matters for individual talent, fluid teams, and purpose-driven corporations.

BIO: Skip’s role as Director of Innovation for the New York-based leadership and performance consulting firm The TAI Group is to produce research and products where interactive digital technology meets the transformation of corporate performance. Skip and TAI’s vision is to radically improve productivity, using visual analytics and virtual reality so leaders and teams can communicate and collaborate beyond current limitations of space and time.

For the past 45 years, Skip has been a serial innovator, entrepreneur, and mentor capitalist in the USA, United Kingdom, Russia, and Canada. After a solid grounding in large software project management for Fortune 100 corporations, he developed ALL-IN-1, Digital Equipment Corporation’s \$1 billion a year integrated enterprise office automation system. After this success, he was selected as Vice President of Engineering for Aldus (now Adobe) Corporation.

As founding CEO and CTO of Attenex, Skip pioneered visual analytics of enterprise unstructured content in the legal eDiscovery market. Attenex was sold to FTI Consulting in 2008 for \$91 million. As a serial entrepreneur, Skip raised more than \$25 million in new venture funding for software companies in the office automation, medical and legal fields.

Deeply committed to the principles of human-centered design, Skip teaches entrepreneurship at the intersection of design and business at the University of Washington and the Institute of Design of the Illinois Institute of Technology. Skip was a member of the Institute of Design Board of Overseers and the Dean’s Advisory Council for the School of Informatics at Indiana University.

Skip is a sought after speaker and panelist in the legal technology, design strategy, executive coaching, and angel investment communities. When removed from client engagements, he enjoys fine wine and hikes in the Pacific Northwest, and loves creating engaging experiences for his grandchildren.

7:30AM-5:00PM

Madison Foyer Registration
Courtyard Foyer Exhibits

7:30AM - 8:30AM

Courtyard Foyer Breakfast
Sponsored by Mary Ellen Guffey and Dana Loewy

7:40AM-8:20AM

Salon A **ABC Colleagues Supporting Colleagues: Refining Professional Presence**
Judy Tisdale, University of North Carolina at Chapel Hill, USA
Interpersonal and Nonverbal Communication

Treat yourself to a professional development workshop focusing on refining your professional presence (delivery skills) for presentations or teaching. Presenters will work collaboratively with ABC colleagues in a small group setting. Bring a shortened version (5 minutes) of your ABC talk and a recording device (smart phone/tablet). You’ll present, receive feedback, and offer feedback in this interactive and organic workshop.

7:45AM-8:15AM

Federal **Special Session for New Conference Attendees**
Peter Cardon, ABC President, University of Southern California, USA
Jim Dubinsky, ABC Executive Director, Virginia Tech, USA

Bring your breakfast, and learn how to make the most of your conference experience.

8:30AM - 9:45AM

Salon A **Going the Distance: Opportunities and Enhancements When Business Communication Goes Online**
Dale Cyphert, University of Northern Iowa, USA
Susan Luck, Pfeiffer University, USA
Dirk Remley, Kent State University, USA
Abram Anders, University of Minnesota Duluth, USA
Technology, Digital Communication, Social Media, and Web 2.0

Business communication is increasingly offered as an online course, and while content might be similar, the teaching environment presents unique requirements and opportunities. This roundtable brings together instructors who are exploring the challenges and finding solutions – along with opportunities for enhanced instruction. Going online opens up a wealth of opportunities for making business communication more relevant, more international, and more fun.

Salon B	<p>Toward a Standardized Business Communication Curriculum Paula Lentz, University of Wisconsin Eau Claire, USA Linda Cresap, Minot State University, USA Virginia Hemby-Grubb, Middle Tennessee State University, USA Clive Muir, Stephen F. Austin State University, USA Judy Tisdale, University of North Carolina at Chapel Hill, USA <i>Innovation in Business Communication Teaching, Research, and Practice</i></p> <p>Core business courses such as business communication often define the discipline and serve a unifying purpose for those who teach and those who learn. The roundtable may lead the ABC and business communication instructors toward a position on (1) business communication course goals for undergraduate business students and (2) the standard curriculum required to meet those goals.</p>
Salon C	<p>Narratives, Service, and Ethics: Intersections in Business Communication Curricula Jessica Corey, Kent State University, USA Danielle Reed, Kent State University, USA Tyra Elton, Kent State University, USA Paige Shiplett, Kent State University, USA <i>Social Responsibility and Civic Engagement</i></p> <p>This presentation focuses on service learning and community service in business writing curricula. Specifically, this work addresses the use of narratives and empirical work to think critically about ethical issues and, therefore, better serve clients and the community. Ideas are contextualized within the work of two business writing classes.</p>
North	<p>Putting Your Money Where Your Mouth Is: Creating Organizational Change through Aspirational Identity Work in University Strategic Plans Matthew Sharp, Embry-Riddle Aeronautical University, USA <i>Rhetoric</i></p> <p>This presentation reports on an ethnographic study of university identity, arguing that the rhetorical reproduction of organizational identities within university strategic plans is key to the process of organizational change. Specifically, this presentation demonstrates how one university used the aspirational identity of itself as a place that values diversity and cultural inclusion as a rhetorical catalyst for new diversity initiatives.</p>

North (continued)	<p>An Analysis of Change-related Issues Affecting Unions in the Entertainment Industry Ryan Fuller, University of Arkansas Little Rock, USA <i>Organizational Communication</i></p> <p>This study examined union leaders’ interpretations of changes in the entertainment industry. The findings revealed four main issues that concerned union leaders, and five characteristics (locus, boundary, manageability, predictability, and scope) that were used to determine how interviewees cast the issues as threats, opportunities, or mixed. In general, most issues were threats and one surfaced as a mixed evaluation.</p> <p>Overcoming Resistance to Change: The Power of Message Framing Strategies Jim Suchan, Naval Postgraduate School, USA <i>Organizational Communication</i></p> <p>This research determines if different message framing strategies can impact openness to change. The specific application of this work is the US Navy’s ongoing struggle to decrease sexual harassment and assault among its service members through a newly designed bystander intervention program. Although sailors indicated strong resistance to additional sexual assault programs, community specific framing strategies overcame that resistance. <i>Coauthor: Deborah Gibbons, Naval Postgraduate School, USA</i></p> <p>The Rhetoric of Change in Healthcare Organizations Paula Lentz, University of Wisconsin Eau Claire, USA <i>Rhetoric</i></p> <p>This is a study of Press Ganey Success Story Award winners’ narratives. A rhetorical analysis examines the business communication strategies organizations used to implement change and reveals how healthcare organizations framed their experience. This study illustrates a practical application of business communication rhetoric in the workplace and extends the examination of business communication and rhetoric to the healthcare field.</p>
East	<p>Women and Men in Entrepreneurship: Challenging the Prototypical “Hero Story” in Entrepreneurship Narratives Sean Williams, Clemson University, USA <i>Intercultural and Global Communication</i></p> <p>Little scholarship exists that interrogates the (traditionally) “male” concept of entrepreneurship and the values of female entrepreneurs in comparison to their male counterparts. This presentation expands this conversation by reporting on the cross-cultural, cross-gender comparison of entrepreneurial narratives to interrogate this question: “do female and male entrepreneurs hold different views about entrepreneurship, particularly in a cross-cultural environment?” <i>Sponsorship: C.R. Anderson Research Fund grant</i></p>

East (continued)

Online Self-Directed Educational Videos: A Quantitative Gendered Discourse Analysis

Becky Morrison, Virginia Tech University, USA
Research

As self-directed instructional videos grow in popularity, gender patterns arise in the intersecting spaces between education and business, particularly in online environments. The presenter will discuss the results of a comparative quantitative gendered discourse analysis of business videos on Lynda.com, Udemy, and Skillsoft to uncover the reinforced gender norms in education and in business.

Exploring Female Leadership Communication in the United Arab Emirates: Issues of Culture and Gender

Catherine Nickerson, Zayed University, United Arab Emirates
Research

The presentation reports findings of a survey of preferred leadership and leadership communication styles conducted in the United Arab Emirates. The discussion will explore the implications of the survey findings for Emirati leadership in the future. Attendees may expect to learn about an unfamiliar region, including the unique position that Emirati women hold within their society.

Coauthor: Valerie Priscilla Goby, Zayed University, United Arab Emirates

West

Strategy in the Message: The Risky Business of Acknowledging the “Bad News” of Climate Change

LeeAnne Kryder, University of California Santa Barbara, USA
Sustainability

Because the Risky Business Project (riskybusiness.org) approaches climate change from a business perspective rather than a scientific or environmentalist, the Project’s strategy and messaging is useful. Reviewing the communication plan and resulting documents, this presentation provides accessible data and the incentive for business teachers and researchers to incorporate climate change, business sustainability, and “bad news” writing in their curriculum.

Accessing Digital Communication: Challenges When the Account Owner Dies

Marsha Bayless, Stephen F. Austin State University, USA
J. Keaton Grubbs, Stephen F. Austin State University, USA
Technology, Digital Communication, Social Media, and Web 2.0

This presentation explores the digital assets that an individual may have and discusses legal issues relating to ownership and access upon the death of the creator of the digital assets. A case will be presented that can be used as a point of discussion for this topic in a business communication course. Research based on current law and on the understanding of business students will be presented.

West (continued)

The Downside of the Computer Revolution: E-Waste

Marilyn Dyrud, Oregon Institute of Technology, USA
Digital Communication

Where do old computers go to die? Overall, about 40% end up in local landfills, leaching lead and other noxious chemicals, and about 17% are “recycled,” which means exporting, rather than recycling. The remaining 43% are collected and sent to China, Nigeria, or other third world countries. This presentation examines the problem, cases, ethical issues, and classroom usage.

Net Neutrality as Protective Regulation: Fostering or Frustrating Digital Communication?

Ellis Hayes, Wingate University, USA
Digital Communication

This presentation critiques U.S. Federal Communication Commission objectives and actions gained by a 3-to-2 authorization vote on 26 February, 2015. While projections of consequent efficacy are speculative, the presentation engages a process of synthesizing facts and reason to juxtapose intermediate-term likelihood of worth. Will trends toward momentum in digital prowess – or, conversely, mediocrity in cyber successes – result from the initiative?

South

Your Money or Your Life: Why For-Profit Employers Are Getting “Held-up” by Internship Laws

Gina Genova, University of California Santa Barbara, USA
Employment Issues in Business Communication

Why can nonprofits and governmental agencies have unrestricted access to unpaid interns but for-profit employers can’t? This talk answers for the employer by examining the hodgepodge of laws currently applied to determine internship status and why this inconsistency is causing widespread dissonance among employers, campuses, and students. Simple ways to explore these topics with students will be shared.

In the Name of Business: An Interview-based Study of the Reasons Behind Business Names in the German City of Mainz

Brigitte Planken, Radboud University Nijmegen, the Netherlands
Intercultural and Global Communication

This presentation discusses the findings of a study that investigated owners’ reasons for choosing a particular name for their business, and relates these findings to linguistic landscape theory. It also considers the implications of the findings for business practitioners and suggests how the study might inspire student projects for business communication courses.

Coauthors: Frank van Meurs and Nadine Lasarzewski, Radboud University Nijmegen, the Netherlands

South (continued)

Is Taco Bell Too Young to Vote?: Theorizing Corporate “Age” on Social Media
Kristopher Lotier, Hofstra University, USA
Technology, Digital Communication, Social Media, and Web 2.0

This presentation combines narrative theory and rhetorical theory, especially regarding implied authorship and ethos, respectively, in order to deepen understandings of corporate self-fashioning on social media. It asks: “How old is that corporation?,” as a means for understanding what claims a given firm can make about itself, others, or societal conditions.

Development of an Organizational Communication Assessment for Japanese Care Facilities
Ikushi Yamaguchi, Meiji University, Japan
Organizational Communication

The objective of the present study is to test the validity of the question items of organizational communication specific to Japanese care facilities. The questionnaires were distributed to 850 workers in the Tokyo area in June 2014, and 356 completed questionnaires were returned to the researcher. The results of both exploratory and confirmatory factor analyses will be reported.

James

Creating an Instructional Resource Center for the Required Business Writing Course: Using LMSs to Reduce Student Textbook Expenses
Dirk Remley, Kent State University, USA
Halle Neiderman, Kent State University, USA
Katie Robisch, Kent State University, USA
Innovation in Business Communication Teaching, Research, and Practice

As publishers continue to develop expensive comprehensive instructional materials for use within electronic packages, institutions increasingly pressure departments to find ways to help reduce student costs. This panel will present the affordances of developing an in-house text using the learning management system supported by our institution to address pressures from publishers, institutions, and student expectations regarding such expenses.



Remember to tweet about
your conference experience:
#ABCSeattle15

9:45AM-10:15AM

Courtyard Foyer

Morning Break

Municipal

C.R. Anderson Research Fund Silent Auction Opens
Come support our graduate student travel scholarships and the Voices Poetry Project

Municipal

Poster Session

Developing an Online Professional Writing Course for Late-Career Nurses
Mark Mabrito, Purdue University Calumet, USA
Diversity and Inclusion

Little classroom-based research exists in our field concerning teaching “late career” students, particularly those over the age of 40 and in online writing classrooms. This poster will present the results of a project to develop an online professional writing course for late-career nurses (ages 39-68, with 12-44 years of on-the-job experience) enrolled in an online bachelor’s degree completion program.

Murder in the Business Communication Classroom: A Multimodal Strategy
Lyn Fraser, Independent Scholar, USA
Innovation in Business Communication Teaching, Research, and Practice

This poster offers an approach to teaching business communication that combines a conventional academic text with a mystery novel covering similar ground; it details accommodations that students need to make in terms of audience and purpose for their own communications; and it motivates students to make connections between course material and the world of business that overlaps their fields of study.

Instructor and Librarian Collaboration to Teach Research Writing: An Assessment of Learning Outcomes
Kristina Schaap, Oklahoma State University, USA
Hui-Fen Chang, Oklahoma State University, USA
Pedagogy and Scholarship of Teaching and Learning

The aim of this project is to evaluate how instructor and librarian collaboration impacts business communication students’ research process and integration of source material. Business communication students will conduct research for their final project by means of a library guide that is tailored to their specific topic. The final project will provide students with the opportunity to research different cultures.

Municipal
(continued)

**Civility in Social Media and Business Communication:
A Return to Basics**

Josephine Walwema, Oakland University, USA
Social Responsibility and Civic Engagement

This poster presentation outlines a pedagogy for promoting civility in social media as a form of business communication by using vicarious (observational) learning. The model is a series of sequences that begins with a discussion of relevant theory on rational reason in business communication (the realm of knowing) followed by practical work (the realm of doing).

Mastering the Art of Email

Sandra Lamb, Freelance Author, USA
Digital Communication

While nearly all business communicating is done by email today because of its immediacy, in practice it often has a dark side because of its inherent qualities of anonymity, intimacy, tonelessness, and its ability to create an artificial urgency. This poster will cover the problems of email in business communication, and the best practices for establishing rules for effective emailing.

**Reality, What a Concept: Redesigning a Resume Writing Assignment
for the 21st Century**

Susanna Clason, University of Cincinnati Blue Ash College, USA
Rhetoric

Should the business communication curriculum continue to include a traditional resume writing assignment? How should this assignment be shaped for the tough, competitive market most students will enter? This poster offers an examination of the traditional resume assignment's relevance in 21st century business writing and communication courses and the formulation of a robust project from job search through an interview.

Communicating through Events

Jessica Morris, Austin Peay State University, USA
Kyle Robinson, Austin Peay State University, USA
Emily Despain, Austin Peay State University, USA
Julia Batson, Austin Peay State University, USA
Innovation in Business Communication Teaching, Research, and Practice

This poster will discuss event planning and management as a form of communication that should be taught to students entering the fields of business/corporate communication and public relations. Viewers will hear justification through examples, theory, and experience. Students will address the audience regarding their education in event planning curriculum and its effect on their professional goals and experience.

Municipal
(continued)

**Enhancing Subordinates' Productivity through Effective Superiors'
Communication Skills: A Mathematical Approach**

Ritu Rana, Plum N Cherry PlaySchool, India
Sustainability

The superior-subordinate relation is the lifeblood for an organization as all the tasks are performed by subordinates and they perform them in the way that their superiors communicate to them. Thus, the productivity of subordinates in an organization increases gradually if their superiors have effective communication skills and decreases if their supervisors have bad communication skills with respect to clarity, constructiveness, and consistency.

Coauthor: Ajay Singh, National Institute of Technology, India

**Thinking Outside the Workshop Box: Collegial Sharing as Teacher
Learning and Professional Development**

Susan Vargo, Indiana University, USA
Shelli Yoder, Indiana University, USA
Pedagogy and Scholarship of Teaching and Learning

In an environment where faculty are continually tasked with greater teaching, research, and service obligations, in addition to administrative busywork and pedagogical fads, the Professional Observation and Development, or POD initiative at Kelley School of Business has proven to be an opportunity for departmental colleagues to discover authentic and sustaining points of connection amidst the daily grind of university life.

**Applying the UTAUT Model to Evaluate Effectiveness of E-Learning
Experience in an MBA Business Communication Course**

Eugene Ohu, Pan-Atlantic University, Nigeria
Technology, Digital Communication, Social Media, and Web 2.0

The study used the UTAUT model to understand the factors influencing MBA students' engagement with an online Learning Management System (LMS) in a business communication course, and the extent to which these factors influenced learning outcomes. The findings have implications for how LMS application should be adapted to the different types and preferences of learners. Cross-cultural implications of variability are also discussed.

10:15AM-11:30AM

Salon A	<p>Fostering Student Learning Through the Hybrid Recursive Model of Teaching Business Communication Patricia Harms, University of North Carolina at Chapel Hill, USA Heidi Schultz, University of North Carolina at Chapel Hill, USA <i>Innovation in Business Communication Teaching, Research, and Practice</i></p> <p>The presenters will balance information sharing with interactive segments to explain and demonstrate the hybrid recursive model. Attendees will receive activities and assignments, and they'll have the opportunity to analyze sample student writing and discuss how to use strategy documents and feedback to foster student learning. The presenters will share software tools they use to efficiently craft robust, formative feedback.</p>
Salon B	<p>English or Englishes? A Case Study of a Sino-American Trading Firm Yong-Kang Wei, University of Texas Rio Grande Valley, USA <i>Intercultural and Global Communication</i></p> <p>English or Englishes? That is the question frequently debated among scholars and practitioners of international and intercultural communications. The author wishes to probe the question based on a case study of a Sino-American trading company.</p> <p>Customer Satisfaction: A Case Study of Employee-Customer Email Communication at a Multinational Bank in the United States Judith Ainsworth, University of Florida, USA <i>Intercultural and Global Communication</i></p> <p>This study takes a case study approach to analyzing over 75 emails sent to an English-speaking Canadian applying for a mortgage through a multinational bank in Florida in the United States. Content-related business knowledge is important in a multinational context, as is BELF competence, but the ability to clearly explain that knowledge to a foreign national is crucial.</p> <p>Language Use on Topic Management Patterns in Intercultural and Intracultural Decision-Making Meetings Bertha Du-Babcock, City University of Hong Kong, China <i>Intercultural and Global Communication</i></p> <p>This presentation first reports the development of Du-Babcock's two earlier studies (Studies 1 and 2) and updates this line of the research by examining whether individuals exhibit different topic management strategies when high-context language (Cantonese and Japanese) and low-context language (English) are used in their intracultural and intercultural decision-making meetings (Study 3).</p>

Salon C	<p>The Communication of Happiness Diza Sauers, University of Arizona, USA Kim Marchesseault, University of Arizona, USA Nikki Graves, Emory University, USA Cindi Gilliland, University of Arizona, USA <i>Innovation in Business Communication Teaching, Research, and Practice</i></p> <p>This presentation will explore the potential for helping students understand the connections between authenticity, happiness, productivity, and communication. Keys to value-based communication are essential for leaders to successfully lead. With this information, our goal should be to usher change into the lives of our students and their workplaces.</p>
North	<p>Open-Source Documentation and the Business Writing Classrooms: Innovating Multi-literacies for a Professional Digital Age Joseph Bartolotta, University of New Mexico, USA Joshua Welsh, Central Washington University, USA Andrew Virtue, Western Carolina University, USA Anna Simon, Community Health Plan of Washington, USA <i>Innovation in Business Communication Teaching, Research, and Practice</i></p> <p>This panel explores how having professional and business writing students work on open-source documentation can lead to an innovation in writing pedagogy that places students in real-life, dynamic, and semi-professional writing contexts. This panel includes an industrial respondent who will share observations on how the approach may be applicable in a corporate setting.</p>
East	<p>Image and Identity of NATO: An Intercultural Analysis of the Perception of Dutch-Speaking and French-Speaking Belgian Students Priscilla Heynderickx, Sylvain Dieltjens, Belgium KU Leuven Faculteit Letteren Campus Antwerpen, Belgium <i>Intercultural and Global Communication</i></p> <p>In this research project, NATO's image with Dutch- and French-speaking students in higher education in Belgium is discussed. The data was collected with an online survey. The analysis shows significant differences in general knowledge about NATO between French and Dutch speakers. In both groups about 70% of the respondents had a vague knowledge of the role and the purpose of NATO.</p> <p>No Immediate Plans: Arts Nonprofit Motivations in Choice or Rejection of Crowdfunding Stephen Carradini, North Carolina State University, USA <i>Graduate Studies</i></p> <p>This presentation reports on the findings of a survey of North Carolina arts nonprofits that sought to understand why these organizations chose or rejected crowdfunding as a fundraising tool. The presenter will discuss the new media needs of nonprofit organizations and explore the fit of crowdfunding with this population.</p>

East (continued)	<p>Designing the Global NGO Code of Conduct: Balancing Standardization Needs With Multicultural Demands David Victor, Eastern Michigan University, USA <i>Intercultural and Global Communication</i></p> <p>This paper addresses conflicting demands of global Nongovernmental Organizations (NGOs) in their Organizational Codes of Conduct (OCC). NGOs must create uniform OCCs that set behavioral standards which apply equally to all employees regardless of culture while accommodating differing local cultural values. Three considerations are needed to strike this balance: culturally neutral foundational principles, local risk factors, and linguistic accessibility.</p>
West	<p>Navigating Cultural Differences Elizabeth Tuleja, University of Notre Dame, USA Lynne Putz, TMC Corporation, USA <i>Intercultural and Global Communication</i></p> <p>This workshop provides participants the opportunity to experience the Cultural Orientations Indicator (COI) which is a psychometrically, cross-culturally validated online assessment that provides insights to one’s cultural preferences at work. The COI is housed in the Cultural Navigator, a comprehensive cultural and business learning platform designed to increase competitive advantage in today’s global business environment.</p>
South	<p>Business Writing in a Business Statistics Mass Lecture Tatiana Batova, Arizona State University, USA Stefan Ruediger, Arizona State University, USA <i>Pedagogy and Scholarship of Teaching and Learning</i></p> <p>This presentation describes a collaborative project between a professional/technical communication professor and a business statistics professor. The project took place at a large state university that aims at developing creative strategies to incorporate business writing assignments into business statistics mass lectures.</p> <p>Establishing Credibility through Communication in the Analytics-Based Decision Environment Robert Mitchell, University of Arkansas at Little Rock, USA Sarah Clements, University of Arkansas at Little Rock, USA <i>Pedagogy and Scholarship of Teaching and Learning</i></p> <p>This session will provide instructional examples and tools for integrating analytics-based communication skill development into the business communication curriculum. As interdisciplinary programs focusing on the development of analytics skills are introduced into Colleges of Business, communication faculty should be key players. Research indicates that credibility in communication impacts the cultural shift toward data-based decision making.</p>

South (continued)	<p>Making a Business Case: What It Takes to Be a Numerate Business Communicator Karl Keller, Communication Partners & Northwestern University, USA <i>Managerial/MBA Communication</i></p> <p>Students and working professionals are taught to make arguments in words. But when making a “business case” – i.e., doing something to save money, earn profit, or provide measurable benefits – they struggle. Using two real world business cases, this session will address concepts students should learn to become numerate. These concepts require no special financial expertise, only common sense.</p>
	<p>Triumphs and Challenges of Teaching Accounting Communication: An Examination and Presentation of Pedagogical Best Practices Kathryn Canas, University of Utah, USA Jennifer Cummings, University of Utah, USA Georgi Rausch, University of Utah, USA <i>Innovation in Business Communication Teaching, Research, and Practice</i></p> <p>The presenters will share their experience creating a full semester accounting communication course for Masters of Accounting students, including both the challenges, triumphs logistics, course design, and pedagogical choices.</p>
James	<p>Empowering Workforce Readiness in Business Communication Doris Wright, Troy University, USA Join Doris Wright, Troy University, and learn how she promotes workforce readiness among students in her business communication course. Doris will outline class activities and teaching best practices to ensure students obtain a successful career in business.</p>
<hr/>	
11:30AM-1:00PM	
Seattle	Lunch on your own
Vista II	Regional Vice Presidents’ Luncheon
<hr/>	
11:40AM-12:55PM	
Superior	<p>Cengage Learning – Lunch and Learn (pre-registration required) What Could Go Wrong?! The Obstacles, Strategies, and Unexpected Results of Flipping the Classroom Dr. Melody Alexander, Ball State University, USA</p> <p>Join Dr. Alexander in her ongoing adventure of flipping the classroom in Business Communication. In this fun and interactive session, she addresses common challenges, offers simple tips and tools, and shares some of the surprising results. Come prepared to discuss your own experiences and best practices to win prizes!</p>

1:05PM-2:25PM

Salon A	<p>From Electronic Engagement to Cultural Competence Jolanta Aritz, University of Southern California, USA Dianne Hofner Saphiere, Nipporica Associates, USA Gita Govahi, University of Southern California, USA Kim Brower, University of Southern California, USA Carlos Osuna, University of Southern California, USA Jerry Giaquinta, University of Southern California, USA <i>Technology, Digital Communication, Social Media, and Web 2.0</i></p> <p>This panel introduces teaching practices that use technology, digital communication, and social media to develop students’ cultural competence. It includes an overview of a scenario-based online system Cultural Detective Online, an interactive online platform My Global Journal developed by USC for short term global trips, and a hybrid training program for student ambassadors for USA Pavilion in the World Expo Milano 2015.</p>
Salon B	<p>“Counter Stories” to Revise and Refine Business Stories about Strategic Development Janis Forman, University of California Los Angeles, USA <i>Innovation in Business Communication Teaching, Research, and Practice</i></p> <p>In business as well as in business communication courses, the hostile question-and-answer by interested parties in response to a business presentation is a routine practice to test the accuracy and completeness of presentations intended to advocate for recommendations about an organization’s next stage of development. This talk uses the questions of 120 judges who challenged student teams about the business case for their client companies and offers suggestions for improving team-based strategic presentations and for conducting research.</p> <p>Climbing Mt. Everest: Building Team Communication and Decision-Making Skills Mary Vielhaber, Eastern Michigan University, USA Christy Hicks, Michigan State University, USA <i>Innovation in Business Communication Teaching, Research, and Practice</i></p> <p>Explore ways to prepare students to meet the growing need for effective communication, collaboration and decision-making in global, virtual teams with a low-cost, professionally developed online simulation for use in a business communication class (either face-to-face or online). The program will conclude with strategies for improving the effectiveness of virtual teams in business communication courses.</p>

Salon B (continued)	<p>Multimedia Case Studies for Audience Awareness Matthew Baker and Vincent Robles Iowa State University, USA <i>Innovation in Business Communication Teaching, Research, and Practice</i></p> <p>Cases offer an approximation of workplace authenticity that counterbalances the practical and educative challenges of service-learning and client-based pedagogy. While written cases have traditionally been used in business-communication education, this presentation focuses on innovative multimedia-based cases, providing results of a study into how these cases influence students’ interpretation of audiences and the techniques that students use for responding to audiences.</p> <p>Thinking Local, Acting Social: A Communication Analysis Assignment D. Dina Friedman, University of Massachusetts Amherst, USA <i>Innovation in Business Communication Teaching, Research, and Practice</i></p> <p>This presentation will showcase a team assignment where students analyze the impact of visual rhetoric and storytelling on a local business’ social media platform. Practitioners will receive materials to easily replicate this assignment, which can then be adapted to different classroom needs. The presentation will also include a brief overview of the research validating the relevance of this assignment.</p>
Salon C	<p>So What’s the Problem? Revolutionize Your Classroom! Marilyn Dyrud, Oregon Institute of Technology, USA, Moderator Kathy Rentz, University of Cincinnati, USA David Victor, Eastern Michigan University, USA Lisa Gueldenzoph Snyder, North Carolina A&T University, USA Debby Andrews, University of Delaware, USA Elizabeth Tuleja, University of Notre Dame, USA Bill McPherson, Indiana University of Pennsylvania, USA Marsha Bayless, Stephen F. Austin State University, USA <i>Pedagogy and Scholarship of Teaching and Learning</i></p> <p>Join us for this fast-paced session focusing on problem-based learning. ABC’s Outstanding Teacher Awardees will share their experiences, ideas, and suggestions for classroom activities and projects that use a problem-based learning approach, challenging students to think critically and to apply theory to real-world applications.</p>
North	<p>Online Course Development and Assessment: The Perils and Possibilities of Creating a Master Course Traci Austin, Sam Houston State University, USA Lucia Sigmar, Sam Houston State University, USA <i>Pedagogy and Scholarship of Teaching and Learning</i></p> <p>In 2014, the presenters developed an online “master class” for a junior-level business communication class. This model course was created to assess online and face-to-face sections for an AACSB review and to facilitate the expansion of the college’s online program. Participants will hear how the model enhanced the online experience for students and teachers and addressed the college’s assessment and expansion needs.</p>

North (continued)	Every Student Can Be a POP Star: Lessons from the Implementation of a Business School-Wide Professional Online Portfolio Requirement McClain Watson, University of Texas at Dallas, USA <i>Innovation in Business Communication Teaching, Research, and Practice</i> The presenter will describe how the Naveen Jindal School of Management at UT-Dallas implemented a school-wide Professional Online Portfolio (POP) requirement for all undergraduates. Key to this discussion will be attention to the ways that business communication faculty can leverage the popularity of social media to create both a stronger pedagogical impact for students and a stronger institutional legitimacy for the business field.
	Integrating Assessment into a Business Communications Course Katie Gerst, Temple University, USA Jimmy Miller, Temple University, USA <i>Pedagogy and Scholarship of Teaching and Learning</i> This session will cover best practices for integrating assessment into a business communication course and how those assessments can be used to measure impact later in the curriculum using results from oral and written communication assessments at the Fox School of Business at Temple University as an example.
	Is There Knowledge Transfer after BCOMM? Student Performance on Written Assessments in Strategic Management Exit Courses Lorelei Ortiz, St. Edward’s University, USA <i>Research</i> This presentation features results of a programmatic assessment of business writing skills of business majors in strategic management courses at the Bill Munday School of Business to assess areas such as audience awareness, organization, style, design, content, grammar/mechanics, and attention to detail. Implications include knowledge transfer and a discussion of assessment as a useful tool for reinforcing inter-rater reliability.
East	“I Wish I Could Say That, But I Can’t”: What Job Recruiters Would Like to Say to Job Applicants but Wouldn’t! Keith Stearns, University of Wisconsin Eau Claire, USA <i>Employment Issues in Business Communication</i> “Hygiene is important – watch the bad breath!” This is just one of the responses that recruiters shared about job applicants. In this session, responses from 90 recruiters will be explored related to the following question: “What is one thing that you would like to tell job applicants but never would?” After this session educators will have a better understanding of the unspoken concerns of recruiters.

East (continued)	Resume (Template) Branding Barbara Davis, University of Memphis, USA <i>Employment Issues in Business Communication</i> This presentation examines the trend by educational institutions to require business students to use branded resumes. As business communication faculty, the premise for students is as Jeffrey Fox (2001) states that “[getting hired] depends on getting noticed, standing apart, [and] being different from everybody else” (p. 9). The value of branded resumes will be assessed based on this premise.
	Doing More than “Eliminating Jargon:” How Business Communication Instructors Can Help Student-Veterans Succeed on the Job Market Ashly Smith, Sam Houston State University, USA <i>Pedagogy and Scholarship of Teaching and Learning</i> Drawing on military service members’ public self-representations and discussions of their military experience, this presentation offers strategies for business communication instructors to better help student-veterans move beyond “getting rid of jargon” so that these students can create more effective job materials and be more persuasive and successful on the job market.
	Unusual Names and the Job Search: Should Business Communication Instructors Encourage Students to Use Initials, Not Names? Virginia Hemby, Middle Tennessee State University, USA <i>Employment Issues in Business Communication</i> This presentation will cover the background of name choices, including most popular names over the past four decades, and how those names may have influenced people’s socioeconomic condition based on their ability to obtain employment. In addition, advice business teachers can offer students who have unusual names will be shared.
West	Innovation and Creativity: The Collaborative Development of a Business Writing Seminar for Employees in Higher Education Cathy Dees, Devry University, USA Lynna Kalna, Devry University, USA <i>Consulting and Training</i> This presentation tells the story of the collaborative process three creative professionals used to develop an interactive Internet-based business writing course for employees in a large, geographically-dispersed educational organization. Experience the animated dynamics of leaders in talent acquisition and university academics as they describe an adventure of curriculum design, creation, evolution, execution, and continuous improvement.

West (continued)

Different Problems, Similar Goals: ESL Students and the Business Communication Writing Course

Marla Mahar, Oklahoma State University, USA
Research

This study examines the anxieties that are ever-present for international students enrolled in business communication writing courses. The presenter will reveal the results of a questionnaire showing the differences between anxiety issues of native and nonnative speakers of English. The goal of this research was to justify the need for a separate business communication writing class at the undergraduate level.
Co-authors: Lydia Powell, Frances Griffin, Oklahoma State University, USA

Leveraging Collaboration to Integrate Communication into a Business Ethics Course

Kathryn Rybka, University of Illinois at Urbana-Champaign, USA
Innovation in Business Communication Teaching, Research, and Practice

This session will present the challenges and tremendous rewards of collaborating with a faculty member from a different academic discipline as well as a corporate partner to offer a newly redesigned course in business ethics, that will also place a first-time emphasis on business communication skills.

Generational Communication in the Workplace

Evaline Echols, Lee University, USA
Research

This research discusses how four generations – the Traditionalist (1922–1945), the Baby Boomer (1946–1964), Generation X (1965–1980) and Generation Y \Millennial – can work together successfully by understanding and appreciating the background of the era in which they each grew up. The focus is on leadership rather than management.

South

International Issues in Research Collaboration and Overseas Teaching

Mary Ann Wysor, Georgia State University, USA
Bertha Du-Babcock, City University of Hong Kong, China
Hiromitsu Hayashida, Chuo University, Japan
Teresa Sekine, Purdue University, USA
Katherine Wills, Indiana University, Purdue University Columbus, USA
Innovation in Business Communication Teaching, Research, and Practice

This roundtable discussion will address opportunities for (1) research collaboration and joint publications (2) teaching globally and (3) possible visiting professorships. Meet the International Issues Committee members and learn about their experiences.

James

Acting Out: The Business Manager Commands the Stage

Camille Villafañe, University of Puerto Rico, Puerto Rico
Anamari Irizarry, University of Puerto Rico, Puerto Rico
Nelson Lopez, Bellarmine University, USA
Innovation in Business Communication Teaching, Research, and Practice

The panelists will present their experiences based upon a grant research project combining drama in business administration. The aim of the panel is to facilitate for the prospective educator the use of lively arts strategies to apply in oral communication not solely in the classroom as well as the various forms of oral expression that a lecturer performs.

2:25PM-2:55PM

Courtyard Foyer

**Afternoon Break
Sponsored by McGraw-Hill**

2:55PM-4:10PM

Federal/Superior

PLENARY SHOWCASE

Global Communicative Competence Revisited: What is Essential?

Leena Louhiala-Salminen, Aalto University, Finland
2014 winner, Kitty O. Locker Outstanding Research Award

The presentation refers to the model of Global Communicative Competence (GCC; Louhiala-Salminen & Kankaanranta 2011), discussing its elements and relevance for present-day global business. The fast pace of advancing globalization calls for an in-depth understanding of communicative competence in global encounters. The model outlines three intertwined areas, i.e. multicultural competence, competence in BELF and business knowhow, which will all be addressed.

The Cultural Imperative: Education in the Time of Globalization – Lessons Learned from Confucius

Elizabeth (Liddy) Tuleja, University of Notre Dame, USA
2014 winner, Meada Gibbs Outstanding Teaching Award

Today’s students need to meet the increasing demands of engaging cultural difference. Whether our students remain within their own borders or cross over into others, key opportunities exist for us as educators to help them meet the global cultural imperative. In other words, cultural difference demands our attention and we have an obligation to create learning opportunities that will encourage development of intercultural competence.

Federal/Superior
(continued)

Teaching with Technology: A Few of My Favorite “Next Big Things”
Abram Anders, University of Minnesota Duluth, USA
2014 winner, Pearson Teaching with Technology Award
Technology provides endless opportunities for reinventing and reinvigorating our teaching practices and professional expertise. In this presentation, Dr. Anders will share his perspective on the most significant, exciting, and inspiring technological trends and tools emerging on the horizon of business and professional communication.

4:20PM-5:20PM

Hotel Bar	Committee and SIG Meetings
North	Academic Environment Committee
East	Graduate Studies Committee
West	Business Practices Committee
South	CRARF Committee
Federal	Diversity Initiatives Committee
Superior	Intercultural Communications SIG
	MBA SIG

5:30PM-6:30PM

	Regional Meetings
North	Canada Region
East	Eastern Region
West	Western Region
South	Southwestern Region
Federal	Midwestern Region
Superior	Southeastern Region
James	Europe/Africa/Middle Eastern Region
Marion	Asia/Pacific Region
Columbia	Latin and Central America

7:00PM-9:00PM

Salon A, B, & C

Reception
Co-Sponsored by Cengage Learning



ALL DAY

Courtyard Foyer	Exhibits
Madison Foyer	Registration

7:30AM-8:30AM

Courtyard Foyer	Breakfast
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7:30AM-1:00PM

Municipal	C.R. Anderson Silent Auction Get your bids in to support two great causes: the ABC graduate student travel fund and the Voices Poetry Project!
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8:30AM-9:45AM

Salon A	Thinking Outside the Cubicle with Online Discussion Boards David Healey, Kaplan University, USA Eric Holmes, Kaplan University, USA Jennifer Loney, Portland State University, USA <i>Innovation in Business Communication Teaching, Research, and Practice</i> This presentation will share effective teaching strategies and techniques for managing asynchronous discussion boards for online writing classes.
Salon B	Technology in the Business Communication Classroom: A Paradoxical Double-Edged Sword Cole Holmes, University of Utah, USA Jennifer Cummings, University of Utah, USA Georgi Rausch, University of Utah, USA <i>Innovation in Business Communication Teaching, Research, and Practice</i> Why is it so difficult for students to disengage with their mobile devices in order to engage face-to-face and in real time in the learning process? This panel will explore this question and others in an informative, lively, and interactive session with the goal of ultimately enhancing the interpersonal and collective learning environment of our classrooms.

Salon C

Giving Up the Classroom: Teaching Leadership, Communication, and Emotional Intelligence in the Digital Age
Brenda Bailey-Hughes, Indiana University, USA
James Benjamin Boisvert-Storey, Indiana University, USA
Christi Walton, Indiana University, USA
Susan Vargo, Indiana University, USA
Innovation in Business Communication Teaching, Research, and Practice
The Indiana University Kelley School of Business tackles teaching business communication and leadership development in an online-centric, single-credit capstone course, Compass-3. In a revealing discussion of a course undergoing active revision, four CPCS faculty explore innovation in the business communication curriculum, course structure and sample assignments, hurdles (technology, enrollment, and assessment), creativity in revision, and measuring success online.

North

Taking Risks: Add Depth to Your Business Communication Course Without Losing Your Job
Amy Newman, Cornell University, USA
Innovation in Business Communication Teaching, Research, and Practice
Should controversial issues be included in business communication courses? This session will explore the benefits, risks, and rewards of covering nontraditional topics, such as sexual assault on campus and the presidential election. Instructors will hear ways to engage students more deeply, while mitigating the potential risks.

Ethical Communication with our Students
Stephen Byars, University of Southern California, USA
Interpersonal and Nonverbal Communication
Faculty and students ought to communicate with one another in a spirit of courtesy, dignity and respect. This makes for ethical interactions with each other. Further, faculty are obliged to model this for their students before it can be expected of them. And as unlikely as it seems, an effective model for just this sort of communication exists in the Categorical Imperative proposed by Immanuel Kant two centuries ago.

Moving Beyond Plagiarism: Intellectual Property as Ways of Knowing
Carroll Ferguson Nardone, Sam Houston State University, USA
Innovation in Business Communication Teaching, Research, and Practice
This interactive presentation argues for a writing pedagogy that re-positions plagiarism outside the traditional academic context. Discussion will present intellectual property as a more robust understanding of plagiarism, fair use, and copyright, and suggest we reposition our assignment-making philosophies to allow students to produce texts that highlight their intellectual roles as knowledge-makers already in conversation with the non-academic world.

North (continued)

So What Will Someone Say about Me When I Walk Out of the Room?
Catherine MacDermott, St. Edward's University, USA
Pedagogy and Scholarship of Teaching and Learning
This session will bring to light research on the importance of personal branding and the communication skills required to effectively build and articulate that brand. In addition, it will share a creative approach to framing Business Communication course deliverables that help students articulate their laser-focused brand.

East

Which is More Important – What You Say or How You Say it?
Geraldine E. Hynes, Sam Houston State University, USA
Brad S. Wesner, Sam Houston State University, USA
Rhetoric
For decades, instructors have relied heavily upon Mehrabian's (1967) theory that audiences' perceptions of credibility were largely a function of the speaker's body language and vocal characteristics rather than the speech's content. In conjunction with research highlighting the impact of content on credibility, the presenters asked business professionals what elements of public speakers they consider to be seminal.

Business Presentations: Defining and Norming Undergraduate and MBA Communication Expectations
Dale Cyphert, University of Northern Iowa, USA
Pedagogy and Scholarship of Teaching and Learning
The ongoing mismatch between academic and employer expectations of oral communication skill can be addressed with a Skills Gap Analysis. This paper reports a framework for skills analysis that accommodates corporate training and executive focus on workplace knowledge, tasks, and competencies.

Moving Up the Value Chain of Public Speaking
Sharon M Cannon, University of North Carolina at Chapel Hill, USA
Stephanie Scotti, Professionally Speaking Consulting, USA
Managerial/MBA Communication
The "value chain" public speaking concept, a new model, helps clients and students assess whether they need to take an "expert," interpreter," or "catalyst" approach to creating a presentation. Learn how you can apply this model in teaching students and clients to analyze an audience and make rhetorical choices that fit within the purpose and context of their managerial presentations.

Slide Reports: A New Genre Whose Time Has Come
William H. Baker, Brigham Young University, USA
Visual Communication
Slide reports are a powerful new genre that can offer the best of visual and textual communication. This presentation will acquaint ABC members with slide reports – what they are, why they are needed, when they should be used, and how slide-report skills and principles can be taught in business communication courses.

West

A Typology of Business Communication Theories

Milton Mayfield, Texas A&M University, USA
Jacqueline Mayfield, Texas A&M University, USA
Robyn Walker, University of Southern California, USA
Research

This research presentation provides a comprehensive, unified typology of business communication theories. The presentation will first give an overview of salient business communication theories and their logical classifications. From this typology, areas of strengths and weaknesses in the field of business communication scholarship can be investigated. Implications for future research will also be discussed.

Reassessing the Goal, Purpose, and Context of Intercultural Business Communication

Iris Varner, Illinois State University, USA
Intercultural and Global Communication

Intercultural Business Communication (IBC) has three parts: business, culture, and communication, yet frequently business is left out. However, IBC contributes to a specific business purpose and looks at culture from a strategic business viewpoint. Culture is not studied for its own sake. The presentation will explore how to better integrate business into IBC.

Citation Differences Between ABC Journals and Related but Unaffiliated Quality Journals

Reginald Bell, Prairie View A&M University, USA
Research

The two journals published by ABC, *International Journal of Business Communication* and *Business and Professional Communication Quarterly*, are ahead in citations of articles they publish when compared to ten outside but affiliated journals. Time, however, negates this lead.
Coauthor: Deborah Roebuck, Kennesaw State University, USA
Coauthor: Wibawa Sutanto, Prairie View A&M University, USA

Achieving Faculty Diversity at Business Schools: What Business Deans Say: A National Survey

Farrokh Moshiri, California State University Fullerton, USA
Peter Cardon, University of Southern California, USA
Research

Today’s business schools prioritize curriculum about multiculturalism, globalism, and diversity. Yet, business schools seem to have failed in applying what they teach their students to their own hiring practices. In this study, hundreds of business school deans across the country were contacted to find out the representation of the following groups: African-Americans, Hispanic Americans, and Americans of Middle Eastern descent.

South

A German-American Alliance: Simulated Real-Life Cross-Cultural Business Communication Exercise Involving German and American Classrooms

Susan Luck, Pfeiffer University, USA
Stephanie Swartz, University of Applied Sciences Mainz, Germany
Intercultural and Global Communication

This session presents an overview, methodology, and results of an experiential international communication learning exercise as well as offers guidance on how to set up a similar international learning experience.

Selling with Sensitivity: Using a Student Team to Examine Marketing/Advertising Strategies across Cultures

Sana Reynolds, Baruch College CUNY, USA
Intercultural and Global Communication

This presentation explores using a student team presentation to teach/illustrate the relationship between cultural knowledge and sound business practice. The team studied how Brazil and Qatar advertised the World Cup in their respective countries and drew conclusions about the impact of cultural values on marketing/advertising. This methodology allows students to “own” the information through discovery rather than acquiring it passively.

Once Upon a Time: Digital Storytelling as Community Building in an MBA Program

R. Scott Partridge, Purdue University, USA
Diversity and Inclusion

The underlying question driving this course: can developing digitally enhanced narrative skills improve international students’ ability to convey their message effectively and help them integrate meaningfully into their MBA program? This presentation documents the resulting efforts from an eight-week intensive summer course for international MBA students using digital storytelling techniques to help improve their presentation and leadership skills.

The Application of Cultural Studies in Business Communication Classrooms

Yifan (Adele) Zhang, S P Jain School of Global Management, Singapore
Innovation in Business Communication Teaching, Research, and Practice

The presenter tracks the integration of cultural studies into business communication curricula since 2001, following up on Cynthia Ryan’s work published that year. Arguing for the practicality and utility of such integration, the presenter claims that cultural studies can make business communication education more “real,” rather than academic.

9:45AM-10:15AM

Courtyard Foyer Morning Break

Municipal Poster Session

Peer Feedback Mastery: Useful in the Classroom, Necessary in the Workplace

Bonnie Auslander, American University, USA
Shenandoah Sowash, American University, USA
Pedagogy and Scholarship of Teaching and Learning

Peer feedback is an invaluable classroom tool whether students are critiquing a classmate’s speech or a written report. Less commonly explored, however, is the relevance of the skills developed while conducting peer review to students’ careers as future managers.

Business Communication Pedagogy and the Framework for Information Literacy for Higher Education

Barbara D’Angelo, Arizona State University, USA
Pedagogy and Scholarship of Teaching and Learning

This poster will explicate and analyze threshold concepts and meta-literacy as theoretical underpinnings of the Information Literacy Framework for Higher Education. The poster will illustrate the relevance of the IL Framework for professional/business communication pedagogy and provide suggestions for using it to enhance students’ ability to find, analyze, use, and communicate information in today’s collaborative social media-infused business information environment.

Alumni Perceptions of the Value and Relevance of a Business Writing Course to the 2015 Workplace

Alfredo D. Deambrosi, Bob Jones University, USA
Pedagogy and Scholarship of Teaching and Learning

How closely do the content and activities of a business writing course actually align with the written workplace communication of that course’s graduates? This poster seeks to answer that question in response to the collection and analysis of feedback by alumni who took the course several years ago.

Professionalism

Benjamin Garner, University of North Georgia, USA
Innovation in Business Communication Teaching, Research, and Practice

The presenter filmed and directed short training videos on business communication topics to use in his business communication class. For this project, Garner interviewed seven business professionals in the Atlanta area. This six-minute short film explores participants’ view of what professionalism looks like across industries.

Municipal (continued)

Using Eye-Tracking to Understand Gender Differences
Discussing Professional First Impressions

Paul Dishman, Utah Valley University, USA
Interpersonal and Nonverbal Communication

This study discusses the contributions of eye-tracking data to test measures for first-time viewers of identified professionals. Participants viewed professional portraits of two different individuals, one male and one female. Results showed that eye-movement data supplemented what users verbally reported in their reactions to an individual. In particular, the data revealed which aspects received more visual attention and in what order they were viewed.

Coauthors: Nathan Pearson and Susan McArthur, Utah Valley University, USA

Teaching Business Communication Students Strategic Communication Consulting with Clients from Your Own Backyard

Kelly Grant, Tulane University, USA
Pedagogy and Scholarship of Teaching and Learning

This poster presents the framework for a strategic communication consulting project that connects students with on-campus departments to solve communication challenges with internal campus stakeholders. The project offers the opportunity for students to synthesize the skills of audience analysis and research with business writing and presenting in a professional context.

Corporate Recruiting in Business Schools

Sheila Porterfield, Jackson State University, USA
Employment Issues in Business Communication

Employees continue to be the greatest sources of competitive advantages to business organizations. In view of such, corporations invest a great deal in corporate recruiting. Each year, colleges and universities provide businesses with a well prepared employee base. This research is focuses on corporate recruitment in business schools and to provide an in-depth update on the latest trends in the area.

Theoretical Approach of Emotional Aspects on Negotiation

Shon Nakasaki, Chuo University, Japan
Intercultural and Global Communication

This poster will examine the role of perception, cognition, and emotion from a multifaceted range of important concepts in negotiation. First, the definition of perception and its transformation are discussed. Then, framing and reframing and their effects are pointed out. Finally the poster will cover how to cope with misunderstanding by controlling cognitive bias.

Municipal
(continued)

Reality, What a Concept: Redesigning a Resume Writing Assignment for the 21st Century
Susanna Clason, University of Cincinnati Blue Ash College, USA
Rhetoric

Should the business communication curriculum continue to include a traditional resume writing assignment? How should this assignment be shaped for the tough, competitive market most students will enter? This poster offers an examination of the traditional resume assignment’s relevance in 21st century business writing and communication courses and the formulation of a robust project from job search through an interview.

Does Maturation Affect Learning Styles Among Honor Students
Bill McPherson, Indiana University of Pennsylvania, USA
Wayne Moore, Indiana University of Pennsylvania, USA
Interpersonal and Nonverbal Communication

The poster will review the use of learning styles in the business communication classroom. In addition, the results of a study conducted using an instrument for measuring learning style among honor students in their freshmen year and then again in their senior year will be presented.

Issues on Business Communication at Business Meetings Using an Interpreter: Analyzing Questionnaire and On-Site Investigation
Toshiyuki Sakabe, Hokkaido University of Science, Japan
Hisashi Naito, Hokkaido University of Science, Japan
Intercultural and Global Communication

Japanese small- and medium-sized companies advancing into Asian markets have problems in finding workers with good communicative skills to promote their products. Even though they hire interpreters, they often result in unsuccessful negotiations. The presenters will share the results of a study of local interpreters given to help identify underlying causes of these problems.

Bid at the Silent Auction!

(closes at 1pm today)

Auction proceeds from ABC member donations will be divided between the graduate student fund and Youth Voices Poetry Project.

Help us Give Back to our Host City!

10:15AM-11:30AM

Salon A

Business Communication Research: Publish or Perish?
Catherine Nickerson, Zayed University, United Arab Emirates
Sky Marsen, University of Southern California, USA
Jacob Rawlins, Brigham Young University, USA
Ron Dulek, University of Alabama, USA
Gina Poncini, Zayed University, United Arab Emirates
Kim Sydow Campbell, University of Alabama, USA
Leena Louhiala-Salminen, Aalto University, Finland
Brigitte Planken, Radboud University, Netherlands
Research

This research roundtable is supported by the Association for Business Communication’s Research Committee. The members of the roundtable are all active researchers and several of them have received the Association for Business Communication’s Outstanding Researcher Award. The topics for discussion may include how to justify journal quality for promotion and tenure, how to select appropriate journals to showcase our work, how our institution or geographical region rates different journals and how the pressure to “publish or perish” has influenced us as a discipline.

Salon B

Making Faculty Positions in Business Communication Attractive: Current Practices and Future Goals
Marion Philadelphia, University of Southern California, USA
Jim Dubinsky, Virigina Tech, USA
Paula Lentz, University of Wisconsin Eau Claire, USA
Judy Tisdale, University of North Carolina at Chapel Hill, USA
Jon Ramsey, University of California Santa Barbara, USA
Employment Issues in Business Communication

This presentation will focus on discussing the changing landscape at many state and private institutions looking at two aspects: (1) What processes, policies, and support for faculty are needed to make employment inspiring, enjoyable, and productive? (2) What can faculty do in research and practice to elevate business communication from what is often regarded as a supplemental discipline to others?

Salon C

Small Business Leaders: Soft Skills for Communicating Change and Persuading Employee Acceptance
Michelle Region-Sebest, St. Edward’s University, USA
Organizational Communication

This study illuminates how small business leaders integrate soft skill use to manage and promote change. This presentation presents research on local business owners who seamlessly integrated change into their business and highlights the skills used to communicate change and influence employee’s acceptance. The presentation concludes with recommendations on surviving organizational change by considering the soft side of change management.

Salon C (continued)

Impact of Leader Training On the Use of Motivating Language in a Military College Environment
William Sharbrough, The Citadel, USA
Organizational Communication

In 1998, military college cadets were surveyed to measure Motivating Language use. The institution has implemented leadership classes and added personnel responsible for leader development. The survey was recently repeated. This presentation summarizes changes in leadership training over the past 17 years, and explores changes in Motivating Language use to determine whether leadership training has an impact on Motivating Language use in the military college environment.

When Promotion is Not Enough: The Impact of Leadership Communication and Employee Job Satisfaction on Turnover
Roger Conaway, Tecnologico de Monterrey, Mexico
Organizational Communication

Voluntary turnover decisions persist as a primary concern for managers in today’s business organizations. High costs of recruitment, expenditures for training, and general outlays related to employee assimilation negatively impact the organization’s economic bottom line. To address the complex turnover life cycle, we report a survey conducted in a manufacturing plant in Mexico. We compare communication competence, organizational commitment, and empowerment.
Coauthor: Valery Chistov, Tecnologico de Monterrey, Mexico
Coauthor: Rosa Maria Almendarez, Paesa Company, Mexico

“Transforming Ourselves, So We May Transform Others”: Preparing MBAs to Lead Through Uncertainty and Adaptive Challenges
Brian Hentz, University of Connecticut, USA
Interpersonal and Nonverbal Communication

This presentation will showcase how the speaker’s home institution integrates a range of interpersonal communication skills into its MBA curriculum to help aspiring leaders cultivate a transformational mindset. This mindset, one that points to more developmentally complex and nuanced ways of meaning making, is central to leading others through adaptive challenges (e.g., sustainability, global “age wave”) in the external environment.

North

Stigmatization of Mental Disorder in Online Media
Danielle Ka Lai Lee, City University of Hong Kong, China
Technology, Digital Communication, Social Media, and Web 2.0

This presentation assesses how online media stigmatizes mental disorders. It aims to identify commonly-held beliefs disseminated online and investigating whether or not there are consistencies between stigma and people’s perceptions of various disorders. Content analysis of online information and interviews probing into participants’ perceptions will be reported. Proposed implications will be discussed at the end of the presentation.

Helping Our Students Go Beyond Limits
Jacqui Lowman, University of Maine at Presque Isle, USA
Pedagogy and Scholarship of Teaching and Learning

When an academic institution profoundly changes its vision and mission to proficiency-based education and preparation for the workplace, teachers needed to re-imagine traditional general education composition courses to make them relevant and able to nurture marketable communication skills prized by employers. Using project-based learning, instructors helped students achieve vital learning outcomes while helping others — and the students themselves.

Exploring Employees’ Nonverbal Communication with Differently Normed Customers
Paula Baldwin, Western Oregon University, USA
Interpersonal and Nonverbal Communication

This study explored nonverbal communication with the differently normed/abled. People practice verbal discretion when dealing with someone whose norm is different but are unaware of the harm done with negative or uninformed nonverbal reactions. As the nonverbal communication examined in this study occurred with employees from various service establishments, it presents important information for any business dealing with the public.

East

Tweet Your Way to Student Success: Social Networks, “Spot” Lectures, and Overcoming Short Attention Spans in the Business Writing Classroom
Kurt Depner, New Mexico State University Dona Ana, USA
Innovation in Business Communication Teaching, Research, and Practice

This presentation will focus on Social Networks and “spot” lectures as methods to engage students, foster better collaborative work, and improve attention, especially in online and blended classes. A hands-on session, attendees will try their hand at Facebook page design, Twitter hashtag use, and uploading short, directed lectures to YouTube.

East (continued)

Evaluating Mobile Apps: Student-Centered Approach to Design and Health

Raihan Jamil, Zayed University, United Arab Emirates
Masuda Aktor, Carroll University, USA
Jennifer Jahan, University of Dhaka, Bangladesh
Pedagogy and Scholarship of Teaching and Learning

This project aims to train students to evaluate mobile applications by teaching them different aspects of an app’s usefulness. As students who have taken business communication or marketing courses, and as members of the mobile technology generation, our students are in a unique position to evaluate an app as a consumer product and provide feedback on their actual usefulness.

“Bite, Snack, Meal”: Using Mobile Device Strategies to Teach Business Communication Lessons

Rebecca Worley, University of Delaware, USA
Digital Communication

Although mobile devices are the latest technology to impact communication, their constraints and the lessons learned from adapting to these constraints actually enhance student learning of good business communication practices. This session will focus on assignments, teaching methods, and outcomes for the business communication classroom learned from writing for mobile devices.

Learn about the ABC Student Writing Contest

Kelly Grant, Tulane University, USA
Pedagogy and Scholarship of Teaching and Learning

The student writing contest is an excellent opportunity for your students to showcase their skills and compete for special recognition of their efforts. This session will introduce the 2016 competition case and will also introduce guidelines and incentives for case submissions from our ABC members.

West

My Favorite Consulting Assignment

Barbara Shwom, Northwestern University, USA, Moderator
Mary Munter, Dartmouth College, USA
Sana Reynolds, Baruch College CUNY, USA
Susan Hall Webb, University of West Georgia, USA
Karl Keller, Communication Partners & Northwestern University, USA
Brad S. Wesner, Sam Houston State University, USA
Katherine Fleck, Ohio Northern University, USA
Consulting and Training

In this session, sponsored by the ABC Consulting SIG, five experienced consultants will present one of their favorite consulting assignments and discuss how they each developed the client relationship, what made the assignment rewarding, and what ABC members would need to know or do to get a similar assignment. Anticipate lively discussion that will continue at the Consulting SIG meeting.

South

The Untapped Potential of Storytelling in Managing Intra-Organizational Conflict: Putting the Skills of Narrative into Your Conflict Management Toolkit

Evelyn Plummer, Seton Hall University, USA
Catherine Zizik, Seton Hall University, USA
Managerial/MBA Communication

Contemporary business leaders need to create a cohesive, company ethos where intra-organizational conflicts can be managed constructively. Narrative Communication (e.g. storytelling) can provide an innovative means for accomplishing desirable conflict management strategies. This interactive panel presentation will explore the overlapping and complementary applications of Storytelling and Integrative Conflict Management in the development of effective leadership and management.

James

Developing Intercultural Competence for Future Business Leader through Online Cultural Competence Tools

Elizabeth Tuleja, University of Notre Dame, USA
Intercultural and Global Communication

The session demonstrates a creative approach to developing our business students’ intercultural management skills through an online cross-cultural inventory called the Cultural Orientations Indicator (COI). The presenter will introduce Notre Dame’s unique approach to integrating intercultural competence throughout the curriculum and will briefly focus on how it is used for teaching, learning, and research.

What’s Your Motivation? Using Personality Assessments in Business Communication Curriculum

Barbie Chambers, Texas Tech University, USA
Pedagogy and Scholarship of Teaching and Learning

Using personality assessments is not new to business communication, but most assessments only cover what a person’s personality is and not why a person behaves the way he or she does. In this session, the author will detail how the PRINT assessment explains what people do, why they do it, and why it matters in business communication curricula.

Using Communication Styles to Maximize Student Results

Michelle Johnston, Loyola University, USA
Fiona Barnes, University of Florida, USA
Innovation in Business Communication Teaching, Research, and Practice

Understanding communication differences is the key to successful coaching in the classroom. Participants will take the Communication Preference Profile to learn about the difference styles then be coached on how to help students understand different styles to improve their communication performance when speaking and writing.

FRIDAY	
11:30AM-1:00PM	
Lunch on your own	
1:00PM	
Municipal	C.R. Anderson Research Fund Silent Auction closes
1:00PM-2:15PM	
Federal/Superior	<p>My Favorite Assignment, Session A</p> <p>An Intercultural Team Presentation Using New and Traditional Methods Bill McPherson, Indiana University of Pennsylvania, USA</p> <p>Weedee City Rewrite: A Team Persuasive Message Exercise Allyson Saunders, Weber State University, USA</p> <p>Expansion of Business into a Second Country: A Team Collaborative Exercise Diana J. Green, Weber State University, USA</p> <p>Rhetorical Stickiness: Creative Attention-Getting Devices Catherine Zizik, Seton Hall University, USA</p> <p>Case Study: SeaWorld’s Response to Blackfish Amy Newman, Cornell University, USA</p> <p>Portfolio Project: What Did You Learn? Melinda Phillabaum, Indiana University, USA</p> <p>Wondering How to Engage Your Online Students? Try Business Communication Jeopardy Deborah Roebuck, Kennesaw State University, USA</p> <p>Listening Journals Peter Cardon, University of Southern California, USA</p> <p>Self-Paced Presentation Final Project Patricia Harms, University of North Carolina at Chapel Hill, USA</p> <p>Using a Rationale Statement to Help Students Succeed on a Long Report Gretchen Vik, San Diego State University, USA</p>

FRIDAY 1:00PM-2:15PM	
Federal/Superior (continued)	<p>Social Media Popcorn Blast Lajuan Davis, University of Tennessee at Martin, USA</p> <p>Sell Your New Product! Christopher Leeds, Dominican University, USA</p> <p>Service Learning Teaching in the Workplace Cherie S. Twyman, Utah Valley University, USA</p> <p>Professional Writing Journal Dirk Remley, Kent State University, USA</p> <p>LinkedIn Personal Branding Project Lorelei Ortiz, St. Edward’s University</p>
Salon A	<p>Nurturing a Creative Frame of Mind in Business Students Kathryn Rybka, University of Illinois Urbana-Champaign, USA Nancy Ross Mahon, Pennsylvania State University, USA Robyn Walker, University of Southern California, USA Duane ‘Andy’ Gustafson, Pennsylvania State University, USA <i>Innovation in Business Communication Teaching, Research, and Practice</i></p> <p>The purpose of this session is to provide insights and recommendations for how we can help students develop an ability to nurture creativity in themselves so they are better prepared to pivot and respond to a rapidly changing business communication arena.</p>
Salon C	<p>Go Team! Using Team-Based Learning Approaches to Design Business Communication Courses Abhi Rao, Iowa State University, USA <i>Pedagogy and Scholarship of Teaching and Learning</i></p> <p>Team-based learning is an innovative pedagogical approach that enhances student learning through group cohesiveness. This presentation covers logistics for designing a business communication course using a team-based model. It covers course design, resources for students, and positives and limitations of the course. The presentation provides pointers to instructors and administrators who might consider planning a similar course using team-based learning.</p> <p>Listening Matters: Incorporating Instruction on Active Listening into an Online Course Janel Bloch, Northern Kentucky University, USA Sandra E. Spataro, Northern Kentucky University, USA <i>Interpersonal and Nonverbal Communication</i></p> <p>This presentation will overview strategies for teaching active listening and discuss ways of incorporating it into a fully online business communication course. Examples of assignments, student work, and the results of a survey of student participants will be presented.</p>

Salon C (continued) **Active Methodologies as a Shortcut for Better Learning Habits**
Ana Lúcia Magalhães, State of Sao Paulo Technological College, Brasil
Bruno Andreoni, MB Consulting, Brasil
Pedagogy and Scholarship of Teaching and Learning
Instructors of business communication often have to cope with students’ bad learning habits and with lack of proper interest in classes. An ongoing implementation of active methodologies such as project-based learning, problem-based learning, team-based learning, and peer instruction, has shown excellent results, including the overcoming of instructor resistance. The presentation will show how these results were achieved.

An Evidence-Based Approach to Improving Grammar, Mechanics, and Style
Kathryn O’Neill, Sam Houston State University, USA
Innovation in Business Communication Teaching, Research, and Practice
Learn about an evidence-based approach to improving grammar/mechanics and style in student writing. Research findings since 1981 about business reader reaction to writing errors focus the efforts of both students and instructor for a process of skill improvement and learning through revision. The session will include discussion and display of assignment instructions, support materials, and grading procedures.

North **Crossing Boundaries: Business Communication as Interdisciplinary Linchpin**
Lee Cerling, University of Southern California, USA
Innovation in Business Communication Teaching, Research, and Practice
This presentation reports on an innovative, multidisciplinary graduate program that combines engineering, art and design, and business at USC that has business communication at its heart. It reports on innovative pedagogies, notes positive and negative lessons learned, and is intended to stimulate creative thinking about how to conceive of business communication as a part of a vibrant interdisciplinary graduate program.

Delivering What We Heard You Request: Application of Two-Way Communication to Develop and Deliver Specialized a MS Degree in Health Care Communication
Mike Porter, University of St. Thomas, USA
Innovation in Business Communication Teaching, Research, and Practice
This session briefly overviews the research and development of an MS in Health Care Communication, including context, market analysis, curriculum, development of the blended delivery, and surprises along the way. Attendees will hear ideas for specialized offerings in their own schools, one potential path of accelerating through administrative hurdles of program development, and approaches to delivering blended coursework to Millennials.

North (continued) **Developing a Certificate in Corporate Communication**
Lana Carnes, Eastern Kentucky University, USA
Faridah Awang, Eastern Kentucky University, USA
Marcel Robles, Eastern Kentucky University, USA
Innovation in Business Communication Teaching, Research, and Practice
As business communication educators, how can we promote our programs and classes, aid students in developing communication skills, and meet the needs of employers? This session describes one innovative certificate program designed to do all of the above. Data from an employer survey will be shared as well as a full description of the Corporate Communication Certificate.

Pioneering Innovative Pedagogical Practice in Business Communication
Karl Smart, Central Michigan University, USA
Innovation in Business Communication Teaching, Research, and Practice
With a shift of focus from teaching to learning in higher education, instructors often seek strategies to involve students actively in the learning process. This session introduces the idea of “brain sparks,” innovative and experiential learning activities that can be used in the classroom to promote student engagement and learning. Warning: Active participation is expected!

East **Business Communication Practices Survey 2015: Placing Skills and Curriculum in Context**
Darryl Neher, Indiana University, USA
Jeanette Heidewald, Indiana University, USA
Pedagogy and Scholarship of Teaching and Learning
How do students know their business communication coursework is relevant to their professional careers? The 2015 Business Communication Practices survey provides students with the connections between the classroom and professional practice. This presentation outlines survey results, highlights current workplace business communication practices, provides real-world work samples, and offers insights for the construction of an honors-level business communication course.

East (continued)

How Do Business Executives and Interns Perceive the Business Communication Skills?

Aida Andino Pratts, University of Puerto Rico, Puerto Rico
Zoraida Fajardo, University of Puerto Rico, Puerto Rico
Leticia Fernandez, University of Puerto Rico, Puerto Rico
Research

This study established a comparison of business executives and interns perception on the following: importance of communication in business environments, order of importance of communication skills to achieve success in business environments, level of mastery by interns of different areas of business communication at the undergraduate level, and order of importance attributed to the teaching methodologies of these competencies.

Marketable Skills in Communication

Karen Alman, Wenatchee Valley College, USA
Research

The Marketable Skills in Communication research study was designed to unveil what employers demand from college graduates in terms of communication skills for any given communication-related job. More narrowly, the study sought to sharply define contemporary marketable skills in communication, including teasing out soft skills and hard skills, as well as job satisfaction, challenges, opportunities, and trends in the profession.

Coauthor: Barbara Oldham, Wenatchee Valley College, USA

Professional Communication Competencies for Today’s Workplace: An Analysis of Job Postings

Eva Brumberger, Arizona State University, USA
Employment Issues in Business Communication

This presentation discusses an analysis of professional communication job postings, focusing on whether the soft skills required have changed with changing technologies, modes, and media. The presentation gives particular attention to areas in which the data suggest disconnects between what is required of students in the business communication classroom and what will be expected of them in the workplace.

Coauthor: Claire Lauer, Arizona State University, USA

West

Business Communication Integration across the MBA Curriculum

Jamie Granger, Florida Atlantic University, USA
Michelle Migdal, Florida Atlantic University, USA
Dominique Fuentes, Florida Atlantic University, USA
Innovation in Business Communication Teaching, Research, and Practice

This panel illuminates the innovative integrated communications curriculum model established by the Graduate Business Communications Program at Florida Atlantic University. This collaborative high-impact learning model helps ensure students acquire and maintain professional-level oral, written, and strategic communication skills required for both academic and corporate success.

South

The Role of Experiential Learning: Assessing Internship Programs

Christopher Toth, Grand Valley State University, USA
Laurence José, Grand Valley State University, USA
Dauvan Mulally, Grand Valley State University, USA
Research

This presentation reports on the results of an internship program assessment study and outlines larger lessons regarding internship curriculum integration, the curricular value of internships, and the role of authentic assessment in business communication programs. By connecting our results to different stakeholders, we will offer approaches to assess internship programs and to define their role as a programmatic tool.

2:15PM-2:45PM

Courtyard Foyer

Afternoon Break

Pick up and pay for Silent Auction items.

2:45PM-4:00PM

Federal/Superior

How Do You Teach Diversity?

Jacqui Lowman, University of Maine at Presque Isle, USA, Moderator

The Stigmatized Cultural Practice Assignment

Godwin Agboka, University of Houston Downtown, USA

Intent-Impact in Cross-Cultural Communications

Karen Alman, Wenatchee Valley College, USA

Flexing Your Style: Leadership Communication Through the Lens of Temperament

Brenda Bailey-Hughes, Indiana University, USA

Appreciating What Makes You Uncomfortable: Diversity and Difference in Business Teams

Pamela Bourjaily, The University of Iowa, USA

The Diversity Consulting Team

Kathryn Canas, University of Utah, USA

Select a Manager Exercise

Peter Cardon, University of Southern California, USA

Federal/Superior
(continued)

- Brain Design**
Timothy Clipson, Stephen F. Austin State University, USA

Diversity in the News
Barbara Davis, University of Memphis, USA

Racism, Recognition, and Response
Cole Holmes, University of Utah, USA

International Women’s Day
Susan Johnson, University of Massachusetts Amherst, USA

Bridging the Great Divide: Developing Culturally Competent Business Leaders for the 21st Century
Trish Kerlé, Indiana University, USA

Have Students Solve a Real-World Diversity Challenge
Dawn Michelle Kutza, Indiana University, USA

Tools for Students to Measure Their Cultural Adaptability, Personality Type, and Learning Styles
Bill McPherson, Indiana University of Pennsylvania, USA

Come to Our Mixer Before We Strategize
Melinda Phillabaum, Indiana University, USA

When Diversity Meets the Team
Michelle Region Sebest, St. Edward’s University, USA

Inclusive Diversity? Exploring Corporate Diversity Statements
Lisa Gueldenzoph Snyder, North Carolina A&T State University, USA

Linking Culture Learning to Communication Strategies: Dealing With Diversity Issues With the DMIS Model
Yingqin Liu, Cameron University, USA
Co-Author: Junhua Wang, University of Minnesota Duluth

Salon A

- Developing “Crystallized Selves”: Identity Construction and Business Communication Internships**
Kristen Pickering, Tennessee Technological University, USA
Research

Attendees of this presentation will gain insight into research on identity construction and ways the concept of “crystallized selves” can be applied to internships; they will also gain perspectives in which to view the identity construction process as a “contact zone” spanning both academic and workplace contexts.

Salon A (continued)

- Reader Perception of Workplace-Writer Attributes Due to Style Choices: An Empirical Study**
Nicole Amare, University of South Alabama, USA
Kim Sydow Campbell, University of Alabama, USA
Erin Kane, Charlotte School of Law, USA
Alan Manning, Brigham Young University, USA
Research

It is standard practice for writing coaches, whether teachers, consultants or editors, to provide feedback on the style of the writer’s discourse. Our study explores nonacademic readers’ textual experiences, specifically with respect to stylistic choices, and identifies ways that coaches can provide more effective feedback to help writers manage the attributions workplace readers make based on their stylistic choices.

“Meaningful Work”: A Pedagogy for Engaging Millennials in the Classroom and Beyond
Laural Adams, Virginia Commonwealth University, USA
Pedagogy and Scholarship of Teaching and Learning

“Meaningful work,” often called mastery, calling, and purpose, is linked to motivation and job satisfaction and appears in popular discourse on creativity in entrepreneurialism, artisan economies, and millennial culture. This session reports on a pedagogy of meaningful work that enables students to critically reflect on the role of work in professional and personal lives via workplace trends that honor and foster creativity.

The Promotion of Meaningful Work in Career Services: Innovating our Discussion of Work in the Classroom
Rose Helens-Hart, Fort Hays State University, USA
Research

This study contributes new insights to how university career centers promote the pursuit of meaningful work. Results are significant for business communication educators who collaborate with career services to help their students with professional development and job and internship searches. Educators must innovate their thinking about meaningful work to have more inclusive discussions of it with students.

Salon B	<p>Re-Envisioning the Role of the ABC Undergraduate Studies Committee Ken Andersen, University of California Davis, USA Rebekka Andersen, University of California Davis, USA Cathy Dees, Devry University, USA Christopher Leeds, Dominican University of California, USA Rakesh Mittoo, University of Manitoba, Canada <i>Innovation in Business Communication Teaching, Research, and Practice</i></p> <p>The Undergraduate Studies Committee serves the organization by following the committee’s charges. But there is now uncertainty about whether or not each charge is producing its intended results. During this session, attendees will learn about new strategies that specifically pertain to this committee’s work and share input about what the committee can do for ABC members in the coming years.</p>
Salon C	<p>Information vs. Organization: A Communication Theory Perspective on Organizational Uses of Social Media Slavica Kodish, Southeast Missouri State University, USA <i>Research</i></p> <p>Organizational uses of social media are often problematic. Research presented here suggests that communication theory provides insights that can help practitioners in their social media efforts.</p> <p>Communication and Social Media Approaches in Small Businesses Susan Hall Webb, University of West Georgia, USA Sherry Roberts, Middle Tennessee State University, USA <i>Technology, Digital Communication, Social Media and Web 2.0</i></p> <p>Many of our students will be employed by a small business after graduation. Prepare them to be valuable in the workplace by making sure they have up-to-date business communication skills. In this session, attendees will learn how small businesses are communicating with their external audiences, including which social media approaches are being utilized and updated.</p> <p>Audience, Brand, Channel: Using Social Media Cases to Show Core Communications Concepts Holly Littlefield, University of Minnesota, USA <i>Technology, Digital Communication, Social Media, and Web 2.0</i></p> <p>The presenter will discuss several Twitter, Facebook, YouTube, and other social media mini-cases that instructors can use to address core communications concepts. Topics include audience analysis, tone, brand, channel selection, and crisis communication. The speaker will describe several in class exercises that focus on social media using college recruitment videos, Twitter blunders, online reviews, and Facebook posts.</p>

Salon C (continued)	<p>Teaching Digital Writing, Business English, and Having a Blast in Class Lajuan Davis, University of Tennessee at Martin, USA <i>Technology, Digital Communication, Social Media, and Web 2.0</i></p> <p>When teaching courses such as Digital Writing with Business English, professors can sometimes have a difficult time engaging students and holding their interest. In a newly created digital writing course, innovative assignments such as the “Social Media Popcorn Blast” and the “Electronic Idea Submission” assignment were successfully utilized as experiential learning experiences to spark students’ interest.</p>
North	<p>The Role of Business Communication in Developing Leaders for Global Organizations Christine Grosse, American University of Sharjah, United Arab Emirates <i>Innovation in Business Communication Teaching, Research, and Practice</i></p> <p>This study examines the role of business communication in developing global leaders. In the process, it looks at best practices in teaching managerial communication at companies and graduate business schools, and investigates cross-cultural perceptions of what makes business communication effective.</p> <p>What is a Real Apology: Rolling Stone and the University of Virginia Rape Allegation Article Rod Carveth, Morgan State University, USA Claire Ferraris, Western Oregon University, USA <i>Organizational Communication</i></p> <p>This presentation examines how <i>Rolling Stone</i> responded to a report by Columbia University’s journalism school that it misreported a rape story at the University of Virginia. In particular, this presentation examines <i>Rolling Stone</i>’s apology strategy and how it fell short.</p> <p>Teaching Business Leaders How to Communicate with Media and the Public during Emergency or Crisis Trey Guinn, University of the Incarnate Word, USA <i>Consulting and Training</i></p> <p>Crisis is a reality for business leaders. Effective training for how to weather crisis and maximize the moment is critical. This session is for those interested in training executives for communication effectiveness with media and the public during crisis. The presenter will deliver teaching methods most frequently employed at a top-15 MBA program in the US. Materials for implementing provided.</p>

North (continued)	<p>Colliding Galaxies on Campus: Free Speech vs. Equal Opportunity Carson Varner, Illinois State University, USA <i>Diversity and Inclusion</i></p> <p>Communication of thoughts, ideas and feelings in college classrooms and campus-wide is part of the heritage of academic freedom and Constitutional protections. Commitment to equal opportunity has become a core value in higher education and a central part of our law. The evolving law of both free speech and equal opportunity will be examined and guidelines suggested for a campus community. <i>Coauthor: Katrin Varner, Illinois State University, USA</i></p>
East	<p>A Study of Virtual Team Successes in Contemporary Organizations Ashley Hall, Stephen F. Austin State University, USA Debbie DuFrene, Stephen F. Austin State University, USA <i>Organizational Communication</i></p> <p>Virtual teams are gaining popularity as a means to maximize efficiencies in the global environment. Advances in information technology and the speed and reliability of communication networks have enabled organizations to organize, motivate, and manage a distributed workforce. This presentation shares findings of a study of 30 companies that have successfully employed virtual teams and lessons learned about going virtual.</p> <p>Innovative Courtesy in Virtual and Cross-Cultural Face-to-Face Meetings Christine Day, Eastern Michigan University, USA Jean Bush-Bacelis, Eastern Michigan University, USA Elizabeth Hagensen, Bemidji State University, USA <i>Intercultural and Global Communication</i></p> <p>Virtual contact has replaced travel, resulting in extensive use of online meetings and virtual technology. Additionally, global employees must be innovative when interacting with people, since technology may distort nonverbal behavior. Consequently, innovative practices are evolving and they need to be researched. This study investigated adaptations when communicating courtesy. The study examined innovative ways to express courtesy, especially using technology.</p> <p>Virtual Voices: Research Insights into the Global Team Collaboration Karin Goettsch, University of Minnesota, USA <i>Research</i></p> <p>This session highlights results from a qualitative study providing insights and practical recommendations (language, culture, technology, collaboration) for successful global virtual team communication. It touches on study design and a hybrid framework; findings prioritizing intercultural communication and belongingness; and implications for awareness, development, and collaborative research exploration. It includes applicable insights for researchers, educators, and practitioners alike.</p>

West	<p>BPCQ Board Meeting Melinda Knight, Editor-in-Chief</p>
South	<p>Reconsidering Cognitive Dissonance in Annual Report Messages: Using the Rhetorical Strategy of Antilogic Anish Dave, Georgia Southwestern State University, USA <i>Organizational Communication Research, Rhetoric</i></p> <p>Cognitive dissonance theory is mostly used to understand post-purchase anxieties. However, can cognitive dissonance apply to business communication? This presentation argues for its application to corporate messages by using antilogic, a rhetorical strategy. The presenters analyze how antilogic is used in car company annual reports and whether its use can help reduce the cognitive dissonance of shareholders and potential investors. <i>Coauthor: Marcy L. Orwig</i></p> <p>In the (Digital Media) Zone: A Discourse Analysis of Startup Company Profiles Carolyn Meyer, Ryerson University, Canada <i>Innovation in Business Communication Teaching, Research, and Practice</i></p> <p>How do high-tech startups at university-based incubators conceptualize and communicate innovation? This discourse analysis of 120 startup profiles explores the linguistic and rhetorical practices through which startups configure technology users, promote themselves, and shape their identities as fledgling companies.</p> <p>Figuring the Creative: Signs of Creativity in Professional Written Discourse Sky Marsen, University of Southern California, USA <i>Research</i></p> <p>This presentation describes an approach to identifying creative patterns in professional texts, using stylistic and semiotic methods of text analysis. Questions explored include: How creative can business writing get? and Which business genres carry more creative elements?</p> <p>The Words the Launched Four Thousand Ships: General Eisenhower’s D-Day Announcement David Healey, Kaplan University, USA <i>History of Business Communication</i></p> <p>General Dwight D. Eisenhower’s inspiring “Order of the Day” launched the D Day invasion on June 6, 1944. At the same time, he wrote a second message in case the operation involving 150,000 Allied troops failed. Seventy years later, Eisenhower’s words and his approach to communications management remain a model for public officials.</p>

4:10PM-5:10PM

Committee and SIG Meetings	
Salon A	Conference Procedures Committee
Salon B	Teaching Committee
North	PUB Board
East	Research Committee
West	Rhetoric SIG
South	MLA/ABC

5:30PM-6:30PM

Vista & Visions	Cocktail Reception
28th Floor	Co-Sponsored by Pearson



6:30PM-9:00PM

Federal/Superior ABC Presidential Awards Dinner

Student Writing Awards
Sponsored by Mary Munter, Barbara Shwom,
Mary Ann and Andy Wysor

Case Writer
Sponsored by Mary Ann and Andy Wysor

Graduate Travel Awards
Sponsored by Sustaining Members of ABC

Ambassador Travel Award
Sponsored by ABC

Award for Excellence in Communication Consulting
Sponsored by The Association of Professional
Communication Consultants and ABC

Marty Baker Graham Research Grant
Sponsored by Friends of Marty Baker Graham

Distinguished Publication on Business Communication
Sponsored by SAGE

Outstanding Article in *Business and Professional Communication Quarterly*
Sponsored by Mary Ellen Guffey

Outstanding Article in *International Journal of Business Communication*
Sponsored by Paula Lentz and Kathy Rentz

Outstanding Dissertation Award
Sponsored by A Special Friend of ABC

Meada Gibbs Outstanding Teacher Award
Sponsored by Pearson Learning and ABC

Kitty O. Locker Outstanding Researcher Award
Sponsored by McGraw-Hill and ABC

Francis W. Weeks Award of Merit

Bernadine P. Branshaw Spirit of ABC Award

Distinguished Member Award

Fellow of ABC

Pearson Award for Innovation in Teaching with Technology
Sponsored by Pearson

Business Communication Impact Award
Sponsored by Marshall School of Business

SATURDAY	
8:00AM-12:00PM	
Courtyard Foyer	Exhibits
8:00AM-9:00AM	
Courtyard Foyer	Breakfast
9:00AM-10:15AM	
Federal/Superior	<p>My Favorite Assignment, Session B</p> <p>Philosophy as Practice in Everyday Business Communication Ana Lúcia Magalhães, State of Sao Paulo Technological College, Brazil</p> <p>Can You Hear Me Now? Jacqui Lowman, University of Maine at Presque Isle, USA</p> <p>Client Projects in Professional and Technical Writing Cheri Crenshaw, Dixie State University, USA</p> <p>The VitaLink Holiday Party: Recognizing Bias in An Internal Memorandum Cole Holmes, University of Utah, USA</p> <p>Sell Your New Product! Christopher Leeds, Dominican University, USA</p> <p>Thinking Local, Acting Social: A Communication Analysis D. Dina Friedman, University of Massachusetts Amherst, USA</p> <p>The 140-Character Mission Statement Sean Williams, Clemson University, USA</p> <p>Introducing Business Concepts in a Business Communications Course Jie Wang, University of Illinois at Chicago, USA</p> <p>If You Can Know It, You Can Do It Eugene Ohu, Pan-Atlantic University, Nigeria</p> <p>Using LinkedIn to Connect with Professionals Emil B. Towner, St. Cloud State University, USA</p> <p>Economic Business Forecast: Considering All the Major Factors Michael Porte, University of Cincinnati, USA</p> <p>Business Communication Boot Camp Daylanne Markwardt, University of Southern California, USA</p>

SATURDAY 9:00AM-10:15AM	
Federal/Superior (continued)	<p>10 Seconds to Politeness! Anita Pandey, Morgan State University, USA</p> <p>A Memorandum on Proper Email Etiquette William Christopher “Chris” Brown</p>
Salon A	<p>“I Got Burned...”: Barriers to Intra-organizational Knowledge Sharing Gail Fann Thomas, Naval Postgraduate School, USA Kimberlie Stephens, University of Southern California, USA Jessica Neff, University of Southern California, USA <i>Organizational Communication</i></p> <p>Knowledge management often refers to the “transfer” of knowledge where knowledge is treated as a commodity. Communication scholars, however, claim that a cognitive view often ignores the communicative complexity where knowledge sharing is relational and situated in organizational contexts and culture. This session will show results of 120 interviews with people from four sites about their knowledge sharing experiences.</p> <p>Interactivity, Agency, and Innovation: Repurposing Usability Testing to the Study of Rhetorical Agency in Interactive Displays Jacob Rawlins, Brigham Young University, USA <i>Rhetoric</i></p> <p>This presentation discusses repurposing usability testing methods to examine rhetorical agency in interactive data displays (IDD). This innovative approach explores an avenue for quantifying enacted agency. It also allows for greater discussion of IDD’s as major communication tools. These outcomes, testing agency and discussing IDD’s, help provide a better picture of how IDD designers’ decisions affect users’ perceptions of value. <i>Coauthors: Greg Wilson and Kate Crane, Texas Tech University, USA</i></p> <p>Stance Markers as a Forensic Tool in Investigating How Managers Share Information with Financial Analysts Bryan Ruppert, Seattle University, USA Valentina Zamora, Seattle University, USA <i>Organizational Communication</i></p> <p>The authors use lexical cues as a metric for revealing the stance of managers toward the quantity or quality of the information they provide in the presumably unscripted portions of earnings conference calls with financial analysts to determine whether or not there is a relationship between this metric and how financial analysts make judgments.</p>

Salon A (continued)

Predicting Superior-Subordinate Relationship Quality From Static Individual Difference Variables and Dynamic Dyadic Variables
Kevin Sager, University of Alaska Fairbanks, USA
Organizational Communication

The present study attempts to determine the extent to which superior-subordinate relationship quality can be predicted from static individual difference variables and dynamic dyadic variables. Initially, participants had the opportunity to voluntarily complete a survey. Multivariate statistical methods was then used to analyze the data. The results will be articulated along with the implications of study findings for both researchers and practitioners.

Salon B

Exploding Airbags and Corporate Image Repair: The Case of the Takada Corporation
Nick Backus, Western Oregon University, USA
Rhetoric

Drawing on the body of work on image repair, this paper analyzes Congressional testimony of Takada Corporation’s Hiroshi Shimizu concerning injuries and deaths attributable to crash-related explosions of Takada-made safety airbags. Preliminary results indicate a mixture of effective and ineffective strategies and tactics. The impact of Takada’s message selection and use is examined in light of predicted message success.

Ambiguity and Uncertainty in the Arkansas Department of Health’s Response to Hurricane Gustav
Ashley McNatt, Arkansas Department of Health, USA
Organizational Communication

In 2008, Hurricane Gustav caused destruction and chaos for Louisiana and surrounding states. This case study examines the crisis and risk communication strategies used in Arkansas’ public health emergency response with hospitals’ following Hurricane Gustav. The purpose is to identify possible strengths and weaknesses in the public health response to the crisis.

The Case of the Killer Whale: *Blackfish*, Framing, and the Persuasive Attack on SeaWorld
Randall Waller, Baylor University, USA
Organizational Communication

Public opinion is shifting on the high-profile animal rights issue. Consequently, corporations from Procter & Gamble to Ringling Brothers Circus could emerge as winners while an iconic brand like SeaWorld may end up a big loser. This presentation shows why the controversial documentary has transformed the animal rights issue from a headache to a catastrophe already costing SeaWorld millions.

Salon B (continued)

A Science-Serving Business That Cares? A Rhetorical Analysis of SeaWorld’s Response to *Blackfish*
Christina Iluzada, Baylor University, USA
Organizational Communication

Since the 2013 release of the devastating documentary *Blackfish*, SeaWorld’s stock has been plummeting, it has replaced a resigned CEO, and it is struggling to defend itself. One of its primary defenses has been the launch of the website that purports to tell the truth about the movie. This presentation will analyze primarily this website’s response to *Blackfish*, an attempt to legitimize its organization and keep its business model virtually unchanged.

Salon C

Shifting Registers: Management of Social and Power Relationships in Email
Stephen Bremner, City University of Hong Kong, China
Pedagogy and Scholarship of Teaching and Learning

This study looks at the difficulties students face in managing social and power relationships in email, with particular reference to register and the deployment of politeness strategies. Data come from student-to-faculty communication and from writing tasks that focus on the selection of appropriate register. The paper considers activities designed to help address problems identified in the study.

Business Students Transferring Genre Knowledge from Major Courses to Business Communication Courses: An Unrecognized Phenomenon?
Danica Schieber, Iowa State University, USA
Innovation in Business Communication Teaching, Research, and Practice

This presentation will discuss the preliminary results from a longitudinal study on transfer, following business majors from the business communication classroom to their new workplaces (either internships or jobs). Implications for teaching will be discussed.

Creating Mentorship Opportunities in a Multidisciplinary Capstone Course
William Carney, Cameron University, USA
Pedagogy and Scholarship of Teaching and Learning

This presentation presents information on mentoring opportunities created in a multidisciplinary capstone course. Results from grounded theory interviews will be used to discuss how students can obtain guidance and advice on workplace soft skills as well as technical expertise. The creation of a social network and its role in the mentoring process will be discussed.

Salon C (continued)	<p>Improving Instruction: An Analysis of Student Business Writing Nancy Hicks, Central Michigan University, USA <i>Research</i></p> <p>Student writing was analyzed to determine the most common errors in their business writing. The findings from this study will aid business communication instructors in understanding what the most common types of errors are in student writing and to use this knowledge to improve instructional content to be more targeted on the needs of today’s students and getting better results.</p>
North	<p>Tell Me a Picture: Infographics and the Art of Visual Communication Marcia Pentz, University of Virginia, USA Lynn Hamilton, University of Virginia, USA Kerrie Carfagno, University of Virginia, USA <i>Visual Communication</i></p> <p>While it’s often challenging to help numbers-oriented business students write well, moving them into the world of creating and using images can present new challenges for both students and instructors. Panelists will discuss infographics as a form of visual thinking, will offer guidance for creating infographics assignments, and will lead an exercise in which each attendee will develop an infographic.</p>
South	<p>Three Colleagues’ Journeys of Evaluating a Workplace Writing Assignment Program Assessment: Angst and Rewards Cheri Crenshaw, Dixie State University, USA Diane Albertini, Dixie State University, USA Brad Barry, Dixie State University, USA <i>Pedagogy and the Scholarship of Teaching and Learning</i></p> <p>Three colleagues relate their recent experiences evaluating a client-based professional and technical writing assignment for accreditation of Dixie State University. Presenters will convey program assessment goals, processes, interpersonal fears and rewards, and outcomes. Presenters will answer the question: To what end do we engage in all the work of program-level assessment of a business writing course?</p>

10:15AM-10:45AM

Courtyard Foyer Morning Break

10:45AM-12:00PM

Salon A	<p>Beyond the Digital Professional Presence: Teaching Writing for and about Facebook in Business/Professional Writing Courses Amy Rubens, Radford University, USA Ashley Patriarca, West Chester University of PA, USA Lance Cummings, University of North Carolina Wilmington, USA Geoffrey Clegg, Arkansas State University, USA <i>Technology, Digital Communication, Social Media, and Web 2.0</i></p> <p>This roundtable focuses on teaching students to develop business writing content for Facebook through experiential learning and other strategies. Presenters also address teaching students how to rhetorically analyze organizations’ use of Facebook, including the platform itself, in a variety of workplace genres. Audience members will come away with actionable, creative ideas for incorporating social media writing into their classes.</p>
Salon B	<p>Meetings, Funny Meetings: Humor as a Teaching Tool N. Lamar Reinsch, Georgetown University, USA Paul N. Reinsch, Texas Tech University, USA <i>Pedagogy and the Scholarship of Teaching and Learning</i></p> <p>“Meetings, Bloody Meetings” and materials produced by Video Arts use humorous sketches to teach basic communication techniques. A rationale for using humor is articulated in sales pieces in which spokesperson John Cleese argues that well-designed humor can produce “gut level” learning and help employees avoid mistakes. This paper critically evaluates the argument for humor as a teaching tool.</p> <p>Phones Down, Let’s Talk!: Using Meeting Simulations to Help Students Understand Helpful and Harmful Interpersonal Communication Strategies in the Workplace. Emily Elsner Twesme, University of Wisconsin Eau Claire, USA <i>Innovation in Business Communication Teaching, Research, and Practice</i></p> <p>How can we prepare students to be successful when facing workplace challenges: interpersonal communication, technology use/comfort, and cultural differences? Practice a simulation with helpful/distracting behaviors: “volunteer to help the meeting leader on a project/action” or “check cell phone/text constantly during the entire meeting.” Leave with all documents necessary to implement this assignment in your classroom.</p>

Salon B (continued)	Eliminate the Tables and Chairs: Non-Sedentary Meetings Have Arrived Jennifer Loney, Portland State University, USA <i>Innovation in Business Communication Teaching, Research, and Practice</i> The average employee sits for over nine hours a day; this damages employee health and reduces employee productivity. Non-sedentary meetings (standing and walking meetings) have become an accepted meeting style by the Millennial generation and in companies such as Twitter, Facebook, and LinkedIn. Learn why this meeting style should be added to the communication learning outcomes for college graduates.
	Just Tell Me What to Write: Improving Teacher-Student Writing Conferences in Business Communication Courses Margaret Artman, Daemon College, USA Christopher Lyons, University of Wisconsin Milwaukee, USA <i>Pedagogy and the Scholarship of Teaching and Learning</i> In this roundtable, the speakers provide some tips and approaches to improving teacher-student conference strategies such as how to facilitate conferences, practice active listening, and encourage critical thinking to get the best results. In this session, the speakers encourage audience participation to share ideas and solve problems.
Salon C	“I Hate Collaboration! But Now...”: Challenges, Strategies, and Insights from a Technical Writing Group Research Proposal Project Yingqin Liu, Cameron University, USA <i>Pedagogy and the Scholarship of Teaching and Learning</i> Have you ever done a group project in your class? How did it work out for you? This presentation will walk you through a teaching collaboration experience on challenges, strategies, and insights from a technical writing group research proposal project and help you gain more confidence in your future collaboration projects. Student Collaboration and Technology Use in Group Writing Projects Prabin Lama, Virginia Tech University, USA <i>Research</i> This presentation examines the collaborative writing process of students in the context of group-authored documents. The presenter will present the findings of a mixed-methods study that examined the following questions: How do students collaborate and use technology in group projects for a business writing class? Do students collaborate the same way professionals do? Can digital tools improve student collaboration?

Salon C (continued)	Learning in an Instant: How Google Docs is Transforming My Classroom Aileen Lin, Nanyang Technology University, Singapore <i>Technology, Digital Communication, Social Media, and Web 2.0</i> This presentation provides a practical exploration of the use of educational technology, specifically Google Docs, in the university business communication classroom. Reflecting on her own personal experiences of teaching with technology, the presenter will share lessons learned using Google Docs in the classroom and demonstrate how it can help students make connections quickly in the classroom. It’s the Audience (or Is It?): Framing Writing Success in the Business Communication Context Aaron Phillips, University of Utah, USA <i>Innovation in Business Communication Teaching, Research, and Practice</i> This presentation will focus on improving writing instruction by investigating the concepts of audience and success/mastery in business writing. How do undergraduate students in a business communication course envision and respond to a “business audience”? More specifically, how do they think business audiences define success in writing? How do these student attitudes compare to the expectations of business audiences?
North	Who is Your Client? The Dynamics of Incorporating Client-Based Projects into Professional and Business Writing Courses Xiaoli Li, University of Dayton, USA Nicky Adams, University of Dayton, USA Peter Cardon, University of Southern California, USA Huatong Sun, University of Washington, USA <i>Pedagogy and the Scholarship of Teaching and Learning</i> This panel reports four cases of client-based projects with four instructors who assigned these projects on three US campuses in three different geographical locations. These cases shared the same goal of preparing students for writing in the workplace by solving a real-world challenge. However, they differed in many ways.
South	Does Maturation Affect Learning Styles among Honor Students? Bill McPherson, Indiana University of Pennsylvania, USA <i>Interpersonal and Nonverbal Communication</i> The session will review the use of learning styles in the business communication classroom. In addition, the results of a study conducted using an instrument for measuring learning style among honor students in their freshmen year and then again in their senior year will be presented.

South (continued)	Kickstart your Presentation Susan Johnson, University of Massachusetts Amherst, USA <i>Visual Communication</i> What makes people give money to total strangers? This presentation explores using the Kickstarter model as a way for students to practice creating a company and pitching it to their classmates using a one-page PowerPoint.
	Linguistic Capitalism: The Business of English: from Brazil to Beijing and Bollywood Anita Pandey, Morgan State University, USA Brett Butler, Morgan State University, USA <i>Intercultural and Global Communication</i> This paper reports on the global spread of English and its impact on BRIC nations, as well as growing linguistic disparities involving access to American English in different parts of the world—including language “wars” being waged in Latin America—as nations across the world attempt to enter and/or remain in a state of “emerging” statehood.
Federal	Meet the PUB Board 2015 Awards Winners Debby Andrews, University of Delaware, USA, Moderator Hear the 2015 publication awards winners, fresh from their wins at the Presidential Awards Banquet, speak about their articles.

12:00PM

Conference Ends – Please return your name badge holder to the Registration Desk!

12:10PM

EXCURSION	Bainbridge Island <i>Promptly</i> depart from lobby for ferry to Bainbridge Island. Return to Seattle at your leisure after lunch-on-your own and a visit to the Bainbridge Historical Museum. Remember your walking shoes! If you would like to participate but did not sign up, you may secure a ticket on your own at the ferry terminal and at the Bainbridge Historical Museum.

Travel safely.

We look forward to seeing you again next year in Albuquerque, New Mexico!

Dining Suggestions

Renaissance Hotel - Maxwell’s Restaurant - Lobby Court Metropolitan Grill 820 2nd Avenue Cuisines: Steakhouse, American www.themetropolitangrill.com (206) 624-3287 Purple Cafe and Wine Bar 1225 4th Avenue Cuisines: Pacific Northwest, American www.purplecafe.com (206) 829-2280 McCormick’s Fish House & Bar 722 4th Avenue CUISINES: Seafood, Steakhouse www.mccormickandschmicks.com (206) 682-3900 Maximilien Pikes Place, 81 Pike Street Cuisine: French www.maximilienrestaurant.com (206) 682-7270	Place Pigalle Restaurant and Bar Pike Place Market Pikes Place, 81 Pike Street Cuisine: Northwest; French inspired www.placepigalle-seattle.com (206) 624-1756 il Bistro Pike Place Market 93A Pike Street Cuisines: Italian, Northwest www.ilBistro.net (206) 682-3049 McMenamins Six Arms Pub 300 E Pike Street, Capitol Hill www.mcmenamins.com/SixArms (206) 223-1698 The Capital Grille 1301 4th Avenue, Seattle Cuisines: Steakhouse, Seafood www.thecapitalgrille.com (206) 382-0900 Tulio Ristorante Hotel Vintage, 1100 5th Avenue Cuisines: Italian www.tulio.com (206) 624-5500	Etta’s Seafood 2020 Western Avenue Cuisines: Pacific Northwest, Seafood www.tomdouglas.com (206) 443-6000 Palace Kitchen 2030 5th Avenue, Seattle, WA 98121 Cuisines: American, Pacific Northwest www.tomdouglas.com (206) 448-2001 Matt’s in the Market Pike Place Market, Pike Place Market, 94 Pike Street Cuisines: Pacific Northwest, Seafood www.mattsinthemarket.com (206) 467-7909 Café Campagne Pike Place Market Pike Place Market, 1600 Post Alley Cuisines: French, Café www.cafecampagne.com (206) 728-2233 Rain Shadow Meats 404 Occidental Avenue S, Pioneer Square www.rainshadowmeats.com (206) 467-4854
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Lunch-on-Your-Own Options in our Neighborhood

Renaissance Hotel - Maxwell’s Restaurant Type: Casual Dining - Lobby Court Type: Casual Dining Market Fresh 925 4th Avenue Type: Café, Quick Bites The Lodge Sports Grill Executive Hotel Pacific 1102 4th Avenue Type: Pub	O’Asian Kitchen 800 5th Avenue Cuisine: Dim sum, Chinese Type: Casual Dining The Juicy Café 701 5th Avenue Suite 201 Cuisines: Juices, Sandwich Type: Juice Bar, Quick Bites Mel’s Market 1001 4th Avenue Suite 50 Cuisines: Burger, Sandwich Type: Quick Bites	Regatta Bar & Grille Crowne Plaza, 1113 6th Avenue Type: Casual Dining Tulio Ristorante Hotel Vintage, 1100 5th Avenue Cuisines: Italian Type: Casual Dining Purple Cafe and Wine Bar 1225 4th Avenue Cuisines: Pacific Northwest, American Type: Casual Dining
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Association for Business Communication

81st Annual International Conference
Hotel Albuquerque at Old Town
Albuquerque, New Mexico USA
October 19-22, 2016



CALL FOR PAPERS ENCHANTING AND ENGAGING OUR STAKEHOLDERS IN BUSINESS COMMUNICATION

The “Land of Enchantment,” New Mexico, is renown for its breathtaking mountains and landscapes and rich cultural heritage. For our 81st Annual Conference, we will gather in Albuquerque, home to over 70 different ethnicities. For this year’s conference, we invite ABC members to reflect upon enchantment as a means of attracting and holding the attention of our stakeholders as we engage in teaching, research, and service in business communication. We invite proposals and papers that address:

- Innovative approaches to teaching and learning that engage and challenge our students
- Uses of social media to creatively engage our stakeholders including students, colleagues, researchers, and community members
- Research and theory that expand our understanding of business communication and reach out to and engage stakeholders in industry and entrepreneurship
- Strategies to engage local, regional, national, and international communities to build partnerships, develop knowledge, and improve communities

Conference Location

Bordered by the Sandia Mountains to the east and running along famed Route 66, Albuquerque is located in the high desert of New Mexico, where the sun shines 310 days a year. Albuquerque is home to some of the nation’s leading high tech research facilities and attracts innovators and entrepreneurs. Our conference venue, The Hotel Albuquerque < <http://www.hotelabq.com/>>, is located just two blocks from the city’s 300-year-old Old Town.

Proposal Submissions

Go to: <http://businesscommunication.org>
Deadline TBD

Conference Contacts

Barbara D’Angelo: bdangelo@asu.edu
Virginia Hemby-Grubb: Virginia.Hemby-Grubb@mtsu.edu

Albuquerque and New Mexico: Did you know...

“Sandía Man” is one of the oldest residents of North America, living in NM 20,000 years ago.

The Spanish first arrived in New Mexico in 1540.

In 1706 the Duke of Albuquerque incorporated farms and lands between Chikhuahua and Santa Fe and named it The Royal Villa of St. Phillip of Albuquerque.

In 1880, the Atchison, Topeka, and Santa Fe Railroad arrived in Albuquerque; the station was built in what is now known as Old Town. A new town sprung up around the railroad and attracted infamous outlaws, including Billy the Kid.

Route 66, the “mother road,” made famous in several movies, TV shows, and songs, runs through Albuquerque.

The atomic bomb was developed 90 miles north of Albuquerque in Los Alamos. The site now houses Sandia National Laboratories where nuclear research and development continue.

New Mexico is home to 22 Native American tribes.

The elevation of Albuquerque ranges from 4900 ft. at the Rio Grande Valley to 6700 ft. in the Sandia foothills.

Sandía means watermelon in Spanish, indicative of the reddish-pink color of the mountains at Sunset.

The Paseo del Bosque Trail located in the Rio Grande Valley is Albuquerque’s premier mixed use trail. 400 species of birds reside in the bosques along the Rio Grande.

Albuquerque’s west side consists of mesas and dormant volcanoes which are part of the Petroglyph National Monument.

Chile is the state vegetable. In 2010, 8,700 acres of chile were harvested, valued at \$41.6 million. Dining out? Order “Christmas” for both red and green chile.

Turquoise, a major industry in state tourism, art, and fashion, is the state gem. Turquoise was mined and used by Native Americans hundreds of years prior to the arrival of the Spanish.

Microsoft was founded by Bill Gates and Paul Allen in Albuquerque in 1975; it moved to Bellevue, WA in 1979.



Index

A

Adams, Loral 57
Adams, Nicky 71
Agboka, Godwin 55
Ainsworth, Judith 6, 26
Aktor, Masuda 48
Albertini, Diane 68
Alexander, Dr. Melody 29
Alman, Karen 54, 55
Almendarez, Rosa Maria 46
Amare, Nicole 57
Anders, Abram 17, 36
Andersen, Ken 58
Andersen, Rebekka 58
Andreoni, Bruno 52
Andrews, Debby 31, 72
Aritz, Jolanta 8, 14, 30
Artman, Margaret 70
Auslander, Bonnie 42
Austin, Traci 2, 31
Awang, Faridah 53

B

Backus, Nick 66
Bailey-Hughes, Brenda 38, 55
Baker, Matthew 31
Baker, William H. 39
Baldwin, Paula 47
Barnes, Fiona 49
Barry, Brad 68
Bartolotta, Joseph 6, 27
Batova, Tatiana 28
Batson, Julia 24
Bayless, Marsha 8, 14, 20, 31
Bell, Reginald 40
Bloch, Janel 51
Boisvert-Storey, James Benjamin 38
Bourjaily, Pamela 55
Bremner, Stephen 67
Brower, Kim 30
Brown, William Christopher “Chris” 65

Brumberger, Eva 54
Bush-Bacelis, Jean 2, 60
Butler, Brett 72
Byars, Stephen 38

C

Campbell, Kim Sydow 45, 57
Canas, Kathryn 29
Cannon, Sharon M. 39
Cardon, Peter 3, 17, 40, 50, 55, 71
Carfagno, Kerrie 68
Carnes, Lana 53
Carney, William 67
Carradini, Stephen 27
Carter, Carol 8, 13
Carveth, Rod 6, 59
Cerling, Lee 52
Chambers, Barbie 49
Chang, Hui-Fen 23
Chistov, Valery 46
Clason, Susanna 24
Clegg, Geoffrey 69
Clements, Sarah 28
Clipson, Timothy 56
Conaway, Roger 46
Corey, Jessica 18
Crenshaw, Cheri 64, 68
Cresap, Linda 6, 18
Cummings, Jennifer 29, 37
Cummings, Lance 69
Cyphert, Dale 17, 39

D

D’Angelo, Barbara 42, 74
Dave, Anish 61
Davis, Barbara 33, 56
Davis, Lajuan 51, 59
Day, Christine 60
Deambrosi, Alfredo D. 42
Dees, Cathy 33, 58
Depner, Kurt 47
Despain, Emily 24
Dieltjens, Sylvain 27

Dishman, Paul 43
Du-Babcock, Bertha 2, 26, 34
Dubinsky, Jim 3, 17, 45
DuFrene, Debbie 2, 60
Dulek, Ron 45
Dyrud, Marilyn 2, 21, 31

E

Echols, Evaline 34
Elton, Tyra 18

F

Fajardo, Zoraida 54
Fernandez, Leticia 54
Ferraris, Claire 59
Fleck, Katherine 48
Forman, Janis 2, 30
Fraser, Lyn 23
Friedman, D. Dina 31, 64
Fuentes, Dominique 54
Fuller, Ryan 6, 19

G

Garner, Benjamin 42
Genova, Gina 21
Gerst, Katie 32
Giaquinta, Jerry 30
Gibbons, Deborah 19
Gilliland, Cindi 27
Goby, Valerie Priscilla 20
Goettsch, Karin 60
Govahi, Gita 30
Granger, Jamie 54
Grant, Kelly 43, 48
Graves, Nikki 27
Green, Diana J. 50
Griffin, Frances 34
Grosse, Christine 59
Grubbs, J. Keaton 20
Guinn, Trey 59
Gustafson, Duane ‘Andy’ 51

H

Hagensen, Elizabeth 60
Hall, Ashley 60
Hamilton, Lynn 68
Harms, Patricia 26, 50
Haugen, Jenna 8, 15
Hayashida, Hiromitsu 34
Hayes, Ellis 21
Healey, David 37, 61
Heidewald, Jeanette 2, 53
Helens-Hart, Rose 57
Hemby-Grubb, Virginia 18, 33, 74
Hentz, Brian 46
Heynderickx, Priscilla 27
Hicks, Christy 30
Hicks, Nancy 68
Holmes, Cole 6, 37, 56, 64
Holmes, Eric 37
Hynes, Geraldine E. 39

I

Iluzada, Christina 67
Irizarry, Anamari 35

J

Jahan, Jennifer 48
Jamil, Raihan 6, 48
Johnson, Susan 56, 72
Johnston, Michelle 49
José, Laurence 55

K

Ka Lai Lee, Danielle 47
Kalna, Lynna 33
Kane, Erin 57
Keller, Karl 29, 48
Kerlé, Trish 56
Knight, Melinda 61
Kodish, Slavica 58
Kryder, LeeAnne 20
Kutza, Dawn Michelle 56

L

Lama, Prabin 70
Lamb, Sandra 24
Lasarzewski, Nadine 21
Lauer, Claire 54
Leeds, Christopher 51, 58, 64
Lentz, Paula 18, 19, 45, 63
Lin, Aileen 71
Littlefield, Holly 58
Liu, Yingqin 56, 70
Li, Xiaoli 71
Loney, Jennifer 37, 70
Lopez, Nelson 35
Lotier, Kristopher 22
Louhiala-Salminen, Leena 35, 45
Lowman, Jacqui 47, 55, 64
Lucas, Kristen 15
Luck, Susan 17, 41
Lyons, Christopher 70

M

Mabrito, Mark 23
MacDermott, Catherine 39
Magalhães, Ana Lúcia 52, 64
Mahar, Marla 34
Mahon, Nancy Ross 51
Manning, Alan 57
Marchesseault, Kim 27
Markwardt, Daylanne 64
Marsen, Sky 45, 61
Mayfield, Jacqueline 40
Mayfield, Milton 40
McArthur, Susan 43
McNatt, Ashley 66
McPherson, Bill 31, 44, 50, 56, 71
Meyer, Carolyn 2, 61
Migdal, Michelle 6, 54
Miller, Jimmy 32
Mitchell, Robert 28
Mittoo, Rakesh 58
Moore, Wayne 44
Morris, Jessica 24

Morrison, Becky 6, 20
Moshiri, Farrokh 40
Muir, Clive 18
Mulally, Dauvan 55
Munter, Mary 48, 63

N

Naito, Hisashi 44
Nakasaki, Shon 43
Nardone, Carroll Ferguson 38
Neff, Jessica 65
Neher, Darryl 53
Neiderman, Halle 22
Newman, Amy 2, 38, 50
Nickerson, Catherine 45

O

Ohu, Eugene 25, 64
Oldham, Barbara 54
O’Neill, Kathryn 52
Ortiz, Lorelei 6, 32, 51
Orwig, Marcy L. 61
Osuna, Carlos 30

P

Pandey, Anita 65, 72
Partridge, R. Scott 41
Patriarca, Ashley 69
Pearson, Nathan 43
Pentz, Marcia 68
Philadelphia, Marion 45
Phillabaum, Melinda 50, 56
Phillips, Aaron 71
Pickering, Kristen 56
Planken, Brigitte 2, 21, 45
Plummer, Evelyn 6, 49
Poncini, Gina 45
Porte, Michael 64
Porterfield, Sheila 43
Porter, Mike 52
Powell, Lydia 34
Pratts, Aida Andino 54
Putz, Lynne 28

R

Ramsey, Jon 45
Rana, Ritu 25
Rao, Abhi 51
Rausch, Georgi 29, 37
Rawlins, Jacob 6, 8, 15, 45, 65
Reed, Danielle 18
Region-Sebest, Michelle 6, 45
Reinsch, N. Lamar 69
Reinsch, Paul N. 69
Remley, Dirk 17, 22, 51
Rentz, Kathy 2, 3, 31, 63
Reynolds, Sana 2, 41, 48
Roberts, Sherry 58
Robinson, Kyle 24
Robisch, Katie 22
Robles, Marcel 2, 3, 6, 53
Robles, Vincent 31
Roebuck, Deborah 2, 40, 50
Rubens, Amy 69
Ruediger, Stefan 28
Ruppert, Bryan 65
Rybka, Kathryn 6, 34, 51

S

Sager, Kevin 66
Sakabe, Toshiyuki 44
Saphiere, Dianne Hofner 8, 14, 30
Sauers, Diza 27
Saunders, Allyson 50
Schaap, Kristina 23
Schieber, Danica 67
Schullery, Nancy 8, 14
Schultz, Heidi 26
Scotti, Stephanie 39
Sebest, Michelle Region 56
Sekine, Teresa 34

Sharbrough, William 46
Sharp, Matthew 18
Shiple, Paige 18
Shwom, Barbara 2, 48
Sigmar, Lucia 31
Simon, Anna 27
Singh, Ajay 25
Smart, Karl 53
Smith, Ashly 33
Snyder, Lisa Gueldenzoph 2, 31, 56
Sowash, Shenandoah 42
Spataro, Sandra E. 51
Stearns, Keith 32
Stephens, Kimberlie 65
Suchan, Jim 6, 19
Sun, Huatong 71
Swartz, Stephanie 41

T

Thomas, Gail Fann 65
Tisdale, Judy 17, 18, 45
Toth, Christopher 55
Towner, Emil B. 64
Tuleja, Elizabeth 28, 31, 49
Twesme, Emily Elsner 69
Twyman, Cherie S. 51

V

van Meurs, Frank 21
Vargo, Susan 25, 38
Varner, Carson 60
Varner, Iris 40
Varner, Katrin 60
Victor, David 6, 28, 31
Vielhaber, Mary 30
Vik, Gretchen 50
Villafañe, Camille 35
Virtue, Andrew 27

W

Walker, Robyn 40, 51
Waller, Randall 66
Walter, Skip 3, 12, 16
Walton, Christi 38
Walwema, Josephine 24
Wang, Jie 64
Wang, Junhua 6, 56
Watson, McClain 32
Webb, Susan Hall 48, 58
Wei, Yong-Kang 26
Welsh, Joshua 27
Wesner, Brad S. 39, 48
Williams, Sean 8, 14, 19, 64
Wills, Katherine 34
Wilson, Greg 65
Worley, Rebecca 48
Wright, Doris 29
Wysor, Mary Ann 2, 34, 63

Y

Yamaguchi, Ikushi 22
Yoder, Shelli 25

Z

Zamora, Valentina 65
Zhang, Yifan (Adele) 41
Zizik, Catherine 49, 50



Joint Global Advances in Business and Communication (GABC) Tri-continental Conference with ABC Latin America and Caribbean.

CALL FOR PAPERS

Dates: May 25-28, 2016

Location: Tecnológico de Monterrey (ITESM)
Campus San Luis Potosí
<http://www.itesm.mx/wps/wcm/connect/Campus/SLP/San+Luis+Potosi/>

Abstract deadline: February 1, 2016

Full papers deadline (Also for best paper consideration): February 15, 2016

Description: The joint 8th Tricontinental Conference on Global Advances in Business and Communication (GABC) and Association for Business Communication, Latin American and Caribbean conference, will bring together academics and practitioners to consider ongoing scholarly activities and business practices which shape and are shaped by the intersection of cultural factors and global business. The conference and its affiliate journal are co-sponsored by the University of Antwerp, the Technological University of Malaysia, Eastern Michigan University and Tecnológico de Monterrey.

Joint Conference tracks:

- **International managerial communication**
- **Cross-cultural Intelligence: Skills, Communication, Influence in Conducting Effective Business**
- **Cultural Adjustment Toward Relationship Building**
- **Global integrated marketing communication (IMC), public relations, and Born Global thinking**
- **Global communication, sustainability and business ethics**
- **Languages for institutions: business, government and academia**
- **E-Semantics (international issues associated with search terms, string searches, social media expression, web design, metadata uses, and electronic advertising keywords)**
- **Communication issues in Entrepreneurship and Innovation Management**

Statement of Academic Integrity Your paper should not have been previously published or previously presented at other professional conferences. Please indicate to the program chair if your paper is currently under submission to another conference or association.

Remember the deadline for abstract submission is February 1, 2016

For information, contact Valery Chistov at valery.chistov@itesm.mx or Roger Conaway at roger.conaway@itesm.mx

CALL FOR PROPOSALS - DUE DECEMBER 18

Association for Business Communication Midwestern/Southeastern Conference, United States

“Meet Me in St. Louis,” Missouri
April 21-23, 2016

Please join us for an exciting conference in downtown St. Louis, Missouri, where you will have an opportunity to network with your ABC colleagues in a truly unique setting—the elegant and historic Embassy Suites Hotel Downtown. This special property offers two-room suites and is located one block from a MetroLink stop and very near the Gateway Arch, Laclede’s Landing, the banks of the Mississippi River, and other St. Louis favorites.

We invite you to submit a proposal on a business communication topic in one of the following categories:

Communication and Technology
Executive/Managerial Communication
Global Communication Strategies
Innovative Pedagogy
Intercultural Communication

Interpersonal Communication
Legal and Ethical Issues
Nonverbal Communication
Organizational Communication
Paradigm Shifts in Communication

- If applicable, papers or proposals should include a problem statement or purpose, methodology section, summary, implications for education and/or business, and a bibliography.
- **Proposals should be 500 to 750 words in length.**
- All papers and proposals should also include an **abstract** of a 60-word (or fewer) description, written in the third person that will be printed in the conference program.
- All submissions must be in *Microsoft Word*.
- All personal and institutional identification should be removed from the body of the paper as submissions will be reviewed anonymously.
- A cover page with the following information is required: title, author(s); institution(s); address(es); email address(es) and phone number(s).
- Previously presented (or accepted for presentation) or published (or under consideration) proposals/papers should not be submitted.

December 18, 2015: Submission deadline for papers, proposals, and abstracts sent to krybka@illinois.edu

January 22, 2016: Acceptance notifications (authors must register for the conference)

May 9, 2016: Deadline for submitting accepted papers for the proceedings



Co-hosted by the ABC-Midwestern and ABC-Southeastern Regions

FOR MORE INFORMATION, CONTACT...

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