



NEWSLETTER

Association for Business Communication

FROM THE ABC PRESIDENT

Patricia Harms



Dear ABC Colleagues,

I've had the opportunity to attend two of our regional conferences since joining the executive committee in the Fall of 2023. In February 2024, I attended the Southwestern U.S. Regional Conference in Galveston, Texas, and earlier this month, I attended the Europe, Africa, and Middle East Regional Conference in Bergen, Norway. I walked away from each conference inspired by our members' enthusiasm for business communication demonstrated by engaging presentations focused on research, teaching, and application. I was also struck by the collegiality and collaboration I heard during the conversations that filled the gaps between the formal presentations.

Personally, one of my career highlights, winning ABC's *Outstanding Article of the Year* in 2011 with my co-author, Deborah Roebuck, started with one of these "in-between" conversations. I met Debby on the shuttle bus ride from the Reno-Tahoe airport to Lake Tahoe in 2008 when she sat down next to me for the ride up to the conference hotel. We struck up a conversation, and we quickly realized that we were both interested in performance feedback. We chatted each time we saw each other, and we agreed to collaborate on a proposal for the next annual conference. In 2009 and 2010, we presented together, and we also successfully published our work, "The Art and Craft of Giving and Receiving Feedback" in *Business Communication Quarterly* (now *Business and Professional Communication Quarterly*).

At one time, ABC members had to rely heavily on ABC conferences to collaborate and make connections. Today, however, we have many opportunities to connect. For example, we can connect through our virtual meetings supported by our Regional Vice Presidents. With our new website, we can connect through our [Research and Collaboration Community](#) and through our [Member Directory](#). We can even connect on [Facebook](#) and [LinkedIn](#), where members often post about research interests and accomplishments.

As you read this month's newsletter, I hope you'll look for fellow members you may want to reach out to. We're a vibrant community! Don't miss out on one of the greatest assets available to ABC members—the ABC community itself.

Take good care,
Patty

INSIDE THIS ISSUE

- From the President
- From the Executive Director
- 2025 Annual International Conference
- Call for Submissions: ABC SW U.S. Regional Conference
- Regional Conference Highlights
- Call for Cases: Student Writing Competition
- Call for Graduate Business Communication Syllabi
- Teaching & Learning Resources
- Research & Collaboration Community
- Member News
- "Tea Time" with Patty
- Members' New Books
- ABC Mentorship Program
- Upcoming ABC Conferences
- Get Connected! Stay Informed! Share Your News!
- Membership Status
- Your ABC Board of Directors
- Your ABC Communities

FROM THE ABC EXECUTIVE DIRECTOR

Kathryn Rybka

Dear Fellow ABC Members,

We all have a story to tell about how we first connected with ABC. Mine began more than 16 years ago when a former ABC Board member insisted I attend a regional conference with her. I soon joined ABC and have engaged with our association in a multitude of ways ever since.

Many times I hear members comment that, “ABC is my professional home.” The concept of “home” transcends physical boundaries. It is where we experience a sense of belonging, a connection with others, feel supported, and treasure lasting memories. You are surrounded by ABC colleagues who share a passion for the teaching, scholarship and practice of the ever-evolving field of business communication. As an ABC member, you are provided generous opportunities to strengthen and advance your professional network and interests.



I recently attended the 2025 ABC Europe, Africa and Middle East (EAME) Regional Conference in Bergen, Norway (see page 5). I immediately felt welcome and quickly felt “at home.” No matter where an ABC conference is held, you’ll notice attendees sharing contact information with each other, and brainstorming ways they can potentially collaborate on a future research project, presentation or paper. After being inspired by the opening keynote speaker in Bergen, one attendee came up with an idea to introduce a new ABC Special Interest Group (SIG).

Our 2025 ABC Annual International Conferences (onsite and virtual) promise to be enriching opportunities for everyone who shares a devotion to our academic discipline (see page 3). Those who join us in Long Beach, California this October, also receive a complimentary registration to the virtual conference held later that month.

Whenever ABC members come together, ideas percolate, friendships form, and the field of business communication becomes stronger. It’s not just the time spent in formal meetings and conference sessions that you treasure, it’s also the rewards of “hallway conversations.” The fellowship shared over breaks, meals, and spontaneous connections made outside presentation room spaces. It is the synergy of all these experiences that nurture a sense of belonging and result in ABC becoming your “home.”

Please take a moment to reflect on how you first became involved with ABC. From hearing others’ stories, it often started, like my journey, with encouragement from a colleague. Think about who you know that would also benefit from being an ABC member and introduce them to our association. Invite them to attend an ABC conference, show them the myriad benefits of membership, and ways they can connect and be a part of our welcoming community.

Please contact me at executive.director@businesscommunication.org if you have any questions or ideas for ABC programming. I hope your summer provides you with special time for friends and family.

Best wishes,
Kathryn

2025 ANNUAL INTERNATIONAL CONFERENCE



JOIN US IN LONG BEACH, CALIFORNIA!

Onsite October 15-18, 2025

Virtual Conference October 27-28, 2025



Your conference co-chairs enjoyed our pre-conference site visit to the Hyatt Regency Long Beach at the end of April. We saw amazing sites, ate fabulous food, and interacted with helpful and friendly people. We can't wait to share Long Beach with you.

SCHEDULE. Currently, we are finalizing the conference schedule. Along with a wide variety of presentations and panels, there will be plenty of time for networking and catching up with colleagues. The conference will kick off with an exciting full day of interactive workshops on Wednesday, 15 October, so make your travel plans accordingly.

REGISTRATION. August 15, 2025 is the last day to register for the conference at the Early Rate for both the on-site and virtual modalities. If you have not registered for the conference by then, the conference fee will increase to the standard rate on August 16. Go to [Conference Registration](#) to sign into Ex Ordo to register for the conference. If you haven't used Ex Ordo before, you will first need to create a login.

ACCOMMODATIONS. Go to [Hyatt Regency Long Beach](#) to reserve your discounted guest room.

NEXT STEPS. Over the next weeks, you will receive emails with information regarding places to visit, where to eat, and interesting tidbits about Long Beach and the surrounding area. You can also visit the official [ABC 2025 in Long Beach](#) visitor site.

Contact conference co-chairs Barbara Bolt and Bethany Tisdale with any questions at ABCconference@businesscommunication.org

CALL FOR SUBMISSIONS: ABC SOUTHWESTERN U.S. REGIONAL CONFERENCE



Mark your calendars!

The 2026 ABC-Southwestern U.S. Regional Conference will be held **March 18–21, 2026**, at the **Renaissance Dallas Richardson Hotel** in **Dallas, Texas**. We'd love for you to be part of the program!

Whether you're revisiting an ongoing research project or brainstorming something brand new, summer is the perfect time to shape your ideas into a proposal. This regional conference is a welcoming, collegial space to share your work and receive valuable feedback from peers.

You can submit individual presentations, group/panel presentations, or propose an interactive workshop. We invite submissions in a wide range of business communication areas, including:

- Innovative Instructional Methods
- Communication Technology
- Organizational and Interpersonal Communication
- Legal and Ethical Communication
- Executive/Managerial Communication
- International and Intercultural Business Communication
- Business Education and Consulting/Training

Not from the Southwest? Not a problem. You do not have to be a member of the U.S. Southwest Region, live in the area, or teach there to participate. We welcome submissions and attendees from across the country (and beyond!). If you have something to share, we want to hear from you.

The submission deadline is October 3, 2025, so whether you're polishing a completed paper or crafting a workshop or case study, there's plenty of time to join in. [Click here](#) to check out the Call for Papers.

Questions? Contact Program Chair Kristen Wilson at kristen.wilson@eku.edu.

We hope you'll join us in Dallas!
Submit something, bring a colleague, and be part of a great conversation.

REGIONAL CONFERENCE HIGHLIGHTS

Highlights from the ABC Regional Conference in Bergen, Norway!



Photo NHH/Ingunn Gjørde

The ABC Regional Conference for the Europe, Africa, and Middle East Region took place from June 4–6, 2025 in the stunning city of Bergen, Norway. This year's theme, "Building Bridges Between Business Communication and Management," set the stage for a dynamic and thought-provoking event. The conference featured three keynote speakers who offered unique perspectives: Professor Stephanie Schnurr (University of Warwick), Professor Sunniva Whittaker (Rector of the University of Agder), and Professor Rebecca Piekkari (Aalto School of Business).

With over 130 participants from 20 different countries, the conference was a truly international gathering of minds. While most attendees came from our region, we were thrilled to welcome colleagues from the United States, Canada, and Japan, further enriching the global dialogue. Together, we enjoyed three inspiring days filled with over 90 presentations, lively discussions, and ample opportunities to reconnect and network.



Photo NHH/Ingunn Gjørde

The conference took place at the Norwegian School of Economics

(NHH), nestled in the heart of Bergen's stunning natural landscape. With incredible views of the city's famous fjords the setting gave the event an extra special vibe, and many of us couldn't resist taking a moment between sessions to soak it all in and recharge.

The program was diverse and engaging, covering topics such as organizational communication, teaching business communication, and intercultural communication, among many others. Coffee and lunch breaks became hubs of collaboration, with participants exchanging ideas and sparking new connections. Participants were also invited to join a reception, kindly sponsored by Bergen municipality, in the vibrant KODE museum, where they could taste cider from the Hardanger region and local food. They were even treated to a surprise walking tour through the UNESCO World Heritage Site, Bryggen.



Photo NHH/Ingunn Gjørde

A special thanks goes to Ursula Lutzky, ABC Regional Vice President for Europe, Africa, and Middle East, as well as Annelise Ly and her dedicated team for the meticulous organization at **Norwegian School of Economics (NHH)** and providing us with everything that is needed for a successful conference, including a strong programme, professional meeting space, and never-ending amounts of coffee.

Of course, none of this would have been possible without the participants and presenters who traveled from near and far to share research, teaching practices, and insights on business communication. Your enthusiasm and engagement made this event truly unforgettable.

This conference underscored the unique spirit of ABC—an organization that welcomes new members with open arms and cultivates a genuine sense of community and support.

CALL FOR CASES: STUDENT WRITING COMPETITION

Do you use a fun and challenging business communication case for an assignment?

If so, please submit your case for the 2026 Student Competition! The Student Competition Committee looks for cases that ask students to showcase their ability to use the following communication skills in a relatively brief message:

- Be audience-centric
- Persuade their receiver to take a course of action
- Use professional tone, vocabulary, and style
- Design a conventional, well-formatted document

Past winning cases have asked students to use evidence and analysis to make recommendations, navigate complex interpersonal contexts to send bad news, motivate a city council to provide needed resources, and more. You can see the past cases and winning student submissions on the [Student Competition Award website](#).

The selected case will be enshrined on the ABC website, showcasing your teaching prowess. You will also receive applause at our annual conference for writing the standout case of the year.

All submitted cases are blind-reviewed and rated by the [Student Competition Committee](#) members. Once a case is selected, the student writing competition will be launched. The case winner and case will be announced in late-October 2025.

If you have a great case to share, **please submit it by Friday, September 19**, using the form available on the [Student Competition Award website](#). Complete the required survey fields and attach your case as a PDF file. Be sure to remove any identifying information from the file to facilitate a double-blind review. If you have any questions, contact [Ashly Smith](#), Student Competition Chair.

We are eager to see your excellent work!
Thank you for your consideration and submissions.

CALL FOR GRADUATE BUSINESS COMMUNICATION SYLLABI

Do you teach a graduate-level BComm course?

We are seeking syllabi and related documents for graduate-level courses on business communication. Our primary interest is on courses explicitly named "Business Communication." However, we welcome syllabi for courses you consider to be business communication classes. We are interested in syllabi from any college or department, masters' and/or doctoral level, and any country. We plan to conduct a content analysis of topics covered, texts required, and work assigned. We intend to use this information in anticipation of offering a graduate course called Business Communication at our university. The results will be shared at the 2025 ABC Annual International Conference in Long Beach, California. Please send materials that show this content for your course(s) to:

Tina Cofflet, Professor | tcoffelt@iastate.edu
Jenny Aune, Teaching Professor | jeaune@iastate.edu
Department of English, Iowa State University

TEACHING & LEARNING RESOURCES

Share Your G.I.F.T.S. – Great Ideas For Teaching Students!

The ABC Teaching Committee is updating our Teaching & Learning Resources webpage, and we would love your input. If you've published a book, hosted or contributed to a blog or podcast, or have been featured on one—particularly those related to business communication—we are eager to include it in our curated list of member resources.



We're also seeking course syllabi to share (members-only) with others in our community, especially to support new instructors. If you're open to sharing any of the above, please send a quick note to **Andrew Quagliata** at AQ43@cornell.edu with links or attachments.

Thank you for helping us strengthen our teaching community!

RESEARCH & COLLABORATION COMMUNITY



As an ABC member, you belong to a community of business communication researchers, educators, and practitioners who share your interests.

You can find collaborators and participants to advance your research, learn about other members' work, and respond to requests that align with your goals. You can post requests for co-editors, project collaborators, research participants, co-presenters, and more.

To opt into this ABC member-only community, go to the [Research and Collaboration page](#) and select "Join" (the blue button on the right side). You'll be asked how you would like to receive email notifications from the group. To ensure this community serves our members, we ask that messages meet these guidelines:

- Focus on a research or collaboration opportunity.
- Are relevant to business communication faculty, students, and/or practitioners.
- Do not promote a specific article, book, product, or service.
- Meet our ABC community [Terms and Conditions Guidelines](#).

When approved, your message will appear on Research and Collaboration group members' homepage, on the community page, and by email for those who opt in. We hope you'll use this space to connect with ABC colleagues around the world.

Please let us know if you have any questions about this exciting and new initiative!
executive.director@businesscommunication.org

Kudos to ABC Members' Accomplishments!

Journal Article Supported by the Priscilla S. Rogers and C.R. Anderson Research Fund

Matthew Gillings of the WU Vienna University of Economics and Business published an article titled “A Corpus-Assisted Perspective on Corporate Wrongdoing: The Boeing 737 Max Crisis,” in the *International Journal of Business Communication*. The paper examines the communication strategies used by Boeing throughout the 737 Max crisis, and looks at how those strategies were linguistically constructed to restore brand trust and identity.

This work was made possible through a grant awarded by the **Rogers and Anderson Research Fund**. Mathew also presented on the topic at the ABC Regional Conference for Europe, Africa, and Middle East in early June. [Click here](#) to read the article.



Grant Award

Cornelius Fuumaale Suom-Kogle, a Graduate Teaching Instructor and Research Assistant at Michigan Technological University, has been awarded a \$1,500 research grant from the Institute for Policy, Ethics, and Culture (IPEC) to support his project titled Beyond Expediency and Neutrality: Rhetorical Power and Institutional Practice in Insurance Claims Communication.

Drawing on archival insurance documents, the study examines how materials such as policy forms, claims letters, and denial statements function rhetorically to legitimize institutional authority while constraining claimants' access and agency. The findings from this research will serve as a foundation for a thesis on ethical communication in AI-driven insurance systems. By uncovering the communicative dimensions of historically overlooked domains such as insurance claims processing, the project aims to illuminate how legacy bureaucratic practices continue to shape the design and function of algorithmic models in contemporary business communication.



Academic Advising Award

Lisa Gueldenzoph Snyder is a Professor in the Department of Management at North Carolina Agricultural and Technical State University and a Past President of ABC. Lisa was honored this past academic year as the recipient of the Academic Advising Excellence Award for the Deese College of Business and Economics as well as the Outstanding Academic Advising Excellence Award for her University. Lisa serves as the academic advisor for all seniors in her department as well as the faculty advisor for Aggie Toastmasters, an affiliate club of Toastmasters International.



MEMBER NEWS, Continued ...



ABC Immediate Past President Visits Brazilian College

On May 13th, Fatec Cruzeiro, Brazilian College, was the honor of welcoming **Dr. Judith Ainsworth, Immediate Past President of ABC** (third from left, second row). Dr. Ainsworth's visit was at the invitation of **Professor Ana Lúcia Magalhães, ABC Regional Vice President for Caribbean, Mexico, Central and South America** (second from left, second row).

Dr. Ainsworth actively participated in a panel discussion during Professor Ana Lúcia's Fundamentals of Hospital Communication course. The students had prepared insightful questions, and an engaging activity followed. The students exhibited a keen interest in learning more about Dr. Ainsworth's work, communication strategies, and her experiences in various countries.

This event was a valuable opportunity to deepen understanding of the crucial role of communication across different sectors and cultures. The students expressed their gratitude for this enriching experience and even requested an extension of the event, as the discussions grew increasingly engaging.

"TEA TIME" WITH PATTY



From the left: Jenna Haugen, Maria Colman, Tracy Blasdel, and Patty Harms at the ABC Bergen Conference in Norway.

Let's not wait until the next conference to meet and connect! Please join ABC President Patty Harms for "Tea Time with Patty"—a virtual opportunity to connect, share ideas, and learn more about ABC.

JULY Wednesday, July 16 – 7:00 PM U.S. EDT
Tuesday July 22 – 10:00 AM U.S. EDT

AUGUST Friday, August 8 – 9:30 AM U.S. EDT
Monday, August 18 – 8:00 PM U.S. EDT

SEPTEMBER Wednesday, September 10 – 7:30 PM U.S. EDT
Tuesday, September 16 – 3:00 PM U.S. EDT

Zoom Meeting ID# 429 494 2377

Join from PC, Mac, Linux, iOS or Android: <https://kenan-flagler.zoom.us/j/4294942377>

International numbers available: <https://kenan-flagler.zoom.us/u/ab9edGoq0B>

[Click here for a time zone converter.](#)

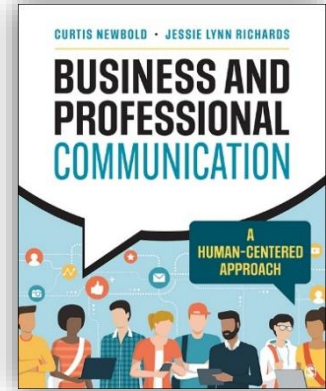
MEMBERS' NEW BOOKS

Business and Professional Communication: A Human-Centered Approach

Authored by **Curtis Newbold** and **Jessie Richards**, this new textbook prepares students to succeed in today's workplace defined by changing technology, a diversified workforce, and an increase in remote/hybrid work. Emphasizing accessibility and inclusion, this text encourages students to be more conscientious, purposeful, and ethical in the way they communicate at work and beyond.

KEY FEATURES

- A human-centered approach highlights the importance of becoming an empathetic, ethical, and inclusive communicator with a people-first mentality to become a strategic problem-solver and connect with people in diverse contexts.
- Chapters are organized in a progressive framework, covering (1) people and communicating with coworkers; (2) communication modes: interpersonal, written, visual, and digital; and (3) contexts and adapting to diverse workplace scenarios.
- Emphasis on ethics, inclusion, accessibility, and culture that is integrated throughout the text.
- "Their Story" Examples open each chapter with a real-world anecdote of a professional that shares insights and perspectives about their experience communicating in workplace topics across a variety of industries.
- Chapter ending Skills Mastery Workshops feature activities, exercises, and practical true-to-life scenarios designed to develop actionable business communication skills.
- Appendices include practical, how-to guides for business document formatting; data visualization; technology; slide deck design; and research methods.



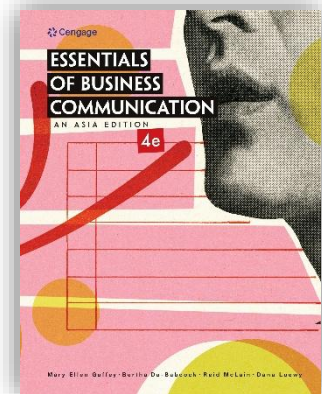
For more information, [click here](#) to visit the publisher's website.

Essentials of Business Communication, 4th Asian Edition

Bertha Du-Babcock and **Reid McLain** jointly published the Fourth Asian Edition of ***Essentials of Business Communication***, based on Guffey and Loewy's award-winning 12th Edition. This Asian Edition (AE) specifically addresses the nuances of communication in Asian business contexts, covering a variety of topics such as global workplace communication, the business writing process, contemporary letter writing, proposal and report writing, and employment communication. A standout feature of this edition is its focus on analyzing ethical situations in business communication, along with integrative case studies related to the subject.

With nearly three decades of experience in teaching and research, Du-Babcock and McLain ensure the reliability and relevance of the content. The AE 4th edition aims to help Asian students cultivate essential communication skills. Key features include aligning content with current practices, enhancing job searching and interviewing skills, emphasizing business ethics in a globalized environment, and incorporating MindTap resources for customizable instruction.

Du-Babcock and McLain extend their gratitude to Guffey and Loewy for their foundational work in structuring the Asian Edition.



For more information, [click here](#) to visit the publisher's website.

ABC MENTORSHIP PROGRAM



If you are interested in serving as a mentor or in finding a mentor that fits your specialization or interests in business communication, please add your name to the list found on the ABC home page under Resources.

Mentorship is valuable at every career stage from school to retirement, and our deep bench of knowledgeable members who would like to participate in this program make it a valuable experience.

The ABC Mentorship Program aims to make it easier for members to seek new knowledge from each other; facilitate and provide a structure for formal mentorship; increase member satisfaction, engagement, and retention rates; and improve the value of our association.

If you have any questions about the ABC Mentorship Program, please reach out to Jessica Nevitt at jknevitt@iu.edu.
[More information can be found at this link.](#)

UPCOMING ABC CONFERENCES

ABC ANNUAL INTERNATIONAL CONFERENCE

Long Beach, California, USA
October 15-18, 2025 (Onsite)
October 27-28, 2025 (Virtual)
[Click here for all the details.](#)



ABC SOUTHWESTERN U.S. REGION & FBD REGIONAL CONFERENCE

Dallas/Richardson, Texas, USA
March 18-21, 2026
[Click here for the Call for Papers.](#)



[Click here](#) for a list of other conferences, including ProComm 2025, the Asia-Pacific LSP & Communication Association, and the National Communication Association.

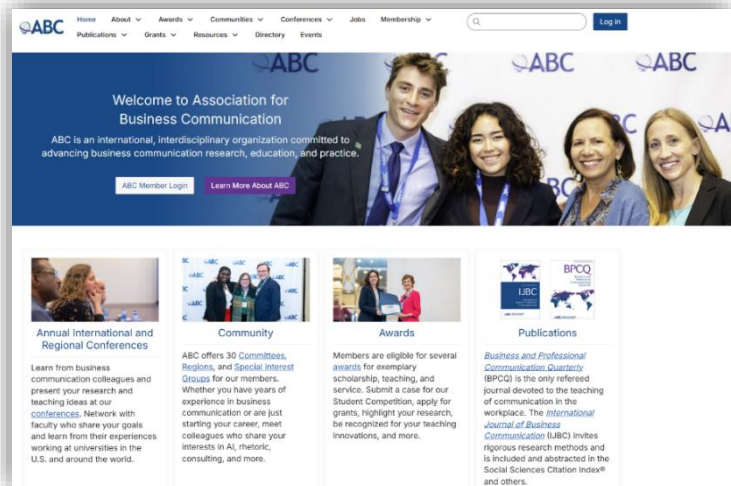
GET CONNECTED! STAY INFORMED! SHARE YOUR NEWS!

OUR MISSION

ABC is an international, interdisciplinary organization committed to advancing business communication research, education, and practice.

OUR VISION

ABC seeks to become the foremost authority in the field of business communication by promoting excellence in teaching, increasing knowledge within the discipline, enriching business communication classes to better prepare students, and improving the quality of communication in the workplace. Because we recognize the importance of globalization, the Association seeks to continue to expand its international membership as well as its international point of view. To reach all members, we plan to incorporate many technologies for enhanced communication and provision of the services they most need.



VISIT ABC ONLINE

Get connected with your ABC region, join special interest groups, learn about annual and regional conference details, access job postings, view publications and calls for papers, apply for grants, and take advantage of our many resources to support your needs. [Click here for the ABC website.](#)

SHARE YOUR NEWS

Submit newsletter content about your groundbreaking research, book publications, and other news of interest to the ABC community! We want to hear from you! [Click here to share your news.](#)

MEMBERSHIP STATUS

Please take a minute to make sure your membership is up to date!

Log into the ABC website (www.businesscommunication.org), click on your image, and select Profile. If you need to renew or reactivate your membership, click on **“Explore membership plans”** at the top of the screen or **“Renew Now”** from the left side.

Be sure to select **“Add Discount Code”** at checkout for a reduced membership rate with electronic journal access unless you prefer to have print journals mailed to you. To receive ABC emails in the future, please add mail@connectedcommunity.org to your contacts and/or Safe Senders list in Outlook. System emails may be going into your spam folder.

Thank you! We value your membership and look forward to having you continue to be an important part of our business communication community.

If you have questions, contact Amy Newman, Tech Coordinator, at amynewman@cornell.edu.



YOUR ABC BOARD OF DIRECTORS

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Vice President	Christopher Toth , Grand Valley State University, Michigan, USA
Immediate Past President	Judith Ainsworth , McGill University, Montreal, Quebec
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Eastern USA	Nancy Mahon , Pennsylvania State University, USA
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YOUR ABC COMMUNITIES

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- Academic Environment
- Business Practices
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- Diversity, Equity and Inclusion
- Finance
- Graduate Studies
- International and Intercultural Business Communication
- Marketing and Membership
- Modern Language Association (MLA) Liaison
- National Communication Association (NCA) Liaison
- OG and Bylaws
- Proceedings Editorial Review Board
- Publications Board
- Research
- Student Competition
- Teaching

SPECIAL INTEREST GROUPS

- ABC Writing Circle
- Business Communication Centers
- Consulting
- Generative AI and Teaching Business Communication
- Rhetoric

