



LISTENING POST

Winter 2011

A Newsletter of the *International Listening Association*

Issue 104

PRESIDENT'S PERSPECTIVE

By **Laura Janusik**



Laura Janusik

The Board's primary work this year can be summed up in two words: *Fiscal Responsibility*. Though I must confess, this was not the goal I had in mind when I assumed the presidency; I realized it was the focus most needed. The Ad Hoc committee, led by Sheila Bentley and Jennifer Grau, took on an extraordinary challenge in making recommendations to help increase income while decreasing expenses. The Board considered all of them and chose the most strategic to implement first. You'll find many of these recommendations as changes in the By-laws and Constitution this year, and I'd like to address some of the larger ones here to help you understand them better.

To begin, our association was thrown into a financial challenge with the passing of the Constitutional amendment to repay the Life Member Fund. What many did not realize was the Life Member funds were never used as operating funds...they were deposited into an interest bearing account. At least, that was the plan. Somewhere along the line, those funds had to be accessed because the day-to-day costs of the association could not be paid. A quick inspection of the membership records and rates (printed on page 3) shows why.

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32nd International Listening Association Convention

Johnson City, TN

March 31 to April 2, 2011

"Listening for a Sustainable Future"

DON'T FORGET TO REGISTER!

For more information about the 2011 conference, please visit our website or contact Chris Bond

816.271.4504

cbond3@missouriwestern.edu

ILA PRE-CONFERENCE: TIME TO THINK SEMINAR

March 30, 2011, from 1 p.m. to 3 p.m.

The Millennium Center in Johnson City, TN

This seminar will be presented by Sara Hart of the Time to Think organization and is based on the books *Time to Think* and *More Time Think* by award-winning author Nancy Kline. The fee is \$125.

Please register by February 28, 2011.

Quillen School of Medicine and ILA Presents

EFFECTIVE LISTENING FOR SUCCESSFUL MEDICAL OUTCOMES

A Healthcare Symposium

@ the ILA convention April 3, 2011

See www.listening.org for more details.

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MEMBERSHIP

WELCOME NEW MEMBERS OF ILA!

Beverly Augustine

Illinois, USA

Jeffery Bile

Kentucky, USA

Jonathan Denham

Louisiana, USA

Richard Fast

Canada

Jay Frasier

Oregon, USA

Rena Hawkins

North Carolina, USA

Judith Hutton

Indiana, USA

Shawn Keaton

Louisiana, USA

Kieran Liebl

Minnesota, USA

Ruth Livingston

Tennessee, USA

William Mickelson

Wisconsin, USA

Mohamme Mugaibel

Saudi Arabia

David Purdy

Minnesota, USA

Mike Rold

Louisiana, USA

Samuel Shuster

Minnesota, USA

Siona van Dijk

Washington, USA

Andrea Vickery

Louisiana, USA

Gail Webb

Colorado, USA

SPONSOR A STUDENT

By Christa Tess

Students are the future of ILA. Unfortunately, many cannot afford to join or attend conferences. The ILA's student scholarship fund allows ILA members to sponsor students who are presenting at the conference through donations.

As a sponsor, you will be introduced to "your student" at the conference. Donations can be in any amount. To contribute, log on to www.listen.org and use the donation link near the Convention information or go directly to the website <http://www.ila.camp7.org/Donate>.

If you will be attending the convention, you will also be able to make contributions when you register. If you would prefer you can mail a check (payable to "ILA" with the note "Student Scholarship Fund" on the check) to: Dr. Nan Johnson-Curiskis, Executive Director, International Listening Association Box 164 Belle Plaine, MN 56011 Toll Free (US only) 1-877-8-LISTEN (877-854-7836) Phone or send a text to 952-594-5697

Toastmaster's Connection

Have you helped your local Toastmaster's organization? If you have, we would like to hear from you.

At least one member has linked the critical listening skills to presentation preparation and would like to make contact with other ILA members who might be interested.

Contact Greg Enos (GregEnos@gmail.com)

Membership Target = 300

The ILA has a target of having 300 active members by March 31, 2011.

All current members are encouraged to talk to professional colleagues and bring at least one new member into the organization.

Talk to somebody this week

CONSTITUTIONAL CHANGES

ILA Executive Board Votes to Institute Salary for Executive Director

The ILA Executive Board met on December 20, 2010. In addition to proposed changes in the Constitution and By-Laws, Executive Board members voted to change the honorarium for the Executive Director to a salary at the current rate of \$12,500 annually. This action was taken because when a salary is provided, employer/employee taxes must be paid. This is not the case with an honorarium which has been the method used by ILA to reimburse Executive Directors for their service. The action taken by the Executive Board puts ILA in compliance with federal government regulations.

ILA Executive Board Votes to Welcome e-Members

The ILA Executive Board met on February 15. It voted to implement a new type of ILA membership: The e-Membership. The e-Member will pay dues to the Association at a rate established by the Executive Board. For the first two years after inception, e-Members will be for new members only. During this time, current members will not be able to renew at e-Member rates. Annual e-Membership is reserved for individuals who that year are not able to attend either a regional event or the annual international convention. If the e-Member chooses to attend either a regional event or the annual convention, the e-Member will pay the difference between e-Membership and regular membership to become a regular member or pay the non-member event or convention fee. Board Members are exempt from e-Memberships.

RECORD OR MEMBERSHIP REVENUE

# Of Members	Membership Type	Dues	Dues to Operating Budget	Total to Operating Budget	Annual Carrying Cost \$113.28 per member	Annual Deficit
91	Life Member	\$1,000.00	\$0	\$0	\$10,308.48	These dues go to Life Member Fund
110	Regular	\$115	\$115	\$12,650.00	\$12,460.08	These dues go to operating expenses
18	Emeritus	\$57.50	\$57.50	\$ 1,035.00	\$ 2,039.04	
31	Student	\$57.50	\$57.50	\$ 1,782.50	\$3,511.68	
250 Members				\$15,467.50 Total	\$28,320.00 Total	-\$12,852.50

PRESIDENT'S PERSPECTIVE Continued from page 1

Based on the chart above, one can clearly see that dues alone don't support the association. Because the convention has always been run as a "break-even" event, the Board has always been scrambling to make up over \$12,000 a year simply to pay expenses. In the years that this couldn't be done, the Life Member Fund was tapped into to pay the bills. Because of the Constitutional amendment passed in March 2010, not only can dipping into the fund not be done anymore, but the interest from the fund, generally around \$2,000 a year, based on interest rates, is now returned to the Life Member Fund and cannot be used to offset this deficit.

Also, in the early years of ILA, there was a treasurer on the Board. This position was eliminated when the administrative tasks became too challenging for the Board, and ILA chose to hire an executive director to take over the administrative and financial tasks of the association. To this day, the

Executive Director is still the only paid Board position, albeit at a modest salary. The Executive Director's primary duties have been in managing the membership and convention function and handling the ILA finances. However, at this time, one of the most important changes this year's Board is proposing is the acceptance of the new Board position of VP of Finance. This individual would have a financial background, either through education or business experience, and assist the board with financial matters and will be responsible for keeping the finances in order and recommending a budget. We feel that ILA will benefit financially from having a Board member dedicated to these responsibilities.

In addition, the Board also members unable to attend the annual convention, particularly those members who live outside the United States and find it impractical to attend, especially since our conventions don't venture outside the U.S. very often. Thus, we're proposing a new membership level: an e-Member. CONTINUED PAGE 4

PRESIDENT'S PERSPECTIVE

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The e-Member would be limited to new memberships (but only for the first two years), thereby decreasing the fear that regular members would leave in droves. E-Members would receive the journal and all of the benefits of the members-only website, allowing for virtual networking, listening exercises, and if all goes well, all papers from past conventions, formerly available for a fee through the Convention Paper Resources Index. We anticipate the market of the e-Member to be national and international members who can't afford the travel costs to a convention, as well as those interested in research. At the time of print, the board has not finalized the decision to bring this change to the general membership, but it is my sincere hope that we do.

Another constitutional change would institutionalize how the Life Member Fund is repaid. It proposes that a minimum of 20% of unbudgeted reserves (the nonprofit's term for "profit") be used to repay the Life Fund each year. That way, it ensures that budget funds are not taken from regular operating costs that support all members.

Much of our ability for the Board to see these budget opportunities this year comes from the Ad Hoc committee's ability to create the dashboard, which I wrote about in the previous *Listening Post*. Once again, I have to thank the Ad Hoc committee, led by Sheila Bentley and Jennifer Grau, with a special thanks to Alan Erlich, not only for serving on the committee, but for being the computer guru who designed and implemented the dashboard.

We hope these proposed changes will contribute to the strength and viability of ILA. If you have any questions or comments, feel free to contact me by sending an email to Pres2010@Listen.org.

I look forward to seeing you in Johnson City at our convention. If you're unable to make it, please send in your proxy vote...you can designate whomever you wish to vote for you, and a copy of your proxy (permission to do so), should be sent to Greg Enos, our 2nd Vice President.

It's been an honor to serve this association, and I hope that I was able to contribute to its sustainability and can continue to do so in the future.

NOMINATING COMMITTEE NEWS

Dwight Heartfield has agreed to be nominated to the nominated committee for 2011. He has been added to the ballot. Please be sure to vote at the convention! For more information about committee membership, please see our website.

Every time you conduct a GoodSearch the ILA gets money!

Goodsearch also has a program called Goodshop that you can access on the ILA's website, which will donate a percentage of your purchase amount to ILA every time you shop on the Internet. Whether you use Goodshop or Amazon, you never pay more for your purchases.

Spread the word. The more people who use Goodsearch and Goodshop, the more money the ILA receives. Go to www.goodsearch.com, and type in "**International Listening Association**" in the area that asks "Who Do You GoodSearch for?"

The IJL accepts submissions on an ongoing basis. Of special interest are articles and book reviews on the following topics:

- Listening and Second Language Acquisition
- Listening Assessment
- Listening, Audience Behavior and Media Studies
- Listening, Audience Behavior and Political Rhetoric
- Historical Studies of Listening and Audience Behavior
- Intersections Between Listening and Reading
- Listening in Professional or Managerial Communication
- Insights of Cognitive Theory, Psychology, Philosophy on Listening
- Listening and Rhetorical Theory
- Listening Research in K-12 Education
- Listening in Health Communication
- Listening and Service Learning
- The Intersections between Musical Listening and Listening to Messages (listening as aesthetic vs. Epistemic process)

Please send IJL submissions to Pam Hoel Cooper, editor, at HOELP@uscb.edu.

Are you a good listener?

LISTENING LEGEND



The ILA Listening Legend of 2011 is Dr. Erika Vora, Professor of Intercultural Communication at St. Cloud State University and former Fulbright Scholar to Taiwan, Republic of China. Her new book *The Will to Live: A German Family's Flight from Soviet Rule* has just been published by Xlibris. Erika has been honored as an "Outstanding Individual of Minnesota in 2010" by the Communication and Theatre Association of Minnesota. Erika has been a visiting scholar and conducted research on several continents; she has written about comparing comprehensive listening in China, Japan and the United States, and introduced perspective taking listening as a new type of listening. Her paper entitled "Listening to the Dying," (co-authored with Ariana Vora, Harvard Medical School) and published at the *International Journal of Listening*, has received much attention as has her comparative analysis of listening to the elderly in India and the United States.

Though her interest in listening dates back to her graduate school days when she "noticed how poorly we listen to each other, but how eager we are to speak" and decided to write a research paper on the subject, it was not until after she

had accepted a faculty position at St. Cloud State University in 1978 and had developed and taught a popular course entitled Effective Listening that she received an invitation from Manny Steil to meet at the University of Minnesota (St. Paul Campus) with a group of people interested in listening. Erika recalled her reaction: "Wow, I was not alone! There were other people interested in listening. I was elated to find about thirty individuals at that meeting, all excited about the importance of listening. What a stimulating meeting it was! What a fabulous group! We had a common cause: to start a listening association. What should we call it? Already, at that time, we thought globally and named it The International Listening Association. Next year, the ILA had its first unforgettable conference in Atlanta, where we all shared our enthusiasm for listening and learned from each other; and the rest is history." After co-founding the ILA, Erika promoted the ILA wherever she went; her friends and colleagues called her "the missionary of listening".

As a "missionary of listening", Erika faced many professional and personal challenges. First of all, when discussing the perils of promoting listening as an academic subject, Erika immediately recalled how hard it was to find research and teaching materials about listening when she first started her career; she then talked about the reaction of others when she told them she wanted to teach and study listening; she explains: "When I first started offering a summer course on Listening at an East coast university during the summer of 1979, I needed to justify and prove how that subject is indeed academic and of vital importance in all our everyday

lives. I find, some thirty years later, that it has not changed very much around the country. Whenever I begin to promote the power of listening, people begin to look at me as if to say, 'Oh, I am already a good listener,' and they still say, 'What? You must be kidding. Is listening an academic subject?' I have found that people believe listening to be easy, to be taken for granted, because they already believe to be good listeners."

Erika also spoke about how her professional research has challenged her listening skills. In one case, she had to interview more than thirty German women refugees and deportees of WWII from the far Eastern regions of Germany. All of them had been stripped of their rights, were dispossessed, had to flee from the approaching Russian Red Army, were enslaved by Poles who had taken over Eastern regions of Germany, or were transported for years of slave labor to Siberia. She shared how her listening skills were challenged during these interviews: "Their narratives were extremely emotional, almost always told with interruptions of a flow of tears. I could not help but feel for the women who suffered such torture and horror. Then I listened to it all over again on tape, again with my own emotions and tears flowing so strongly, that I had to walk away from the tape."

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TO NOMINATE SOMEONE
FOR 2012 LISTENING
LEGEND, CONTACT LP
EDITOR MOLLY STOLTZ
mmstoltz@valdosta.edu

LISTENING LEGEND

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Erika also talked about the challenges of listening at Truth and Reconciliation hearings in various townships of South Africa in 1998 during which she heard testimony from victims of unspeakable violent acts during Apartheid. “In both situations,” she says, “I was so emotionally involved and empathic that my comprehensive listening ability was greatly hampered. I tried to overcome these two most difficult listening situations by practicing the perspective taking approach to listening. It helped me focus on understanding and comprehending the speakers’ messages from their perspectives without being carried away with my own emotions.”

Perhaps, though, it is Erika’s empathetic (and enthusiastic) listening skills that have helped her achieve the success she has. She explains that she still loves what she does on a daily basis. “I have encouraged all of my students for more than thirty two years to practice daily appreciative listening not only to their favorite music but to all the people in their life space. I still hear from students who have graduated a long time ago that this simple awareness, to listen to others with appreciation, has made a positive impact on their relationships with others.” Surely these students as well as her colleagues would agree that this “missionary of listening” is indeed a listening legend.

Whom do you consider to be a great listener, and how has that person inspired you?

“For me, the greatest listener ever has to be Mahatma Gandhi. No, I did not personally meet him. However, I had the great privilege of meeting and interviewing many of his contemporaries and associates in India to learn about the Great Mahatma’s legacy. Again and again they told me what a remarkable listener he was and how he listened to everybody, from the homeless person in the street to the highest government official.”

~ Erika Vora, 2011 ILA Listening Legend

If People are Not Looking at Us, We Know They are Not Listening. By Peter DeLisser

How do we know? We know because National statistics indicate that 55% of the meaning of our message is sent by our facial and body gesture; 38% is sent in our emotional tone of voice; only 7% is sent in our words.

For example you might say to someone, “You are not a Team Player,” said with an angry tone of voice while shaking an Index finger at them. If that person is not looking at you and doesn’t see us you shaking your index finger, that person will miss 55% of the meaning of your message!

Interestingly, the statistics I have cited – originally published in 1967 by Albert Mehrabian, a professor at the University of California, Los Angeles – have been challenged by others particularly in relation to the idea that words only contain 7 % of a message’s meaning. I would suggest that further research needs done in this area to address the validity of these statistics

**WANT TO SUBMIT TO THE LISTENING POST?
CONTACT EDITOR MOLLY STOLTZ
mmstoltz@valdosta.edu**

DEADLINE FOR NEXT ISSUE: MAY 1

See you in Tennessee!

INTERDISCIPLINARY PERSPECTIVE

Article Review By Debra Worthington

Ko, L. K., & Lewis, M. A. (2010). The role of giving and receiving emotional support in depressive symptomatology among older couples: An application of the actor-partner interdependence model. *Journal of Social and Personal Relationships*.

While the article title by Linda Ko and Megan Lewis may initially be off-putting, the subject matter – emotional support – is of particular interest to listening scholars. The importance of social support to our mental and physical health is well documented. Research in this area has found that married couples in particular benefit from the social support they receive from their spouse. These couples tend to be healthier, in part, due to the buffering effect that emotional support has on one's immune system

Understanding emotional social support in these relationships is particularly meaningful because as married couples grow older, their social support networks typically become smaller. Retirement, death, and failing health lead to greater dependence on spousal support. These experiences, however, can lead to increases in symptoms of depression. While previous studies of emotional support has found it to be particularly effective in reducing depression and its symptoms, relatively little research has addressed the inter-relationship between giving and receiving emotional social support by older, married couples and its effect on symptoms of depression. This gap in the literature is addressed by Ko and Lewis. They hypothesized that “the relationship between husbands” and wives’ own reports of giving emotional support would be associated with less depressive symptomatology in their spouses, through the spouses’ perception of receiving emotional support.”

Ko and Lewis’s study examined spousal perspectives of emotional social support as conceptualized by the Actor-Partner Independence Model (Kashy & Kenny, 1999). The APIM allowed Ko and Lewis to estimate the effect of this type of support on each partner simultaneously, while also permitting them to control for the interdependent nature of the relationship. As stated by Ko and Lewis, the APIM enabled them to “test for the interpersonal effects of a participant’s own reports of giving emotional support on their own (actor-effect) and their spouse’s (partner-effect) depressive symptomatology, while taking into account the dyad’s interdependence.”

Drawing on previously collected data (interviews conducted for the “Changing Lives of Older Couples” study), Ko and Lewis analyzed data from 423 couples. In addition to measuring each partner’s perception of giving and receiving emotional support, they measured depressive symptomatology, and collected data on a number of personal characteristics which might influence the results (e.g., age, education, race). They also measured several variables known to be associated with depression (e.g., health status, death of a loved one, chronic disease).

To analyze these results, Ko and Lewis constructed a path analysis using each couple as the unit of analysis (as opposed to individuals). They found that wives and husbands had significant differences in their reports of depressive symptomatology and in receiving emotional support but not in levels of

giving emotional support. Specifically, husbands reported receiving greater emotional support from their wives, than wives reported receiving from their husbands. In addition, the wives reported greater levels of depression than did their husbands. No significant difference was found in reported levels of giving emotional support.

One important finding by Ko and Lewis is that individual perception is important. Notably, they report that the effects of giving support were magnified when spouses were aware such support was being provided. Spousal perceptions of receiving emotional support were also linked to lower levels of reported depression. At first glance, these findings appear to contradict other research suggesting that “invisible” support is more beneficial to people because it places less of an emotional burden on the receiver (see for example, Barbee et al., 1993; Bolger et al., 2000). However, Ko and Lewis argue that the age of the couples and the nature of the married relationships may dampen feelings of shame or guilt that can sometimes accompany the receiving of social support. Moreover, older couples typically become more interdependent as they age, their marital relationships deepen, and their social network become smaller.

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INTERDISCIPLINARY PERSPECTIVE

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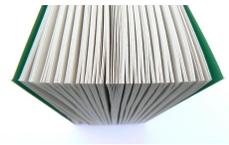
In addition, reflecting previous research (Tower & Kasl, 1996), Ko and Lewis found spousal reports of depression to be interrelated (i.e., the level of depression reported by one spouse was similar to that reported by the other). They note that these findings are not surprising given the age of participants (*Mean* = 82), that these couples are likely facing health and financial burdens, as well as their own and their friends' mortality.

This article is important because it expands our knowledge of social support processes in older adults. All too often researchers utilize a convenience sample of college students. While it is important for us to understand how social support is enacted by young adults, and how depressive symptoms can be mediated by social support, understanding factors affecting depression and social support in older populations is just as important.

This study also highlights an important methodological issue for communication scholars in general, and listening scholars in particular. Communication is an interdependent process. This study emphasizes the importance of using methods and measures that allow researchers to capture the interdependent nature of communication processes.

Ko and Lewis's article also points out an important omission in this type of research. Whether providing emotional or problem-focused support, listening is fundamental to giving and receiving emotional support. For example, Roberts and Greenberg (2002) note a number of listening based behaviors associated with emotional supportiveness and care giving. They discuss how these behaviors contribute to and are related to validation, active understanding, and other intimacy processes. It is unclear how these issues relate to findings reported by Ko and Lewis.

In addition, Ko and Lewis do not address that the reality that not all older marital relationships are positive. Previous research by Noller and Fitzpatrick (19993) found that related to listening processes, couples in distressed (unhappy) marriages and relationships tend to have problems decoding nonverbal communication of their spouses. Thus, the overall state of the marriage can be quite important to how messages and behavior are interpreted. Individuals in distressed marriages are more likely to assign negative connotations to ambiguous communication and behavior, while people in happy marriages will use a more positive lens for interpreting those same behaviors and communications. Problems with decoding may affect perceptions of support.



Concept Keys KLAS Partnership and ILA Member Benefits

The online Key Learning Application System (KLAS) provides key fundamental info to each participant a little bit each day. In a world of information overload, KLAS makes a huge learning difference that produces actual utilization of that learning!!

All ILA members (and their students) receive a 10% DISCOUNT (Code is: ILA2011) on the special ePrograms written by ILA members Laura Janusik, Margaret Fitch-Hauser, and Will Powers:



Improving Interpersonal Communication Outcomes (Second Ed.)
by **Dr. Laura Janusik**



Improving Customer Service Relationships
By **Dr. Margaret Fitch-Hauser**



Listening Effectively
by **Dr. Will Powers**

You and your students will also receive the same 10% discount on ALL CK programs; please visit the ILA/CK partnership landing page (<http://ila.conceptkeys.com>) and explore all the options.

You will also receive the same discount if you want to write your own content on our KLAS in either the Public Program or the Private Label Program.

A special ILA Convention Panel “**Increasing Listening Learning & Applications with KLAS**” will be available this year. ILA teachers will be talking about their experience using KLAS products. The conference schedule will have day/time/place info. A live hands-on demonstration is planned.

MEMBER VIEWS

**Sustainable Thinking
About Listening
Respectfully Submitted By:
Graham D. Bodie**

Our world is full of binaries: hot-cold, black-white, up-down, left-right. It is no different in academic disciplines like listening. Early listening scholars like Paul Rankin and Don Brown attempted to separate “listening” from “speaking”, and current scholars carry on this dichotomy. While granting the validity of facts like “students are afforded more opportunities to hone traditional ‘speaking skills’ like oral interpretation and public speaking than to be trained in ‘listening’” expressed quite persuasively in recent publications (Janusik, 2010), the use of either/or bipolarities has the potential to obfuscate the fact that “speaking” and “listening” are part of a more dynamical, complex system. As nicely stated by Charles Berger (in press) in a forthcoming *International Journal of Listening* article:

Just as naïve observers watching the daily path of the sun are likely to conclude that the sun must revolve around the earth, as observers of human interaction, we may naively assume, based upon our observations, that acting and speaking on the one hand and perceiving and listening on the other must be subserved by isolated systems. Such bifurcated thinking belies the ways in which these systems are coordinated and integrated to the point that they communicate with each other and do so in ways that humans are incapable of sensing.

So what does this mean for the International Listening Association

ILA)? The most obvious implication is that, as a community of scholars, we should think differently about listening. We should think not of “listening” and “speaking” but about “acting” and “interacting” – complex goal-directed and largely automatic processes. Whereas bifurcating “listening” and “speaking” seems to drive research and training toward answering rather simple questions, recognizing the complexity in what we study drives research and training toward new and more theoretically sophisticated understandings of how such a dynamical system works. As Berger (in press) puts it, “Those seeking to understand complex systems who, at the same time, adhere to a rigid, either/or purview are not likely to succeed in illuminating how such systems operate.”

But listening/speaking is not the only potentially pernicious dichotomy for ILA. Like similar organizations over the past two decades ILA and its members have helped perpetuate a binary loosely labeled theory/practice. But theory/practice is a false distinction. ILA members all share a passion to promote the positive potential of listening. Toward this end, we may vary in some fundamental assumptions on how to do so, but we are more alike than different; it is the false dichotomy that sets us apart. Second, and more basic than what occurs in ILA, theory development and its application are “mutually reinforcing processes” (Berger, 2010, p. 445). Although the worldview that expresses “effective application is that which is grounded in valid theory and valid theory is that which is developed to assist application” is present in ILA, the impact of this worldview has arguably waned since

the organization was founded. The irony is that without a context, research is benign – attempting to test theory without an eye toward improving lives seems vain; and without theoretically-rich research, practice can be malignant – implementing a training program or teaching some concept without evidence of its effects may do more harm than good (Bodie, 2009, 2010).

In general, either/or thinking can harm attempts to cultivate collective ways to enhance positive and meaningful societal impact in the years ahead. A collective effort seems the best chance to meet our mission and to encourage a healthy and long-term (i.e., sustainable) organization. In other words, the way to ensure a sustainable organization is to create and encourage a sustainable way to think about that organization, a way of thinking that goes beyond binaries and moves toward coordination. Whether you call it evidence-based practice, empirically-supported instruction, or applied research matters not (Hecht & Miller-Day, 2010; Sherry, 2010). What matters is the integration of the study and practice of listening. Such a philosophy is woven nicely into our mission statement, and many of our members continue to strive toward this ideal (see Wolvin, 2010).

Members of ILA are fortunate that our current executive representation has made great efforts toward integration and collaboration and should remain confident that these efforts will help sustain us in the years to come. This certainly cannot be said of all organizational boards. Even so, the organization can merely foster thinking; it is how individual thinks about ILA today that will determine how it (dis)functions tomorrow.



EACH ONE INVITES ONE:

We're Halfway Through the ILA's Two-Year Membership Drive – Have You Done Your Part?

The accomplishment of this
“Each One Invites One”
membership campaign
as well as the ultimate success
of the ILA
is dependent on
YOU!

We recently celebrated a new year: 01/01/11. This one and the other trinumeral on the calendar are unique to this century, and so consequently, are days that we will see only once in our lifetimes.

As you should already know, the ILA Membership and PR committees decided to launch a two-year membership campaign that started on 10/10/10 and will end on 12/12/12. We are hoping that these dates will prove to be profoundly significant in the history of the ILA.

The premise of our new membership campaign is simple: **EACH ONE INVITES ONE**. Certainly, if each current ILA member were to bring in

at least one new member, our organization would double in size. Those who align themselves with the ILA are able to play a significant role in advancing effective listening across the globe, which as we well know is one of the most important life skills a person can possess.

The success of this membership campaign as well as the ultimate success of the ILA is dependent on YOU!

To make the process of inviting individuals into our membership easier, invite them to join fellow listeners at the ILA convention this next month (March 31-April 2, 2011) in the naturally beautiful city of Johnson City, Tennessee, which is nestled in the *Appalachian Mountains*. Then, they can see for themselves how they will benefit from joining our prestigious group.

Another way that you can help is that whenever you write an article or book about listening, be sure to mention the ILA. We gained two new members after reading *Sacred is the Call*. We are eager to see who might join after reading ILA President Dr. Laura Janusik's quote in Southwest Airlines in-flight magazine. Also, those of you in the National Communication Association (NCA), keep your eyes open for information about our certification program in the March issue of *Spectrum*.

To date, several members
have already done their parts
by getting at least one person
to join the ILA, including
ILA Founding Member
Dr. Lyman “Manny” Steil
who brought in three new
members already!

Let Susan Timm, MAL-PR,
know when you get someone
to join so your name can be
added to this list.

Invite at least
**ONE NEW
PERSON INTO
OUR ILA
MEMBERSHIP
RANKS!**

The ILA Board is doing its part by assuring that the organization is solvent and has lots to offer our membership so you will be proud to invite others to join us. Indeed, this year's theme of sustainability is something that your Board takes seriously as we review procedures, expenses, and benefits all with the goal of assuring that this association whose mission is “to advance the practice, teaching, and research of listening throughout the world” is around for many more years to come.

The bottom line is do you truly believe in the power of listening to transform lives and our world for the better? If you can answer yes and are committed to the mission and vision of the ILA, then

Invite at least **ONE NEW PERSON INTO OUR ILA MEMBERSHIP RANKS!**
Together, we can truly impact both the ILA and the world!