

# ILA LISTENING POST

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ISSUE NUMBER FIFTY    JULY 1994

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## A Look Back

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As you may have already discovered, this year marks the 15th year of ILA's existence. This issue contains a look back over the past 15 years and look forward to the next 15.

### Fifteen Years of Accomplishment: The I's of the ILA

by Andrew D. Wolvin  
*University of Maryland College Park*

Since our first meeting in Atlanta in 1979, the International Listening Association has come a long way in accomplishing our goal--promoting the study and the development of listening. Our original dream was to provide a professional home for those of us who look at the other side of speech communication, listening behavior. The results have been significant. The "I" characteristics of the association (interdisciplinary, international, interactive, inspiring) reflect the ILA contributions to all of us members.

The interdisciplinary nature of the ILA has been an important focus. It is interesting to try out ideas, test theories, and collect data with people from other fields. The ILA is made up of people not only from speech but also from such disciplines as reading, education, psychology, business, music, and medicine. We in speech tend to have our view of the world, and it has been useful to consider other ways of looking at the complexities of the communication process.

The international nature of the ILA is also important. We have had

wonderful opportunities to interact with colleagues throughout the world -- from such countries as France, Australia, Canada, Japan, and The Netherlands. This global perspective enables us to understand that barriers to listening are often culturally-based, and our American view of the world certainly is not the only perspective on how humans communicate.

Just as importantly, the interactive nature of the ILA represents a major contribution to us professionally. Our annual conventions and our summer conferences have offered us the chance to engage in dialogue and debate with each other in meaningful ways. We *share* instructional and research ideas in a highly cooperative, engaging arena.

Perhaps the greatest contribution of the ILA is the inspirational nature that it affords to all of us. Not only are we inspired to achieve professional excellence, our interactions through the association encourage us to model listening. Probably no professional group of people is as warm and caring as the ILAers. We listen to each other.

Indeed, we've accomplished a great deal in 15 short years. Not many organizations, professional and personal alike, can boast such progress in providing members an interdisciplinary, international, interactive, inspiring forum for their work. I'm certain we all share pride in what we've achieved, and we look forward to another productive 15 years in promoting the study and development of listening.

### Reflections on ILA: Fifteen Years

by Nadine Marsnik

As one of the midwives to ILA's birth and one who has been part of its growth from infancy to teen years, I recognize its complexity and its achievements.

I saw the International Listening Association evolve from the work of those who used the ideas of Ralph Nichols and who followed the vision of Manny Steil to organize it to what it is today. In 1994, ILA is a complex network of professionals--researchers, teachers, practitioners--to whom I--or anyone who cares to--can turn for advice, for help, for practical solutions to problems, or for a professional evaluation of ideas.

I can access this network at conventions or one on one because ILA really is a group of listeners who do attend, interpret, recreate, and respond to each others ideas. I find this listening to have been the essence of ILA right from its infancy to today.

In addition to being listening professionals, I perceive ILA members to be friends. I think we care about each others' triumphs and tragedies. We encourage each other--as members have encouraged me--to share feelings, frustrations and joys as well as ideas. We have nurtured an organization which, as a teenager, is still struggling to grow but one in which we all can take pride and which we all can love.

# President's Perspective

Dear ILA Friends,  
A warm (and humid) summer greeting to all of you.

## Progress is Being Made

Did you see the article in the April 4 edition of *Fortune* magazine? In an article announcing recent additions to the National Business Hall of Fame, Peter Nulty recognized the new inductees for their outstanding listening skills. Nulty says, "Of all the skills of leadership, listening is one of the most valuable--and one of the least understood. Most captains of industry listen only sometimes, and they remain ordinary leaders. But a few, the great ones, never stop listening. They are hear-aholics, ever alert, bending their ears while they work and while they play, while they eat and while they sleep. They listen to advisors, to customers, to inner voices, to enemies, to the wind. That's how they get word before anyone else of unseen problems and opportunities." (p. 118)

Nulty describes the six new members of the National Business Hall of Fame as "blessed as much with fore-hearing as foresight."

The new inductees include W. Edwards Deming, Robert McDermott (CEO of USAA), Stanley Gault (former CEO of Rubbermaid, current CEO of Goodyear), Levi Strauss, Walter Annenberg (of TV Guide fame), and Rebecca Lukens (Lukens, Inc.).

We couldn't have said it better! So, listening is finally getting some national recognition as a significant skill of leadership. (What, leaders who listen? What a revolutionary idea!)

This news comes at a significant time for ILA. We are celebrating our 15th year of existence. And this edition of the *Listening Post* contains not only a look back at where we have been, but also, some glances at where we could go.

## An Update on our Vision 2000 Goals

The Summer Conference is scheduled for July 22-24 at Harrisonburg, Virginia, with the goal of defining listening. A Fall Symposium is being planned with the goal of starting Regional ILA Meetings in the Midwest-Chicago area and addressing the topic of Listening and Workplace Diversity. (See the related article in the *Listen-*



*ing Post*.) We may have one of our most exciting education conferences ever in 1995. The Arkansas Dept. of Education has expressed an interest in having as many as 700 Arkansas teachers attend!

The search has begun for a new executive director. We are also looking at possibilities for eventually acquiring a full-time paid executive director, but that is a few years off. If you are interested in serving as the next ILA Executive Director, please let me know. I am also talking to some public relations firms about what they would recommend that we do to spread the word about ILA. (By the way, they are all fascinated to know that such a group exists!)

## What should our next step be?

One of the goals, which many of the other Vision 2000 goals support, is for ILA to gain national recognition and high visibility. How do we do this? Here are some ways. Pick a way that you can help contribute to our goal of national recognition and high visibility, and let me hear from you.

- Develop a long-range marketing plan.
- Write a press release and send it to as many newspapers, magazines, and other publications as possible. Is there a volunteer to write the article and send it to me?

- Put announcements about our meetings, calls for proposals, and informational articles in publications of other professional organizations. To achieve this, I would also like to appoint ILA Ambassadors to serve as special representatives to various organizations and to be our public relations person there. Let me know if you would be willing to serve as the ILA Ambassador to any of the following organizations (or any others you can think of)

- American Society for Training and Development
- International Communication Association
- International Reading Association
- National Council of Teachers of English
- Speech Communication Association

- Get the ILA journal in many more libraries. Call your library and request that they subscribe. Or how about giving a subscription to the library in honor of the best listener you know. The cost is only \$10 per year.

- Those of you who are teaching call Mary Wise and ask her to send you enough brochures to give one to each of your students. Encourage your students to participate in the student research contest.

- Whenever you speak on listening, pass out ILA brochures, or take names and addresses and send them to Mary, and she will send out membership information.

- Write an article and get it published in either the ILA journal or another publication. How about some articles for the general public?

## Membership -- 2000 by 2000

By now you should all have received the ILA "business card" with your name on it, and we hope you are passing out those cards to your friends and neighbors. There is a rather interesting phenomenon in ILA. Have you noticed that typically, we have one member from each institution and business firm? Why not talk to your co-workers about the benefits of ILA? Why not bring along a friend or cohort to the next ILA Convention? At the next meeting you are at, why not pass out an ILA brochure and one of the cards and share the benefits that you enjoy by being a member of ILA.

(Where else can you find such a family of listeners?) In talking with a public relations firm, they suggested that you can increase the effectiveness of a direct mail campaign considerably with a follow-up phone call. So pass out those cards and then follow them up with a phone call.

As we look back on ILA's progress, there is an impressive record. As we look ahead, the sky is NOT the limit!

--Sheila Bentley

## A Note From China

Greetings to my ILA friends from the People's Republic of China where I am teaching and looking for international members, always aware of the "I" in ILA. I am sorry to have missed the '94 confab in Boston, but I'm sure it was, as usual, time well spent listening, learning and shmoozing.

I think much about listening these days as I am faced with listening challenges daily here, and on many levels. I am at Jinan University in Guangzhou, formerly called Canton, about 90 miles north of Hong Kong. My job is to teach "oral English and listening" to 150 grad students, about 30 of whom are Jinan professors.

Each of the four times I have taught abroad I am reminded of the degree to which I depend upon assumption to help carry meaning. Some examples of assumptions I depend on:

1) Direct questions garner direct answers. For instance, we expect confirmation of "yes or no" in such sentences as "You didn't do this, did you?" We expect to hear "Yes, I did" or "No, I didn't do it." The Chinese say "Yes, I didn't do it." After two months here I am learning to rephrase the question to be less confusing for me as a listener.

2) Yes means yes and no means no. Here, "maybe" replaces yes and no, leaving the listener in limbo.

3) Information has a certain amount of reliability. Here, often information is ignored, replaced by made up versions. Announced intentions do not materialize, notices put up are quickly pulled down, statements made

one day are denied the same day, and no one takes responsibility for anything. The listener just gives up.

4) Discussion means "give and take." Discussion in class here does not exist. Learning happens by memorizing the textbook, by repetition in the classroom, not by reviewing notes in the dorm room. Opinion and decision-making are the business of the teacher, not the student. This means that better listening happens in the Chinese classroom than in an American class, at least in mine.

5) In the U.S., silence is mostly negative. Here, silence is composure. So, as a listener, I must remember again to put aside my American assumptions and accept a nether world of surprises. "Nothing is as it seems" may be the only safe assumption.

We've all known that listening implies that meaning happens, whether or not it was the meaning intended. I observe the 12 million people in and around Guangzhou and the 6000 on this campus and I wonder at their interpretation of the word "government." The Chinese say: "One country, two systems." This refers to communism and to the new market economy. The government declares that the present market economy was Mao's original intent. So people accept the influx of Western products, BBC, CBS, movies, etc. as a gift from their government--the opening of China. Indeed, compared to my last visit in 1987, China is flooded with the trappings of the West.

People also calmly accept the total power wielded by the government. In every classroom there is a Communist Party Monitor (informer whose identity is unknown) who reports all to the Party officers on campus. Students say calmly, even in private, that the government has the right to hold hostage the families of exchange professors to ensure their return, that elections are not needed for all they bring is strife, and that change from Communism produces destitution as in Russia. The message of Tienanmen Square of 1989 is lost as long as the economy is good. One million businessmen have fled Hong Kong as 1997 approaches. It truly is baffling to me to watch them listen to and believe in "one country, two systems." Perhaps the lack of a probing, hounding press has much to do with it. I do miss our obnoxious journalists.

My discriminative listening is tested daily. Mandarin has four tones, Cantonese has nine. Discriminative listening is very important as one tone change produces a whole new meaning. My Mandarin is not good and I make mistakes in construing meaning. Also, as I listen to my students struggle with English I must correct pronunciations. My discriminative listening is pooped by sunset.

Well, I must boil my daily supply of water. Take care, ya'll. See you in Little Rock.

--Regards,  
Alice Ridge



Alice with Li Zhong Wei, Dean of Foreign Languages Centre, Jinan University.

# ILA's International Voices

## A Scandinavian Voice

by Klara Pihlajamaki, Ph.D.

Born in a Finnish wilderness I got an opportunity to learn to listen to the "thousand voices of nature." The nature always "speaks" if listened to. The bare nature and cold climate have made Finnish people silent but also stubborn. The Finns are known for their "sisu," a firm determination to fight one's way even through a rock if needed. "Sisu" is not always effective listening. Many times it is a "hard way" to do things. First listening, then sisu, would be a proper order. To manage the nature a man must first listen to and obey its laws. To manage electricity one must first submit oneself to its laws. To get listened to, one must first learn to listen. We Finns may have more to learn in this regard. Behind this "sisu" you find sensitivity and sentimentality that express themselves nonverbally, as in mythology and -- dancing tango. Finnish people are emphatic listeners especially in a sauna, where they sit naked in 200° F flicking themselves and each other as much as they can with birch boughs. Foreigners call this a "hell" but for us it is a "heaven." My grandfather said that the sauna is a holy place. Many business and political negotiations take place in this warm and restful heaven where everybody is equal. Even in a very hot climate, as in Africa, Finnish people will immediately build a sauna. Listen, this is very logical. It is a polycronic logic. Finnish people show internal flexibility and creativity in their affairs but resist external influences and outsiders if they don't fit to their present system. They can easily, by themselves, change their modus operandi. They can laugh at themselves. Their self-irony is well known.

Half my life I have lived in Sweden. The Vikings are peaceful. The Swedes are said to listen more than other European people. But to be quiet is not equal to listening. Maybe we are just more quiet. Swedish people are international, flexible and open. They are as generous as is their famous smorgasbord (sandwich table) abundant and free. Their generosity and freedom are sometimes misunderstood. Sometimes they are said to be "over-clear" in their statements, as when

they say directly if they like/dislike or agree/disagree. We consider this honesty. Sometimes they are accused of being ambivalent or not giving clear directives. They say neither No (Nej) nor Yes (Ja) but Ny (Nja). We consider this flexibility. The Swedes have a monocronic logic. They tolerate differences, have flexibility and adapt easily to "news" from outside. But they show internal resistance to change of their own modus operandi which is maintained by homogenous behavior and criticism. The "Swedish snuff" debate in Bryssels could illustrate this. The Swedes argued for their right in the European Union to take "their snuff" as they are used to. They didn't resist outside influences, but wanted just to hold on to their snuff. Their listening is both social and critical. They want to know the "facts."

My decision to join ILA in 1991 was based on my research in communication technology versus human communication in organizations during the preceding ten years. The "Information Society" (with its time acceleration, information overload, synergetic effects, complexity, virtual reality, etc.) requires good receptivity and listening skills. The technological synchronization, to be effective, presupposes a corresponding interactive synchronization (entrainment or resonance) in human communication. Technology points out possibilities and limitations in human communication that it extends. Today, extending predominantly sending and verbal articulation, its effects point to lack of receptivity and listening. Artifacts, as technology, also "speak" if listened to. The inarticulate voices of artifacts and nature reflect, as mirrors, the articulate condition of human beings. Technological integration increases cognitive complexity. Listening simplifies by reducing confusion in relationships. With much technology and little listening we must run faster to stay in the same place. Listening "saves" time and energy because it integrates. It is an energy flow where receptivity, its beginning, and responsiveness, its end, are to be integrated to keep the flow at maximum.

Three years ago, when I started to study listening and receptivity, I didn't

find any literature in the subject in Sweden. Realizing the importance and urgency of the subject and the lack of knowledge in it, I saw a large "wilderness" to be worked on in front of me. I had the "know-why" but not the "know-how." Know-why needs know-how to become effective. My first ILA conference in Memphis 1993 was an experience in this regard.

My practical work in listening is still modest. Recently I lectured for the first time about listening at the university. The listening of the young audience (20-25 years) was "electrifying." I was surprised because I expected that these young students in Business Administration might find the subject boring. As a common response, a student told that they have not thought in this way before. When discussing listening with my sister she also said: "How is it possible that we have missed this simple truth in so many thousand years?" Indeed, how is it possible...? In a recent article in a big, daily Swedish newspaper with a headline "More Ears Less Mouth" the students criticized the politicians for not listening. In another article with the headline "Finally I Got Courage to Listen" a medical doctor described fear of listening to the patients. More often we see lack of listening in others, like a director who asked me: "How quickly can you make these people (employees) listen? Acknowledgement and insights, but also fear and lack of knowledge, are there. We need willingness, ability and courage to turn the insights into a practical experience.

The ongoing European integration challenges further our listening capacity. If it will be a hell or a heaven, like a Finnish sauna, depends certainly on our willingness, ability and courage to listen emphatically in the "heat" of cultural diversity. Otherwise we will be thrown in our communication back and forth or in circles by the "Zeitgeist" and cultural differences like dry leaves by the wind.

My own cross-cultural experiences include working in the North (beyond the Pole Circle) and the South (near the Equator in Africa), in the East (Saudi Arabia) and the West (California). I would like to summarize my experience with the old wisdom "know thyself" right through. The outward

cross-cultural dialogues seem often to be a psychodrama of our inward monologues.

Wiio's law (O. Wiio is Professor Emeritus at the University of Helsinki) says that there is always somebody who knows better what you mean. We need to listen to each other to know what we mean and who we are. Listen truly to one, without deception, and you hear all the rest. Like in a holograph, we reflect each others' reality.

See you in Little Rock 1995. I hope they have a sauna over there.

## News and Notes

**Bob Bohlken** was chosen as one of five "Northwest Missouri State University Exemplary Teachers" and represented Northwest at the 1994 American Association of Higher Education Conference in Chicago. Bob also received a "Northwest Tower Service Award" for his contribution to students' education outside the classroom. Both honors were based partially on his twenty-eight presentations on "Listening to Classroom Lectures" in other instructors' classes, residence hall meetings and campus organizations.

**Kathy Thompson** and **Jean Groshek** received a faculty fellowship from Alverno College "to research current material on effective listening skills and to more effectively apply this in multiple teaching contexts." They will begin to create a listening resource center at the college by researching how each department at the college teaches listening in their curriculums.

## ILA Brochures

Enclosed with this issue of the newsletter you should find a recent copy of the ILA brochure. This copy has the updated list of fees. Please use this newer version when following up on contacts made with your ILA business card. If you need extra copies, contact Mary Wise, Executive Director, CICS, Ball State University, Muncie, IN 47306.

## New Members

Kyung-Whan CHA  
Dept. of English Education  
Chung-Ang University  
Seoul, Korea 156-756

William W. Brown, Jr.  
17311 Candleberry  
Irvine, CA 92715-2308

Rebekah Cronan  
4831 E. Summit Circle  
Apt. 180  
Knoxville, TN 37919

Jan Torbet McNeil  
5417 Popular #4  
Memphis, TN 38119-3629

Gordon G. LaHaye  
Heller First Capital Corp.  
650 California St.  
Suite 2300  
San Francisco, CA 94108

## Address Change

Dr. Tim Gilmore  
Developments Associates, Inc.  
50 O'Connor Street, Suite 1611  
Ottawa Ontario K1P 6L2  
613-567-7194

## Listening on the Internet: Part Deux

by Michael Purdy

The discussions have ranged wildly, the camaraderie has been superb, and the instant communication is something none of the participants of the ILA Internet discussion group, "Listen-2," would trade easily.

There are now about fifteen members of the Listen-2 discussion forum on Internet. We began with a "heavy," and sometimes mildly heated discussion of a definition of listening (no one engaged in "flaming," however, etiquette has been cordially observed.) I don't think we arrived at any final conclusions but the issue was engaged and some new thought put forth. Other discussions included new books on listening, deafness and hearing, listen-

ing in the movies, (especially *The Piano*), just great interpersonal conversation. It has been a lot of fun to interact with Charles Roberts, Margaret Fitch-Hauser, Andy Wolvin, Marsha Berry, Jeff Ediger, Todd Thomas, and Judi Brownell among others. We have been able to help each other with problems and offer support for dissertations being completed, and congratulations for a Ph.D. completed.

The greatest part of Listen-2 has been the instant and on-going communication. Normally we ILAers might call each other once in a while, but mostly we interact intensely at regular meetings. On the internet we "meet" and talk about listening and other issues on an almost daily basis. Members have found natural affinities and proposed programs for this next year's conference at Little Rock.

Let me repeat the instructions for joining in the fun that were included in the last *Listening Post* article on the internet:

There are many services on the Internet of which you can take advantage. The first is a discussion forum (called a list) named LISTEN-2 on the Internet dedicated to ILA members and anyone interested in any aspect of listening. To join, you need an account on your school or business computer (CompuServe, Delphi, and other computer services have Internet connections.) Then you need one simple skill: you need to access and use a simple e-mail (electronic mail) program. After that, you send a message to:

LISTSERV@bgu.edu. The message text you send is one short line: SUBSCRIBE LISTEN-2 YOUR NAME (FIRST LAST). You should not type anything else in any of the other fields of the message header.

If you are having problems, talk to your computer center or a colleague who is proficient with computer communication. Or, call up one of your ILA colleagues who is already active on the Internet. (See the back of the membership directory for "net" addresses.)

...  
The International Listening Association Newsletter became the *Listening Post* in May 1982.  
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# Announcements

## Hear Ye! Hear Ye! Hear Ye!

The Fourth Annual Business Pre-Conference at the 1995 Annual Convention of the International Listening Association is now in session. All persons who cherish the opportunity to present gather nigh.

The ILA Business Task Force seeks courtiers, ladies, jesters, crusaders, monks and others who wish to make presentations of 1 hour and 20 minutes with an additional 10 minutes for questions from members of the court. Initial proposals should offer a one page abstract of the intended topic, including an attractive title, and an explanation of what court members should expect to learn. Please also send a one page biography. No more than two pages should be sent.

In order to: 1) provide task force members enough time to select topics and 2) provide the presenters selected with enough time to give us a completed outline, initial proposals should be postmarked no later than August 15, 1994. Selections will be made promptly and presenters notified. The preferred pre-conference topics include matters relating to teams and conflict resolutions.

So, sharpen your broadswords, hone you lances and pike staffs, ready your jousting skills; when the tournament is over, we'll gather for the final banquet. No one sits below the salt. All are welcome.

Send initial proposals to:  
Dr. "Mac" McKinnon, CEO  
MACNLOW Associates  
1116 Boulder Ct.  
Lansing, MI 48917-4033

--Your Business Task Force Leader,  
Dr. Murlene "Mac" McKinnon

...  
The first *Journal of the  
International Listening Association*  
was printed in the Spring of 1987.  
...

## '95 Convention Flights

American Airlines has been designated the official airline for the 1995 ILA Convention in Little Rock. We have arranged with World Wide Travel Service in Little Rock that ILA members will receive an additional 5% discount off any discounted fare, or a 10% discount off 7-day advanced coach regular fare. Also, should the fares go down after you purchase your ticket, you may request to be rebooked at the lower fare for a nominal \$35 fee.

ILA will also benefit from your use of World Wide Travel. We will receive one free ticket for every forty sold under this arrangement. These free tickets may be used as the Board designates, which could include possible awards to members.

Please use our authorized travel service: World Wide Travel Service, 800-378-1266, or 501-378-4700. Be sure to designate that you are booking for the ILA convention so that we get proper credit for your ticket.

## Attention Golfers

We have tentatively planned a golf tournament for the Friday of the convention in Little Rock. The proposed site will be a *golf links*, a European-styled course. This is different from a typical country club setting and is a challenge.

Will you let me know if this setting is appealing, if you have other preferences, what a reasonable green fee is for you, and if you have suggestions for a tournament format? We will probably need a minimum of 10-12 people. I will need your comments and interest in participating by September 1. Thanx!

Michael Gilbert  
12160 Southbridge Drive  
Little Rock, AR 72212-1744  
501-224-3991

## Call for ILA Executive Director

Mary Wise has held the position of Executive Director for the past three years. She also graciously agreed to extend her term one more year (until March 1995) while we search for her replacement. If you would be interested in serving as Executive Director for the next three years, please send a resume and a letter of application to:

Sheila C. Bentley, President, ILA  
1035 West Tree Drive  
Collierville, TN 38017

If you have access to any kind of institutional support, please spell that out as well, although institutional support is not a requirement for the position. For a full description of what the position involves, please call Mary Wise (317-285-1889). Deadline is September 1, 1994.



## ILA LISTENING POST

### Listening Post Deadlines

The Deadline for all Listening Post materials (including articles, ads, photographs to appear in the next issue) is September 22, 1994.

### LISTENING POST ADVERTISING

To provide service to ILA members and suppliers, the ILA Listening Post will accept advertising. Acceptance of all advertising will be subject to editorial approval.

#### 1994 RATE

Full Page.....	\$250.00
1/2 Page.....	\$150.00
1/4 Page.....	\$75.00
1/8 Page.....	\$40.00

All ads must be camera-ready and pre-paid. Send materials and ads to:

LISA VICKERS, Editor  
Dept. of Communication and Theatre  
University of North Alabama  
Box 5189  
Florence, AL 35632

## Fall Symposium: New Midwest Regional ILA to Outdo New York Region

Hey, all you Midwesterners, have you ever been jealous of the New York Region because they get together with their listening friends more often than any of the rest of us? Now is your chance. We are in the process of organizing a regional meeting for the Midwest Region (and you know who you are) scheduled for Saturday, October 15, and we will probably be meeting at Governor's State Park, Illinois (Chicago area, just off I-57 and south of I-80).

We have selected a topic for the symposium: Listening and Workplace Diversity. (See side article for a proposed outline.) We hope to make this a multi-purpose meeting—first to look at the research on the topic to see what issues have been defined and have research support, second to explore how the research findings can be applied in real-life settings, and third to determine what areas need further research. We hope to have some work sessions to develop techniques for enhancing communication effectiveness across all lines.

### Important Addresses

<b>International Office:</b>	Executive Director Mary Wise Center for Information and Communication Sciences Ball State University Muncie, Indiana 47306
<b>The Listening Post:</b>	Lisa Vickers, Editor Dept. of Communication and Theatre University of North Alabama Box 5189 Florence, AL 35632
<b>The ILA Journal:</b>	Charles Roberts, Editor Dept. of Communication Box 70667 East Tennessee State University Johnson City, TN 37614-0067

## Call for Presenters

If you would like to participate, please send a proposal containing the following information

Name of presenters:  
Topic:  
Abstract:  
Length of time desired:  
Structure: (i.e. paper presentation, panel discussion, participant work session)  
AV equipment needed:

Please send your proposals by August 15, 1994, to:

Sheila C. Bentley  
Bentley Consulting  
1035 West Tree Drive  
Collierville, TN 38017  
Phone: 901-854-4106  
Fax: 901-954-4110

We are also looking for people to help organize, publicize, and put on the symposium. Please contact Sheila Bentley or Michael Purdy if you are interested.

## Site Selection Nominations

Feeling the effects of the budget crunch? Want to save on travel expenses to the ILA convention? The answer is as easy as nominating your city and agreeing to serve as Local Arrangements Chair.

The ILA Site Selection Committee is considering sites for the 1997 and 1998 conventions. The following cities have been nominated: Huntsville (Alabama), Kansas City, Phoenix, Las Vegas, Mobile (Alabama), and Manitoba (Canada). Are you willing to host the ILA?

When nominating a city, please include information on: airlines serving the area, hotel and entertainment possibilities, colleges and/or businesses willing to donate use of their media equipment for the duration of the convention, (saves the association rental expenses), and the name of the ILA member agreeing to serve as Local Arrangements Chair.

Please send your nominations by August 15th to Kathy Wahlers, ILA Site Selection Committee Chair, Dept. of Comm., Barry University, 11300 N. E. Second Avenue, Miami Shores, FL 33161.

## Important Dates

**August 15, 1994** -- Deadline for Program Proposals for 1995 Convention. Submit three (3) copies of your proposal to Margaret Fitch-Hauser, 1415 Charing Loop, Auburn, AL 35830.

**August 15, 1994** -- Deadline for Officer Nominations. Send nominations to Lisa Vickers, UNA Box 5189, Florence, AL 35632

**August 15, 1994** -- Deadline for proposals for the Business Pre-Conference. Send proposals to Dr. Mac McKinnon, CEO, MACNLOW Associates, 1116 Boulder Ct., Lansing, MI 48917-4033

**August 15, 1994** -- Deadline for Site Selection Nominations. Send nominations to Kathy Wahlers, ILA Site Selection Committee, Chair, Dept. of Comm., Barry University, 11300 N. E. Second Ave., Miami Shores, FL 33161.

**August 15, 1994** -- Deadline for proposals for the Midwestern Regional Conference. Send proposals to Sheila C. Bentley, Bentley Consulting, 1035 West Tree Drive, Collierville, TN 38017

**September 1, 1994** -- Deadline for nominations for Executive Director. Send nominations to Sheila Bentley.

**October 15, 1994** -- Midwest Regional Conference.

**January 1, 1995** -- Deadline for Ralph Nichols Award submissions. Send three (3) copies of papers to Ethel Glenn, Univ. of NC, Greensboro, 102 Ferguson Bldg., Greensboro, NC 27412

**January 15** -- Deadline for submissions to Tomorrow's Scholars Programs. Send (6) copies to Margaret Fitch-Hauser, 6030 Haley Center, Auburn, AL 36849

**March 9-11, 1995** -- 16th Annual Convention in Little Rock

# Continued Reflections

## ILA Conventions

On August 23-24, 1979, Lyman K. "Manny" Steil hosted the "Listening State-of-the-Art Symposium." According to the letter that Steil sent to interested individuals, the meeting could serve as an opportunity "...to share important information and experiences; and to establish a network of professionals." The 27 individuals who met for the symposium decided to organize the International Listening Association. They also decided to meet the following February for the first ILA Convention.

Conventions since then have been held in the following places:

- 1980 - Atlanta, GA
- 1981 - Denver, CO
- 1982 - Washington, D.C.
- 1983 - Minneapolis, MN
- 1984 - Scottsdale, AZ
- 1985 - Orlando, FL
- 1986 - San Diego, CA
- 1987 - New Orleans, LA
- 1988 - Scottsdale, AZ
- 1989 - Atlanta, GA
- 1990 - Indianapolis, IN
- 1991 - Jacksonville, FL
- 1992 - Seattle, WA
- 1993 - Memphis, TN
- 1994 - Boston, MA

## ILA Firsts

Did you know:

- the first pre-convention seminars were held in 1986 at the 7th Annual Convention in San Diego, CA?
- the first educational mini conference for secondary level was held in 1988 at the 9th Annual Convention in Scottsdale, AZ. And the first educational pre-conference was held in 1991 at the 12th Annual Convention in Jacksonville, FL?
- the first research pre-conference was held in 1989 at the 10th Annual Convention in Atlanta, GA?
- the first business pre-conference was held in 1992 at the 13th Annual Convention in Seattle, WA?

## Hall of Fame Members

Ralph G. Nichols  
James I. Brown  
Paul Rankin  
Sam Duker  
Wesley Wiksell  
Sara Lundsteen  
Miriam Wilt  
Carl Rogers  
Seth Resseden  
Harry Goldstein  
Charles T. Brown  
Carl Weaver  
Larry Barker  
Paul Bagwell  
Ella Erway  
Lyman K. "Manny" Steil  
Andrew Wolvin  
Carolyn Coakley  
Donald Spearitt  
Paul Friedman  
Robert Bostrom  
Alice Ridge  
Belle Ruth Witkin  
Michael Purdy

## President's Award Winners

Baxter Geeting  
Corrine Geeting  
Lyman K. "Manny" Steil  
Nan Johnson-Curiskis  
Harvey Weiss  
Geri Jwanouskos  
Robert Montgomery  
Alice Ridge  
Joan Sayre  
Peter Van Der Schaft  
Carolyn Coakley  
Susan Hipp  
Kathryn Jones  
Nadine Marsnik  
Dee Steil  
Jane Rhoads  
Judi Brownell  
Sara Gayle Pyfrom  
Andrew Wolvin  
Tim Gilmor  
Harold Starkey  
Dick Quianthy  
Charlene Johnson  
William Arnold  
Sheila Bentley  
Wayne Bond  
Ball State University  
William Arnold  
Sheila Bentley

## Summer Conferences

- July 12-13, 1984 - Northwestern College, St. Paul, MN
- July 18-19, 1985 - Northwestern College, St. Paul, MN
- July 16-17, 1987 - King Edward Hotel, Toronto, Canada
- July 22-23, 1994 - Massanetta Springs, Harrisonburg, VA

## Listeners of the Year

Past recipients of the Listener of the Year Award include the following:

Hugh Downs  
Bill Moyers  
Jane Pauley  
Charles Karult  
Ernest Boyer  
Tom Peters  
Dr. Bernie Siegel  
James A. Baker, III  
Alan Greenspan  
Garrison Keillor  
Bo Jackson  
Barbara Bush  
Rev. Billy Graham  
Abigale Van Buren  
Ann Landers  
BBC Monitoring Service  
Robert MacNeil  
Jim Lehrer  
Dr. Herb True  
Dr. Edwards Deming  
Dr. C. Everett Koop  
Jack Nicklaus  
Worldwide Juries  
Johnny Carson  
Alex Haley  
Dr. Norman Vincent Peale  
Javier Perez de Cuellar  
President Bill Clinton  
Dr. Daniel Rosenblum

The Awards Committee is interested in adding a few more members to its numbers. If you are interested in joining the committee, contact Gene Wilson, Chair, at 215-793-2344.