



LISTENING POST

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Building Foundations Sacramento Style: The 17th Annual ILA Convention

by Amy Marciniak,
Student Writer

You can get out of the winter blues and in on a vacation opportunity, as well as all of the new listening approaches and techniques, by attending the 17th Annual ILA Convention in sunny Sacramento, California on March 14-16.

According to Phil Emmert, ILA First Vice President, the focus of the convention, "Building Foundations," represents "an attempt to follow up and build on the work that has gone before us," says Emmert. "Conference sessions will focus on the definition, assessment, and application of listening concepts. Although there will be presentations of papers and work already completed, many sessions will be devoted to new beginnings in research, theory, education, and business."

Virginia O'Keefe, coordinator of the Education Pre-Conference, feels that this is a year for change. "The Convention as a whole gives us the opportunity to bring everyone a national approach to listening," O'Keefe said. "With members and presenters from all over the US, we get a broad look at the importance of listening from many different back-

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President's Perspective

Can you believe another year has flown by and it's almost time for another exciting annual meeting? It has been a great honor to serve as your president this year. I can proudly say we have made some significant strides forward as an organization. We have been able to do so because busy members cared enough about our organization to volunteer some of the precious time and their talents. The only way we can continue the progressive steps we have begun is with the help, insight and dedication of our membership, regardless of how busy all of us are.

Recently I observed an exchange about how busy specific people are. This exchange gave me some ideas that I would like to share with you in my farewell President's Perspective. The upshot of the exchange was that most of us have difficulty finding the time to do all of the things we want to do. However, most time management folks tell us that we can usually find the time to do the things that are really important to us. So, in my farewell president's perspective, I would like to tell you about some ways you can show how important ILA is to you.

Stephen Covey suggests that we begin our endeavors by keeping the end in mind. In light of that advice, I would like to speculate about what ILA can be. We can be an internationally recognized

resource for information about listening, we can be a resource for listening materials, we can be a speaker's bureau for presenters who talk about listening, we can be a resource for listening materials, we can be recognized as the home organization of the best listening researchers, teachers, trainers, and practitioners.

In truth, we are well on the road to being all of those things. However, we can improve in every category.

What will it take for us to achieve what we can be? Primarily, it will take the dedication and involvement of each of us.

Some of our members have given a tremendous amount of time over this past year to the association. Consequently, we are achieving greater visibility in the media and recognition from other associations. This increased visibility and recognition has greatly enhanced ILA's credibility. This type of recognition will continue to grow if all of us work hard together to accomplish the ILA mission and program of work.

The truth is that all of us are busy people. That's probably why we are so interested in listening. Because we know that by being better listeners we can more effectively use our time. Since ILA is important to all of us, I hope you will make some time to give a little back to the association. The following list presents some ways in which you can help ILA achieve our vision. Some of them

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From Board Room to Bedroom: Business Pre-Conference Takes New Approach

by Sheila C. Bentley

Past Business Pre-Conferences have featured ILA members as presenters and sometimes have also featured a guest keynote speaker. This year's Business Pre-Conference, however, takes a new approach in that it features all non-ILA speakers. This year's theme was selected in response to the fact that the news is constantly filled with stories of conflict – whether it is between countries or factions within a country, in the workplace, in the schools, or in the home, and whether it is between thousands of people, gangs or individuals. Consequently, we in the listening field in business are being asked more and more to deal with listening in conflict situations. Therefore, the goal for this year's pre-conference was to bring in speakers who resolve conflicts every day in the field. The speakers all come from the Sacramento area and come from a variety of professional backgrounds, from a police hostage negotiator to a business arbitrator to divorce mediators to the Sacramento newspaper who are involved in often heated conflicts to listen to each other enough to move toward resolving the dispute. These sessions and these speakers will only be available during the Business Pre-Conference, so don't miss what promises to be some exciting sessions. For further information about the pre-conference and the speakers, see the brochure enclosed in the *Listening Post*.

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**Don't forget
to send in your
Membership
Renewal Form.
Remember,
the membership year
is from
Oct. 1st – Sept. 30th.**

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International Voices – Intercultural Listening: Love & War

by Peter van der Schaft

We are getting used to the front page and prime time news on the war in Yugoslavia. But we do not understand it: Bosnian-Serbs fighting the Serbian-Bosnians, with Serbians and Croats "playing" their own role. We do not know who are the good and who are the bad guys. Above all, we do not understand why people, who once were one loving and caring family, are now killing each other.

Is it a lack of communication? Is it because people are not listening to each other, or maybe, do not want to listen to each other? In my opinion this is the basic reason. True, the Balkan countries are for centuries a troublesome ethnic melting pot. When different ethnic/cultural groups are living together in a wealthy community with a government who suppresses cultural differences, the problems are not too big: anyone gets a reasonable piece of the cake. But when the economy is declining dramatically, the piece of cake gets smaller. And when the binding factor of the government in the process of democracy is lost, there is no suppressing power left. Then it has to come down to listening. Empathic listening for understanding, that is.

But it did not work out that way, as we can see. There is now a beginning of peace, but it is enforced by the power of guns. The real peace process has yet to begin. By listening.

But there is hope. In the Netherlands, with many Christian and Muslim refugees, recently a marriage was sealed between a Christian boy and a Muslim girl. The church service was jointly led by a priest and an iman. They listened.

Position Available

If you are interested in serving as the next editor of the *Listening Post*, please contact Margaret Fitch-Hauser at 334-844-2766, 217 Tichenor Hall, Auburn University, Auburn AL 36849. The deadline for applications is February 10, 1996.

Sacramento – The City of Trees

All members of the ILA will feel welcome in this capitol city as your site committee has been busy preparing for your arrival. To greet you at the airport and provide a pleasant ride into town all you have to do is to fax Tommy Neuman with your airline and arrival time and one of Tommy's Angels will pick you up.

After a short trip to the Radisson Hotel you will soon discover why your Board chose this magnificent site. The Spanish style structure surrounds a lake and everything is available to you, whether you would like to rent a paddle boat and explore the lake (getting ready for the ILA Regatta on "Lake Nichols") or use the fitness center or just relax in the spacious cocktail lounges.

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ILA LISTENING POST

Listening Post Deadlines

The Deadline for all Listening Post materials (including articles, ads, photographs to appear in the next issue) is March 30, 1996.

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.

1996 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

Building Foundations Sacramento Style

(Continued from pg. 1)

grounds, specialty areas, and locations. We also get to see the difference and learn from others what works and what doesn't."

There's more. Sharing ideas and learning new approaches to listening can start even earlier than the convention, which begins March 14. Three Pre-Conferences will be offered at the Radisson on Wednesday, March 13 in the areas of Business, Education, and Research.

The Business Pre-Conference, titled "Resolving Conflicts from Board Room to Bedroom," will feature Sacramento community members from various backgrounds who will be discussing the importance of listening in many aspects of every business person's life.

Sheila Bentley, one of the coordinators for the Business Pre-Conference, explained the importance in the different occupations of the speakers. "Because the presenters we have for the Business Pre-Conference are so varied, and because the topics they are going to discuss are so timely, we hope to interest a large crowd. We also hope to interest the local community by using representatives from businesses in Sacramento."

With a variety of presenters, including policemen, attorneys, an ombudsman, and a Customer Service Representative for the Sacramento Better Business Bureau, this conference will benefit participants by helping them resolve both personal and professional conflicts in listening. Sheila adds, "Learning and understanding conflict resolution is very important when it comes to listening. By having presenters who use this on a day-to-day basis, learning how they get people to listen to them in order to prevent and resolve conflict, sometimes even in a life-and-death situation, should appeal to everyone in some way."

The Education Pre-Conference, "Listening and Literacy: Building Foundation," from 3:00-7:30pm on March 13, is also taking a new approach. O'Keefe explains the change of focus:

"There is a new direction for the ILA Education Pre-Conference. The pre-con-



Attendees at the Midwest ILA Regional Conference. Regional Conferences are a wonderful way to continue your ILA connection. Watch the Post and your mail for information about upcoming regional conferences. (Photo by Harvey Weiss)

ference typically allows us to go state-to-state, bringing information on listening, which is in short supply for most areas. We take this information and try to match it to the specific state it will be located in. This year, California has adapted an integrated approach to teaching language arts. We get to talk to them about their definition of effective listening, get their perspective on things, as well as share what we know."

"Since the last convention, there has also been a philosophy change. We tended to focus on making students listen to their teacher, but now we will focus on the teacher listening to the students, both individually and in group situations. We also need to learn how to structure time in class for allowing this to happen. With this new philosophy, there is a whole different place to explore."

Developing awareness and making meaning in the classroom, using different techniques to responding, and linking listening to literacy are only a few of the approaches that will be discussed. Learning how to integrate these into different classroom environments will be a fairly simple task for the presenters, who come from different levels of teaching as well as many parts of the country including Texas, Iowa, South

Carolina, and New Jersey. The pre-conference will be divided into two sections: Elementary and Secondary.

There will also be a Research Workshop before the convention from 1:00-4:30pm. Phil and Vickie Emmert, Co-Coordinator of the Research Pre-Conference, have invited scholars to present positions on the definition of listening, and will discuss multi-campus research projects and cross-interest group projects. A series of research sessions will occur during the convention as well.

The annual convention and pre-conferences provide the opportunity to listen and talk to a very diverse mixture of presenters with new and innovative listening approaches and techniques. The fresh information and new ideas will help in "Building Foundations" for your own approach to listening.

So, start packing light clothes and sunglasses for your vacation to Sacramento, March 13-16. You may experience not only a change in weather, but also a change of thought.

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Check out "Shh...those 'peculiar people' are listening" by A. Richard Immel in the April 1995 issue of *Smithsonian Magazine*.

Phil Emmert	President
SusanEllen Bacon	First Vice President (Ascends to President)
Janet Cherry	First Vice President-Elect (Ascends to First Vice President)
Kimberly Batty-Herbert.....	Second Vice President
Barbara Nixon	Secretary
Edie Cole	Member-at-Large – Special Projects

Nominating Committee

Dick Halley	Allan Wark
Alice Ridge	Tom Wirkus



**Janet T. Cherry, Ph.D.
First Vice President -
Elect**

Janet Cherry is presently the Director of the Institute for Executive Education, The University of Memphis, Memphis, Tennessee. This unit is a liaison within the community for management and staff development. She is also a member of the adjunct faculty at the University and an associate in *Celebrate the Occasion*, a management group for events and conferences. Dr. Cherry has authored three self-study manuals for certification examination preparation and two publications for training and development professionals. In addition to ILA, she is an active member of a number of professional associations. She is active at the local and national level of the American Society of Training and Development, serving as Director of one of the organization's national forums and this year is serving on the Review Committee for the Annual Conference. She has completed doctoral requirements and will receive her degree in May from Vanderbilt University in Administrative Leadership with an emphasis in HRD. Janet serves on the Boards of the Epilepsy Foundation and the Coalition for Visual Arts. She is also a frequent facilitator and speaker locally and nationally.

Election Procedure

The 1996 ILA nominees will be introduced at the business meeting, after which the floor will be opened for new nominations.

If no new nominations are received, the officers will be elected by acclamation. If new nominations are received, an election will held on Saturday morning.

If you are unable to attend the convention and wish to vote through an active member who will be in attendance, sign the proxy form, place it in a sealed envelope with the word "PROXY" and the member's name written on the outside, enclose it in another envelope and mail it to Kathy Thompson, Executive Director.

PROXY

I, _____

hereby give my proxy to

to vote in the election at the ILA Annual Convention held in March 1995.

Signed: _____

Date: _____

Voting Reminder

At the March 1995 convention we voted to change the election process for members of the Nominating Committee. Following is a reminder of how this process will take place:

One member of the Nominating Committee will be elected from the floor. Nominations for that member will take place on Thursday. Voting will occur before Friday's breakfast meetings so that the elected member can be announced at Friday's meeting. Individuals nominated must be at the convention and agree to be nominated, or, if unable to attend the convention, must provide a statement agreeing to serve on the committee.

By-Laws Changes

The ILA Executive Board proposes the following changes to the by-laws:

Members of the Nominating Committee may not be nominated for Executive Board Office while serving on the Nominating Committee.

This change in the existing by-laws was proposed to clarify Article V, Section 3 in the current by-laws. The proposed change will be voted on at the 1996 convention in Sacramento, CA.



Kimberly Batty-Herbert
Second Vice President

Kimberly Batty-Herbert has been a member of the International Listening Association since 1989 and is a lifetime member. She has attended every convention since joining and has presented several programs, including co-chairing the swap shop sessions. She is currently serving on the ILA Executive Board as Member-At-Large – Special Projects.

Kimberly will serve as Local Arrangements Chair for the 1999 convention in Albuquerque. Her home is in Portales, New Mexico and she teaches communication courses at Clovis Community college. Her courses include an independent listening course.

Kimberly has presented workshops on listening and communication throughout the southwest.



Edie Cole
Member-at-Large –
Special Projects

Edie Cole is a charter member and a Lifetime member of the ILA. She has served as secretary for the association, and as a member of the Nominating, the Archives, and the Public Relations Committees. She has also been the recipient of the ILA President's Award.

Dr. Cole is currently a member of the Academy for Financial Executives. She has presented seminars to a variety of audiences, including audiences in Tomsk, Siberia, Russia. Dr. Cole has spoken about listening and communication to many community groups, as well. She is also the President of Cole Communications.

Dr. Cole is a member of many professional and civic groups. These groups include the Speech Communication of America Association, the Ohio Speech Communication Association, the Religious Communication Association, The Foundation for Positive Thinking, the American Association of University Women, the National Trust for Historical Preservation and the Ohio Historical Society. This busy individual has also served as a lobbyist for the League of Women Voters, as Chair of the Friends of the Upper Arlington Public Library, member of Otterbein College Theatre Guild, and as a board member of the Central Ohio Diabetes Women's Board.



Barbara Nixon
Secretary

Barbara B. Nixon, M.A., is a Senior Associate with SPECTRA, Inc., a national management consulting firm based in New Orleans, LA, and an adjunct professor with Concordia University.

A career communication expert, Barbara developed all of the content for WinWay Resume, a Windows-based resume and job interviewing program. She serves as webmaster and forum manager for WinWay Corporation's online presence on the Internet and on the Microsoft Network. Her book *First Impressions: Your Career Communication Guide for the '90s* has been used in interviewing courses and seminars throughout the country. Her most recent book, *Behind the Question: Listen for Success in Job Interviews*, was published by SPECTRA Incorporated Publishers in the winter of 1995. Barbara has also edited three cookbooks and is currently writing another.

Barbara is active in and presents for professional and community organizations including the ILA and the local Chamber of Commerce. Featured in *Communications Manager*, *WordPerfect for Windows Magazine*, and *CompuServe Magazine*, she also writes for *HomeRun: The Journal for Homebased Businesses* and *Writing Concepts*.



Dick Halley
Nominating Committee

Richard D. (Dick) Halley, Ph.D. has been an ILA member since 1988. He has served on the Research Committee most years since. He is currently serving as vice chair for that committee and is slated to serve as chair of the Research Committee next year.

Dick's major areas of academic interest include values as they relate to communication behavior and cognitive information processing as it relates to listening.

He has done extensive work in the field of listening. His work has produced seven listening related publications, as well as nine listening related convention presentations.

Currently, Dick serves as Professor of Communication at Weber State University. He has also been a consultant on listening for 25 years.

Dick also has the distinction of being a partner in newest ILA Couple. He and Carol Christy were married in September of 1995.



Alice Ridge
Nominating Committee

Alice Ridge is a Founding Member and a Lifetime Member of ILA. She is also a member of the Listening Hall of Fame. She has been Secretary of the ILA twice, Member-at-Large – Special Projects, and is currently trying to update the ILA Bibliography which she edits and distributes.

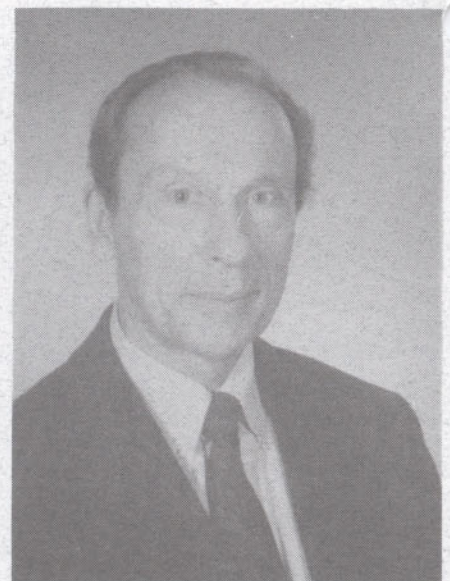
To say Alice has been active in ILA is a bit of an understatement. In addition to her aforementioned activities, she has also been involved in the Public Relations, International, and Research groups. She has also made numerous presentations at ILA conventions.

Alice has also done extensive work in the field of listening. She contributed a chapter to Wolvin & Coakley's *Perceptions on Listening*. She has taught listening for 17 years at the University of Wisconsin-Eau Claire, in England, in Malaysia, and in China.

Her work in listening has led to a place on the Wisconsin Department of Public Instruction task forces involving listening and writing and an opportunity to write a K-12 listening curriculum for the state of Wisconsin.

Alice has also given about 2000 speeches to business, civic, and education groups.

Alice says "The viability of ILA depends, in part, upon the vitality of newer members. I would work toward the presentation of newer active members as nominees for offices."

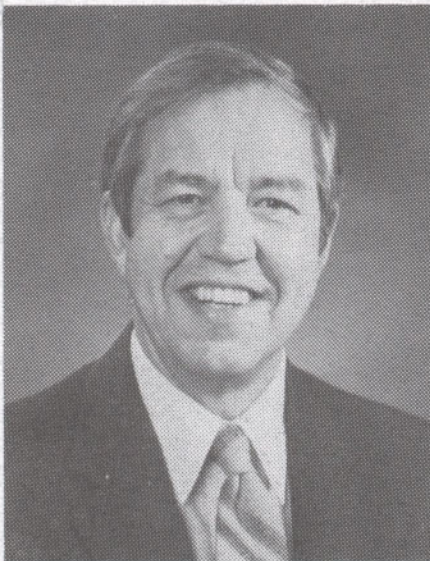


Allan Ward
Nominating Committee

Allan Ward is Professor of Speech Communication at the University of Arkansas at Little Rock. As a consultant, he is a certified instructor for the Arkansas Law Enforcement Academy, trainer for federal court system staff, workshop coordinator for organizations related to health care, education, social services, and government. He serves as a programmer with the Council of International Visitors and was appointed by the Board of Directors of Little Rock to the first Commission for Racial and Cultural Diversity in 1994.

He is co-author of *Insights Into Communication* and illustrator of *Speech for Everyday Use*. Internationally, he has addressed the Association for the Advancement of Development in the Third World in Egypt; the International Federation of Operational Research Societies in Greece; the Institutes of Management Science in Brazil; and other organizations in South Africa, Finland, Singapore, and at Cambridge University in England.

He has been an ILA member for six years, having encountered it during a Sabbatical to search through six thousand organizations for their communication and listening components. He has served on the Local Arrangements Committee and the Program Planning Committee.



Tom Wirkus **Nominating Committee**

Tom Wirkus has been a member of the International Listening Association for thirteen years and has made five presentations at conferences. He has served on the Program Planning Committee for four conventions and has been a member of the Site Selection Committee and the Education Task Force for two years.

A recent retiree of the Speech Communication Department at the University of Wisconsin-La Crosse, he continues to share his interests in listening as an ad hoc supervisor of student teachers, a board member of the La Crosse Area Jazz Society, a drummer with Rev. Allan Townsend's "Wonderful World Jazz Band," and as the President of the Board of the 38,000-member Wisconsin Public Radio Association.

New Members

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June & Gene Wilson
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Celebrate the Past, Prepare for the Future

Come to Mobile, Alabama March 13-15, 1997, when ILA will celebrate its past and plan for its future. Plans are in the works to honor those members whose vision brought listening and the ILA into the Twentieth Century, as well as those whose vision will lead us into the Twenty-first. See the ILA Archives displayed; meet and learn more about the listening "greats" such as Ralph Nichols and James I. Brown; meet

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Important Addresses

International Office: Kathy Thompson
ILA Executive Director
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The Listening Post: Lisa Vickers, Editor
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International Journal of Listening: Charles Roberts, Editor
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Johnson City, TN 37614-0067



Diana Schnapp gets ready to welcome ILA to Kansas in 1998 with her new personal license plate. Personal plates are a great way to call attention to listening or to ILA.

Celebrate the Past, Prepare for the Future

(Continued from pg. 7)

ILA's newest members whose energy and enthusiasm will help us to accomplish our Vision 2000.

Also, come visit historic landmarks in Alabama, from the World War II Battleship *USS Alabama* to Forth Condé, an 18th Century fort located in what is now downtown Mobile.

And these are just the beginning of the opportunities you will have to celebrate the past and prepare for the future in 1997. Plan now to attend.

President's Perspective

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will take only a couple of minutes of your time but are important to our work.

a. Send listening fact and information sheets for Kathy Thompson to include in the ILA listening information file that is sent to those who call the office for listening information.

b. Contribute any ILA or listening memorabilia to the ILA Archives housed at Auburn University.

c. Pay attention to and meet the ILA deadlines.

d. Sustain the enthusiasm you have for our work at the annual meeting and follow through with the commitments you make.

e. Recruit new members for the association.

f. Contribute articles for the ILA magazine, journal, or newsletter

g. Volunteer for, and serve on, a critical ILA committee.

h. Run for office and work with other ILA members to shape the future of the association.

The above list is just the beginning of things that each of us can do to be a truly active member of the association. If all of us will make a New Year's commitment to being more active in ILA, we can truly accomplish the goals of our five year plan and enter the year 2000 having accomplished the goals of Listening 2000. ILA is our association. The more all of us are actively involved, the better the association will be at meeting the needs of our membership.

Yours in Listening,
Margaret Fitch-Hauser

Sacramento – The City of Trees

(Continued from pg. 2)

The Radisson is near two large shopping malls and transportation is available from one of Tommy's Angels upon request. There are numerous and wonderful eateries near the property and a restaurant guide will be included in your registration packet.

Beyond our friendly hospitality, we will be offering you a chance to step back in time as we visit the California Railroad Museum for a chance to socialize, enjoy a drink and some munchies, and recall a bygone era. The Railroad museum is located in Old Sacramento with its quaint shops and wooden sidewalks. It was here that the Pony Express made it's final delivery. The paddle wheelers still make journeys up and down the Sacramento River.

Friday afternoon we will feature a wine tour of the Sonoma Valley. Our deluxe coach will pick us up from the Radisson and enroute we will enjoy snacks of wine, bread, and cheese from

the area as well as commentary about the area from Tom Hickerson. In pristine Sonoma there are wonderful shops, a picnic plaza, fine restaurants and the last of the 21 missions built by the early Franciscans.

Come join us in beautiful Sacramento for some great listening programs, great fun, and great fellowship. Let us take care of you; after all, you deserve it.

Your Local Arrangements
Committee,

Tom and Carolyn Hickerson and
Tommy Neuman

News 'N Notes about ILA Members

Carol Christy and Dick Halley met in Little Rock at last year's convention. They have since joined the growing list of ILA couples. They were married on 9/9/95 in the campus chapel at Columbia College in Columbia, MO. Carol is a faculty member at Columbia College. They bought a home in Columbia and so now Dick is a long distance commuter. He travels from Ogden, UT where he is on the faculty at Weber State University as often as possible (so far about every other weekend). They will be at the convention this year to celebrate the anniversary of their meeting.

Important Dates

February 1, 1996- Research Papers to be considered for the Ralph Nichols Award. See the October issue of *Listening Post* for submission details.

March 14-16, 1996- 17th Annual Convention to be held in Sacramento, CA.

March 13-15, 1997- 18th Annual Convention, to be in Mobile, AL

March 19-21, 1998- 19th Annual Convention, to be held in Kansas City, MO