

# LISTENING POST

ISSUE No. SEVENTY-TWO • SPRING 2000

## THE SPIRIT OF THE LISTENING PEOPLE

By: Kent Adelman  
Malmo University College, Sweden

Whenever you come to a new place with a lot of new people, you usually wait and listen, and so did I as a new member of ILA in Virginia Beach, but I didn't have to wait too long, because so many people opened their hearts and made it so easy for me to become part of a great family. The badge, saying that I was "international", "student" and "new member", also made it easy for the participants to find me, and that's good, but aren't we all "international" members?

I think that the local arrangements committee in Virginia Beach did a wonderful job, and I believe that the theme, "The Listening Spirit", was given a broad perspective through Edgar Cayce and A.R.E., the Native American storyteller from A.I.M. and Mr. Joseph Awad, poet laureate of Virginia. The convention schedule was very impressive, with topics within therapeutics and education as well as research, health and business, even though I had expected more of a balance between the number of programs in research and business. Instead of having six different programs on each session for two days I would prefer four different programs on each session for three days. But you can't have it all, can you?

Since I'm a doctoral student, I attended mostly the research sessions and I'd like to mention two of them. First,

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## First Time Convention Attendees Express Their Impressions of ILA

By: Maria F. Loffredo Roca, Ph.D.

The old adage that first impressions are lasting is certainly true of my first experience with the International Listening Association. I attended my first conference in 1988 in Scottsdale, Arizona. I remember being amazed by the genuine warmth of the attendees, the exceptional quality of the panels, and by the sense of welcome I felt. I knew then that I wanted this very special organization to be a regular part of my professional life. It appears that my first reactions to ILA are similar to many of our 2000 first time conference attendees.

**Richard Matthes** of East Windsor, New Jersey, had this to say about his experience in Virginia Beach: The ILA convention was exactly as I had hoped and planned that it would be: a range of perspectives, nicely-organized and attended by engaged and engaging people. Despite the fact that we represent a different approach to listening, my wife, my graduate students and I felt welcomed and included. We all agreed that we had benefited greatly from our participation and plan to continue to do so.

**Alexander Lafasto** is a doctoral student in Colorado and found the ILA

to be an important resource for graduate students interested in the field of listening. According to Alex: I found the ILA conference to be a great experience. I met a lot of really wonderful people who had many interesting

*I came to the  
conference alone but I  
did not feel alone.*

perspectives regarding listening. I enjoyed that it was so easy to meet people. I came to the conference alone, but I did not feel alone. Almost immediately upon my arrival I met people that I could talk to throughout the duration of the conference. I enjoyed many of the sessions I attended. Many fascinating papers, ideas, and thoughts were presented. I particularly enjoyed the information for new members and the student session, the listening in the

*The sessions were  
stimulating and  
informative, and Virginia  
Beach was perfect.*

21st century session, and the session on revisiting the definition of listening. As a student I felt that these sessions provided good information for my studies of listening. I had a great time. I want to thank the people

that spent time with me, especially everyone from the University of Maryland, **Kelby Halone, Wayne Bond, Rebecca Longueira, and Joe DeLuccia**. This is a wonderful organization and I am looking forward to the next conference in Chicago.

*(Continued on page 12)*

# PRESIDENT'S PERSPECTIVE



By: *Harvey Weiss*

## IT'S HARD TO BELIEVE!!

Back in 1968, I started my first public school teaching assignment. It was a dumping ground class for 8th grade misfits called Speech Class. I was very unsuccessfully keeping proper classroom decorum, and I felt helpless and not in control. It got so bad, that out of sheer desperation, I threatened them with tests and instructional lessons given to them exclusively through the spoken word method. I told them they would have to become better listeners if they wanted to pass my class. I really just wanted something to keep them quiet and involved in something productive. I hadn't a clue on how to follow up on that threat, but, it wasn't long before someone told me they had heard about a college professor from the University of Minnesota who had given a speech in our school district on listening, and that someone had taped it. That, of course, was the infamous "10 Bad Listening Habits" speech by **Dr. Ralph Nichols**. That was the start of my teaching of listening classes in my career. It was from here that I eventually went on to Cooper High School just up the road, and began over 25 years of teaching listening classes to literally thousands of students, from 1972 to 1998 when I retired. IT'S HARD TO BELIEVE.

While fumbling and stumbling through those first years of finding something for students to do for an entire semester, I heard again, about a college professor who was teach-



ing listening classes at the St. Paul Campus of the University of Minnesota. So I gave him a call, and it was, of course, again, the infamous **Dr. Lyman K. "Manny" Steil**. So, being the good person that he was, he agreed to come out and speak to my students about listening in all 5 of my classes. He did not find adolescent students as warm-hearted and eager listeners and told me quite promptly at day's end that he would not return for more of the same. But from that initial contact, I became a name in a file, and several years later, I was invited to the first, State of the Art Listening Symposium, held in August of 1979 on the St. Paul campus. To my knowledge, that group of 25 people who were listed in this year's program, went on to become founding members of the 22 year old organization called THE INTERNATIONAL LISTENING ASSOCIATION. IT'S HARD TO BELIEVE!

So, I look forward to a year full of new and old challenges, with the hopes to continue the fine tradition of our past Presidents who have guided us from our humble beginnings to the present day. I never would have dreamed in my wildest imagination, that back in that speech class in 1968, that I would someday end up writing this column. IT'S HARD TO BELIEVE!

(Continued from page 1)

**Victoria Emmert's** "Review of the hypothetical construct of 'active listening'", because she so clearly presented the differences between disciplines on the same subject, and I believe that's necessary since the listening perspective is interdisciplinary. Second, **Maria Roca's** and **Charles Fornaciari's** "Listening through technology", because they demonstrated the importance of learning by doing, through using the participants both as a class and for meta cognitive discussions.

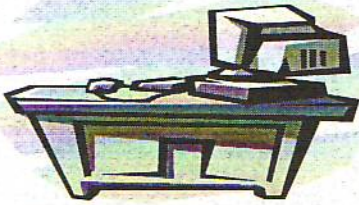
I'm looking forward to Chicago next year and prepared myself with buying "A Chicago jazz tour" on CD at the Chicago airport on my way home. But I sincerely suggest the local committee to make an alternative accommodation nearby for those (students) who can't afford a very expensive hotel room. After all, its you, the listening people, and the programs that makes it worth while to go to the convention on the other side of the ocean.

Finally, I believe that this association has an enormous potential for the future and that one day, when it comes over to Europe, Japan and Australia, it will become truly international. Until then, I agree with the former president, Mr. Charles Roberts, who made a spiritual and visionary speech at a lunch, "Are we there yet?", defining "there" as "here" and saying that "here" is a good place to be at.

### IMPORTANT DATES

- May 15**— Deadline for Japan conference presentation proposals
- June 1**— *International Journal of Listening* deadline
- June 30**— Summer *Listening Post* deadline
- August 1**— Deadline for Chicago program proposals
- August 2 and 3**— International Regional Conference, Aomari, Japan
- September 1**— Officer nominations deadline
- September 23 and 24**— Fall Meeting of the Executive Board, Midland Hotel, Chicago, IL
- September 29**— Autumn *Listening Post* deadline
- March 21-24, 2001** — 22nd Annual Convention, Midland Hotel, Chicago, IL

## From Jim's Desk



When I answered the phone one day in early March, I was startled to discover that I was talking with the program director of KCBI, a radio station in Dallas. "Would you do an on-the-air interview tomorrow about International Listening Awareness Month?" she asked. "Of course!" I replied; and when I hung up, I began to plan what I would say.

Just before noon the next day the phone rang again and the program director assured me that Johanna, the interviewer, would be with me shortly. And then we were on the air.

Johanna led me first to the topic of family relationships, and we talked about our children, and we shared tips on how to listen better. She laughed when I told the story about my son Charlie, who has never been known for being subtle, and how he would grab my face in both his hands and say, "Stop doing what you're doing: look at me and listen!" Sometimes our children aren't that overt, and we have to discover our own poor listening behaviors. Johanna and I agreed that violence in schools can often result when people don't listen well to their own--and other people's--children. I went on to stereotype wives as expecting their spouses to be mind-readers, but then I had to admit that sometimes I, as a husband, expect my wife to know what I need, want, or expect--to listen for what is unspoken. Johanna and I discovered that we both have an elderly parent in a nursing home, and how vital listening well, by both family and staff, is to their quality of life.

Next our conversation turned to business, and we focused on customer satisfaction: if only companies knew how much business they have lost because of poor listening! I mentioned employee satisfaction, too, and how important it is that workers feel that

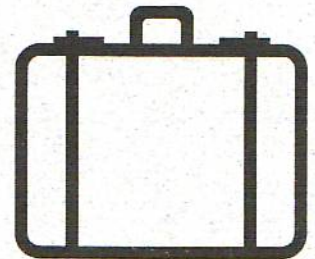
their bosses listen to them.

Finally, we traded a few stories about doctors, and we discovered that both of us had chosen a personal physician who listens to us well. I described my doctor's communication behavior during an examination as the principal reason why I had stayed with him for a quarter-century and three changes of HMOs: entering the room within a minute or two of my arrival, sitting and facing me, listening attentively to my description of symptoms and asking follow-up questions, not only remembering who I am but details about my family and the reason for my most recent visit, acting as if he has all the time in the world and that I am the most important person in it.

And then...twenty minutes had flown by and we hadn't even touched on religion, social workers, or international diplomacy! After the interview was over, I paused for a moment to think about the many aspects of listening that we had discussed so briefly. I knew that Johanna and I had found topics that were important to both of us, and perhaps somewhere in Dallas there were listeners who thought those topics were important, too--people who took a few moments to listen to their child, or to a customer, or to a parent, or to a patient. And that, I think, is the purpose of International Listening Awareness Month. Thanks for listening...

## Travels with Mike: Chicago Odyssey

By: Michael Purdy



Assignment: Chicago, about the time of ILA Chicago 2001. Late March is a great time in Chicago. Friends from RI come into town a couple of times a year and we invariably go into the city. Last week (March 17) we decided to hit the Magnificent Mile, upper Michigan Ave. The temperature was about normal (avg. 50 F) and it was a great day, daffodils were blooming as we parked off Michigan Ave. and enjoyed a nice walk to start the day at the Terra Museum of American Art. There were two floors of American paintings, from early primitives to late 19th, early 20th century American impressionists (e.g. Mary Cassat). The rest of the museum was a delightful, and sometime strange, show of Outsider/Folk Art.

The second part of the day found us at Watertower Place, a very upscale mall, still on "Chicago's 5th Ave." We ate at Foodlife, a series of taste delights within one restaurant: Chinese, Japanese Noodles, Mexican, Italian, healthy foods, juice bar, café, fresh salads, desserts, etc. It is cafeteria style and you always arrive at your table with more than you need, but just enough to share. We finished our Watertower Place trip with shopping--there were still end of season bargains of more than 50% off exclusive brands--we bought a sports jacket and two shirts--that made the day!

We ended the day on the North Side of the city in a neighborhood that has a huge Whole Foods Market (pick up a few supplies), an artist store (some painting brushes), and a "new age" bookstore (browse and have a cup of cappuccino). This last adventure stretched our day into the early evening, time enough to hit the tail end of Friday rush hour out of the city.

Stay tuned for more *Travels with Mike* in a great American city. Carl Sandburg called it the city of broad shoulders, I think of it as my playground and I'm inviting everyone interested in listening to join me next spring.



# 2000 ILA Award Recipients



## Hall of Fame

**Ethel Glenn** was this year's Hall of Fame inductee. Ethel has conducted research that greatly contributes to our body of listening knowledge, authored and co-authored numerous books, chapters and articles dealing with listening related topics.

A member since 1984, she has held many positions including president, *Listening Post* editor, she was instrumental in developing our boutique, has organized and promoted the Ralph G. Nichols award for over five years, presented over twenty sessions at conventions, chaired numerous committees including the 1994 Summer Conference.

She is a retired Professor of Communication from the University of North Carolina at Greensboro. She continues to offer listening education through a variety of workshops and addresses.

## Dissertation Award

**Shelly Stein** received the 2000 Dissertation Award for her dissertation "Uncovering Listening Strategies: Protocol Analysis as a Means to Investigate Student Listening in the Basic Communication Course."

## Listener of the Year

Dr. Marshall B. Rosenberg, founder and director of educational services for the Center for Nonviolent Communication, is the 2000 ILA Listener of the Year. Nonviolent Communication strengthens the ability of people to compassionately connect with themselves and one another, share resources, and resolve conflicts. NVC consists of two parts: fully and honestly expressing ourselves, but without blame or criticism; and listening empathically to others, without hearing blame or criticism - even when they express themselves in hostile ways.

Dr. Rosenberg's recently published book *Nonviolent Communication: A Language of Compassion* is the most complete written presentation of NVC. An order form for Dr. Rosenberg's book and other work is included with this edition of the *Listening Post*.

## President's Award

**Kelby Halone** and **Kathy Thompson** were presented with the President's Award from Charles Roberts. The award was in recognition of their willingness to serve on ad hoc committees developed by Charles Roberts.

## Special Recognition Awards

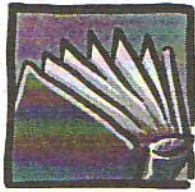
**Ken Paulin** received a special recognition award for his life long efforts in listening education and being an excellent model of effective listening through his service as a volunteer hospice worker.

LISTEN, Inc. is a non-profit organization whose work focuses on urban youth in the Washington D.C. area. It is a leadership organization that trains and nurtures 14 to 29 year-olds to serve as assets in transforming their communities and solving urban problems. LISTEN maintains that the process of developing young leaders begins with learning how to listen.

## Listening in the Business Sector

The 2000 recipient of the Listening in the Business Sector was **Lyman (Manny) Steil**. His work with businesses over the last thirty-six years has brought listening education to more than 500,000 business professionals throughout 17 countries. Manny is the founder of the ILA and served as its first two presidents and executive director.

# Book Review



By: Carole Grau

Rosenberg, Marshall B. (1999).  
Nonviolent Communication:  
A Language of Compassion.  
Del Mar, CA: Puddledance  
Press.

"When we focus on clarifying what is being observed, felt and needed rather than on diagnosing and judging, we discover the depth of our own compassion." With these words we are introduced to *Nonviolent Communication: A Language of Compassion* by Dr. Marshall Rosenberg. Dr. Rosenberg believes the process of communication he shares with us will...

"strengthen our ability to remain human, even under trying conditions." His goal is to teach people how to connect with each other in a way that gets everyone's needs met. One can infer from these comments that Dr. Rosenberg is a "true believer", with a deep and unyielding faith in humanity, not unlike our own **Dr. Ralph Nichols**. Since his process is heavily dependant upon empathic listening, anyone dedicated to promoting effective listening would find the book valuable.

Rosenberg has developed a communication process (model). It has four components: observation free from judgment or evaluation, identification of our feelings upon making our observation, recognition of the needs connected to the feelings we have expressed, and making a very specific request based on those needs. Coupled with these skills are the empathic listening skills which enable the listener to recognize the feelings and needs expressed by others. The model is reminiscent of the DESC approach advocated by Thomas Gordon. I suggest overlooking the "scripting" or "formula" dimension so as not to pre-judge and therefore miss what is of

value in the process.

As a teacher and trainer of listening skills and of conflict resolution skills, I found the chapters on making observations free from judgments very helpful in the work I do. Teaching people to recognize their own judgmental behavior and its impact on communication is a challenge. My experience has been that many resist listening to communication which is perceived as criticism or attack. The bi-polar aspect of English does not help the situation. Our vocabularies are filled with "loaded" words. Translating this volatile language into language that can be listened to is a vital communication skill addressed by the author.

A section of the book is dedicated to helping people identify and express feelings. The feeling vocabulary provided demonstrates the range of language available. Rosenberg advocates expanding our feeling vocabulary to increase our ability to listen for feelings and identify the needs beneath those feelings. This would apply to both intrapersonal as well as interpersonal listening. To this extent the book deals with teaching some of the skills identified by Daniel Goleman's work on Emotional Intelligence.

The chapter on Receiving Empathically was somewhat disappointing to me, although the theoretical discussions are profitable. When teaching how to paraphrase he recommends the question format. As a result, the examples provided seem abrupt, lack subtlety and sound like sheer guess work. My belief is that paraphrasing is a very sophisticated skill which requires careful instruction. Used poorly, it tends to alienate the co-communicator. The style documented in the book appears to reinforce my bias.

As a communication consultant, trainer and mediator this book constitutes a find for me.. I was grateful for the additional resources and prices included in the back of the book. (The prices being charged told me more about Dr. Rosenberg and his quest than anything else.) And don't miss the poetry of Ruth Bebermeyer. Her writings demonstrate the deep impact of the spoken word.

## CALL FOR NOMINATIONS

Nominations are now being accepted for the following offices:  
First VP Elect,  
Second VP,  
Secretary,  
Member-at-Large  
(International),  
Member-at-Large  
(Public Relations),  
Nominating Committee  
(four people will be selected by this year's Nominating Committee, one additional member is selected from the floor during the annual business meeting.)

The election for these offices will be held during the 2001 convention in Chicago. The terms for those elected will begin at the start of the Sunday morning Board meeting following the convention.

Nominations should be submitted by **September 1** to:

**Diana Schnapp,**  
9107 W. 132nd Street  
Overland Park, KS 66213  
fdschnapp@aol.com  
or to:  
Jim Pratt at IListening.com.

*Education is the ability to listen to almost anything without losing your temper or your self confidence."*

**Robert Frost**



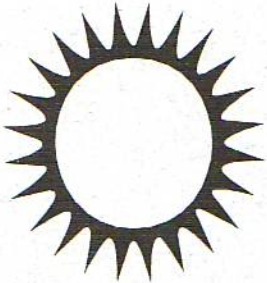
# VIRGINIA BEACH AT A GLANCE DID YOU MISS THE FUN?



OUR NEW PRESIDENT IS ALL EARS



PASSING THE GAVEL



ILA 200-2001 EXECUTIVE BOARD (From Left): Kimberly Batty-Herbert, Harvey Weiss, Klara Pihlajamaki, Roger Wilson, Kelby Halone, Melissa Beall, Richard Halley, Maria Roca, Charles Roberts



A FEW "ORIGINAL" ILA MEMBERS



SIMPLY "ORIGINALS"



ETHEL GLENN ACCEPTS HALL OF FAME AWARD FROM LISA DARNELL



MANNY STIEL ACCEPTS BUSINESS SECTOR AWARD FROM LISA DARNELL



KEN PAULIN AND HIS NOMINATOR, HARVEY WEISS



LOCAL ARRANGEMENTS CHAIR VIRGINIA O'KEEFE RECEIVES CERTIFICATE OF RECOGNITION



LAURA JANUSIK ACCEPTS AN ISIP AWARD FROM ETHEL GLENN

# PRESIDENTIAL ADDRESS

(Presented at the 21st Annual Awards Banquet, Virginia Beach VA, March 2000)

By: Charles Roberts

If you are a parent – or if you just remember your childhood, there are four words that you are sure to remember. “**Are we there yet?**”

I’ve been a member of ILA for fifteen years. Back in 1990 I was lucky enough to be the Executive Director of this fine association. Since then I have sat on the Board as the Journal Editor and in a number of other positions as I rose to the presidency. We have had a great many dreams over those 15 years. We’ve set many formal and informal goals for the ILA.

I would like briefly to examine whether **we are there yet**.

Some of us dreamed of a truly global association – others wanted an international association. Some wanted 1000’s of members from all over the world. Some wanted a professional executive director to help us achieve this dream. Some worried about finances. Some thought if we could double the number of life members we could gain some stability. Knowing that the leadership core of the organization was aging, we yearned for new members. We had plenty of dreams – of a utopian-like organization known throughout the world.

**Are we there yet?** Fifteen years ago I was a little over 40. Surprisingly, I am still a little over 40. Fifteen years ago I weighed XXXXXX, today I still weigh XXXXXX. Has everything else stayed the same as well?

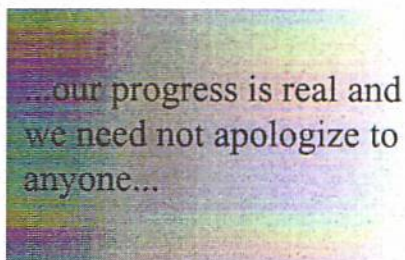
As far as the ILA is concerned, we are significantly healthier. Today we have more than twice the amount in

the bank as we had in 1990. We still worry about finances, but we will not raise our dues this year, and next year’s convention’s fees will be the same as last year’s.

We are able to pay our current executive director a modest stipend – not what he’s worth, but far more than we could ten years ago, freeing him to give significant attention to our association.

Our journal is available to the world, free of charge on the Internet, as is the *Listening Post*. Our members are teaching listening courses across the nation and, through the Internet, around the world. Ten years ago we welcomed two representatives from foreign countries to our conference. Today we have members in 12 countries and six different countries are represented here at this year’s global conference.

We are having a regional meeting in Japan scheduled for this summer. We considering holding our regular



convention in Sweden. March is International Listening Awareness Month. We can look forward to great global ILA conventions in Chicago in 2001 and Scottsdale in 2002.

**So, Are we there yet?** Do we have our 1000 members – and are we grooming a group of scholars, trainers, and leaders to take the ILA through the first part of the 21st Century? Well, over the last decade the ILA has had over 1000 different members. Granted not all are still with us, but the 1000+ different individuals who were members during the 1990’s were touched by us and learned how important listening is. Today we have 52 fully paid or paying life members, 30 student members, and over 360 members in all of our different categories. Those who remain with us include

new scholars and provide significant new leadership potential for the organization.

You have heard how key initiatives were begun this year to increase that new generation of leaders and practitioners. Check out the slate of officers that you voted for yesterday. Many are almost as young as I am.

**So, Are we there yet?**

Yesterday we took another step towards our utopia. We voted for changes in the bylaws that will allow for greater continuity, more responsibility and increased personal accountability.

**So, if we are not there yet, when will we be there?**

ILA’s long-range plans describe a utopian-like organization – which seems as out of reach today of even our ambitious grasp as it was in 1990. But remember, in 1516, when Thomas More first described a distant island of perfection, he gave it the name of Utopia (which means, quite literally, “nowhere”).

ILA has been preparing for our journey to utopia for at least twenty years. And preparing... and preparing, with numerous committees, which generated mountains of procedures and protocols. Over these past ten years, I often wondered if it was the journey, not the arrival that mattered. Often it seemed as if both arrival and non-arrival at utopia might be problematic. As George Bernard Shaw observed, “there are two tragedies in life. One is not to get your heart’s desire. The other is to get it.”

It may seem to some that the 1990’s for the ILA was the age of searching for utopia. Some have recently suggested that the next decade (the zeroes) may become known as “the Age of the Alibi.” We will not be asking **whether we are there yet**, so much as, “**Why are we not there yet.**”

But our progress is real and we need not apologize to anyone, save that we have embraced Robert Browning’s notion that “Our reach should exceed our grasp.”

(Continued on page 9)



(Continued from page 8)

**The true question then is not "are we there yet." But rather, where is "there?"**

My academic birthplace is Temple University. One of its early leaders was Russell Conwell who raised vast amounts of money for the university by delivering a visionary speech to over 10 million people in over 6000 different venues.

In that speech Conwell relates true stories of people who sought their fulfillment of dreams far from home. My favorite tale is of Al Hafed, a Persian who owned a very large farm near the River Indus. Al Hafed considered himself a wealthy man until one night a Buddhist monk who was traveling through the area, spoke to him of diamonds and explained how much they were worth. A handful, said the monk, would allow Al Hafed to purchase a whole country and place his children upon its throne. That morning he had arisen a man richer than any of his neighbors, but that night he went to bed a poor man, dreaming of riches he had not attained. In the morning he arose, convinced he should seek diamonds for his children's future and asked the monk where he might find them. The holy man told him that all he had to do was to locate a river that ran over white sands and between twin mountains, and there he would find diamonds.

So Al Hafed sold his farm, collected his money, left his family, and went in search of diamonds. His travels led him over much of Asia and Europe - anywhere rivers flowed over white sands and through mountains. Though he spent his money carefully, finally one day he stood on the shore of a bay in Barcelona, Spain penniless and alone. Unable to stand the shame of his poverty and without funds to continue his quest, he threw himself into the water and drowned.

Meanwhile, back on the farm, the new owner was entertaining the same traveling monk whose tale of diamonds had prompted Al Hafed's quest. The monk noticed a pretty black stone that the new owner had found on the farm and exclaimed that it was a diamond. The two rushed outside and, stirring up the white sands in a stream in one of the fields, they found other diamonds, each more beautiful and valuable than the one the new owner had first discovered.

The moral of the story provided Conwell with the title of his famous speech, Acres of Diamonds. If Al Hafed had looked closer to home for riches, rather than committing suicide after being frustrated and demoralized by his quest, he would have had acres of diamonds to share with his children.

**Are we there yet?**

**Where is "There?"**

**Here is "there?"**



## **ILA LISTENING POST Listening Post Deadlines**

The deadline for all *Listening Post* materials (including articles, ads, and photographs) to appear in the next issue is June 30, 2000.

## **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.

### **1999 Rates**

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:

**Rochelle Devereaux, Editor**

Business Efficacy

PO Box 4081

Salem, OR 97302-1081

Rocelle@businessmasters.com

# **MORE INVOLVEMENT NEEDED BY MEMBERS!**

So, this is new? Not! I am in desperate need of members, young and old, to sign up for a committee or two for the current fiscal year, 2000-2001. I need people in the following:

**BUSINESS; ELEMENTARY/SECONDARY; MEMBERSHIP; SITE SELECTION; LOCAL ARRANGEMENTS; ARCHIVES; AWARDS; GLOBAL OUTREACH; PUBLIC RELATIONS.**

We also have room for more volunteers on committee's other than those mentioned above. If you have time to fill out your census, you can serve on some worthwhile committee. (Does that make sense to anyone?) Anyways, your organization needs you, please sign up by sending me your intentions to: harveyw.bigplanet.com Thanks in advance.

**Harvey Weiss**  
President

## Focus on Members



**Edie Cole**

One of the original Atlanta Gang, Edie Cole is #33, and is a life member who has attended all the national conventions and several summer and regional conferences. She is retired from teaching communication from Ohio University, Indiana University, Elmhurst College, Otterbein College, Ohio Wesleyan University and Capital University, and is currently on the staff of the Ohio State University's Fisher College of Business Executive Education. She has taught several different times in Tombs, Siberia and was the first to advertise ILA in Russian on Her business cards. She is CEO of Cole Communications, a consulting/educational business.

Edie presented at several conferences beginning in New Orleans, "Teaching the Church to Listen", "Do you Hear What I Hear," and "A Psalm a Day/Psalm 46," as well as presiding over numerous sessions. For several years she created and promoted an ice-breaker to integrate new members. Together with **Beverly**

**Aweve**, she edited LISTEN II, a quotation booklet. She was secretary of the Board under **Kittie Watson** and later Member-at-Large. In 1991 she received the President's Award from President **Wayne Bond**.

Taking over from **Ethel Glenn**, she, as "bag lady," expanded the boutique. Because she winters in "The Cole Bin—Southern Annex" on Marco Island, she turned the responsibility of the boutique over to the capable hands of "think out of the box" **Lisa Orick**.

She is a graduate of Otterbein College where she double majored in Business Administration and Speech and Theatre. Her M. A. is from Ohio University where **Larry Barker** was her undergraduate assistant, and received her Ph.D. in 1975 from Indiana University.

In August she and her husband, David will be married 38 years. He surprised her and attended his first convention in Albuquerque. They have one daughter, Johanna, who lives in West Palm Beach. Although she enjoys the Florida sun, Edie's permanent residency is still Columbus, Ohio. Thanks Virginia for giving me Florida weather for the convention. However, because of the airlines difficulties, it took me an hour and a half less time to return to Southern Florida during spring break that it did to fly to central Ohio from Siberia. Those I kept waiting in the airport van got your revenge big time.



**Rochelle Devereaux**

Rochelle was born and raised in Washington DC. She met her husband Bill in 1969, married him in 1971 and moved to Oregon in 1972. They try to never leave the west coast unless something really interesting is going on (i.e. ILA conferences). She enjoys reading, music gardening, peripheral caving (I stay on the surface while Bill goes in), crossword puzzles, painting, and hiking.

Rochelle established Business Efficacy in 1980 in Eugene Oregon to assist small and medium sized businesses working with business owners and managers to improve their financial position and understanding of financial statements and employee management. She developed a six week course for Women Entrepreneurs for Chemeketa Community College's small business development center, providing management consulting for a rural incubator without walls, developed stock offering management plans and training classes for credit managers.

Under the guidance of Virginia DeChaine, Rochelle began listening skills training in 1985 and has

*(Continued on page 12)*

## Come Join Us in Chicago For ILA 2001

*The Theme:* 2001: An Odyssey  
Toward Effective Listening

Odyssey: Noun - A long series of wanderings, especially when filled with notable experiences (Webster's Encyclopedic Unabridged Dictionary of the English Language). Let's share our journeys and learn from each other.

**Wednesday, March 21st, 2001,  
through Saturday, March 24th,  
2001**

The Midland Hotel, 172 West Adams Street at LaSalle, Chicago, IL 60603-3604

Rates are good for Chicago:  
\$130.00 single, \$140.00 double  
Phone: 312/332-1200  
Fax: 312/332-5909

The call for papers can be found on the ILA Web site, and in this *Listening Post*. Please consider becoming part of this exciting program. **Proposals due by August 1st, 2000.**

### *A Special Request:*

Would you please share some of the critical events that have contributed to the quality of your own listening. We are looking for stories about these events. We hope to share many of your stories throughout the program next year and perhaps turn them into a book to support ILA. You can go to the ILA website at [listen.org](http://listen.org) and there is a form you can fill in right on the site to send your story or send your stories to:

Dr. Richard D. Halley  
Dept. of Communication  
Weber State University  
1605 University Circle  
Ogden, UT 84408-1605

## Call for Manuscripts

**Deadline: June 1, 2000**

You are invited to submit your research to the *Journal of the International Listening Association*. The deadline for Volume 14, 2000 will be June 1, 2000.

We are seeking articles related to any aspect of listening. As you know, listening is more than just an aural process. It encompasses all of the senses and can incorporate nonverbal behaviors as well. The journal is dedicated to a pluralistic philosophy, seeking articles that cover all aspects of listening from all perspectives. All theoretical and methodological approaches to listening will be considered, so long as the research is sound.

All submitted articles are sent out to at least two reviewers without attribution. To facilitate this, be sure to put your name on a cover sheet only and not in the body of the paper. Your reviewers will be selected for your article based, in part, on the type of article and the kind of methodology used by you, the writer. All of the reviewers have promised a quick turn-around (usually less than one month from time of submission).

To submit, send four (4) copies of your manuscript to:  
Steve Rhodes, Editor  
*International Journal of Listening*  
Department of Communication  
Western Michigan University  
Kalamazoo, MI 49008  
(616) 387-3133  
E-mail:  
[steve.rhodes@wmich.edu](mailto:steve.rhodes@wmich.edu)

## New CPRC 2000 Contributors, Take a Bow!

By: Kathy Thompson

When a special CPRC order came in for eleven ILA papers from the Virginia Beach convention -- BEFORE the convention--I was both surprised and proud. The word must be out, I thought, that ILA is the organization to contact when you need the latest and finest in listening research, presentations and ideas. I was able to fill that special order, and two more soon after the convention, because many of the ILA convention presenters submitted their papers either before or at the convention. A big thank you to all who have already submitted:

Sheila Bentley  
Bob Bohlken  
Carolyn Coakley-Hickerson  
Brenda Comeaux  
Rochelle Devereaux  
Margaret Fitch-Hauser  
Margarete Imhoff  
Laura Janusik  
Ray McKelvy  
Vincenne Waxwood  
Andy Wolvin

Carolyn Coakley and I want to encourage all of you who presented at the convention in Virginia Beach to submit. We want to share your great listening ideas with people who want to learn more about this important skill. The deadline for the CPRC Index 2000 (hard copy) is May 1, 2000. Please follow the CPRC submission guidelines posted in the resources section of our ILA Web site. Or contact CPRC Co-chair Kathy Thompson for more information:

(414)543-1646;  
Fax: (414)382-6359;  
E-mail:  
[Kathy.Thompson@Alverno.edu](mailto:Kathy.Thompson@Alverno.edu)

(Continued from page 1)

From a professional perspective, **Kim Watkins** of Launch Your Life, Inc. shared the following thoughts about ILA: I wanted to attend because of the small size of the group and the low priority listening is generally given in terms of communication skills. Aligning with associations in diverse categories of interest is a high priority for my start-up company, and my strategic selection to join ILA and attend its conference made sense on both accounts. When I arrived and figured out where to be, I was greeted by the incredibly warm and friendly **Jim Pratt**. He made me feel right at home. Each of my subsequent experiences were filled with amazement and excitement. My company, Launch Your Life, Inc. has benefited a great deal from my having participated in the sessions and met the wonderful people. I am used to attending conferences and events where money is no object. The giveaways are big, the speakers have been paid huge honorariums, and the meals are gourmet, but the subject matter is often the same nonsense and the attendees are often clones of one another. ILA does NOT foster that sort of environment; I think I thought that was the case, which is why I decided to go. My intuition was subsequently confirmed, and now I am a member, and I am (along with [launchyourlife.com](http://launchyourlife.com)) trying to spread the word of effective listening to everyone who comes into contact with me.

Academic professionals from a variety of fields also find a great deal of value in the ILA. **Charles Fornaciari** of the College of Business at Florida Gulf Coast University described his first ILA experience this way: I really enjoyed my first ILA conference. The people were great, warm, friendly, enthusiastic and knowledgeable. The sessions were stimulating and informative, and Virginia Beach was perfect. I haven't had so much fun at a conference in years.

Of course, ILA conferences aren't

all work. A conference feature that many of us enjoy is the time built in to socialize and get to know one another better. **Susan Richardson** of College Park, Maryland commented about this aspect of ILA: I really enjoyed attending the ILA conference. I came in on Wednesday evening and attended meetings all day Thursday, went on the cruise Friday and then returned home because of other scheduled events. I met some new folks and renewed old acquaintances from both Forensic and Speech Communication Associations. I appreciated the scheduling of a "fun" day. Other associations often neglect the social/networking aspects of a conference.

**Keith Armstrong** of DePauw University sums up the ILA eloquently in what he had to say about his first ILA convention experience: My first impression of the ILA was one of professionalism, personified. Fortunately I attended with a two-year veteran who explained that my perceptions would mellow after a few days, or at least by the time I attended the second conference. Miraculously, as though a fog had lifted, I gradually began to see individuals who were hardworking, generous, and professionally committed to listening/communication. I cannot account for this transformation, but I now mentor ILA newcomers to be patient while the real depth of meaning of the ILA membership emerges. If patient, newcomers will assuredly begin to see the supportive smiles of new friends, where newcomers originally only saw titles and structure. ILA has warmth and professionalism, great listeners and great presenters, the best listening professionals and the most wonderful human beings. There aren't many professional organizations that can describe themselves this way. I am honored to be a member of ILA and I look forward to seeing old friends and continuing to make new friends at ILA conferences for many years to come. See you in Chicago!

(Continued from page 10)

focused on developing audio cassette training programs (1997) and workshops for business and professional organization in listening, sales, business management, leadership skills, team development and a bunch of other related subjects.

Rochelle has served as newsletter editor for several organizations including various chapters of the Administrative Management Society, Eugene Cascade Chorus (barbershop chorus), state and local chapters of Women Entrepreneurs of Oregon and currently produces a bi-monthly newsletter for herself, a computer consultant and certified public accountant for clients and prospects. She has published regular articles in the Special Districts Association of Oregon and other newsletters and magazines. She has published workbooks on Hiring and Firing, Pricing Products and Services, Marketing, Credit and Collections and the Power Listening audio cassette training tape series (in process).

She has been a member of Toastmasters (Distinguished Toastmaster Designation), Administrative Management Society (Diamond Merit Award), Women Entrepreneurs of Oregon (State Chair, State Vice Chair, Program Chair, Conference co-chair), Cascadia Chapter American Society for Trainers and Developers (ASTD); stem manager for the Pan-Pacific Conference of the Society for Technical Communicators; Salem Economic Development Corporation, Salem Area Chamber of Commerce.

Currently she is working very hard to raise awareness of listening as a management and personal effectiveness (personal as well as business) in the local and statewide business arena.

Rochelle will take over as *Listening Post* Editor this summer.

## NEW MEMBERS

Keith Armstrong  
329 E. Wilson Street  
Batavia IL 60510  
708-879-0372

Claire Bliss  
928 Coleman Ave.  
Fairmont, WV 26554

Herbert Clements  
100 Anderson St. #343  
Pittsburgh P 15212

Ellen Crannell  
5827 El Zuparko Dr. #1  
San Jose CA 95123  
408-741-2045 ext 3205  
Escrannell@aol.com

Carolyn DeLisser  
4 Piermont Pl.  
Piermont, NY 10968  
914-359-1584  
Cndel@worldnet.att.net

Lori Durbin  
316 S Filmore  
Maryville, MO 64468  
660-582-4413  
ldurbin@mail.nwmissouri.edu

Becky Goslin  
PO Box 58  
Montvale, VA 24122  
540-947-2275

Mandy Goslin  
PO Box 58  
Montvale, VA 24122  
540-947-2275

Joyce Jones  
2633 Granite Way  
Sacramento CA 95821  
916-925-0821

Brenda Logue  
Towson University  
Mass Comin and Comm Studies  
Towson, MD 21252-7097

Rebecca Longueira  
13 Horseshoe Dr.  
Flemington, NJ 08822  
973-942-4836

Holly Mathews  
3809-8 Stratford Park Dr.  
Roanoke, VA 24018

Richard Matthes  
11 Charred Oak Lane  
Windsor, NJ 08520  
609-448-5987  
Rwmatthes@aol.com

Marie Neighbors  
PO Box 58  
Montvale VA 24122  
540-947-2275

Erie Presley  
6360 S 725 East  
Salt Lake City, UT  
801-262-5626 ext. 2011  
Epresley@uta.cog.ut.us

Beverly Reynolds  
10360 Blue Arrow Ct.  
Columbia, MD 21044-4123  
410-780-6835

Susan Richardson  
7400 Radcliff Dr.  
College Park, MD 20740  
301-322-0928

Edward Sewell  
Virginia Tech  
Comm Studies  
Agnew Hall # 0311  
Blacksburg, VA 24061-0311  
Esewell@vt.edu

Rebecca Shafir  
PO Box 190  
Winchester, MA 01890  
781-729-8814  
Opac@worldnet.att.net

Suzanne Strohbeen  
2011 Seneca Way  
Sioux City, IA 51104  
712-239-4714

Suzuki Interlink, Inc.  
2-5-2-801, Shinjuku  
160-0022 Tokyo Japan  
81-3-5367-6405  
Int-link@pa2.so-net.ne.jp

Maureen Sikes  
67 Robin Hill Lane  
Levittown, PA 19055-1410

Trevor Tebbs  
University of Connecticut  
300 Mansfield Rd Box U147  
Storrs, Ct. 06269

Carol Vance  
1814 Pine Rd  
Homewood, IL 60430  
708-798-7651  
Jcdvance@juno.com

Jil Voran  
202 Dreams Landing Way  
Annapolis, MD 21401  
410-841-6193

Kim Watkins  
Launch Your Life, Inc.  
2731 Broadway #5B  
New York, NY 10025  
Kwatkins@email.msn.com

Alesha Wilbanks  
1612 Mountain View Rd.  
Vinton, VA 24179  
Alesha-w@hotmail.com

Brent Winans  
5500 Ocean Blvd. #104  
Ocean Ridge, FL 33435  
Brentwinans@hotmail.com

Paul Wright  
6731 McKinney St.  
Roanoke, VA 24019  
540-362-3957  
Psw14@bellatlantic.net

"The International Listening Association promotes  
the study, development, and teaching of listening  
and the practice of effective listening skills and techniques."

# News & Notes

**Kimberly Batty-Herbert** is a recipient of a 2000 Teaching Excellence Award of the National Institute for Staff and Organizational Development (NISOD), a program of the community college leadership program at the University of Texas at Austin.

**Mary Bozik**, University of Northern Iowa, has been elected to the executive board of Central State Communication Association. She also has been appointed to the National Board for Professional Teaching Standards Early Adolescent/Generalist Committee. The Board offers K-12 teachers national certification and the committee is reviewing the standards by which teachers of students ages 11-15 are certified. For information about the board or the certification process check their web site: <http://www.nbpts.org>

The *Listening Post* was recognized with an honorable mention award from the New Mexico Women's Press Association in their annual media competition. The award was given in the category of one to three color newsletters produced in the state of New Mexico.

**lis•ten•ing** *n* (1996):  
the process of receiving,  
constructing meaning from,  
and responding to spoken  
and/or nonverbal messages

Visit the  
ILA website online at  
<http://www.listen.org>  
Hosted by Green Bay On-line




## Editor's Ink



By: Kimberly Batty-Herbert

As this is my last *Listening Post* issue as editor, I need to thank several individuals who have been regular contributors and who have made my job more pleasurable. I applaud **Michael Purdy** and **Andrew Wolvin** who have been ever diligent and deadline conscious throughout the last year. Also, **Carolyn Coakley-Hickerson** has been a tremendous source of encouragement and my greatest source of honest appraisal. There have been many others who have contributed to make this an informative and useful publication. Several of you also sent me personal notes of encouragement and suggestions for improvement. I truly appreciated each one as I believe the continual changes demonstrated.

**Rochelle Devereaux** will take over as editor starting with the next issue, i.e., Summer 2000. Whereas a newsletter is a product of the entire organization and cannot be entirely nor adequately produced by one individual, I hope each of you will provide Rochelle with the needed support as you have me. Two words of warning to those of you who are not good at meeting deadlines: Watch out! Rochelle has vowed to be much more assertive at motivating you to complete your articles by the published deadline. Best wishes to Rochelle and good luck to you procrastinators, you'll need it!



## IMPORTANT ADDRESSES

**International Office:**  
**James Pratt**  
P.O. Box 744  
River Falls, WI 54022  
715-425-3377 voice  
715-425-0704 fax  
800-ILA-4505 toll-free voice  
ILISTENING@aol.com

**Listening Post:**  
**NOTE NEW EDITOR**  
**Rochelle Devereaux**  
Business Efficacy  
Box 4081  
Salem, OR 97302-1081  
503-581-4100 voice  
rochelle@businessmasters.com

**International Journal of Listening:**  
**Steven C. Rhodes**  
Dept. of Communication  
Western Michigan University  
Kalamazoo, MI 49008  
rhodes@wmich.edu  
616-387-3154 voice

**ILA President:**  
**Harvey Weiss**  
2401 Wight Bay  
Brooklyn Park, MN 55443  
763-493-2556  
Harveyw@bigplanet.com

## ILA 2000-2001 Executive Board

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