



LISTENING POST

Newsletter of the International Listening Association

Vol. 82, Fall 2002

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

Joint ILA-WCA 2003 Convention: Haninge (Stockholm), Sweden by Melissa L. Beall, First Vice-President



We are truly breaking new ground with this convention and I am so excited about our 2003 convention and city! The World Communication Association will join ILA for joint but separate conventions at the Hotel Winn, Haninge, Sweden. The overall theme for the two conventions is Forging Global Links. The ILA theme is Touch the World: Listen, and the WCA Theme is Communication and Culture in Networked Societies. Each organization will have its own separate convention, but we invite members of each organization to attend convention sessions of interest of each organization. The ILA convention opens on Thursday, July 17. Our closing ceremony, a reception, and opening ceremony for WCA are planned for Sunday, July 20, with a Stockholm by boat tour as a part of the festivities. WCA sessions will begin on Monday, July 21 and run through Thursday, July 24. ILAers may choose to participate in the one-day Swedish cultural-historical trip on Tuesday, July 22, and the post-conference 3-day or 7-day educational-historical-cultural tours.



WCA Secretary General
Barbara Monfil

WCA President
Sharon Ratliffe

We'll provide more details on the ILA website and in future Listening Post columns. There will be joint plenary sessions each day of each convention. We generated topics this summer when WCA President Sharon Ratliffe and WCA Secretary General Barbara Monfil and I met at the Hotel Winn, Haninge. We also met with Klara Pihlajamaki and discussed other topics. A plenary session is one intended to reach across individual and organizational boundaries and provide stimulus for discussion by everyone. These sessions will feature one to four invited "speakers" who provide their perspective on an issue and then open for discussion by all. Speakers will be selected from among the following groups: aca-

demics, practitioners, ILA members, and WCA members. We hope that all members of each organization, plus various locals will be a part of these discussions. Topics will be chosen by Sharon Ratliffe and me, and we'll jointly discuss whom to contact for the speaker spots. This type of collaboration virtually assures us of "local" participation to a greater degree than might have been possible with a single organization holding a conference. It also allows us some cost-sharing benefits, and it gives ILAers the opportunity to complete convention sessions between Thursday and Saturday, and the Stockholm

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INTERNATIONAL LISTENING ASSOCIATION (800) ILA

President's Perspective



Kimberly Batty-Herbert
ILA President 2002

Following the ILA's fall board meeting September 20, 21, and 22 in Minneapolis, I have come to one conclusion: what a terrific group of individuals we have working on the behalf of all ILA members! What a productive group your board members have proven to be! To accurately review each officer's accomplishments would take this entire edition of the *Listening Post*. Therefore, a brief synopsis will have to suffice.

One of the most pressing needs of the ILA involves locating a new Webmaster. **Barbara Nixon** has proved to be an outstanding asset to ILA serving in this position for at least seven years. Her current term is up this year and it is well past the time for her to move on to a different leadership role within the organization. The ILA web site has become an essential tool in many of the organization's daily functions and it is essential that we find a new Webmaster very soon. I encourage each of you to consider taking on this responsibility or exploring this opportunity with another talented member. I would appreciate you sending me the names of individuals you feel would be well-suited for this position.

First Vice President **Melissa Beall** has been extremely busy preparing for our first annual convention to be held in Europe. The 2003 convention will be held in Hannique, Sweden July 17-21. This convention will also be the first time the ILA will join another professional organization for a joint conference. World Communication Association (WCA) will hold its convention immediately following the ILA convention with their opening ceremony commencing near the conclusion of our

closing ceremony. Both conventions will feature themes that tie together under one main theme. WCA members Sharon Ratliffe and Barbara Monfils joined us for a portion of our meeting Saturday in order to clarify and coordinate our efforts.

Executive Director **Jim Pratt** has arranged a group travel offer for Iceland Air. He also arranged to have a representative of the American Swedish Institute attend our meeting to present additional information on Sweden and the Stockholm area and to attend to numerous questions about cultural and travel concerns. Continuing education credit will be made available through UW River Falls extension program. The courses will be fully accredited college courses through the University's Speech Communication Theatre Arts department. Look in convention materials for additional information.

Secretary **Laura Janusick** added the burden of keeping up with and compiling minutes for the on-line communication of the ILA Board to her ever-expanding list of duties. Our institutional memory has been far from effective so her time and energy should prove valuable. With the assistance of **Ray McKelvy**, Laura generated many needed by-law revisions and presented a report of the Financial Review Committee.

Immediate Past President **Dick Halley** has agreed to the charge of producing several PSAs in an attempt to not only promote the ILA but also inform listeners of Listening Awareness month. Each year the month of March is designated as such and your board believes we have not done enough to increase awareness of this designation and the importance of listening. Member-at-Large **Lisa Orick** will inform the membership at a later date of her plans to challenge each of you to assist in the process of distributing the PSAs to your local radio stations with a contest with great ILA prizes. Lisa also has been spending time perusing original listening texts in an effort to update our listening quotes files and enabling **Barbara Nixon** to continue supplying you with additional listening quotes.

Member-at-Large **Daryl Vander Kooi** led the group in a discussion concerning the organization's public relation efforts including the role the Public

Relations Committee should play in the organization's PR efforts. Daryl also informed the group that the Spanish and German ILA brochures are ready for the printers just in time for distribution in Europe.

Global Member-at-Large **Margarete Imhoff** has been focused on promoting the ILA within the European community. She will present a special session to the German Listening Association introducing the ILA through its purpose, history and priorities.

Student Member **Amy Oxendine** revealed that several additional convention property options were visited and proposals were presented for our 2005 convention in Fort Myers, Florida. The board finally decided on the Holiday Inn Select April 21-25.

In other business, a new ad hoc committee was approved and named the Publication Advisory Committee. In attempt to streamline the organization's continually changing committee needs, it was determined that one committee to serve in an advisory capacity could better coordinate all of the organization's publications, print electronic. *Listening Post* Editor **Rick Bommelje** discussed the unique challenges

(CONTINUED ON PAGE 3)

PUTTING THE "I" IN ILA

ILA is, indeed, living up to it's name. As we point our ears, eyes and hearts toward our Sweden convention in July 2003, we are making great strides toward being a global association. Why not reach out and share the ILA with your friends and contacts all over the world? Let's keep building the momentum and...

*Make Today
Count!*

- Mike

Rick Bommelje, Editor

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Listening Post Deadlines

The deadline for all *Listening Post* materials (including articles, ads, and photographs) to appear in the next issue is **December 15, 2002**.

Advertising

Full Page \$250 1/4 Page \$75
1/2 Page \$150 1/8 Page \$40

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

PRESIDENT'S PERSPECTIVE

(Continued)

for the newsletter this year due to the convention dates and agreed that flexibility was necessary. Although *EarPiece* Editor **Cynthia Grobmeier** was unable to attend our meetings, she submitted a number of suggestions and proposals to update and improve ILA's latest publication. Among the proposals, was a name change for the magazine to better reflect its purpose. The new name will be *The Listening Professional*. **Margaret Fitch-Hauser** was also unable to attend the meeting but informed the board that she is working to get the *International Journal of Listening* back on its publication schedule.

Finally, the board is close to completing their development of job descriptions and responsibilities for each board position. Once approved, these documents should serve to lessen the uncertainty and stress typically experienced by new board members as well as better prepare them to accomplish

WANTED: ILA WEBMASTER



Interested leaders
please contact

Kimberly Batty-Herbert
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O: 505.359.0446



SECRETARY'S REPORT

by Laura Janusik

The ILA Board met in Bloomington, Minnesota, during the weekend of September 20th - 22nd to discuss the 2003 convention in Sweden as well as other ILA business. The Board made many decisions concerning the next three conventions. The 2003 convention in Sweden will be held jointly with the WCA convention. Group travel will be available through IcelandAir, and our agreement with them allows for maximum flexibility for those attending the conference with no financial risk to ILA. Registration fees for Sweden were finalized, and they will include a cruise with WCA participants. Melissa Beall was given a \$500 travel grant to offset her many trips to Sweden to finalize the conference. PayPal, an on-line payment system, has been used on a trial basis, and it will continue. PayPal allows our members to pay for the conference, and join or update membership status with a secure web connection.

The 2004 convention will be held in Fort Myers, Florida, and it will boast two host hotels: Holiday Inn Select and Homewood Suites. The site for the 2005 convention will be Minneapolis/St. Paul, and the local arrangements chair will be charged with finding a suitable location between the Mall of America and City Center.

In keeping consistent with our move to the new age, the board minutes from the former Board and the new Board, along with the business meeting minutes of the general membership, were all approved on-line and accepted in person. Likewise, a printing quote for the first edition of the *Earpiece* was accepted, and it was accepted,

and it was decided that the formal ILA bibliography will be kept on-line as a benefit to members. All on-line voting decisions will be reviewed by the Board at their next meeting, and they will become a part of the official minutes.

In terms of printing and publications, ILA is taking steps to reach more potential members. The formal ILA brochure has been translated into both German and Spanish, and 1,000 copies of each will be published and distributed. Additionally, ILA's publication for the listening professional, formally known as the *Earpiece*, will be changed to *The Listening Professional*, which is consistent with ILA's definition of listening including more than the ears. Finally, those who have an article accepted for the first edition of *The Listening Professional* will be offered a gratis quarter page to be used either for advertising or an author biography. This is worth \$75, and those receiving it may also choose to put it towards a larger advertisement. Finally, minimal by-law changes were proposed and accepted. They will be summarized in the *Listening Post* prior to the Sweden convention and presented to the membership at the business meeting at the convention.



ILA EXECUTIVE BOARD IN
MINNESOTA: SEPT. 20-22, 2002

City Tour on Sunday, along with formal closing ceremonies. While it is not yet, official, we are trying to book the Aula Magna at Stockholm University. This is the Hall where Nobel Prizes are awarded and the recipients speak. This is a fitting symbol for two organizations whose goals include promoting world peace and understanding. Hugh, Mom, and I visited Sweden, Haninge and the Hotel Winn in July. We had a wonderful trip! The Hotel Winn is a four-star hotel with beautiful birch wood floors and cabinetry throughout the premises. The sleeping arrangements are typically Scandinavian with larger "twin" beds placed together for a double room. Single rooms have a larger "twin" bed. Family accommodations include a sofa-bed. Each has a featherbed and down duvet cover. (A roll-away may be requested for additional sleeping space.) There are five handicapped accessible rooms in the Hotel Winn. All rooms have a shower, television, mini-refrigerator, hairdryer, and iron and ironing board. [Remember that the electrical current in Sweden is 220 volts, and you'll need to bring special transformers, adaptors and plugs if you wish to use your own appliances. If you're bringing a laptop computer, be sure to bring a transformer if it works only on 110 current.]

The weather in July is lovely--mild and pleasant. Temperatures are usually in the 70's, but may get up to 87 to 90 degrees Fahrenheit. It never seemed that hot, however, because of gentle breezes and lower humidity. [Seeing the temperature in Celsius may make a difference, too! It seemed cooler to us when we read the temperature at 30 degrees!] The sun rises about 3:40 a.m., and sets about 10:10 p.m. in late July and it never really gets very dark. Check a world map and notice how close it is to the Arctic Circle! That can be deceptive, however, because the only sunburn I got the entire summer was in Sweden on a nice warm, sunny day.

Pack casual summer clothes for much of the conference, but have at least one "dressier outfit" for the opening and closing ceremonies. Be sure to include a sweater or jacket as well, for it can be cool, especially in the evening. Swedes like fashion, but, according to our observations, and the information provided by the Swedish Travel and Tourism Bureau, "Swedes never abandon their jeans for too long. In high-end restaurants and for business, a jacket and tie are expected for gentlemen. Pants are accepted for women on any occasion, including business."

The Hotel Winn has provided excellent rates. Lodging throughout Scandinavia includes a hot breakfast with a great deal of choice. Breakfast is served buffet style and is always plentiful. We wanted everyone to have a choice as to whether they eat at the Hotel Winn or walk across the street to a wonderful Asian Restaurant or even go into the Haninge Centrum for McDonalds! [By the way, Hugh and Mom twice requested that we go to McDonalds for meals because the food was excellent--far better, they thought, than McDonalds in the U.S.] Check out Haninge's web site <<http://www.haninge.se>>.

Money and Other Matters

ATM machines are available in most places. We recommend the use of your credit cards (particularly Visa) for most purchases. Because one always needs some currency, the ATM's are the best way to get it! Banks may charge \$20.00 commission when you cash \$200 worth of US currency or traveler's checks. Traveler's checks are usually accepted throughout Sweden, but, a "small fee" is charged and change will be in Swedish Kronor. The ATM machine usually has a lower or NO charge for withdrawals.

Watch for more details in future Listening Posts and the ILA website
See you in July, in the city known as "Beauty On Water: Stockholm."

~ Melissa Beal

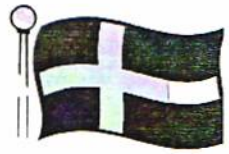


Our ever-efficient Executive Director, Jim Pratt, has arranged with Icelandair for special Economy class rates out of Minneapolis, MN, and Baltimore, MD. This rate \$910 from Baltimore and \$940 from Minneapolis is a bargain especially if you compare those quotes to prices you get either from a travel agency or from the Web this far in advance. We traveled IcelandAir this summer and found it to be a great airline. The food was among the best we've ever had on flights on any of our travels around the world. Other airlines flying into Arlanda are SAS (Scandinavian Airlines System), Finnair, and Delta Airlines. KLM and Lufthansa have links with SAS, and Finnair links Sweden to the rest of Europe through Helsinki. Icelandair flies out of the U.S. mid-afternoon and arrives at Keflavik airport outside Reykjavik, Iceland about 7:30 a.m. the next day. Don't forget your passport! You'll pass through passport control in Iceland and then it is not required to enter Sweden at **Arlanda International Airport**, about 1/2 hour driving or train time north of Stockholm. The return trip means a flight out of Scandinavia about 2 p.m., back to Iceland. Keflavik airport is an amazing shopping center. You can find almost anything there.



“TOUCH THE WORLD: LISTEN”

July 17–20, 2003



“Can I/We Afford to Attend the ILA Convention In Sweden?”

By Melissa L. Beall, First Vice-President

Obviously, only you can determine the answer to this question! I can, however, provide you with information to help you make that decision.

First, let me share these figures with you. Hugh, Mom, and I spent about \$850 USD while at the Hotel Winn for seven days in July. That figure included our lodging, daily breakfast, coffee, sodas, and all meals. (The bill for the Hotel Winn, for lodging, breakfasts, and several other meals and photocopying, was under \$700.) We paid more than double that amount for six days of lodging and meals in Scottsdale in March. And, remember, many of our meals for the 2002 ILA conference were included in the ILA conference fees. Meals at the Asian Kitchen across the street in the Haninge Centrum were less than \$10.00 per person and included taxes and drinks (sodas and coffee).

A rental car cost \$548 for ten days (unlimited mileage; you pay for gasoline). That figure includes 25% tax on the rental. Gasoline is sold by the liter in Scandinavia. Thus, it is more than four times higher than in the US. We filled the tank only three times, however, and actually drove approximately 5,000 kilometers throughout Sweden and Denmark. Even when I realized that gasoline was 9 to 11 SEK at the pump, I frowned a bit when I received my Visa bills listing \$63.00, \$47.00, and \$43.00 (USD) for gasoline in Sweden. So, rental cars are not expensive but gasoline is. As you can read in the other column in this issue of the Listening Post, travel cards for trains and busses are reasonable. And, train travel is easy and quite reasonable, even without the cards.

Hotel Prices

The Hotel Winn will provide special conference rates for lodging (breakfast is included in all lodging costs). And, they have established special rates and options for meals. With this service, the Hotel Winn allows ILAers and their families to choose the meal configuration best for each person.

Hotel Charges: Here's a summary of charges and possibilities [SEK=.1122 US\$ on 9/18/2002. This tax varies. Prices quoted are as of 9/18/2002. VAT is the valued added tax that everyone must pay];

| | SEK Excl. VAT | SEK incl. VAT |
|---|---------------|---------------|
| Singleroom, including breakfast per night, | 527 (\$59.13) | 595 (\$66.76) |
| Doubleroom, incl. breakfast per night/ person | 350 (\$39.27) | 385 (\$43.20) |
| Dayconference, incl. Dinner, per person | 535 (\$60.03) | 660 (\$74.05) |
| Dayconference, w/o dinner, per person | 283 (\$31.75) | 345 (\$38.71) |

Dayconference with dinner includes seat in conference room; coffee/tea w/bread; lunch buffet incl. mineralwater, salad, bread, & coffee; coffee w/tea/bread; two-course dinner incl. Mineralwater & coffee.

Let me provide an example here: If there are two of you attending the conference, and only one wishes to go to the program sessions, you'll pay \$86.40 for lodging and breakfast for two. One person does the dayconference w/o dinner at \$38.71, and the other person shops, or sees the sights, or whatever, and, at the current rates, your bill per day would be \$125.11 for lodging and breakfast for two, and one of you has mid-morning coffee, lunch, and mid-afternoon coffee. Family members who do not eat with ILAers can find ample offerings in Haninge Centrum, or in Stockholm city centre, if they travel there. Swedes expect to buy lunch for 40SEK (about \$3.56 US) without a drink, throughout the country. We were always able to find good lunches for that amount.

Vegetarians, take note! If you are a vegetarian, please let the Hotel Winn know when you register. They will make sure you can eat well. If you eat neither meat eggs nor cheese, please say that, direct too, for they are accustomed to serve meat, potatoes, and dairy products.

ILA Conference Registration Fees (tentative):

Regular Members will pay \$140.00 (includes extra cost for business luncheon, Saturday night banquet, and the Sunday parade to the City Centre and a tour of Stockholm by boat)

Life members will pay \$105.00 including all items listed for all items, above
Student members will pay \$80.00 for all Local daily conference fee (available on to locals who are there for the entire day) \$10.00

[Member fees are extended to WCA members for ILA and ILA for WCA conference sessions.]

Sustaining or Organizational Member fees are \$55.00
Regular non-member fees are \$215.00 (includes membership)
Student non-member fees are \$115.00 (includes membership)

All those presenting must register. All those registered must pay the dayconference fees to the Hotel Winn. These fees assume inclusion of basic convention overhead including printing, supplies, shipping, meeting room rental, local transport.

Optional tours will be available through WCA [one day (all day) historic Swedish capitals tour on Tuesday, July 22], and possibilities of (1) a three-day historical-cultural tour of parts of Sweden, or, (2) a seven-day Scandinavian Capitals tour immediately following the WCA convention that runs from July 21 through July 24. We have asked for bids for these tours from several Swedish (and additional European) travel agencies.

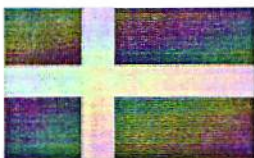
(CONTINUED ON PAGE 6)

**"Can I/We Afford to Attend
the ILA Convention
In Sweden?"**
(CONTINUED FROM PAGE 5)

Once we get prices, we'll get information on the ILA web site. We will also provide updates in the Winter Listening Post.

While this may seem more expensive than other ILA convention, it really is not! In the past our conference fees have run up to \$200.00. The Swedes pride themselves of providing value for the money spent, so you eat well at their hotels and restaurants. Let me also remind you of your lodging and meal costs for Scottsdale. Our lodging rate was \$129.00 plus tax and that did not include a hot breakfast. In fact, Hugh, Mom, and I paid the Ramada Valley Ho Resort over \$1,000 for five [5] days lodging and several meals. Our bill at the Hotel Winn was \$713.00 (US) for six [6] days of lodging, breakfasts, two lunches each and three dinners each.

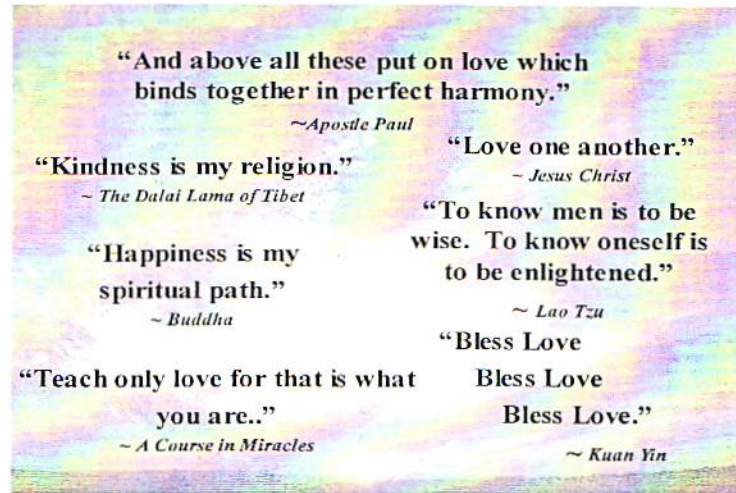
As noted in the previous column in this issue, Jim Pratt has obtained excellent rates from IcelandAir. \$940 round trip from Minneapolis, or \$910 round-trip, from Baltimore. Check with your travel agency, or the Internet. The rates are excellent, especially this far in advance. Again, we paid about \$600.00 per person for travel to Scottsdale. So, \$940 from Minneapolis doesn't seem too bad. And, there are excellent fares via the Internet if you take the time to search, and buy your tickets when they are inexpensive! One could get round-trip airfare from Minneapolis to Stockholm for as little as \$400 last April. So, check out the Winter Listening Post, but start searching for bargain tickets now, and plan your trip to beautiful Stockholm and Haninge. You'll be glad you did! This may well be the trip of a lifetime!



Listening and Healing: Listening with a Loving Heart
by Kenneth Paulin

In 1993, a local journalist interviewed me during National Hospice Month. He needed some background information on hospice and because I was already involved with a local family, I was a likely person to provide some information. In response to the writer's initial question, "What is it like serving as a hospice volunteer?," this was my response: "It's ironic.....business is death and dying—but I think I've learned more about life and living. You discover how precious every moment is. You get an opportunity to experience love in action when you give yourself permission to really care about people."

These quotations and their authors have served as a valuable resources for my hospice friends and their families.



Source: The Harmony Bridge, June/July 2000

Dr. Ken Paulin is a charter member of the ILA and has presented programs at ILA conventions since 1980. After 35 years of teaching, Ken retired in 1996 as a speech communication professor from Northern Michigan University.

A SPECIAL THANK YOU

TO: Harvey Weiss

FROM: ILA

**Thank you for serving as
chair of the Archives
Committee for the past 17
years. Your outstanding
service is gratefully ap-
preciated.**

DR. PHAN QUOC VIET ILA'S FIRST MEMBER FROM VIETNAM



"I am Phan Quoc Viet from Vietnam - new member of ILA.

I am the first and only one in Vietnam who gives training courses in listening skills. I'm working very actively on listening skills, but I came to it by chance. I became the Director of HanoiPetro from July, 1999. Because my subject in university was geophysics, I came to management courses to study business administration. In these courses I saw that professors had not very good presentations skills and I began to study presentations skills. A year ago when read books to find things about presentation skills I found that communication skills especially listening skills were most important for everybody. From this moment my life have been changing very much, I decided to leave business and begin training on people skills especially on listening skills.

My presentations on listening skills are highly appreciated in Vietnam and are included in many different management courses. I also give public speeches on listening to students and young people. I believe that listening skills are very important for development of our Vietnam and I want to develop it as regular courses in all parts of country. Up to now I give only half day courses, but I want to develop two days courses.

From the period June 15 - September 15, 2002, I have held workshops on listening skills for:

1. Buyers' Manual Magazine on 4 July with 32 participants
2. Young entrepreneur Club in Lao Cai Province on 7 July with more than 86 participants
3. People's councils of southern provinces on 8 June with 56 participants
4. Petrolimex Company I on 18 July with more than 300 participants
5. People's councils of central provinces on 16 July with 68 participants
6. Teachers of Dinh Tien Hoang High School on 11 August with 88 participants
7. Secretaries and Assistants on 17 August with 68 participants
8. Directors of state owned Banks on 29 August with 34 participants
9. Natural Beauty Company on 22 August with more than 200 participants
10. Students of Universities in Ha Noi on 8 September with more than 500 participants
11. Secretaries and Assistants on 9 September with 14 participants

Because I'm only one in Viet-

ILA HELP REQUESTED

nam who gives training on listening, I need help very much from ILA members. Please share with me your experiences and send me materials on training (course content, session plan, course handouts, slides, tutor book, games, and any other ideas and items that you believe will help me on my mission). Thank you." — Phan Quoc Viet

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Welcome New ILA Members

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ILA DEFINITION OF LISTENING

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



ED's Report



by *Jim Pratt*
*Executive
Director*

Last month's ILA Board meeting, held at a Ramada Inn in the shadow of the Mall of America, was inspirational for many reasons, not the least of which was the Board's decision to bring the 2005 convention to the Minneapolis-Saint Paul area. Board members who spent every spare moment shopping, or who had to squeeze in one more death-defying ride at Camp Snoopy before their plane left on Sunday afternoon, or who hoped their children didn't learn that they'd passed up the gigantic Leggo-land store for another trip to Nordstrom's were happy to accept the recommendation of the 2005 Site

Selection Committee, which named Nan Johnson-Curiskis as the local arrangements chair. The convention will be held in April, to reduce the risk of a Minnesota blizzard and avoid state basketball tournament crowds; and by 2005, convention-goers can enjoy Minnesota's fine new multi-billion dollar light-rail system, linking downtown Minneapolis to the Mall of America via the Metrodome and the airport.

The Board also approved the recommendation of local arrangements co-chairs Amy Oxendine and Maria Roca to hold the 2004 convention at the Holiday Inn Select/Homewood Suites in Fort Myers, Florida. Choosing April dates to avoid the height of the Florida tourist season means that members will enjoy an amazing \$89 per night rate at an excellent convention venue. But most of the Board's attention

was devoted to the 2003 convention in Sweden. All signs promise an excellent, festive, and well-attended conference, with submission of programs running well ahead of expectations. The convention of the World Communication Association will immediately follow the ILA's in the same hotel, and we have some exciting joint events planned for the Sunday between the conventions.

Convention registration materials will be sent to all members in December, but, to help you plan ahead, here is some advance information: The registration fee for regular members has been set at \$140, almost one-third less than last year, with similar reductions for other membership categories; and ILA members who want to stay for the WCA convention will pay no additional registration fee. The Hotel Winn offers several different combinations of room and meal packages for those attending the ILA

conference--but, for example, a night's lodging in a single room plus all meals, including morning and afternoon breaks and all taxes, will cost about \$140, the same as the cost of room alone, plus tax, last year in Scottsdale.

I've reserved two blocks of seats on Icelandair at group fares: one departing from Minneapolis-Saint Paul on the Monday before the conference, and the other departing from Baltimore on the Tuesday before the conference. The return is two weeks later, and the fare is \$940 from Minneapolis and \$910 from Baltimore, both plus tax. You will almost certainly be able to find lower fares to Stockholm, but at a cost of convenience and flexibility. On Icelandair, individual members may change both departure and return dates, and enjoy a 1-3 day stopover in Iceland, at no change of

fare; members may return from Stockholm, Oslo, or Copenhagen at the same fare, or from Paris or London with fare adjustment. And the Icelandair convention desk will help you find the lowest connecting fares to their departure cities.

Once in Stockholm, you can travel from the airport to the hotel on fast trains with one transfer; or you can rent a car at reasonable rates and drive to the hotel, where you will enjoy convenient parking. Remember, Swedes drive on the right, just like in the U.S.A. If you tire of the magnificent Swedish food at the hotel, you will find an array of cuisine, including McDonalds, a few steps away. And your ATM card will give you Swedish kronor 24 hours a day as easily as you can get US dollars at your own bank: not only is there no service charge, but the exchange rate is the most favorable one available!

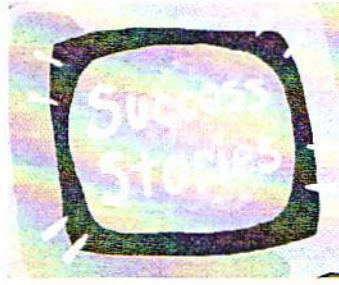
So, what's left to do before you can get on the plane? Get a passport, or, if you have a passport, check the expiration date so that there are no unpleasant surprises. A passport is the only travel document U.S. citizens will need, and at this time of year, you can get a new passport in a month; as summer approaches, the wait increases.

See you in Stockholm...



PS: I hope you look over the lists of new members included in each issue of the Listening Post. In the past year, we've added members in Vietnam, Singapore, Japan, Belgium, the UK, Canada, and all parts of the U.S., helping to reinforce our status as a truly international organization.

LISTENING



Dr. James I Brown a pioneer in the study of communication and a preeminent leader and scholar in the field, was awarded the degree of Doctor of Humane Letters, honoris causa, from the University of Minnesota on September 9, 2002. Dr. Brown served as a faculty member in the Department of Rhetoric, University of Minnesota from 1934-75 and has been a leader in many professional organizations, including serving as president of the National Society of the Study of Communication from 1964-65. Dr. Brown, has authored 62 books on improving reading, spelling, vocabulary, and listening skills, including the time honored *Efficient Reading* and *Reading Power*. He has also consulted extensively with education, business, industry and government

Mary Karr will be teaching an Advanced Listening course online for the second year starting January, 2003. She began the original online listening course at Marylhurst University during the summer of 1995. This makes Marylhurst University the first university in the country, and probably the world, to have not only one, but two full-term listening courses presented entirely online.

Alice Ridge, member #3, served on a panel on a Wisconsin Public Radio talk show regarding a new state mandate to include listening as a basic skill to be part of the 4th, 8th, and 10th grades testing program. The program was deemed a success and ILA was mentioned frequently on air.

Kay Lindahl provided a training session on principles of listening and guidelines for dialogue for the hosts of the Third Annual Intentional Conversation, sponsored by the Skirball Institute on American

Values in Los Angeles on May 19th. Kay's book, *The Sacred Art of Listening: Forty Reflections for Cultivating a Spiritual Practice* has been chosen a Best Spiritual Book for 2002 in the category "Listening" by Maryann and Frederic Brussat in *Spirituality and Health* website: www.spiritualityhealth.com.

Michael Purdy will be presenting a paper at the post-modernism and democracy conference Oct. 24-27th in Santa FE. "Listening Democracy: Does it work?"

Margarete Imhoff has accepted the invitation of the German Listening Association to give a short presentation (30 minutes) on the listening movement in the US and elsewhere at their General Assembly in November.

Charles Veenstra, Ph.D conducted a workshop for 45 elementary teachers in Hull, Iowa, during the morning of August 19, 2002 and then did a similar workshop for 75 K-12 teachers in Sioux Falls, South Dakota during the afternoon of the same day.

Lisa Darnell, APR, passed the national public relations accreditation exam and has earned the prestigious designation of APR..

Kent Adelman presented a preliminary version of his coming (December) dissertation to the staff of the department of Culture, Language and Media on Teacher Education at Malmo University in the south of Sweden on September 4, 2002. His dissertation is entitled "Listening to Voices: An expanded notion of listening in an educational perspective", and is the first one in Swedish about listening.

Barbara B. Nixon led a workshop entitled "Listening: The Hidden Competency" for college interns working at Wisconsin Public Service Corporation in Green Bay, WI, this summer. Hiroko Suzuki contributed to the content of this workshop.

Andrew Wolvin has participated in various media interviews on the impact of 9/11 on listening. He has been elected a Fellow in the newly-established Academy for Excellence in Teaching and Learning at the University of Maryland.

ILAAers **Daniel Rosenblum, Isa Engleberg, and Andrew Wolvin** participated in the National Communication Association/National Science Foundation conference on Communicating Science and Technology in June.

Isa Engleberg (Prince George's Community College, Maryland) and **Andrew Wolvin** (University of Maryland) have received a University of Maryland System grant to conduct a DACUM project on 21st century communication (listening and speaking) competencies in the general education curriculum. Also, **Isa** becomes the Vice President/President-Elect of the National Communication Association at the NCA convention in New Orleans in November.

Michael Gilbert has a research grant to examine the listening effectiveness of educators.

Kimberly Batty-Herbert presented two workshops as part of Clovis Community College's seminar series titled *Listening for Empowerment and Communication for Success*. She also developed and conducted listening training for CCC tutor certification.

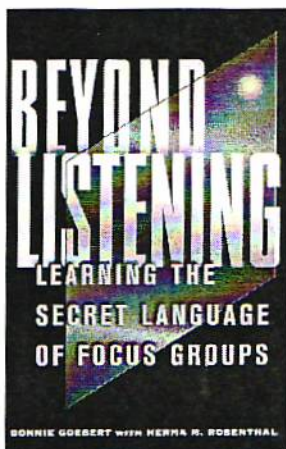
CALL FOR IJL

The International Journal of Listening, a journal published by the International Listening Association, encourages you to submit original research on listening and intrapersonal processes for review and consideration. The journal is published annually. Interested scholars should submit three copies of manuscripts in APA style to:

Dr. Margaret Fitch-Hauser, Editor
International Journal of Listening
Department of Communication and Journalism
Auburn University, AL 36849

BEYOND LISTENING: Learning the Secret Language of Focus Groups

A Book Review by Meigs Glidewell



Have a summer house? Put *Beyond Listening* by the hammock.

Visitors drawn to stories will enjoy hundreds of briefly told tales, including the devotion consumers felt toward Colgate Toothbrushes before Colgate ever sold a toothbrush.

Visitors drawn to views of how-the-world-works will enjoy knowing marketers spend over a billion dollars a year to hear the motivations of consumers, and sometimes lose more by refusing to listen.

Have visitors who work in marketing? They will feel you placed this book next to the hammock specifically for them. Bonnie Goebert, the author, has condensed thirty years of focus group experience into a few hundred pages that reveal the emotional relationship between consumers and the products they embrace. What does she tell them? "If you want to know what the consumer thinks... ask. Then listen. And then ask again to see if you've got it right. And ... again." She shows how with tales full of "characters" such as Jell-o, Budweiser, and the Hard Rock Cafe.

Visitors who regard listening as a science, a sport, and an art form, will know you got the book for them, and they might stay in the hammock for the first 80 pages, those most concerned with listening.

The Science of It. Assembling a focus group requires people sifting so the members share common attitudes. A group concerned with investing will not work if it combines insecure neophytes and sophisticated investors. Minor age differences can be dynamite. Gender can be unimportant. The Sport of It. Goebert describes herself as a market researcher; I would add the title "Listening Gymnast." As she puts it, "The focus group rests on the deceptively simple premise that consumers can import valuable information The moderator strives to uncover the roots... behind consumer behavior without exerting undue influence over the process." Goebert enumerates techniques used to evoke interaction.

Ask wide open questions. Welcome spontaneous thoughts. Let people talk and notice and accept what is said. Use hands to mimic a scale to invite a refinement of degree. Purposefully hem and haw. Offer incomplete sentences.

The Art of It. The author sums up the purpose of focus groups in this way: "Focus groups don't provide solutions. They help you form a picture that reveals your possibilities and limits." The art of leading a group is to help the members paint the picture, then help others to see that picture.

Almost everyone will get out of the hammock with better ears.

Meigs Gladwell is a professional writer, cartoonist, and comedian. She has been an active member of the ILA list serv since 1999



SPREADING THE MESSAGE ILA GOES INTERNATIONAL by Margaret Imhoff

The summer issue of the German health magazine "Vital" features an article on the value and importance of effective listening for a healthy life. The piece centers around the message that good listening is a powerful means to heal the wounds that a hectic environment may create. Listening is promoted as a teachable and learnable skill that helps to deal with psychological stress and interpersonal communication problems. If used appropriately, listening can relieve anxiety, fears, and low self-esteem and foster life-skills and effective communication both in the professional world and in private relationships.

Someone must have studied the ILA web-site very carefully. Most of the ideas in the text are supported by research published through ILA. In addition, the article gives a short description of ILA; the annual conventions and a kind of mission statement. For further information, there is an explicit reference (in bold print) to ILA and the ILA web-site. To water the readers' mouths, the authors draw a basic sketch of Larry Barker's concept of listening style preferences. For a first try-out, practical rules for effective listening are suggested.

Although I have no idea how much attention this magazine would typically receive I thought it was a good thing to meet ILA this way and to see how our ideas carry and how others are catching on. This illustrates, in my view, the need for a new dimension in communication skills. Obviously, there are many avenues from which someone arrives at this point.

CALL FOR AWARDS

The ILA Award Committee is off to a quick start this year with the expansion of the committee to include representatives from each of the interest groups who have been members for several years and who may be familiar with achievements of fellow members and with those outside the organization who promote listening.

Nominations are submitted to the committee who select the best representative for the year in each category. Not all awards are given every year. Awards are presented at the annual convention. Nominations should include the name of the person or organization and a rationale for why they deserve to be honored. Please consult the directory to learn past winners, and send nominations for the following awards:

Hall of Fame: Presented to individuals who are recognized for notable achievements involving listening in the educational, business, and other settings. Selection for the Hall of Fame is the highest award presented by ILA.

Listener of the Year: Nationally or internationally prominent persons or organizations that have demonstrated the highest standards of effective listening.

Special Recognition: Individuals or organizations who have made a significant difference in the lives of others by calling attention to and/or practicing effective listening.

Research Awards

ILA Research Award-for outstanding work in researching aspects of listening. Undergraduate Award
Graduate/Thesis Award

Business Award: Individuals or organizations that have significantly contributed to the advancement of effective in business settings.

Excellence in Teaching Award: For teachers, including pre-school to graduate school, who have demonstrated outstanding efforts in promoting listening in educational settings.

Please send nominations to
Dr. Diana Schnapp, Chair
ILA Awards Committee
9107 W. 132nd Street
Overland Park, KS 66213.
dschnapp@kc.rr.com

WHAT IS ISIP?

by Richard Halley

In 1984, several educators and business executives joined to form a nonprofit, tax exempt foundation to help promote research and theory in intrapersonal processes as well as to provide direct support in promoting growth and development for underprivileged individuals. These founders solicited contributions and grants to form the INSTITUTE FOR STUDY OF INTRAPERSONAL PROCESSES (ISIP).

The organization is essentially a philanthropic group that administers funds that come from grants and donations from many individuals to support a variety of project types. Three of these funds are dedicated to the support of listening research. The organization has an executive board which oversees these funds and an advisory board that distributes these funds according to the rules set forth by the covenants of the funds. Since three of the funds are designed to support research in listening, many of the board members are researchers in the field of listening. Because of similar interests in listening research, education, and training, most members of the Advisory Board are also members of ILA. The three funds supporting listening research are the Nichols Award Fund, the Brown Award Fund, and the Carl H. Weaver Fund. The rules of the first two funds require members of the ISIP Advisory Board to collect papers reporting research in listening, evaluate them, and present the awards for the year at the ILA Convention. The Nichols award is the largest award of its kind, offering a top award of \$1000. This award is completely covered by the funds administered by ISIP. The Brown award, limited to graduate and undergraduate students, was designed to be funded and administered solely by ISIP. However, in the fall of 1984, Carolyn Coakley Hickerson requested that ILA help support the student award by giving a student membership in ILA to the top student paper and supplement the cash awards. She provided two reasons:

1. ILA wants/needs to attract new student members to keep research and growth and listening alive
2. The capital of the fund through donations had not increased significantly and the cash award was small for students who needed help in attending the conventions.

The Carl H. Weaver Fund is designated to support research in progress. This fund has not raised sufficient reserves to support an award as yet. Other funds support a variety of good works projects, including such things as, the development of audio, video, and print materials to raise funds for hunger relief, medical assistance and education in this country.

Over the years some ILA members have made contributions to each of these funds through auctions of listening paraphernalia, matching cash gifts, and memorials. ISIP is a publicly supported organization and has been granted tax- exempt status under section 501 (c) (3) of the Internal Revenue Code. Consequently, all donations and grants to ISIP are tax deductible to grantors and donors. If you wish to explore the possibility of contributing to one of these funds, please contact:

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