



# LISTENING POST

Newsletter of the International Listening Association

Vol. 88, Fall 2004

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

## POWER OF LISTENING



Barbara Nixon  
First Vice Pres.

Listening is a powerful thing. You give others power by listening to them. You gain power by listening to others. Join your International Listening Association colleagues in April for our 26<sup>th</sup> annual convention, with the theme of "The Power of Listening." In 2005, we'll be back where it all started for ILA: Minnesota! What a great place to begin our second quarter century. Your Program Planning and Local Arrangements Committees have a great convention in store for you. We're keeping all the things our members value in an ILA convention, and adding some new features. Business, education and research will each have scheduled tracks. The ILA Boutique will remain open during all hours that the registration room is open, so that you can easily purchase ILA logo'd items to take back with you. And the convention will conclude with a banquet as has been our tradition. New features include opening the convention on Thursday, and each day thereafter, kick off with a plenary session. We'll also aim to have more time available for networking with colleagues. Committee meetings will be held at various times throughout

the convention, at the request of many members who are on multiple committees. One long-requested addition to the convention is that we'll be publishing convention proceedings for the first time. All speakers will be asked to submit their handouts, papers or abstracts by the end of February. Just think how wonderful it will be as a presenter to not have to make all your own copies! And how wonderful it will be as an attendee to have handouts for the sessions you could not attend. Finally, please consider accepting our call for papers. Without robust programming, our convention will not succeed. Proposals must be received by November 1 for consideration for the 2005 Convention. **The Program Planning Committee requests that all proposals be filled out online at the ILA website** ([www.listen.org](http://www.listen.org)). Is there a presenter from years past who you would like to hear from again? Ideas about programming? Send suggestions! Questions? Contact Barbara Nixon, First Vice-President, [pres2005@listen.org](mailto:pres2005@listen.org), or Nan Johnson-Curiskis, Local Arrangements Chair, at

## ED's REPORT

By Jim Pratt

There have never been very many television programs set in Minneapolis, but Minnesotans treasure the memory of the one that was. A statue of Mary Richards (aka Mary Tyler Moore) tossing her hat into the air in front of Dayton's flagship department store on Nicollet Mall recreates the conclusion of the "Mary Tyler Moore" show's opening credits and the line, "You're gonna make it after all." Well, times have changed: Dayton's is now Marshall-Field's and is up for sale by owner Target Corporation whose headquarters and innovative new multi-level discount store (with escalators wide enough for shopping carts) is just a block further down the mall, and the owners of Mary Richards's fictional home in the Kenwood neighborhood have put it up for sale, having tired of the tour buses driving slowly past. But Mary's statue is there to remind us that Seventh and Nicollet, a few steps from the entrance to the Minneapolis Marriott City Center Hotel, is the heart of the city. Within a few blocks, there's something for everyone: Orchestra Hall, home of the Minnesota Orchestra; Target Center, home of the Minnesota Timberwolves; several popular jazz

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## President's Perspective

Ray McKelvy  
ILA President 2004

As the fall school season begins I think most of us are finding new energy to get underway with projects in our lives. That also means that we have many more "things" going on after summer activities. For me this summer was highlighted by the World Communication/Pacific Area Communication Associations summer conferences in Palm Desert, CA. Once again Melissa Beall has brought our organizations together for sharing of ideas and growing in our understanding of the richness of listening in other cultures. By the way, for those of you who missed it, Melissa was mentioned in the August 2004 Readers' Digest along with Kittie Watson. Well done!

The process of completing committee tasks and assignments continues as we build toward the next convention in Minneapolis. Minneapolis holds many great memories for the ILA and should prove to be the largest convention we've ever had. It will be a great way to conclude our 25<sup>th</sup> anniversary year by returning to the place where we began. The first summer workshop was held at the University of Minnesota in 1979 from which the ILA took shape. I am hoping many of those original attendees can join us to cap our celebration. But the history of listening goes back much further in Minnesota with Ralph Nichols and Manny Steil carrying the torch for many years before we began. Indeed, the history of ILA cannot be separated from its roots in Minnesota. Minneapolis is a major airline hub and relatively easy to fly into. With the new light rail access to downtown is simple and inexpensive! Laura Janusek and I used that as our preferred method to travel when we

held our recent board meeting.

At that Executive Board meeting, we concluded (not surprisingly) that the way to grow the ILA is through individual contact with colleagues, neighbors, friends, and associates. By reaching out to others in our environment we can make ILA even more exciting and dynamic while also getting the message about the importance of listening more widely distributed. One of the packages we hope to have available to members soon comes to us from the PR class at the University of Maryland last spring. The program is a pre-packaged set of activities that can be distributed to elementary teachers for them to implement during March, International Listening Awareness Month. I will pilot the program this year at my granddaughter's school having coordinated the idea with her principal and the curriculum specialists. The concept is to mirror programs already in many schools for reading awareness usually in the fall. There will be more information available on the website soon for those of you who would like to adopt this for your own area.

Speaking of the website, we will soon have a new look that includes updating the information as well as redesigning the webpage. If anyone in the organization has some particular skills in web design who would like to help us as we continue to attract more and more visitors, please contact me or Jim Pratt.

At the Board meeting, we voted to accept the proposal for the 2007 convention to be held in Frankfurt, Germany. Margarete Imhoff will host the convention and already has plans with local universities and the German Listening Association for some activities and programs. More details will be forthcoming both on the website and in the mail to you. The ILA continues to grow

in its international and global efforts, thanks to Margarete

We also continue to make inroads among students throughout the country, thanks to Stephanie Materese's efforts. She has created a link at our website for student listeners. Take a look at what Stephanie has done to reach out to the thousands of students around the country about the importance of listening.

Another concern for ILA involves reaching out to the health profession through a variety of their professional organizations. One of the proposals from the University of Maryland PR class involved just such an approach. This is another project I would like to see move forward over the next few months.

I am sure there are many more great ideas that the ILA can be using to increase membership, improve the value of our conventions, and take our message about the importance of listening to the world. It can only happen if each of us takes upon ourselves the charge to reach out. We should all recognize the Power of Listening.

- Ray McKelvy  
rmckelvy@umuc.edu

### Listening Post Deadlines

The deadline for all  
*Listening Post*  
materials (including articles  
and photographs) to appear  
in the next issue is  
**December 15, 2004.**

Send materials to  
Rick Bommelje, Editor  
listeningpost@listen.org  
8530 Amber Oak Dr.  
Orlando, FL 32817  
407.646.2625

*Make Today  
Count!*

*- Mike*

## LISTENING LEGEND— Dr. Sheila Bentley

Our series on 'Listening Legends' continues with an ILA Lifetime Member who has spent the past two decades dedicated to the study and application of listening as it relates to the business world. She has helped thousands of professionals understand how the importance of listening can help them both professionally and personally. We are privileged to recognize and honor past President, board member and ILA multi-award winner, Dr. Sheila Bentley.



Dr. Sheila Bentley

### What originally motivated you to become involved in the field of listening?

In 1982 I had been teaching English and language arts at the secondary level for 11 years. The summer of '82 I worked in an intern program that was designed to give teachers real-world experience. I worked at Sperry Flight Systems in Phoenix, AZ, in their training department and was asked to facilitate a listening seminar that had been developed by Manny Steil (a name I was not familiar with at that time). It was a great program, and I was intrigued by the content because I could see how it could have tremendous impact on your success at work. The light bulb also came on that obviously it would have an impact on success in school as well, but nowhere in my preparation to teach language arts had I had **anything** on listening.

In 1983 I was doing coursework towards a Ph.D. when I enrolled in one of Bill Arnold's communication courses at Arizona State University. I had begun

Sam Duker's collections, Ralph Nichols' book, and Larry Barker's book, and I wanted to find out more. To my great fortune, the ILA Convention was in Scottsdale in 1983, and Dr. Arnold offered us extra credit if we volunteered to work at the Convention, and then we could attend sessions as well. I remember feeling like I was meeting celebrities when I met Ralph and Lucille Nichols, Manny Steil, Carolyn Coakley, and others whose work I had been reading.

I called my mother (Dorothy Carver), who was teaching speech and communication at that time, and sold her on becoming a member, and she and I next attended the summer conference in Minneapolis. (I'll never forget when a group of us went out to dinner and got caught in a downpour that a woman who heard about our plight while we discussing it in the bathroom offered to have her boyfriend give us all a ride back to the campus where we were staying in St. Paul. We were amazed at the kindness and generosity of the offer, and we promptly accepted!) I have attended (and presented) at every convention since then—many of the sessions with Mom, who is now retired.

The experience sparked such an interest that my studies veered towards listening, and my dissertation was on listening and memory. At the same time, I found there were other companies and organizations that were interested in listening training, so my career started down that path, as well.

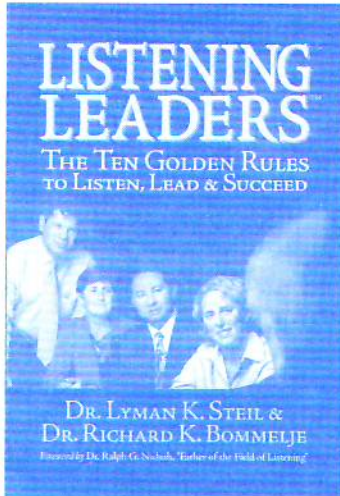
### 2. What do you consider your most significant accomplishment in the field of listening?

What I feel best about is bringing the message of the important role that listening plays in success in the business world to a broad range of clients. Whether you are in sales, in customer service, education, or engineering, in a leadership position, in healthcare, the U.S. Army, or working for the government, listening makes a difference. I also enjoy seeing people have that "ah ha! experience" when they realize that the skills, behaviors, and concepts will help them in their personal lives, as well.

### 3. How will the listening field need to change to meet the needs of future generations?

I think we are already moving in the right direction. To help people become better at listening, we have to help them identify specific behaviors and cognitive processes (and attitudes) that work in the situation they are involved in and with the person who is speaking. We are becoming much more sophisticated in identifying subtle (and non-so-subtle) differences in how people listen, whether it is across genders, cultures, ages, or situations, and which behaviors support success. While there is still much to be done in identifying, modeling, instructing, coaching, and reinforcing desirable behaviors situation by situation, we are well past teaching the "Ten Tips" or lists of "Listening Dos and Don'ts." We've

## BOOK REVIEW by Carole Grau



*"Our purpose in writing this book is to help all leaders understand the importance of listening, and to provide proven strategies and activities for enhancing listening leadership effectiveness."*

*~ Steil and Bommelje*

With this clearly identified goal in mind, Lyman K. Steil & Richard K. Bommelje have managed to make a unique and meaningful contribution to the listening literature.

The informative & instructive materials in the book are augmented by commentary from over 100 leaders around the globe. Their authentic listening and leadership experiences help to exemplify many of the recommendations made by the authors. The contributors demonstrate a high regard for listening and recognize its fundamental role in becoming a successful leader. The result is an anecdotal, as well as, educational treatment of the pathway to listening leadership effectiveness.

Those of us who have been in the field these past 25 years, will recognize many of the concepts handled by the authors. The book's uniqueness results from two attributes: the depth and clarity that this expanded material brings to their earlier writings and the success the authors have in establishing an integral relationship between effective listening and effective leadership. Insights, advice and strategies supplied by numerous contributors testify to a key premise of the book...Effective listening and effective leadership are inseparable.

The structure and organization of this book is worth special mention. The reader is quickly introduced to the "Listening Leaders Golden Rules Pyramid". The Pyramid, a visual model, offers a preview of the complete and connected system through which readers travel as the book unfolds. The Ten Golden Rules are linked to each of 3 key stages in Listening Leader Development: Preparation - focusing on readiness, Principles - providing core guidelines and Practices - offering activities & concrete methods. The Pyramid accompanies the reader through the book, helping to develop an integrated, in depth view of listening leadership effectiveness.

In recommending the book, I would suggest a cover to cover read for greatest value. However, the format provides an opportunity for individuals to browse and select those aspects of becoming a Listening Leader which most relate to their individual needs and time constraints. Quotations, Golden Nuggets from Listening Leaders, Rule Based Action Steps, Communication Models and Self Appraisal

This complete and connected approach to Listening Leadership Development makes an excellent resource for corporate clients, undergraduate and graduate students and listening professionals.

It delivers what it promises .....Rules and tools for listening leaders:

- to thrive on in their professional and personal lives
- to develop other listening leaders AND
- to build listening organizations

*Carole Grau is a lifetime ILA member and former president and current associate of Taliaferro/Grau Associates*

### LISTENING LEGEND

#### Dr. Sheila Bentley (Continued)

#### 4. What do you see as the future of the International Listening Association?

I think our mission is to continue the work we are doing. We haven't yet reached "the tipping point"—that critical mass that will produce that big leap to create the impact we seek. We have been diligently turning the fly wheel (as Jim Collins describes in *Good to Great*), but not enough yet to produce the self-sustaining, energy-generating momentum we seek.

We must continue to identify significant individuals in significant organizations and share our message. We also need to cast the net further—counseling, leadership development, negotiation, conflict resolution, mediation, international business, sales, intercultural interactions, and the global community. I don't think we should merge with another professional organization (partnering is great, however!). If we don't think that what we do is important enough to be recognized as a separate body of knowledge, skills, and behaviors (on a par with speaking, reading, and writing), why would anyone else think that listening is as important as these other communication subsets?



## CALL FOR AWARDS

**Dr. Pamela Cooper, Chair, and the ILA Awards committee seek nominations for the following listening 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.

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 for the past winners.

**Please send nominations to  
Dr. Pamela Cooper  
Awards Committee Chair**

**Email: Hoelp@gwm.sc.edu**

## ILA NOMINATIONS



**The nominating committee is seeking ILA members who are interested in playing vital leadership roles effective in Spring 2005. The following positions are available:**

- First Vice President elect
- Member at Large—International
- 4 Nominating committee members

Please submit your nominations to.

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

**801-626-7072:**

**Deadline: Nov. 15, 2004**

## CALL FOR ILJ



*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.

**Dr. David Beard,  
Editor  
David.Beard@uwr.edu**

## ED's REPORT

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Jim Pratt

Clubs including the Dakota, the State, Orpheum, and Pantages theatres, which bring Broadway entertainment to the Heartland; First Avenue, the nightclub made famous

by Prince, a Minnesota native; the Hubert Humphrey Metrodome, home of the Twins, Vikings, and Gophers; a 16-screen cinema; and the sensual attractions of Hennepin Avenue and the Warehouse District (which prudent visitors will leave before 2:00 AM bar closing time.) Did I mention shopping? The new Hiawatha light rail line, which will bring you from the airport to downtown in half an hour for \$1.25 (non-rush hour) The convention hotel, the Minneapolis Marriott City Center, can be entered from the street level, from the adjacent parking ramp, or from the skyway system. The triangular 31-story building offers unusual room shapes and spectacular views, from guestrooms and from the 8th floor meeting rooms where all our programs will be held. Meals will be in the 6th floor Saint Croix room, and the 5th floor lobby features a lobby bar and restaurant overlooking a central atrium. Add to all that the well-deserved reputation of "Minnesota Nice" that characterizes everyone from the hotel staff to street musicians to bus drivers, and you will agree that Minneapolis offers an excellent location for the beginning of the ILA's second quarter-century. Convention information will be mailed to all members in December. For those

who want to start early, here are the details:

- Wednesday, April 13th, through Sunday, April 17th, 2005 (programs will be on Thursday, Friday, and Saturday)
- Rooms are \$129 (single or double) at the Minneapolis Marriott City Center Hotel (612/349-4000) located at 30 South 7th Street, just off Nicollet Mall
- Airport transportation is available on the Hiawatha Light Rail Line for \$1.25 (or \$1.75 rush hour). Trains run from 4:00 AM to 1:10 AM, every 7 minutes (rush hour), 10 minutes (mid-day), or 15 minutes (evening).

You will be able to register for the convention on-line and pay with a credit card through our website ( ) using the secure PayPal service. Check the website also for updated convention program and information. And for those who really want to plan ahead, remember that our 2006 convention will be at the Salem Conference Center and Phoenix Grand Hotel in Salem, Oregon, on April 19-23, 2006; and our 2007 convention will be held in Frankfurt, Germany, on the campus of Johann Wolfgang Goethe University on July 17-22, 2007, where we are promised a closing banquet in a castle on the Rhine!

Thanks for listening,  
Jim Pratt

PS: Please take a few moments to look over the list of new members, and you will note that we continue to extend our membership throughout the world.

## WELCOME NEW ILA MEMBERS

Bruce Bloom  
1123 Talbots Lane  
Elk Grove Village, IL 60007

Christopher D. Bond  
University of Memphis  
4156 Destin Dr.  
Olive Branch, MS 38654

Michael Busha  
412 Royal Ave.  
Royal Oak, MI 48073

Dorena (Rena) Fabro  
P411-160 Princess St  
Winnipeg, Manitoba R3B 1K9  
Canada

Hank Fleming  
P.O. Box 541265  
Waltham, MA 02454

Caroline Hatcher  
Brisbane Grad School of Business,  
QUT Box 2434 GPO  
Brisbane 4001, Australia

Takehide Kawashima  
16-25 Nanyodai, 2-chrome  
Hachioji-shi  
Tokyo 192-0371 Japan

Young ok-Lee  
#609-1 Donam-dong  
#103-903 Hanshin Apt  
Sungbuk-ku, Seoul 136-060  
Korea

Robert J. Leo  
73620C Golf Course Lane  
Palm Desert, CA 92260

Genie McAvoy  
Saint Xavier Univ  
3700 W 103rd St  
Chicago, IL 60655

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# LISTENING Success

**Dr. Margarete Imhof** presented a workshop on listening for members of the Association of Protestant Educators in Bonn / Germany. The workshop was an introduction to the field of listening

**Tom E. Wirkus** had an extremely challenging listening experience this summer when he was a substitute drummer in Walker, MN with "The Guy Lombardo Orchestra." Tom was the only one of the eleven musicians who had never played with the Lombardo band.

**Rochelle Devereaux** presented several listening workshops and seminars involving manufacturing companies, public utilities, and transportation company representatives in Oregon

**Peggy Rostron** taught an all-day course, "Advanced Listening Skills for Customer Service Personnel," on July 16 in Phoenix, AZ. The workshop was very successful, and as a result, another is planned for a large group of City of Phoenix customer service employees in October.

**Kay Kindahl** led a listening retreat for the staff of the Office of Equal Opportunity and Diversity at University of California, Irvine. And in July presented a workshop on *The Sacred Art of Listening* at the Parliament of the World's Religions in Barcelona, Spain.

**Dr. Billie Thompson** is the Editor of the new *International Journal of Tomatis Method Research*, RICOCHET. It is available online at

**Dr. Manny Steil** and **Dr. Rick Bommelje** have co-authored a pioneering book, *Listening Leaders: The Ten Golden Rules to Listen, Lead & Succeed* that connects listening and leadership. Dr. Ralph Nichols, Father of the Field of Listening, has stated, "This is the most significant book ever written on listening and leadership, and will profit leaders at all levels in all types of organizations and enterprises."

**Dr. Laura A. Janusik** was recently named the McGee Chair of Communication at Rockhurst University in Kansas City, Missouri. The McGee Chair is responsible for applied research in Listening and Interpersonal Communication, and it is the only endowed chair devoted to Listening in the U.S. In this position,

**Marguerite F. Thurston Jackson** has been selected for inclusion in the forthcoming 2005, 59th Edition of *Who's Who in America*, which will be available October, 2004. Marguerite has earned a place in America's premier biographical resource for thousands of researchers, journalists, librarians and executive search firms around the world.

**Dr. Michael Purdy** delivered two presentations recently: 1. *Media, Communication, and Ethos: Deficiency of Media and the Need for Listening*. Paper presented at the V International Conference: Ethos and Globalization, Rafael Landivar University, Guatemala, and 2. *Global Dialogue and Internet Education: Right to Listen/Freedom to Listen*. Presented (via internet link, live) to the "Symposium and Workshop on Global Education via the Virtual Classroom over the Internet" for the International Institute for Advanced Studies in Systems Research and Cybernetics conference in Baden-Baden, Germany



ILA Board meets in Minneapolis, MN, September 17-19, 2004  
Photo at Nicollet Mall with the statue of Mary Tyler Moore throwing her tam

## New ILA Members Continued from Page 6

Justin McKeown  
Sinclair Mason  
The Old Chapel, Shadwell La  
Moortown  
Leeds, LS 17 6DR England, UK

Asa Nausner  
Drew University  
P.O. Box 804,  
cm 1778  
Madison, NJ 07940

Brian Norris  
Greenpark, Iland  
Launceston  
Cornwall PL15 7LS England UK

Marva Shand-McIntosh  
12319 Quilt Patch Lane  
Bowie, MD 20720

Clifford L. Stevens  
6080 N. Marks Ave #104  
Fresno, CA 93711

Baek Huan Sung  
School of Hotel & Tourism Mgt  
Kyung Hee Univ I Hoegi-Dong,  
Dongdae mun-Gu