Newcomers Unite
by Parthenia Franks

Setting unparalleled records while advancing ILA into the next millennium with momentum, ILA lived up to its promise of having a cutting-edge 1999 convention.

The convention drew an unprecedented number of new attendees, with newcomers traveling from so many different places and representing such a variety of professional fields.

Here’s a sample of what some of them said when asked, “What has been one of your most memorable ILA convention experiences?”

“Especially memorable—was attending sessions where everyone, both the program presenters and the audience members contributed something valuable.”

— Morris Pasternack, Jr., M.D., Eau Claire, Wisconsin

“Being able to take home some concrete techniques that I can give to my 180 volunteers on our suicide hotline—techniques that they can use immediately.”

— Mr. Herbert Clements, Pittsburgh, Pennsylvania

What a convention! The preliminary count of all attendees is 194 (196 if you count Maria Roca’s daughter and Kimberly Batty-Herbert’s son who made brief appearances). Thirty-four states and five foreign countries (Canada, Japan, The Netherlands, Scotland, and Sweden) were represented. There were 51 first-time convention goers, with 37 of them being new members. The state having the most first time attendees was California, followed by New Mexico. Way to go, "Left Coast!"

Charles Roberts produced an exceptional program with the theme Twenty Years of Listening Enchantment. More than 100 different presenters shared their listening insights during 57 different programs over our four-day stay in Albuquerque. The business Conference attracted 33 people, and the education conference had an enrollment of 16. The Friday "snow day" in Santa Fe and the Acoma Pueblo tour were different and unpredictable for the 77 people who went on these tours. Unfortunately, the weather prevented three of our more adventurous members from floating above the New Mexico landscape in a hot air balloon.

Local Arrangements Committee members, Joe and Jean Harris and Lisa Orick, deserve a huge pat on the back for their two-year commitment to this convention. Their efforts are definitely the main reason this convention ran as smoothly as it did. Lisa’s minions (there must have been a dozen there Saturday) made the visual aid equipment appear as if by magic. The delectable hors d’oeuvres at the Albuquerque Museum were perfectly accompanied by entertainment provided by 1999 "Listener of the Year" Glynn David Harris and guitarist John Martinez. Among other songs, they performed “When You’ve Learned How to Listen” which initiated David’s nomination for the award. The popcorn/pretzel and chocolate breaks made for a delicious treat between convention sessions, and we hope we have started a trend for future con-

(Continued on page 4)
President's Perspective:
The Future of the ILA

by Charles Roberts

When I had the great good fortune to be elected vice president-elect of the ILA, I indicated that my goal was to "broaden the leadership base of the association, increase the opportunities available to the membership, and maintain the collegial atmosphere that is ILA's most valued legacy." Those goals, rattling around in my mind for over two years ago, have been refined somewhat. What I now pledge to the membership to do this coming year is to help the association recruit and retain a critical mass of interested, involved members so as to continue to strengthen the ILA. Though you may consider this "refined vision" less grand than the first, I assure you that it is not and that the task has become more focused. At the Sunday Board meeting in Albuquerque I shared with the new Board of Directors what my vision meant to me. I told them of five key ingredients that the ILA needs to prosper: collegiality, continuity, growth, diversity, and accountability.

We need continuity so that we need not keep "re-inventing the wheel," as we experiment with "new" approaches over and over without learning the lessons of the past. We need to build in continuity by electing committee chairs with the expectation that they would be involved for three years, with the first year an "apprentice" experience, the second a "doing" phase, and the third a "mentoring" phase. I have asked that the Board consider bylaw changes that would change the committee leadership structure so that each interest group would elect a chair and a "chair-elect" the first year and then a "chair elect" each year thereafter. This would affect the Business, Curriculum/Assessment, Elementary/Secondary, and Research interest groups and any other interest group we chose to start. In each case, the past chair would also serve his or her committee in a mentoring capacity. If the Board approves of this concept, the matter will be put before the membership this year.

We also need to prevent our leadership from burning out by involving more people. We can do this by assuring that no person remains in the same leadership position more than three years in a row. All of us need to be involved, so we all should volunteer for committees that will work to achieve manageable goals.

Our Awards Committee also lacks continuity. We need a consistent method for assigning Awards. Some have suggested having past recipients decide future awardees. Others have recommended that representatives of the Life Members help select award winners. I have no clear direction, save to indicate that we need guidelines and a process that will assure that future awards go to people as worthy as have past awards. I need your suggestions on this.

(Continued on page 8)
## ILA 1999-2000 Executive Board

- **President** ........................................ Charles Roberts
- **First Vice-President** .............................. Harvey Weiss
- **First V-P Elect** ................................... Dick Halley
- **Second Vice-President (Membership)** .... Bob Bohlken
- **Secretary** ......................................... Carol Christy
- **Members-at-Large**
  - International ............................... Klara Pihlajamaki
  - Special Projects ....................... Kathy Thompson
  - Public Relations ..................... Melissa Beall
- **IJL Editor** ....................................... Steve Rhodes
- **Listening Post Editor** .............. Kimberly Batty-Herbert
- **Immediate Past President** ........ Janet Cherry

## International Journal of Listening

### Call for Manuscripts

by Steve Rhodes, **IJL Editor**

You are invited to submit your research to the *Journal of the International Listening Association*. The deadline for Volume 13, 1999 will be June 1, 1999.

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 three 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  
*Int'l Journal of Listening*  
Dept. of Communication  
Western Michigan University  
Kalamazoo, MI 49008  
(616) 387-3154  
E-mail: Rhodes@wmich.edu

### Important Dates

- **May 15, 1999** — Spring 1999 ILA CPRC Index deadline (see article on p. 8)
- **June 1, 1999** — *International Journal of Listening* deadline (see article this page)
- **June 26, 1999** — Summer *Listening Post* deadline
- **September 17-19, 1999** — Fall Meeting of the Executive Board, Virginia Beach, VA
- **September 26, 1999** — Autumn *Listening Post* deadline
- **March 2000** — 21st Annual Convention, Virginia Beach, VA
- **March 2001** — 22nd Annual Convention, Chicago, IL
- **March 2002** — 23rd Annual Convention, Scottsdale, AZ

### Our Mission

"The International Listening Association promotes the study, development, and teaching of listening"
A Farewell from Janet Cherry

by Janet Cherry
Immediate Past President

Thank you for the privilege of serving as your 1998-99 president. And, a standing ovation for the committees and the Board—they were great! It was a pleasure getting to know many of you better and to meet many more of you through e-mail, fax, phone and finally at the convention. I appreciate your support and commitment to the many projects of the ILA.

There is still much to do. If anyone is interested in working on the Regional Conference in Japan in 2000 or in completing the first volume of the ILA Children's Listening Book let me hear from you.

Last year in Kansas City I announced the theme, Sharing Listening Around the World, and challenged you as an association to share your message about listening to 2000 individuals by the year 2000. From the numbers given me before and at the convention in just one year 14,642 contacts were made! What a great way to bring closure to a year—thank you.

ILA Boutique Seeks Your Input

by Lisa Orick
Boutique Coordinator

Ever go to the ILA Boutique during the convention and see a few wonderful things that you were tempted to buy? Ever think to yourself “I wish they had...” Well now is your chance to get your thoughts heard and to be LISTENED to! I have recently taken over the ILA Boutique and I am inviting all ILA members (and non-members) to let me know their thoughts.

What would you like to see the ILA boutique carry? Now is your chance to let me know! Just e-mail me at lmo@swcp.com and tell me what you'd like me to carry. Also, look for the boutique on line in the fall, just in time for holiday shopping! Imagine giving that special student or family member a unique ILA Boutique gift! One last thing, if you are an ILA member, do you have an official ILA "Open your mind and LISTEN" bumper sticker on your car? Now is your chance to let the world know that you belong in the ILA. Send a stamped, self-addressed business sized envelope to me, and I'll send you a FREE official ILA Bumper sticker! For more bumper stickers, please enclose a check for $.50 cents for each additional bumper sticker you request. Show your spirit, show your uniqueness, advertise the ILA around your town and support the ILA boutique by shopping with us!

Lisa M. Orick
4128 Inca Street NE
Albuquerque, NM 87111
(505) 275-7076
lmo@swcp.com

Authors Needed

If you are an ILA member and have written a book on listening (or communication), please let webmaster Barbara Nixon know. She'll add an Amazon.com link to your book(s) at the ILA website, if you would like. When people purchase your book by coming through our website, ILA earns up to 15% of the purchase price.

Highlights, cont'd

(Continued from page 1)
ventions. Chris Williams and the rest of the Sheraton Old Town staff also deserve credit for helping us make this a convention to remember.

The Silent Auction was a great success thanks to all who donated and bid, netting $620 to support students at the convention. Other highlights included our Saturday luncheon speaker, Arthur Schriever, President of the New Mexico Federation for the Blind, who informed attendees that “There is Life After Blindness.” Also, Andrew Thomas provided a truly spiritual musical background prior to the Saturday night awards banquet with his Native American flutes.

All in all, the 1999 convention proved to be a fitting 20th anniversary bash.

Okay Harvey (Weiss), Virginia (O’Keefe) and the rest of you on the “Right Coast,” we have set the bar considerably higher! We challenge you to top Albuquerque! We won’t mind a bit if you make us the second best convention ever! Good Luck!
1999 ILA Award Winners!

At the Saturday evening banquet at the 1999 ILA Convention in Albuquerque, the following awards were presented.

ILA Hall of Fame: Wayne Bond
The Hall of Fame Award is presented annually to individuals who are recognized for notable achievements involving listening in academic, business, or other settings. Selection into the ILA Hall of Fame is the highest award of the association, and nominees should have contributed to the advancement of effective listening over a number of years.

The 1999 recipient, Dr. Wayne Bond, has served in ILA in many leadership roles. As president, he provided superb leadership in furthering the agenda and the visibility of ILA, as well as staging an excellent convention that balanced research, instructional, and practical interests of ILA's diverse membership. He and Carole Grau have developed the New York Regional ILA Conference as the model for others to emulate.

Wayne is also an outstanding teacher, evidenced by his many teaching awards. His participation in the AAHE “Forum on Exemplary Teaching” and his New Jersey Governor’s Award for Outstanding Teaching are testimonies to his listening scholarship and education.

Listener of the Year: Glynn David Harris
ILA's Listener of the Year nominations are nationally or internationally prominent Listeners. Nominees epitomize the highest standards and principles of effective listening.

New Mexico composer/lyricist/musician Glynn David Harris was named the ILA's 1999 Listener of the Year for his work to promote listening through music in public schools and colleges throughout the United States (“The Words Unspoken Listening Initiative”). This community based program is being developed for the purpose of re-emphasizing the art and skill of listening as the most important prerequisite for learning. The intent is to encourage and remind us all to listen for content rather than come back, and to keep us aware of the fact that...“When You’ve Learned How To Listen... You’ve Learned Everything You’ll Ever Need To Know!”

We had the unique privilege this year of having our Listener of the Year visit with us at our convention, not once, but twice! Among other songs, Glynn David performed “When You’ve Learned to Listen” at the Thursday night outing at the museum, and again at the banquet.

Research
Dr. William Arnold (Arizona State University) and Janet Shirreffs (Arizona State University West) won the top research award from the ILA. Their article "Patient Perceptions of Physician Communication with Allopathic and Naturopathic Physicians was featured in Volume 12 of the International Journal of Listening.

The purpose of their study was to assess patient perceptions of physician competence, listening behavior, and patient-centered communication using allopathic and naturopathic physicians. Results demonstrated that the naturopathic physician was perceived as a more empathic listener than the allopathic physician.

Special Recognition Awards
The ILA Special Recognition Awards are given to individuals and/or organizations who have performed outstanding service to the ILA for an extended period of time, or have provided unusual or unique service to the promotion of listening.

Dr. Bob Bohlken
Dr. Bob Bohlken, Missouri State University, is being recognized for his scholarly contributions to the annual conference for the past 15 years. He has also been instrumental in spreading the word about listening in his school, church, com-
Dr. Diana Schnapp

Dr. Diana Schnapp has served as ILA's Executive Director for the past several years, where she has served the organization in an outstanding way by putting her personal touch on so many aspects of ILA and its members. She was responsible for bringing a great deal of media attention to the ILA. Diana has also been extremely responsive to those members and non-members of the ILA who have sought information about the organization or listening from her.

Hallmark Cards

Hallmark Cards featured a listening card as part of their holiday boxed card set for Christmas 1998. The card, written by Jim Howard, featured a verse about listening with the theme, "It's all in how you listen." The entire verse reads as follows:

It's all in how you listen:
We may rarely rejoice
At the cold winter wind,
Yet there's joy in its voice.

It's all in how you listen:
Harsh noise of wild geese
Is, too, a song of joy,
Harmony, and peace.

There's a chill in snow and ice.
Even sound seems to glisten,
But Christmas sounds warm:
It's all in how you listen.

ShopKo Stores, Inc.

ShopKo Stores, Inc., a recent inductee into the Fortune 500, has listening programs for both their external and internal customers. For its external customers, ShopKo holds focus groups and exit surveys, and has an 800 customer service number. For its internal customers, ShopKo provides its teammates with listening guidelines. The teammates have stressed that they believe listening is a critical leadership skill; as such, they have created a video on the subject, which was shown in a session called "The Listening Leader" at the ILA Convention. ShopKo also provides a listening skills seminar during its one-week Leadership Orientation program, which is required for all new teammates at its corporate office in Green Bay, WI.

ILA Art Contest

ILA held its first Art Contest this year. Children in many Albuquerque area elementary schools were asked to draw a picture that illustrated the following sentence: "My favorite listener is ____, because . . . ." The awards were presented to the children and their teachers and family at the convention. Immediate Past President Janet Cherry plans to turn many of the works of children's art into a book.

First Place

Monique Martinez, Alamosa Elementary School, captioned her drawing, "My sister is my favorite listener because she never talks when I am talking. She is nice to me that's why."

Second Place

Amy Garduno, MLK Jr. School, captioned her drawing, "My favorite listener is Sara because she is always listening no matter what is happening around her."

Third Place

Chelsea Costello, Hope Christian School, captioned her drawing, "My favorite listener is Steph because she trusts in me. She doesn't make fun of me, and she loves me."

ISIP Awards

First Place - Top Paper

"The Development and Validation of the Vocalic Sensitivity Test" by William A. Villaume - Auburn University and Mary Helen Brown - Auburn University

Second Place

"Listening Treatment in the Basic Communication Course Text" by Laura A. Janusik - University of Maryland and Andrew D. Wolvin - University of Maryland

Third Place

"An Assessment of the Intellectual Discussion on Listening Theory and Research" by Andrew D. Wolvin - University of Maryland, Kelby K. Halone - Clemson University, and Carolyn G. Coakley - Coakley Communication Connection.
**International Journal of Listening: Call for Manuscripts**

by Steve Rhodes, IJL Editor

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E-mail: Rhodes@wmich.edu

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**Call for Papers/Programs for the 21st Annual ILA Convention**

Please see the insert in this issue of the *Listening Post*.

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**Executive Board Meetings Actions**

by Carol Christy, Secretary 1999-2000

and

Parthenia Franks, Secretary 1998-1999

At its Executive Board Meetings of March 10, 1999 and March 14, 1999 in Albuquerque, New Mexico, the ILA Executive Board voted to:

- Authorize the Executive Director to secure the Holiday Inn Old Town Scottsdale of Scottsdale, Arizona as the Convention site for the year 2002.
- Authorize the reprinting of the ILA poster for distribution, publicity, and advocacy.
- Authorize the printing of *Who's Who in Listening*.
- Authorize the payment of moving-clearing expenses to Diana Schnapp, Executive Director.
- Accept the application of James Pratt for the position of Executive Director of ILA.
- Accept the application of Kimberly Batty-Herbert for the position of *Listening Post* Editor.
- Accept the application of Barbara Nixon for the newly created Board position of Webmaster (pending adoption of the applicable bylaw).
- Table the decision to change the ILA logo and address this issue at the Fall Executive Board Meeting.
- Establish an ILA Outstanding Teacher of Listening Award to take effect, March 1999.
The only systems that do not grow are those that either have ceased to exist or that will shortly do so. I equate growth more like "change" than I do with "getting bigger," though growth may well be evidenced as an increase in size. We can grow more or less diverse, more or less complicated, or greater or smaller in size.

But grow we must if we are to survive and prosper. Our Second Vice President, Bob Bohlken, has great ideas, tremendous energy, and some fine committee support to focus on this task, but he needs additional support from each of us. Also involved in this effort is Melissa Beall. As the Member-at-Large in charge of Public Relations, she and her committee will be invaluable in making our various publics aware of the ILA and ripe for membership.

We need to "grow" new leadership and membership to replace our existing pool. We need to grow by gleaning. We must make an effort to contact past members and solicit their re-involvement. We need to grow by soliciting participation from known constituencies such as healthcare workers, mediators, clinicians, counselors, and others who listen for a living.

At least five countries were represented at our most recent convention, but we need to grow by expanding our global participation to at least the fourteen nationalities the association now represents. We need more members from more countries so that, in the words of our new International Member-at-Large, Klara Pihlajamaki, there will be no need for a special member-at-large position to be designated as "International." Klara has some powerful ideas to push forward the globalization of the ILA and fully expects to make great strides towards her goal. Also aiding in this effort is the enterprise undertaken by Janet Cherry this year of initiating a regional ILA conference in Japan in the summer of 2000. I have asked our Past President to continue her mission and ask all of you to consider ways you can help Janet and Klara globalize the ILA.

We also need to grow by mentoring new researchers/trainers. We need new ideas brought to us by new members and we need new members to hear our ideas. To this end, I have asked Kelby Halone, Lisa Darrell, Lisa Orick, and Sophie Garceau to develop and implement a strategy that will draw "new blood" into our organization.

What is most exciting about the international initiative is the diversity it will bring into the ILA. One method for growth is to expand by becoming more complex. As I mentioned before, we have a "natural," though largely untapped, constituency. We need to broaden our base of people interested in listening. We have much to offer the audiologist and others. Likewise the negotiator, the special education teacher, the lawyer, the medical practitioner, etc. will find an intellectual home within the ILA. We need to grow more diverse in terms of the disciplines we draw from, the age of members, the ethnicity of members, and the geographical location of members. Going after this new constituency will require a new marketing plan. Obviously what we are doing now is not attracting the legions that it should. To that end, I have asked our Member-at-Large for Special Projects, Kathy Thompson, to create an ad hoc marketing committee to develop a plan for marketing the ILA. She has asked our Executive Director-elect, Jim Pratt, to form with her the nucleus of such a committee. If you have the drive and expertise to aid her, give her a call. But act quickly; that team gets things done and done fast!

As was mentioned at the town meeting and in other forums, we need for our leadership to be more accountable to the membership. We need to develop a structure whereby people are elected to positions by the membership, not appointed or chosen for longevity. (Continued on page 9)
Notes From Diana's Desk:  
A Time of Transition . . .

by Diana Schnapp  
Executive Director

Well, I thought my last column would be the final "From Diana's Desk," but here I am again. Until June 1, I will be continuing in the post of Executive Director. It is a time of transition from one Executive Director to another. Jim Pratt from the University of Wisconsin is waiting in the wings to take over the desk. Be patient with us as we attempt to make this change as smoothly as possible. For a few days in early June, the lines of communication will be "down" as we move the office.

It is a time of transition in many ways for ILA. In Albuquerque, we once again honored our past and looked to the future. We welcomed many first time convention delegates and new members. Our new members need to be included in our work immediately as ILA moves out to meet the twenty-first century! We need new members to boldly step forth and share your talents with those of us who have been here for while. Submit program proposals, serve on committees, submit articles to the journal, send in items and articles to the Listening Post!

Welcome to the new Board members, Melissa Beall, Klara Pihlajamaki, Bob Bohlken, and Kimberly Batty-Herbert—all of whom have already given generously to ILA for years. Expect an Executive Board this year that is energetic and offering ideas to move us forward. And thanks to Lisa Darnell and SusanEllen Bacon, as well as our remaining current Board, who have worked to bring us this far by serving for a number of years in the past.

Early in June, the office will move to River Falls, Wisconsin. Jim Pratt (whom you will meet in another column in the next edition of the Listening Post) is energetic, experienced with Executive Director positions, and eager to work with ILA. I know you will be there in support of his efforts just as you have with mine.

Thank you for the awards bestowed at the convention. I treasure them. I look back on three years of rewarding experience as your Executive Director and look ahead to numerous years as your colleague continuing in service.

Newcomers, cont’d

(Continued from page 1)  
"People and relationships are always the most important to me, and listening is an integral part of sharing. I was impressed with all who shared their information and selves. 'Aloha' to all who shared. Come to Hawaii sometime in the near future, ILA."

— Ms. Judith "Jnami" Naniole, Honolulu, Hawaii

"There were so many, but I can't take up the whole paper—meeting the people and finding people who are so enthusiastic about making listening something that really works for people. We don't see many people in the world who are doing this."

— Dr. R. Kent Jones, Alhambra, California

"When an ILA presenter gave me a Hug-Me Coupon—such a kind and welcoming gesture."

— Dr. Tamara L. Burk  
Clinton, New York

Perspective, cont’d

(Continued from page 8)  
We need to develop job expectations for all leadership functions. Then, when and if people do not meet those expectations, we can replace them with others in a procedural manner. And we also need to reward people who meet our expectations by continuing their involvement with greater leadership responsibilities (if they will accept those) and public acclaim. The election, rather than the appointment, of committee chairs to three-year terms helps in this regard.

Lastly, as we grow, we must maintain focus on what is important. We must extend the same level of collegiality that we have become famous for demonstrating to all who meet with us. We are known as people who keep others involved by listening to them. We need to continue to be the family and friends for all who care as we do about the study and propagation of listening information. We can do this in many ways, but one specific avenue is to intensify our current initiation process of new members. We need to do more to make those newcomers understand what it means to be a member of such a great professional organization.
Mary Bozik, University of Northern Iowa, presented the Keynote Address entitled, “National Standards for Teaching Listening: Is Anybody Listening?” at the Northeast Iowa Language Arts Conference, March 26, 1999.

Melissa Beall did a plenary session “Can We Use Technology To Teach Listening?” at the Instructional Technology Faculty Development Consortium at Auburn University on March 19.

Janet Cherry was presented the Excellence in Training Award for creativity in presentation by the Association of Professional Communication Consultants. This is a Special Interest Group (about 400 members) of the American Business Communication Association.

Chuck Swanson is organizing his motorhome and preparing to aim it at the open highway—drive to a highway, flip a coin and explore, after 41 years of college teaching.

Bob Bohlken, Rochelle Devereaux, Richard Rock and Tom Wirkus—please take a bow! You were the first ILA presenters in Albuquerque to submit your papers to the Convention Paper Resource Center. Now, in addition to accessing the papers already available in the ILA-CPRC, anyone wishing to know more about “Power Listening for Problem Solvers” or “Diagnostic Listening in the Medical Profession” can access your wonderful ideas, too. Or how about knowing more about “Listening Enchantment Through Experiences Within the Basic Speech Course” or learning how to “Jazz Up Your Listening”? No problem.

Well, there is one problem—for those wonderful 1999 ILA presenters who haven’t already submitted their convention papers—and that is the May 15th deadline. In order to be included in the Spring 1999 CPAC Index, you have to submit your paper and disk to Kathy Thompson by May 15th.

For submission directions, please see previous editions of the Listening Post, visit our website, or contact Kathy Thompson at kthompson@execpc.com or Carolyn Coakley at ccoak@vom.com.

When you’ve learned how to listen
Well that’s when you’ve learned everything you need to know in your life! — Glynn David Harris

ILA Listener of the Year.

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Listening n (1996): the process of receiving, constructing meaning from, and responding to spoken and/or nonverbal messages