

# NACRA

North American Case Research Association

## NEWSLETTER



Fall 2004

Northern Michigan University

### NACRA LEADERS WIN FIRST TWO COVETED ASPEN/ WRI NATIONAL AWARDS

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2003



*Dr. Chi Anyansi-Archibong*

2001



*Dr. Marilyn L. Taylor*

The Beyond Grey Pinstripes Faculty Pioneer Award is a national award given by Aspen Institute Business and Society Program and World Resources Institute. Beyond Grey Pinstripes highlights the most innovative MBA programs and faculty infusing environmental and social impact management into the business school curriculum.

Dr. Chi Anyansi-Archibong, Professor of Strategic and International Management at North Carolina A&T State University, received the Beyond Grey Pinstripes 2003 Faculty Award for External Impact as did Dr. Marilyn Taylor, Arrin Gottlieb/Missouri Endowed Chair of Strategic Management, The Henry W. Bloch School of Business and Public Administration University of Missouri-Kansas City in 2001.

This award recognizes the wide variety of activities and contributions including their leadership work in professional organizations. NACRA has been a primary "home" for both awardees with treasured colleagues through the years.

Congratulations to both!

### NACRA: QUO VADIS?

Those of us on the Executive Committee have been spending a great deal of time pondering NACRA's future. Which way do we go from here? There are many directions we can take. We have sufficient resources to do whatever we think would best support case research and teaching. We have a solid membership base and money in the bank. As I have told numerous people: "It's great to be president of a not-for-profit organization with a positive cash flow!"

Among the numerous possibilities are the following:

- **Establish a second publication outlet.** A second outlet could either be a lesser-quality "B" journal (we could join with the Society for Case Research in

co-publishing its *Annual Advances*) or it could be another "A" quality journal (like the *Case Research Journal*) that would be more open to non-business and non decision point cases. Another journal could provide a real service to our members who have difficulty getting their cases accepted in the *CRJ*, but it could be costly both in terms of money and people's time to manage it. This would result in more cases being published, but could reduce the number of quality cases being submitted to the *CRJ*. Given (1) that the *CRJ* does not have an over supply of quality cases to publish and (2) it is becoming increasingly difficult to find people to serve as volunteer journal editor, this possibility is very controversial within the Executive Committee.

*continued on Page 2*

- **Provide scholarships to students and other first time case writers who are unable to obtain the funds necessary to attend NACRA's annual meeting.** USASBE (U.S. Association for Small Business & Entrepreneurship) provides such scholarships, but it is financially supported by the Coleman Foundation. Should we provide this financial support on our own?
- **Provide some financial support to the editor of the *Case Research Journal*.** Being editor of the *CRJ* is a tough job. We already provide minimal financial assistance to our Secretary-Treasurer. Is it time to extend financial support to the editor in order to encourage more people to volunteer for the position?
- **Establish a paid position of Executive Director for NACRA.** With the annual turnover of our elected officers, our organizational memory is often faulty. Such a position would handle some of the administrative work of the association and provide some continuity. With a membership of around 400 people, is NACRA large enough to justify such a position? In my opinion, so long as we can count on our officers to provide highly motivated volunteer service, we can probably get by for a while without this paid position.
- **Increase the emphasis on case teaching at our annual meetings.** Should our annual meeting include a higher percentage of paper and symposium tracks on Case Teaching to supplement those we already have for case research/writing? We might be able to attract and keep more members if we put more emphasis on case teaching, but would we dilute our case research mission?
- **Sponsor a symposium on case research at the annual AACSB deans' meeting.** This could be one way to increase the perception of cases as quality research at our universities. The flip side is that we have been trying to get promotion and tenure committees to take cases more seriously as "research" for many years – to little avail. Would such efforts to change perceptions be a wasted effort, given that deans usually have little power over P&T committees.
- **Sponsor case research workshops at various national academic meetings, such as the American Marketing Association.** A number of NACRA volunteers (Bill Naumes, Tim Edlund, Joan Winn, and others) have offered pre-conference case workshops at the Academy of Management. Should we make this part of our "outreach" effort? Who would be willing to do this? Should NACRA pay the travel expenses of workshop volunteers?
- **Offer a discount for the NACRA membership fee to people who are members of one of our affiliated case associations, such as SWCRA (Southwest Case Research Association).** This would encourage people who are members of regional case associations to also join NACRA for a few dollars more. Although I have been emphasizing closer relationships with NACRA's affiliated case associations this year, some members of the Executive Committee are wondering what sort of relationship NACRA should have with regional associations. Should NACRA be supporting or forming alliances with one or more of the affiliates or should NACRA operate more on its own?
- **Reduce either NACRA's annual membership fee or the annual meeting registration fee.** Should we continue to hold a treasury surplus in case Pearson decides to no longer publish the *CRJ* or should we use it to reduce the costs of membership? As of this moment, we have no idea how long Pearson will continue to publish the journal. Should we consider self-publishing an electronic version (CD-ROM) of the *CRJ*?

Requested by the Board of Directors, I have established a Strategic Planning Task Force to evaluate NACRA's situation and to propose alternative possibilities for NACRA's future. The Task Force is composed of Anne Lawrence, Linda Swayne, David Hunger, Mary Kay Sullivan, Becky Morris, Jim Spee, and Debbie Ettington. Chaired by Linda Swayne, the Task Force has been meeting once a month via teleconferences to do a SWOT Analysis of NACRA and to propose a list of possibilities for the board of directors to consider at our annual meeting at Sedona this year.

What do you think NACRA should do next? Send me an e-mail at [jdhunger@iastate.edu](mailto:jdhunger@iastate.edu).

*J. David Hunger*  
*NACRA President*  
*Iowa State University*

### **NACRA Newsletter**

Editors:  
James W. Camerius, Chief Editor  
Linda O. Cleary, Production Editor  
Walker L. Cisler College of Business  
Northern Michigan University  
Marquette, Michigan 49855

The NACRA Newsletter is published twice a year by the North American Case Research Association.

### **Editor's Correction**

We apologize to Jan Zahrlly (University of North Dakota) for omitting her name from the photograph of a group boarding the Starship at NACRA 2003 in Tampa, Florida on the cover page of the Spring 2004 Newsletter.

## **KAY GUESS IS NEW CASE MARKETING VP**

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With Debbie Ettington's election last year to VP of Programs-Elect, Aundrea (Kay) Guess has graciously agreed to serve as Vice President of Case Marketing. Kay is a professor of accounting at St. Edward's University and recently served as President of the Southwest Case Research Association (SWCRA). Kay has been busy this year working with various distributors of NACRA cases, such as Pearson (U.S. and Europe), XanEdu, and the Laurier Institute in Canada as well as with textbook authors. She also attended the annual meeting of CASE (Eastern Case Writers) this year as a representative of NACRA's Executive Committee.

The primary duties of the VP of Case Marketing are to (1) maintain files of casebook and textbook publishers, editors and authors and (2) promote and market *Case Research Journal* cases for textbook adoptions and for sales through distributors.

## **FUTURE NACRA ANNUAL MEETING LOCATIONS**

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Thanks to the efforts of David Wylie, NACRA's 2005 annual meeting will be held in Cape Cod, Massachusetts on October 27-29, 2005. This should be a wonderful destination location for our meeting next year. Responding to member requests, NACRA is returning to New Orleans for its 2006 annual meeting. Linda Swayne has personally visited New Orleans to make sure that a hotel will not only accommodate our needs, but also be within walking distance to tourist attractions.

The Executive Committee would like to hear any proposals for NACRA's 2007 annual meeting location. Some of the possibilities being discussed are the Pacific Northwest (Seattle or Portland) or Toronto. Let one of the officers know where you think we should meet.

*J. David Hunger  
NACRA President*

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## **FIRST ANNUAL JOHN MOLSON MBA CASE WRITING COMPETITION**

The John Molson MBA Case Writing Competition is pleased to invite submissions of original case studies. Cases are welcome in the field of Strategic Management.

The purpose of the competition is to build a library of unpublished and unused teaching case studies to be used at the upcoming John Molson MBA International Case Competition (MBA-ICC). All the cases submitted will be used in the competition only and will be released to the writer after the competition.

Any questions and responses should be addressed to the following:

John Molson MBA Case Writing Competition  
Concordia University  
c/o R. R. Dupre, MBA  
Director, John Molson MBA Case Writing Competition  
1455 De Maisonneuve Blvd. W  
GM503-22  
Montreal, Quebec H3G 1MB Canada  
514-848-2424, ext. 2910  
casewritingcomp@jmsb.concordia.ca  
<http://www.johnmolson.concordia.ca/casewritingcomp/>

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## **FROM THE CRJ EDITOR**

Within the next few weeks the *Case Research Journal* will implement a new, Web-based system to support the submission and review of case (and article) manuscripts. I have named the new system the Automated Case Submission and Review System (ACSARS), not because I have a penchant for acronyms, but because I got tired of saying, "the automated submission, uh, I mean review, uh, thingee".

As a case author ACSARS will allow you to go to the Web-site, check your submissions from the past, and make certain your contact information is up-to-date and accurate. You will be able to up-load your case on the spot.

As a case reviewer, you will receive email notification of cases for review requiring that you "click" a button agreeing to review (or other options) and reminders if you don't get it in on time. You will be able to download the case and IM from the Web-page, and submit a case review on-line by further button "clicks".

As Editor, I will be able to manage the process much more closely to ensure that reviews are done on a timely basis, no cases "fall through the cracks", and that communication is improved all up and down the line. The management of over 200 manuscripts each year will be made much easier and effective.

We may experience a few "bugs" and "glitches" in the initial implementation of the system. I beg your patience and forgiveness. Once it is in place and you have used it, I believe that you will find it a much improved process for all concerned.

*Dave Rosenthal  
CRJ Editor  
Miami University*

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*"I've found that aviation people are generally a good group to be around. Certainly less temperamental than artists and a lot less devious than academics."*

*-Wood Lockhart, retired captain  
United Airlines and retired chair  
History Department  
Dominican University*

## LAURIER BECOMES ONLY UNIVERSITY IN CANADA TO DISTRIBUTE NACRA CASES

**WATERLOO** – The Laurier Institute will now offer Canadian academics a broader range of international business case studies for use in their classrooms.

The institute has entered into an agreement with the North American Case Research Association (NACRA), making it the only Canadian university distributor of NACRA's extensive case library. The arrangement provides clients with access to more than 300 cases on topics as diverse as non-profits and health care to strategic management.

"NACRA is pleased to be in partnership with the Laurier Institute" said Deborah Ettington, vice president of case marketing of NACRA. "The agreement will provide convenient access to our cases and teaching notes for Canadian instructors."

The goal at the Laurier Institute is to add value by understanding the client's organization, responding to their needs, and sharing knowledge in flexible, dynamic formats using some of the best business minds in North America. Visit [http://www.wlu.ca/~wwwsbe/sbe2000/html/laurier\\_institute.html](http://www.wlu.ca/~wwwsbe/sbe2000/html/laurier_institute.html) for additional information.

With more than 3,000 students and 100 full-time faculty members on campuses in Toronto and Waterloo, Ontario, Laurier's SBE is one of Canada's largest and most innovative business schools. For more information, please visit [www.wlu.ca/sbe](http://www.wlu.ca/sbe).

*Jan Varner, Director  
Laurier Institute  
School of Business &  
Economics  
(519) 884-0710 ext. 6045  
or [jvarner@wlu.ca](mailto:jvarner@wlu.ca)*

## CASEnotes

CASE held its annual conference with the Eastern Academy of Management in May and experienced a successful meeting.

Taking a page from NACRA's book, we shifted our regular sessions into roundtables, and this change met with overwhelming approval from participants. We had more than a dozen tables, each with several cases in review. Lots of noise, lots of laughter, and a great deal of case development and improvement went on.

In addition, we held a special case researching and writing workshop, conducted by our CASE luminaries, and received numerous requests for a reprise next year.

We tried some new things with our VIP sessions,

and are continuing to work on evolving them further, and are continuing with our embryo sessions, which attracted a large group of interested case writers.

I'm pleased to announce that our membership is growing, our website ([www.caseweb.org](http://www.caseweb.org)) is thriving, and our new journal, *The CASE Journal*, will introduce its premier issue shortly. Manuscripts are flowing in and Editor Herb Sherman would love to have experienced (and less experienced) case reviewers volunteer to help us out a bit. Please contact him at [herbert.sherman@liu.edu](mailto:herbert.sherman@liu.edu) and offer your good services to a struggling editorial board.

*Gina Vega  
Merrimack College*

*"Just as managers face rising expectations for their performance and the performance of their organizations, programs in management education also should anticipate rising expectations, even within a given mission."*

*- Hans E. Klein*

## BUSINESSWEEK LAUNCHES A STUDENT CASE WRITING COMPETITION

*BusinessWeek* is pleased to announce the launch of the 1st annual Student Case Writing Competition. The competition is a collaboration between *BusinessWeek*, McGraw-Hill/Irwin and the Society for Case Research. Encourage your students to form teams and write their own critical incidents or mini-cases based on the real world of business!

The competition is open to teams of business students currently enrolled in a business school or MBA program at an accredited college or university in the United States. Winners will be selected by a panel of judges consisting of academics, employees of *BusinessWeek*, editors and other notable business figures. The final

submission date for all entries is December 1, 2004.

To access the entry forms and other documents on the competition, please visit *BusinessWeek's* website at: [www.resourcecenter.businessweek.com/mba/casefiles](http://www.resourcecenter.businessweek.com/mba/casefiles).

*Deb Parker  
Director of Education  
and Corporate Marketing  
BusinessWeek*

## TREASURER'S NOTE

If you have not submitted your membership yet, you can do so by downloading the application form from the NACRA website, [www.nacra.net](http://www.nacra.net), and send it along with your check to me as noted below. Now that we are systematically receiving royalties from publishers, don't miss out!

*Robert Crowner,  
Treasurer  
Eastern Michigan  
University*

## NEWCOMER'S WORKSHOP IN SEDONA ON OCTOBER 7, 2004

The NACRA annual conference in Sedona offers a workshop on case writing and teaching for faculty and graduate students who wish to learn more about these areas. Led by a panel of experienced casewriters, The Newcomer's Workshop provides a half-day session targeted to first-time or newcomer casewriters. Topics typically discussed include selecting an organization to study, conducting primary and secondary research to develop a case, writing an effective case (technical and stylistic issues), developing the instructor's manual, and publishing the case (outlets for publication and the publication process). The Newcomer's Workshop is an opportunity for people who have never written a case to learn more about this process.

The Newcomer's Workshop is scheduled for Thursday, October 7 from 1:00-4:30 pm. Workshop

participants will then be encouraged to participate as discussants in the Case Workshop Roundtable Sessions on Friday, October 8 and Saturday, October 9. Unlike previous years, case authors can attend the Newcomer's Workshop and present a case at the Case Workshop Roundtable Sessions.

VP-Program Chair Elect, Debbie Ettington will be in charge of this year's Newcomer's Workshop.

Pre-register for the Newcomer's Workshop by emailing Debbie at [dettingto@emich.edu](mailto:dettingto@emich.edu). Please be sure to indicate which Case Workshop Roundtable track you would like to join.

Assignment for "Old Bears": Please encourage one (or more) of your associates to attend the Newcomer's Workshop. This is your chance to get someone else at your institution interested in case writing!

## SWCRA NOTES

The 2005 Southwest Case Research Association (SWCRA) meeting will be held in association with the Federation of Business Disciplines (FBD) conference at the Hyatt Regency Hotel, Dallas, TX, March 1-5. The SWCRA meeting begins on the afternoon of Wednesday, March 2, with symposia for case writers and case teachers. The meeting continues at 8:00 a.m. Thursday, March 3, with roundtable case sessions. The roundtable sessions will be followed by lunch and a business meeting for all SWCRA participants. **Thursday afternoon will be devoted to a new program, Case Writing Competition.** This will continue through noon Friday, March 4. The conference program will conclude with an early-afternoon planning session to discuss the program for 2006. The deadline for receipt of all submissions is September 10, 2004. For additional information:

Joseph Kavanaugh, V.P. Programs  
College of Business Administration  
Sam Houston State University  
P. O. Box 2056, Huntsville, TX 77341-2056  
Phone: 936-294-1236; Fax: 936-294-4284  
Email: [kavanaugh@shsu.edu](mailto:kavanaugh@shsu.edu)

## WEST COAST REPORT

The 2004 Western Casewriters Association meeting was held at the Aleyeska Resort in Girdwood, Alaska. The meeting was presided over by Howard Feldman and Randy Harris. Sally Baack ([sbaack@sfsu.edu](mailto:sbaack@sfsu.edu)) and Jeff Shay ([jeff.shay@business.umt.edu](mailto:jeff.shay@business.umt.edu)) took over as VPs and program co-chairs for the 2005 meeting in Las Vegas, NV. For the call for papers, please see <http://bulldog2.redlands.edu/wca/WCACall.htm>.

The meeting proceeds the Western Academy of Management (WAM) (<http://cobe.boisestate.edu/wam/>) Please join us at the The Westin Casuarina Las Vegas, 160 East Flamingo, Las Vegas, Nevada 89109 on Thursday, March 31, 2005. Jim Spee, past president of WCA and Western Regional Representative on the NACRA board, will be program chair for the WAM meeting next year. Last November, the WAM board approved the addition of preconference roundtable sessions modelled after the case writing round tables where participants will get feedback on new research ideas, rejected papers, and grant applications. In addition, the regular WAM concurrent sessions will include a symposium on case research. We hope you can join us for both WCA and WAM.

*Jim Spee*  
NACRA Western Region Representative  
University of Redlands

## ANOTHER PUBLICATION OPPORTUNITY

The *Journal of the International Academy for Case Studies* is a double blind, refereed journal which publishes cases in various disciplines. Its primary objective is to encourage case writing and its pedagogic value. Its current acceptance rate for manuscripts is 25%. Since cases are multidisciplinary, all subject matter is relevant. Cases may be field-based, library-based or illustrative. Instructors Notes must accompany cases which are considered for Journal publication, and if the case is selected for publication, the Note will be published in a separate issue of the Journal. The JIACS is also listed in Cabell's. For more information, please visit the Allied Academies web site <http://www.alliedacademies.org>

*Trey Carland*

*"The critical incident method is a short account of a problem situation (miniature case study), with pertinent facts and information included and written as a "realistic" fictional scenario."*

*- Pat McCallister*  
Eastern Illinois University

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## **North American Case Research Association Appointed and Elected Officers**

<u>Office</u>	<u>Person</u>	<u>Telephone #</u>	<u>E-mail address</u>	<u>Listserve</u>
Elected Officers (board members):				
President	J. David Hunger	515-294-8463	jdhunger@iastate.edu	EC
Immediate Past President	Mary Anne Watson	813-253-3333, x3431	mawatson@ut.edu	EC
President-Elect	Linda E. Swayne	704-687-4430	leswayne@email.uncc.edu	EC
VP, Programs	Rebecca Morris	402-554-3542	rmorris@unomaha.edu	EC
VP, Programs-Elect	Deborah R. Ettington	734-487-0160	deborah.ettington@emich.edu	EC
VP, Case Marketing(04)	Aundrea (Kay) Guess	512-448-8562	aundreag@admin.stedwards.edu	EC
VP, Membership	Michael F. Welsh	803-777-9118	mwelsh@gwm.sc.edu	EC
Director at Large (04)	Armand Gilinsky	707-664-2709	armand.gilinsky@sonoma.edu	BD
Director at Large (06)	James W. Camerius	906-227-1245	jcameriu@nmu.edu	BD
Director at Large (04)	John Mahon	207-581-1976	mahon@maine.edu	BD
Eastern (CASE) (04)	Gina Vega	979-837-5000, x4338	gina.vega@merrimack.edu	BD
Southeast (SECRA) (04)	Rebecca Oatsvall	919-760-8484	oatsvallr@meredith.edu	BD
Southwest (SWCRA)(05)	Aundrea Kay Guess	512-448-8562	aundreag@admin.stedwards.edu	BD
West (WCA) (04)	James Spee	909-748-6265	James_Spee@redlands.edu	BD
Midwest (SCR) (05)	Ed Leonard	260-481-6489	leonard@ipfw.edu	BD
Canada (05)	Tupper Cawsey	519-884-0710, ex 2055	tcawsey@wlu.ca	BD
Latin Am. (ALAC)(05)	Jaime Navarro (ALAC)	01-3 669 3099	jaimen@itesm.mx	BD
Appointed Officers (board members):				
Secretary / Treasurer*	Bob Crowner	734-429-5032	rpcnacra@worldnet.att.net	EC
Editor, CRJ (04)	David W. Rosenthal	513-529-1203	rosentdw@muohio.edu	EC
Editors, Proceedings (04)	Patricia Holman	406-657-2035	pholman@msubillings.edu	BD
	Tom Hinthorne	406-657-2099	thinthorne@msubillings.edu	BD
Newsletter Editor	James W. Camerius	906-227-1245	jcameriu@nmu.edu	BD
Webmaster	Louis Chin	781-891-2758	lchin@bentley.edu	BD
Other Officers (not officially on Board or Exec Committee-just on distribution lists):				
Advisory Council Chair **Anne T. Lawrence		510-836-2427	atlawrence@aol.com	BD
Arrangements Chair (04)	Kathy Savage	928-523-7397	Kathryn.Savage@nau.edu	BD
Listserve Chair	Jan Zahrly	701-777-4697	jan_zahrly@und.nodak.edu	BD

\* Previously filled by election; position became appointive as of 10/2000

\*\* Elected by members of the Advisory Council for 3-year term ending 2006.

EC=Executive Board listserve; BD=Board of Directors listserve; year term ends in parentheses

All members of the EC are also members of the board of directors.

## ANNOUNCEMENT BOARD

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### *The Editor Encourages Your Input...*

Scheduled events...courses, conferences, competitions, and reunions: any form of announcement that deals with case research, development, publication and teaching. Also individual news of innovations, articles, videos and computer programs on the same topics are welcome.

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### **MARK YOUR CALENDARS: Cape Cod in 2005!**

NACRA's 2005 Annual Case Workshop  
October 27-29, 2005  
Sea Crest Oceanfront Resort & Conference Center  
North Falmouth, MA (Cape Cod)

#### **HELPWANTED!**

- Track Chairs
- Proceedings Editor or Co-Editors
- Local Arrangements Committee

Contact Debbie Ettington, VP Programs Elect  
([Deborah.ettington@emich.edu](mailto:Deborah.ettington@emich.edu)) or David Wylie,  
Local Arrangements Chair ([wylie@babson.edu](mailto:wylie@babson.edu)) if  
you are interested in serving.

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### **WACRA 2005**

22nd International Conference  
14th Casewriter's Workshop & Colloquium  
Brno, Czech Republic (Prague)  
July 3-6, 2005

Conference papers & proposals contact Hans Klein at  
[wacra@msn.com](mailto:wacra@msn.com)

Case workshop & Colloquium contact  
James W. Camerius at [jcameriu@nmu.edu](mailto:jcameriu@nmu.edu)

Visit the WACRA website at [www.wacra.org](http://www.wacra.org)

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### **SOCIETY FOR CASE RESEARCH (SCR) ANNUAL MEETING**

Palmer House, Chicago, Illinois  
March 16-18, 2005

Contact Martha Fransson  
Rensselaer Polytechnic Institute at Hartford  
Phone: 860-548-7831  
email: [mcfscfr@rh.edu](mailto:mcfscfr@rh.edu)

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### **SCR SUMMER CASE WORKSHOP 2005**

Idaho State University  
July 14-16, 2005  
Contact Bill Stratton, Dean  
School of Business, Idaho State University  
Pocatello, Idaho  
Phone: 208-282-4067  
email: [strabill@isu.edu](mailto:strabill@isu.edu) website: [www.sfcr.org](http://www.sfcr.org)

### **ASAC CASE TRACK 2005 Toronto, Ontario, Canada**

Call for Cases for the ASAC Case Track on May 28.  
Submission deadline January 30, 2005.

Join your Canadian Colleagues in Toronto, Ontario at  
their annual case discussions [held as part of the Administrative  
Sciences Association of Canada's (ASAC)] annual meetings May  
28 – 30, 2005. The ASAC Case Track will meet on May 28.

Authors of accepted cases will be expected to discuss the  
case at the annual ASAC Conference as well as participate in a  
round-table discussion where 5-6 other cases will be presented.

General inquiries and case submissions to:

The Laurier Institute  
School of Business and Economics  
Wilfrid Laurier University  
75 University Avenue West  
Waterloo, ON N2L 3C5  
Phone: (519) 884-0710, ext.6997  
Fax: (519) 884-9408  
E-mail: [laurinst@wlu.ca](mailto:laurinst@wlu.ca)

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### **CONGRATS!**

**James W. Camerius**, Professor of Marketing in the Walker L.  
Cisler College of Business at Northern Michigan University,  
Marquette, Michigan was recently recognized for setting a  
new record among faculty for serving the University. Profes-  
sor Camerius' 41 years surpassed the prior record of 40 years  
beginning with the founding of the University in 1899.

**S. Catherine Anderson**, McColl School of Business, Queens  
University of Charlotte, Charlotte, North Carolina for  
receiving the St. Martin's Press Award for Best Traditional  
Mystery for first mystery novel, Southern Fried (written as  
Cathy Pickens).

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*"One of the most effective methodologies in higher  
education is the use of group projects to teach  
communication and leadership skills, and to facilitate and  
manage the development of process skills..."*

*- R. S. Hubbard  
University of Southern California*

# North American Case Research Association

“Promoting Excellence in Case Research,  
Writing, and Teaching”

## MISSION STATEMENT

The North American Case Research Association (NACRA) is a nonprofit, voluntary professional association writing, and teaching in business and other academic disciplines. We seek to accomplish our mission through a set of interrelated activities, including the following:

- Sponsoring an annual meeting for the presentation and improvement of new, peer-reviewed cases and papers on issues related to case pedagogy;
- Publishing a quarterly peer-reviewed journal, the Case Research Journal, the premier journal for outstanding teaching cases grounded in research;
- Promoting the worldwide distribution and use of NACRA cases in multiple media throughout the world;
- Providing professional development seminars and activities aimed at enhancing skills in case research and pedagogy within academic institutions and professional associations; and
- Supporting the work of NACRA-affiliated regional organizations and collaborating with other professional organizations having complementary objectives.

NACRA Mission Statement  
as approved by  
the Executive Board  
February 7, 2000

Please forward this form to interested colleagues:

## NACRA New Member Application Form

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Last Name	First Name	Initial	Date
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University/Organization	Title/Position
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Office Address	City	State/Province	Zip	Country
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Home Address	City	State/Province	Zip	Country
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Office Telephone	Resident Telephone	Fax Number
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Preferred Mailing Address: \_\_\_\_\_ Business \_\_\_\_\_ Home

Annual dues are US \$50. Library subscriptions are \$75 [does yours carry *CRJ*?]. Return this form with payment (international money order or check drawn on a US bank, payable to NACRA), to: North American Case Research Assoc., Dr. Robert P. Crowner, 3719 Meadow Lane, Saline, MI 48176.

## NACRA FEEDBACK

Name \_\_\_\_\_

School/Department \_\_\_\_\_

College/University \_\_\_\_\_

Street Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Campus phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Home phone \_\_\_\_\_

### Description of Professional Activities:

\_\_\_\_\_

\_\_\_\_\_

### Awards, Honors, and Accomplishments:

\_\_\_\_\_

\_\_\_\_\_

### General:

\_\_\_\_\_

\_\_\_\_\_

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### Suggestions for Newsletter improvements:

Attach an additional sheet if more room is needed

RETURN TO: **James W. Camerius, NACRA Newsletter Editor**  
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