

# NACRA

North American Case Research Association

## NEWSLETTER



Fall 2007

Northern Michigan University

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#### NACRA Newsletter

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Linda O. Cleary,  
Production Editor

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

### MEET OUR MEMBERS

Since our NACRA members are such an interesting and varied lot, we thought we would spotlight some of our members from time to time. Who better to lead off our *Meet the Members* segment than our Vice President of Membership, Sally Baack? Sally graduated with honors from the University of California, Berkeley, with a double major in Political Science and German. So how did a political scientist find her way to the study of management and strategy? "While studying in Germany, I realized that the shift of importance from political institutions to business institutions in the shaping of our life was something I was interested in." This led to entering the Ph.D. program in International Strategic Management at the University of Southern California (USC).

"When I entered the Ph.D. program at USC, I had never taken a business course. I didn't have any case study experience; I didn't even know what a case study was."

Her introduction to cases came when she asked to attend some MBA classes. "Since I didn't have an MBA, I decided to sit in on a couple of MBA classes, classes that were taught by the masters.

From this experience I learned so much about teaching with cases and I learned how powerful cases were for student learning."

As someone in between, neither an MBA student nor faculty, she had the opportunity to ask the professors questions about their teaching. "I'd ask 'Why did you teach the case that way?' They'd tell me their interpretation and I learned that everyone interprets a case differently. From conversations with the MBA students I learned a great deal about the student perspective, what questions students have and how the cases enhance their learning."

How has she benefited from case writing and teaching with cases? "First, I have learned more about my field through writing cases than from anything else. I have to decide what is important, why is it interesting, and how does it add value.

Second, from a scholarship standpoint, case research and teaching have forced me to think critically about how a case situation fits in—or not—with our conceptual or theoretical frameworks. This has been the greatest challenge for me – and the most exciting aspect



*Sally Baack*

of case research.

The cases I've worked on have given me interesting ideas for my non-case research." Sometimes a question raised by a student or issues from discussions with managers have sparked an idea that has led to non-case based research. Case writing is a great field for idea generation!

Other things she has learned: "I've learned how difficult case research is. And how hard it is to teach a case well. Finally, I have never written a study by myself. I have learned so much from my case-study co-authors."

Sally is an accomplished cellist who plays in a semi-professional symphony in the San Francisco Bay Area. She is also a new mom, working to integrate her work and life. What a challenging and exciting time!

**THE NACRA 2007 ANNUAL MEETING WILL BE HELD AT THE KEYSTONE RESORT, COLORADO, OCTOBER 18-20. DETAILS AT WWW.NACRA.NET**

## WHERE DOES THE MONEY GO?

NACRA is a financially healthy organization thanks to the stream of royalty income we receive from the distribution and reprints of *CRJ* cases, good stewardship of our resources, and responsible expense control by previous administrations. At the request of the Board of Directors for purposes of good governance, the Executive Committee commissioned a financial review of our 2005 financial statements by an independent public accounting firm, which confirmed our reports. The following observations provide an overview of our 2006 financial situation:

- Our objective for the annual meeting is to breakeven, which is harder to achieve than one might expect. For the San Diego meeting, expenses exceeded revenue by about \$2,000. (See the accompanying table for past meetings.) The main uncertainties in creating a budget for the meeting are 1) attendance, since all revenue and most costs are variable; and 2) differences in the rates and policies for various expense items at different venues (e.g., fees for AV equipment vary widely). One major expense is the Friday evening dinner which we have traditionally held offsite at a place of local interest. We know from our evaluation surveys that member opinions vary on the value of this tradition, and we will continue to evaluate it for each conference site. Including meals in the registration fee makes it seem higher than some conferences (e.g., the Academy of Management) but we value the professional networking that occurs when everyone eats together rather than dispersing away from the conference in the evenings.

- Our membership fees (\$50 annual) roughly cover the administrative expenses of the organization including travel, telecommunications, postage, newsletter, credit card fees, insurance, and professional fees.
- Our discretionary income comes from the royalty fees and interest income. Last year, that income covered the administrative costs of the *CRJ*, the cost overrun on the conference, and the choices we made to invest the balance.
- The major choices we made for the remaining resources were: (1) to compensate the *CRJ* editor (\$20,000/ year) because of the enormous time commitment involved that precludes other summer income opportunities; and (2) investment in web development still underway, to improve the efficiency of the *ACSARS* journal review system.
- In addition, as in previous years, we have felt it prudent to maintain two designated contingency funds, one for the conference and one for the journal. Last year we learned that if we had not been able to transfer our New Orleans conference deposit to San Diego, we would have incurred a large loss. While we are optimistic about our publishing relationship with XanEdu, past turnover in publishers of the *CRJ* suggests that we should be prepared to self-publish if necessary.

Reasonable people within the membership and the leadership group may disagree on our investment choices, but we will continue to make them with an eye to the future of NACRA as well as fulfilling its mission. To that end, we have pledged a minimum of \$20,000 in 2007-2008 to be awarded in grants for case development. We have also been spending money this year on activities promoting the visibility of case research such as a mailing to AACSB business school deans, and a

nice brochure for the Denver meeting.

Your questions and suggestions on financial matters for me or Bob Crowner, our Treasurer, are always welcome and valued.

*Debbie Ettington*  
NACRA President

### Conference Comparison (\$)

	Banff (2002)	Tampa (2003)	Sedona (2004)	Cape Cod (2005)	San Diego (2006)
Income	52,573	48,910	61,994	57,598	50,073
Expenses	42,182	49,678	63,233	48,342	52,399
Net Con.	10,391	(768)	(1,239)	9,256	(2,326)

\* \* \* \* \*

### NACRA 2006 P&L Summary (\$ thousands)

#### Income

Conference	50.1
CRJ libraries	4.7
Dues	18.8
Royalties	56.8
<b>Total Income</b>	<b>130.4</b>

#### Expenses

Conference	52.4
Administrative	19.7
CRJ Editor	20.0
CRJ expenses	10.7
Web development	11.1
<b>Total Expenses</b>	<b>113.9</b>

Net Ordinary Income	16.5
Interest Income	9.7
<b>Net Income</b>	<b>26.2</b>

(\$20,000 earmarked for grants.)

The CASE Association and Eastern Academy of Management had their annual conferences from May 16 – 19 at the Hyatt Regency in New Brunswick, NJ. At the CASE conference advanced cases-in-progress, research papers and symposia, student authored and embryo cases were discussed using the roundtable format. Best cases were recognized with awards given for: the Best Mentored Case, Best First Case and the Fellows Best Case.

As many of you already know CASE and EAM have lost a friend and leader, Barry Armandi, who passed away unexpectedly in November. In recognition there will be an All Conference Mentoring Symposium as a tribute to Barry and other mentors. In addition, the CASE Proceedings will also be dedicated to Barry.

*The CASE Journal* has published Volume 3, Issue 1 in November with Issue 2 expected later this year. All published cases are distributed by the PRIMIS in the U.S. and the European Case Clearing House (ecch) throughout the world.

The CASE website, [www.caseweb.org](http://www.caseweb.org), has been completely revamped and looks great. Also, *The CASE Journal (TCJ)* has a new logo. Learn more about CASE and its skill building offerings, along with *TCJ* at the site. The 2008 CASE Association conference will be held at Washington DC., along with EAM. The deadline for submissions is approximately December 1, 2007.

*Tom Leach*  
*University of New England*

After having served as Editor of the *Case Research Journal* for almost two years, it seems to me that an academic journal has three purposes.

First, a journal establishes a subject or topical area in which it wishes to operate. As a part of this process, it sets an editorial philosophy and policy. These decisions guide the determination as to the types of intellectual contributions the journal's editorial board and editors will consider. The *CRJ* has established a policy of publishing field-researched, decision-focused teaching cases that deal with real decisions faced by real organizations. We have also published a number of articles on case writing and teaching.

We require that our cases have an accompanying instructor's manual to assist in teaching the case and to illustrate the case's links to concepts and theories in the subject area. Both our cases and the instructor's manuals are subject to our double blind, peer-review process. We will not publish an outstanding case unless it has an outstanding instructor's manual.

Second, a journal serves as a tool for validating the intellectual contribution's quality. We choose reviewers who have both academic knowledge and case writing experience in the case's subject area. These reviewers serve to affirm the case's integrity and its academic and pedagogical contributions. In addition, reviewers serve a developmental purpose. They make suggestions to the author(s) as to how he/she/they can improve the article or

case. Thus, CRJ reviewers and editors spend much time in the review process making suggestions as to how an author can improve the case and make it truly outstanding. We look for ways to help the author improve the case rather than for reasons to reject it.

Finally, a journal serves as a method to disseminate knowledge. Our purpose is to encourage not only case development but also the widespread use of cases. We believe that cases can make a significant contribution to learning. We want to publish cases that instructors and students will find interesting, useful, and valuable in allowing students to apply what they are learning to real problems that real managers and organizations face.

As you can see, the process focuses on dissemination. We gather faculty who have knowledge and experience in an area, set some criteria for publication, work with authors to develop and validate their work, and publish that work in order to make it widely available.

Thus, as we consider cases, one criterion is whether the case will be of interest to instructors and students in the targeted courses or programs. We want to publish cases that instructors will want to adopt and that students will want to discuss.

As a part of the dissemination process, we have expanded our distribution over the past few years to include agreements with XanEdu, Pearson Custom Publishing, McGraw-Hill Primis, Study Net, and others so that we are not just

dependent on the printed *CRJ*. We also make our instructor's manuals available to faculty through these online services. We are also now sending an e-mail to all NACRA members each time XanEdu posts a case, letting members know that case is ready for adoption. We do this as soon as a case is ready and do not have to wait until we publish the next *CRJ* issue in order to begin dissemination. This will help us have a steady stream of new cases available.

Finally, we are beginning to offer our cases in languages other than English. Please see the article on this new policy elsewhere in this newsletter. As I noted in my comments at the beginning of 26:1, we are the North American Case Research Association. We want to serve the Spanish- and French-speaking faculty members and students in North America and encourage them to use our cases. We will not publish every case in multiple languages, but where an author wants to publish in Spanish or French (or any other language), we will publish the translated *CRJ* case in that language through XanEdu and eventually through our other partners. This also applies to previously published *CRJ* cases.

We are pleased with the *CRJ*'s continued development and look forward to working with our authors, reviewers, and publishing partners to disseminate "outstanding teaching cases grounded in research."

*Lew Brown*  
*Editor, CRJ*

## CRJ AVAILABLE IN OTHER LANGUAGES

In order to increase the dissemination of *Case Research Journal's* cases, we will occasionally publish both the English language version of a case as well as the same version in Spanish or French. We published Michael Porter's speech in English, Spanish, and French in Volume 26:1.

In volume 26:2, we are publishing "Petrobras: Its First Child" in both English and Spanish. Both the case and teaching note will be available in both languages through XanEdu and, after one year, through our other publishing partners. Because Petrobras is a Brazilian company, we are also going to make the case available in Portuguese through XanEdu. Professors Javier J. O. Silva, Fernando Zerboni, and Esteban Coppelillo, of IAE Business School, Austral University, and Andrés Chetman of Baylor University are the authors of this case. The authors provided the translated cases.

We will occasionally publish cases in other languages in the *CRJ* when the editor believes there to be value in doing so. However, we will allow any author, including authors of previously published cases, to publish the case accepted for *CRJ* publication in French or Spanish or any other language. Once the author submits the translated case and teaching note to us, we will provide it to XanEdu. XanEdu will produce the case in the same format as other *CRJ* cases and make it available through its normal service. NACRA and the author(s) will earn royalty payments on these cases just as we do now. As is our policy, authors must be an active member of NACRA to earn royalties.

We believe this is an important step for the *Case Research Journal* and will increase the use of our cases. Please see the "From the Editor" column elsewhere in this newsletter.

Please feel free to contact me if you have questions about this policy.

Lew Brown  
Editor, *Case Research Journal*

## NACRA ANNUAL MEETING, 2007

The North American Case Research Association's 2007 Annual Meeting will be held October 18-20, 2007 at Keystone Resort.

Keystone Resort spans about seven miles along the Snake River and is the closest destination resort to Denver International Airport (DIA)—approximately 80 miles from the airport. Many restaurants, shops, accommodations, and activities are within walking distance of the Conference Center. Navigating the full expanse of the resort can be done using the complimentary intra-resort shuttle system.

More conference information and updates are available on the web. Just go to the NACRA website ([www.nacra.net](http://www.nacra.net)) and then click on "Annual Meeting – 2007."

### Here are few reminders and tips:

1. Register for the conference by September 1, 2007 to avoid a late registration surcharge. You may register online.
2. Hotel/resort reservations should be made directly with Keystone Resort & Conference Center. The Resort will not hold our block of rooms beyond September 1, so make your reservations as soon as possible. You may do so online or by calling Keystone at 800.258.0437. The group code for this conference is CGNACR. Single rate: \$135.
3. If you are flying into Denver and need transportation to Keystone, then you should make those reservations in advance. Keystone recommends Colorado Mountain Express as a competitive and reputable

provider. They can be contacted by telephone at 800.525.6363. The rate is \$62.30 per person one way with our discount code: NACRA (what a coincidence!). You may charter an entire van for \$380, which can then carry a maximum of 10 passengers.

4. If you are driving or renting a car, the Resort address is 21996 U.S. Highway 6, Keystone, Colorado 80435. (I was able to map it use E. Keystone Rd, Dillon, CO 80435.)
5. If you are a Newcomer and/or a participant in the Embryo Track take a moment to read the Newcomer's Guide that is available online. Both the Newcomer's Workshop and the Embryo Track Coaching Session take place on Thursday, October 18.
6. Case Roundtables begin Friday morning and then conclude Saturday morning. The success of these roundtables—which are really the organizing principle of the conference—hinges on the preparation and participation of all roundtable members. Furthermore, we need all the case-writers to attend all the roundtable sessions – not just the one in which their case is discussed. Please let your track chair know well in advance if you foresee any problem in attending all the roundtable sessions.
7. Contact Jim Fisher, NACRA Vice-President of Programs with any general questions or your track chair with any specific questions about your role in the Case Roundtables.

Jim Fisher  
[fisherje@slu.edu](mailto:fisherje@slu.edu)

## NACRA IS TRI-LINGUAL

Dans le numéro récent du *Case Research Journal*, est-ce que la possibilité de lire en français et espagnol le discours du Professeur Porter à la NACRA vous a surpris? Nous soulignons que la NACRA couvrit toute l'Amérique du Nord et que nos membres enseignent et publient en multiples langues.

En el reciente *Case Research Journal*, se sorprendieron al leer el discurso del profesor Michael Porter en espa-ol y frances así como en ingles? Este es otra demostracion del amplio espectro que cubre la NACRA. Saludamos a nuestros miembros que estan escribiendo casos y ense-ando en otros idiomas a demas del ingles.

In the recent *Case Research Journal*, were you surprised to read Professor Michael Porter's NACRA speech in Spanish and French, as well as English? This is yet another reminder of the broad North American scope of NACRA. We salute those of our members who are teaching and writing cases in languages other than English.



## AWARDS FOR OUTSTANDING CASES

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As you polish and revise your case submission for the October NACRA meeting, be aware that there are awards for outstanding cases presented at the meeting. Last year's winners were:

- **Outstanding Student-Authored Case:** "The Fun Group" by Ernie Contreras and Jessica Withrow, with Joseph Kavanaugh as Faculty Supervisor
- **Ruth Greene Memorial Case Award (for authors outside the U.S and Canada):** "IBM Barcelona Lab" by Javier Busquets and Joan Ramon Mallart
- **Gold Best Workshop Case Award:** "Degussa AG and the Holocaust Memorial" by Al Rosenbloom and Ruth Ann Althaus
- **Silver Best Workshop Case Award:** "West Michigan Whitecaps" by Ram Subramanian, Jaideep Motwani, and John Rumery.
- **C. R. Christensen Outstanding Teaching Case Award:** "Nathan Giles" by Ashak Rao.

This year, awards will also be available for the outstanding case in business ethics (Emerson Center Award), the outstanding case in health care management (Philip D. Cooper Award), The Curtis E. Tate Jr. Award (in connection with the *Case Research Journal*), and The Directors College, Canada, Award for Excellence in Corporate Governance. In addition, there is the Outstanding Newcomer Case Award for a case whose author is a first-time presenter at a NACRA roundtable.

"Will your case be among this year's winners? We hope we'll be applauding you at Keystone."

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## WELL-EARNED THANK YOU'S

I'd like to update you on a couple of our initiatives to support the value of case research. This has consistently been expressed as a priority for NACRA by member surveys and informal feedback.

First, thanks to Lew Brown's engaging negotiating style, XanEdu (publisher of *CRJ*) agreed to pay for a mailing to all deans of AACSB schools in North America. The mailing includes a complimentary copy of *CRJ* 26 (1) with a reprint of Professor Michael Porter's speech affirming the value of case research, plus enclosures.

Second, we have issued a RFP for grants supporting case research. Some of our objectives for these grants are to attract more faculty to case research and writing, and to support work on important case development that might involve costly field visits or other resources. (See enclosed letter and flyer.)

Finally, we hope you are planning your submission for this year's conference in Keystone, CO (Oct. 18-20). The submission deadline is June 11. See the web site ([www.nacra.net](http://www.nacra.net)) for submission and conference information. Jim Fisher, VP Programs, is developing a wonderful program for us in the lovely CO mountains. Hope to see you there!

*Debbie Ettington*  
NACRA President 2007

Thank you for using the XanEdu website to adopt cases for your classes. Your use of XanEdu benefits all of us. Please also be aware that we continue to work with the textbook publishers to have cases available for textbook adoptions and course packets. If someone wishes to adopt a case that has presented at a workshop but not published in the *CRJ*, the author must be contacted directly and grant permission for the use of the case as well as my having to grant permission. If you need any help with any of your case adoptions, please contact me at: [aundreag@stedwards.edu](mailto:aundreag@stedwards.edu). See you in Colorado in October!

*Kay Guess*

## NEWS FROM ASAC

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Greetings from your Canadian case writing colleagues. The Case Division of the Administrative Sciences Association of Canada (ASAC) is NACRA's Canadian partner. ASAC is an association of management schools which holds an annual research conference in June. It represents virtually all management disciplines, and welcomes conference participation by non-Canadians.

From June 2-5, 2007, ASAC held its conference in Ottawa, Ontario. Ottawa, the capital of Canada, is a great city to experience in June. In the Case Division, held on the first Saturday of the conference, over fifty cases were presented, a new record. Case Division participation has been increasing each year. At our meetings we encourage our members to send cases to the NACRA conference in October.

This year Lew Brown, Editor of the *Case Research Journal*, taught a seminar on case writing jointly sponsored by the Case and Management Education Divisions of ASAC. We are grateful to Lew providing his substantial expertise to our case writers.

Next spring, the ASAC Conference will be held from May 24-27, 2008 at Dalhousie University in Halifax, Nova Scotia. For those who enjoy a maritime location, Halifax is a great destination. The submission deadline for your cases is January 31, 2007. Conference information is available on the ASAC web site, [www.asac.ca](http://www.asac.ca). For specific case submission information, check from the link on NACRA's web site, or directly at <http://www.wlu.ca/sbe/cases/ASAC>.

We are looking forward to see you in Colorado in October 2007, and recommend that you consider visiting us in Halifax in May 2008.

*Charles Mossman*  
Canadian NACRA Representative  
University of Manitoba

## **North American Case Research Association Appointed and Elected Officers (2006-07)**

<u>Office</u>	<u>Person</u>	<u>Telephone #</u>	<u>E-mail address</u>	<u>Listserve</u>
<b>Elected Officers (board members):</b>				
President	Deborh R. Ettington	814-863-4483	dettington@psu.edu	EC
Immediate Past President	Rebecca J. Morris	402-554-3542	rmorris@mail.unomaha.edu	EC
President-Elect	Michael F. Welsh	803-777-9118	mwelsh@gwm.sc.edu	EC
VP Programs	James Fisher	314-977-3854	fisherje@slu.edu	EC
VP, Programs-Elect	Marlene Reed	254-710-4868	Marlene_Reed@baylor.edu	EC
VP, Case Marketing	Aundrea (Kay) Guess	512-448-8562	aundreag@stedwards.edu	EC
VP, Membership	Sally Baack	415-817-4312	sbaack@sfsu.edu	EC
VP, Communications	Mary Kay Sullivan	865-981-8234	marykay.sullivan@maryvillecollege.edu	EC
<b>Appointed Officers (board members)</b>				
Secretary / Treasurer	Bob Crowner	734-429-5032	rpcnacra@worldnet.att.net	EC
Editor, CRJ	Lew G. Brown	336-334-4539	lgbrown@uncg.edu	EC
Proceedings, Co-chairs	Tom Hinthorne	406-657-2099	thinthorne@msubillings.edu	BD
	Patricia Holman	406-657-2035	pholman@msubillings.edu	BD
Editor, Newsletter	James W. Camerius	906-227-1245	jcameriu@nmu.edu	BD
<b>Regional Directors</b>				
Canada	Charles Mossman	204-474-9985	Mossman@ms.umanitoba.ca	BD
Eastern (CASE)	Tom Leach	207-602-2565	tleach@une.edu	BD
Mexico	Jorge Gonzales	52-33-3669-3000 x3908	jgonza@itesm.mx	BD
Midwest (SCR)	Joe Thomas	615-898-5652	jgthomas@mtsu.edu	BD
Southeast (SECRA)	Robin Guill Liles	336-334-7916 x3232	rgliles@ncat.edu	BD
Southwest (SWCRA)	Marlene Reed	254-710-4868	Marlene_Reed@baylor.edu	BD
West (WCA)	Jeffrey Shay	406-243-5880	jeff.shay@business.umt.edu	BD
Director at Large	James W. Camerius	906-227-1245	jcameriu@nmu.edu	BD
Director at Large	Margaret Naumes	603-868-7080	margaret.naumes@unh.edu	BD
Webmaster (07)	Christian Ratterman		webmaster@nacra.net	

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

### *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. **Please make sure that cases are not simultaneously under review for another conference or journal.**

### **THE SOCIETY FOR CASE RESEARCH**

2008 Annual Meeting  
Drake Hotel in Chicago  
April 2-4, 2008

Call for Papers--Mini-  
Cases--Panel Topics and  
Embryo Cases for  
Evaluation and  
Development

The SCR is one of eleven  
autonomous associations  
that meet together each  
spring in Chicago for an  
annual conference  
coordinated by MBAA  
International. Attendees  
may submit papers to  
multiple organizations  
meeting at the conference  
([www.mbaaconference.org/  
conf.htm](http://www.mbaaconference.org/conf.htm) for details).

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### **WACRA 2007-2008 MEETINGS**

24th International  
Conference  
16th Casewriter's  
Workshop & Colloquium  
Guadalajara, Mexico  
July 1-4, 2007

ACT-Creative Teaching  
Conference  
Munich, Germany  
January 3-6, 2008

"WACRA 2008"  
Napier University  
Edinburgh, Scotland  
June 29-July 2, 2008

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

### **2008 NACRA MEETING IN NEW HAMPSHIRE**

If you've never seen the  
leaves in the fall in New  
England, next year's meeting  
will give you that chance.  
The NACRA Annual  
Meeting will be Thursday,  
October 30, through  
Saturday, November 1, 2008,  
in Durham at the University  
of New Hampshire. Those  
who attended the last  
meeting at this site are still  
raving about the facility,  
food and beauty of the area.

If you are interested  
in serving as Track Chair for  
that meeting, presenting a  
paper or symposium, or  
assisting with the program in  
any way, contact Marlene  
Reed. Contact information is  
as follows: (245) 710-4868 or  
[Marlene\\_Reed@baylor.edu](mailto:Marlene_Reed@baylor.edu).

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### **JOHN MOLSON MBA CASE WRITING COMPETITION 2008**

The purpose of the  
competition is to generate  
unpublished and unused case  
studies to be used during the  
2008 John Molson MBA  
International Case  
Competition. Cases must be  
submitted no later than  
October 31, 2007. For more  
information contact:

Isadora Ramirez  
Director, John Molson MBA  
Case Writing Competition  
1455 de Maisonneuve Blvd.  
W., GM 1002-02  
Montreal, Quebec, Canada  
H3G 1M8  
[casewritingcomp@jmsb.concorida.ca](mailto:casewritingcomp@jmsb.concorida.ca)

### **IVEY PUBLISHING**

The newest cases from the  
Ivey case collection are  
available for review. Please  
visit the New Cases area of  
the Ivey Publishing website  
to see the details for cases  
registered within the past  
four months. Registered  
users can sign in and, if  
authorized, view the full text  
of cases at no charge. If  
you need help accessing  
your account, please email  
[cases@ivey.uwo.ca](mailto:cases@ivey.uwo.ca) for  
assistance.

You can also use our  
CaseMate service to search  
for course materials. This is  
an easy way for you to find  
cases that have already  
been matched to your  
textbook. CaseMates for  
more than 90 books are now  
available!

The Ivey Business  
School at the University of  
Western Ontario is the  
world's second largest  
producer and distributor of  
business case studies, with  
over 80 years of case writing  
experience. Over 75% of our  
current collection of more  
than 2,200 cases have  
teaching notes available.

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[http://cases.ivey.uwo.ca/  
cases](http://cases.ivey.uwo.ca/cases)

### **NACRA 2007 NEWCOMER SESSIONS AND EMBRYO TRACK AT KEYSTONE MEETING**

If you are a regular attendee at  
NACRA, please encourage  
friends of yours who are new  
case writers or just  
contemplating being a case  
writer to attend this meeting.  
The Newcomers Sessions will  
be on Thursday morning and  
will include a session on  
teaching with cases (with a  
demonstration by David  
Rosenthal) and a session on  
writing cases for publication  
(led by Lew Brown, Editor of  
*Case Research Journal*).

On Thursday  
afternoon, there will be  
Embryo Case feedback  
sessions in which a couple of  
experienced case writers will  
meet with three or four writers  
of embryo cases to give  
guidance on taking an idea for  
a case to the completed case  
stage. These sessions are for  
new case writers only and  
present a valuable  
opportunity for new writers to  
get assistance.

# 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

# NACRA FEEDBACK

Name \_\_\_\_\_  
 School/Department \_\_\_\_\_  
 College/University \_\_\_\_\_  
 Street Address \_\_\_\_\_  
 City, State,  
 Zip \_\_\_\_\_  
 Campus phone \_\_\_\_\_  
 Email \_\_\_\_\_

## Description of Professional Activities:

\_\_\_\_\_  
\_\_\_\_\_

## Awards, Honors, and Accomplishments:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## General:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Suggestions for Newsletter improvements:

## Attach an additional sheet if more room is needed

### RETURN TO:

Professor James W. Camerius,  
NACRA Newsletter Editor  
Walker L. Cisler College of Business  
Northern Michigan University  
1401 Presque Isle Avenue  
Marquette, MI 49855

Please forward this form to interested colleagues:

## NACRA New Member Application Form

Last Name	First Name	Initial	Date	
University/Organization		Title/Position		
Office Address	City	State/Province	Zip	Country
Office Telephone	E-mail address			

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.