

NACRA

North American Case Research Association

NEWSLETTER



Fall 2006

Northern Michigan University

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NACRA Newsletter

Editors:
James W. Camerius,
Chief Editor
College of Business
Northern Michigan University
Marquette, MI 49855

Linda O. Cleary,
Production Editor

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

HARVARD PROFESSOR ADDRESSES NACRA

NACRA attendees to the NACRA 2005 meetings in Cape Cod appreciated the opportunity to hear Michael E. Porter, Bishop William Lawrence University Professor, based at Harvard Business School, deliver a major speech which affirmed the role of case research and the case method of instruction.

Professor Porter's core field is strategy, and this remains the primary focus of his research. He is the author of 17 books and over 125 articles, is a leading authority on competitive strategy and the competitiveness and economic development of nations, states, and regions. He received a



Professor Michael Porter

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NACRA IN WACRA DOWN UNDER, 2006



The 23rd WACRA International Conference held in Brisbane, Australia, July 2-6, 2006, featured a colloquium that was designed to assist case writers to write, improve, and publish their cases. A panel made up of NACRA members, pictured above, left to right: Jim Camerius, Northern Michigan University, Colloquium Director; Peggy Naumes, University of New Hampshire; John Seeger, Bentley College; Marilyn Taylor, University of Missouri at Kansas City; and Bill Naumes, University of New Hampshire, discussed cases submitted for discussion at the Colloquium. John Seeger and Marilyn Taylor both presented papers in a symposium called "Case Gone Live." Bill and Peg Naumes also served as session chairs and discussion leaders at the international meeting.

**THE NACRA 2006 ANNUAL MEETING WILL BE HELD IN SAN DIEGO, CALIFORNIA
OCTOBER 19-21. DETAILS AT WWW.NACRA.NET**

A MESSAGE FROM THE PRESIDENT: NACRA'S CURRENT AND FUTURE CHALLENGES

Being President of NACRA this year has been simultaneously fantastic and challenging.

There are many very positive aspects to NACRA. We have a long tradition in case writing, research and teaching that provides a strong foundation for credible expertise. We have a passionate membership that continues to support and grow the organization. NACRA has benefited from strong leadership over the years and continues to benefit from the active participation of many past presidents. How many other organizations can introduce ten or more past presidents at their annual meetings? I am constantly thankful for their contributions in putting NACRA on a positive path. The *Case Research Journal* remains the premier outlet for case publication and our current and former editors are committed to continuing its excellence. NACRA also has a strong financial position due to all the royalties earned by our talented case authors.

Despite all these positives, NACRA also faces many current and future challenges. The Executive Committee has been spending a great deal of time this year addressing some of these challenges. Among the current challenges we've been addressing are the following:

- **Finding a new publisher for the *Case Research Journal*.** We were notified last year that our contract with Pearson would not be renewed. A task force including current and former journal editors (Linda Swayne, David Rosenthal and Lew Brown) secured a new publisher—XanEdu, a division of National Archive Publishing Company. Contract negotiations and ironing out the logistics of this change have been a major focus for the Executive Committee over the past year. Once this change is implemented, NACRA members will be able to preview accepted cases online before the printed copy of the journal is prepared. We are excited about this change and look forward to a long and productive partnership with XanEdu.

- **Finding meeting locations for future annual meetings.** It is an ongoing challenge to find attractive and affordable meeting locations that have sufficient break-out spaces for our workshop format. We have studied feedback surveys from previous annual meetings to ensure that we select locations that we hope will excite you. Look for announcements of the 2007 and 2008 meeting locations at the San Diego meeting.

- **Improving the functionality of the ACSARS system and NACRA's web site.** Enhancements to the Automated Case Submission and Review System (ACSARS) have been made to improve its functionality for editors, reviewers and case authors. We have also taken steps to move these systems to an independent server so that neither ACSARS nor the NACRA web site will be disrupted when the editor or web master changes. These changes have also enabled the tighter integration of our journal web site with the NACRA site. Look for future announcements about our new online membership and conference registration systems.

- **Planning the 2006 NACRA meeting in San Diego.** As Program-Chair Mike Welsh will tell you, there are a myriad of details that must be addressed to ensure that the annual meeting runs smoothly. The biggest challenge is figuring out how to provide a great conference experience while maintaining the same registration fee.

- **New initiatives.** At the time of this writing, these are not far enough along to announce. The Executive Committee has been exploring several initiatives designed to enhance NACRA's image and to further NACRA's mission to "promote excellence in case research, writing and teaching." We'll be sharing these ideas with you in future newsletters and in announcements in San Diego.

These challenges have occupied most of our time so far this year. I am amazed at how quickly my time as President of NACRA has passed. While we have attempted to address the most pressing challenges NACRA faces, there are some challenges that are ongoing. These challenges include the following:

- **Enhancing the image of case writing and research.** We know from past surveys of our membership that this remains an important and ongoing focus for NACRA. We have tried many things in the past, but have been disappointed with their impact. How do we improve the perception of the quality of case research and writing among deans and our peers? Your ideas are welcome. Please email me at Rmorris@unomaha.edu to share your thoughts on how we might enhance the image of case writing and research.

- **Encouraging new case writers.** This is an important part of our mission as a professional organization. How do we encourage more people to take on case research and writing? This is especially difficult since we know that in many institutions, case research and writing is not as highly valued in promotion and tenure decisions as empirical research. Once again, your suggestions are appreciated.

- **Encouraging new people to take active roles in NACRA.** We are in need of new people who would be committed to NACRA's mission and want to help shape the future of NACRA. See Debbie Ettington's article on this topic in another section of this newsletter. We most definitely need YOU!

What do you think NACRA should do next? I am sure I haven't identified all the issues that NACRA should be addressing in the future. Send me an email at Rmorris@unomaha.edu if you would like to share your ideas.

Rebecca J. Morris
NACRA President
University of Nebraska at Omaha

WALT GREENE RETIRES

Walter E. Greene retired from the University of Texas Pan American after 38 years of college teaching. (The last 20 were at UTPA.) Walt is now pursuing full time consulting as President, Greene & Associates.

CASENOTES

The CASE Association held its 30th Anniversary annual conference May 10-13, 2006 at Saratoga Springs, NY., under the direction of President Gina Vega. 42 cases were submitted, which was the highest number of submissions for a single conference to date. CASE has had a long and positive association with the Eastern Academy of Management and although it has always been a separate organization, it has held its annual conference along with EAM. CASE's record high number of case and article submissions, along with workshops and panels, resulted in one-third of the total sessions at this year's EAM/CASE conference. Special recognition was paid to Gina at the Presidential Luncheon for her dedication and leadership as president and was named a Fellow of CASE.

The All-conference Joint EAM/CASE 2006 Plenary Session, "21st Century Learning: Leadership Lessons from Case Research, Teaching and Scholarship with CEO Jan Eyvin Wang", was conducted in a panel-style format. The keynote address was made by Mr. Jan Eyvin Wang, CEO of United European Car Carriers, a major Norway-based shipping firm. The panel members were: Douglas T. (Tim) Hall, the Morton H. and Charlotte Friedman Professor of Management at Boston University; David J. O'Connell, Associate Professor of Managerial Studies and DBA Program Director at St. Ambrose University; Jack McCarthy, Assistant Professor of Business at the University of New Hampshire and Program Coordinator of the undergraduate Business Program at the Manchester campus, where he was the college's recipient of the 2005 Teaching Excellence Award. McCarthy also serves as a Visiting Faculty in the Executive MBA Program at Boston University. In addition, he was elected to become the Vice President of Programs at the May, 2006 CASE Board meeting. The three panelists were awarded the CASE Association's "Best Case in Progress Award" in 1998 for a case (Ingar Skaug and Wilhelmsen Lines: Leadership in Organizational Transformation) that profiled the leadership challenges at Wilhelmsen Lines, a large Norwegian shipping firm, following a terrible tragedy

when many members of the company's management were killed in a plane accident. Mr. Wang served as President of Wallenius Wilhelmsen Americas, a large operating division of the \$2 billion global firm and played an instrumental role in the company's development and success. The faculty panelists have collaborated on numerous research papers and publications about the firm, working closely with the Wilhelmsen management team over the past 10 years. The 2006 Plenary session probed and highlighted the many learning and leadership lessons, for academics and managers, from such a working relationship, all of which stemmed from the writing of a teaching case. Jack McCarthy made the arrangements for Mr. Wang's participation in the program.

Another highlight of the conference was the CASE 30th Anniversary party. Barry Armandi, David Desplaces, Jeannette Oppedisano and Gina Vega worked hard in making superb arrangements for the festivities. Comments were made by past CASE presidents that reflected on the importance of case research, the early days of the organization and its association with EAM. Good cheer and great pride were experienced by those attending.

The *CASE Journal* published Volume 2, Issue 2 in May, 2006. Herb Sherman, the first editor of TCJ has moved on to become the editor of *The New England Journal of Entrepreneurship*. Margaret Naumes is now TCJ's new editor. Special thanks and recognition goes to Herb for his inspirational leadership in starting TCJ, along with associate editors Barry Armandi and Alan Eisner, and to Peggy for her upcoming contributions. Barry and Alan will continue as associate editors. TCJ has received 60 manuscripts for its 4 issues with approximately a 15% acceptance rate. TCJ can be read at www.caseweb.org.

The 2007 CASE conference will be held in May at New Brunswick, NJ. The submission deadline is December 1, 2006.

Tom Leach
University of New England
tleach@une.edu

ASAC CASE DIVISION NEWS

Greetings from your Canadian colleagues. We are looking forward to the San Diego conference in October.

On June 3, 2006 the Case Division of the Administrative Sciences Association of Canada (ASAC) met in Banff, Alberta. The Case Division is associated with NACRA, and holds its meetings a day before the rest of the ASAC conference. This year we discussed over forty cases in seven tracks. This is a record for the ASAC Case Division.

We were pleased that Lew Brown represented NACRA and the *Case Research Journal* at our conference. We encouraged ASAC members to submit cases for the NACRA conference. As always, the experience in Banff this June was exceptional. However, there was no snow, unlike the NACRA conference experience in the fall three years ago.

June 2-5, 2007, ASAC will hold its next conference in Ottawa, Ontario. Ottawa, the capital of Canada, is a great city to experience in June. It has many tourist attractions, such as the Parliament Buildings, the National Art Gallery, and the Museum of Civilization.

The ASAC Case Track will be held the first Saturday of the conference, June 2, 2007. This allows attendees to attend research paper sessions from Sunday to Tuesday if they wish. Case Track discussions are similar to those at NACRA. The submission deadline is January 31, 2007. Conference information will be available during the fall of 2006 on the ASAC web site, www.asac.ca. We hope you will consider attending this conference and bringing your NACRA expertise.

Charles Mossman
University of Manitoba

"The test of any case is whether teachers select and use it."

ECCH
Spring 2006

WANTED: ACTIVE NACRA MEMBERS

Like all volunteer associations, NACRA is continuously in need of energetic volunteers to keep the organization running and to plan for its future. No matter whether your association with NACRA is new or longstanding, we need and value your participation. How can you help? Let us count the ways:

Annual meeting

- Case and paper/panel submitters
- Case and paper/panel reviewers
- Award committee reviewers
- Track chairs and associate track chairs
- Session chairs
- Local arrangements chair/committee (2007 in Denver; 2008 in Durham, NH) or would you like to champion a site for 2009 or beyond?
- Newcomers' workshop/embryo case coaches
- Registration desk attendants

Contact: VP Programs Mike Welsh for 2006 meeting in San Diego (mwelsh@gwm.sc.edu) or VP Programs Elect Jim Fisher for 2007 meeting in Denver (fisherje@slu.edu)

Case Research Journal

- Authors! – always in need of quality submissions
- Reviewers! – reading other cases and reviews will help you improve your own case writing
- Assistant Editor for Acquisitions: Proposed position to help with promotion to attract submissions
- Associate Editors
- Editor

Contact: Editor Lew Brown (lgbrown@uncg.edu)

Elected officer and board positions

- VP Programs Elect (automatic succession to VP Programs, President-Elect, President)
- VP Case Marketing (sign reprint permissions and manage distributor relationships) (2-year term)
- VP Membership (2-year term)
- Regional directors (elected by their respective regional associations)
- Directors at Large (3)

Contact: President Becky Morris (rmorris@unomaha.edu)

Appointed officer positions

- Treasurer
- VP Communications (proposed new position- may become elected)
- Proceedings Editor
- Webmaster
- Newsletter Editor
- Listserve Manager

Contact: President-Elect Debbie Ettington (dettington@psu.edu)

Professor Mike Porter -- cont'd from page 1

B.S.E. with high honors in aerospace and mechanical engineering from Princeton University in 1969, where he was elected to Phi Beta Kappa and Tau Beta Pi. He received an M.B.A. with high distinction in 1971 from the Harvard Business School, where he was a George F. Baker Scholar, and a Ph.D. in Business Economics from Harvard University in 1973.

Professor Porter's ideas on strategy have become the foundation for the required strategy courses at the Harvard Business School, and his work is taught in virtually every business school in the world. Among the many awards and honors won by Professor Porter during his career, he is now honored as the recipient of the 2005 Distinguished Contributor to Case Research and Teaching by the North American Case Research Association.

TATE AWARD FINALIST

Five cases have been selected as Tate Award finalists. The Curtis E. Tate Award is the highest award given to the outstanding case published during 2005. The award carries a cash prize of \$2000. The selected cases and their authors are:

A Disservice to Students

David W. Rosenthal and Brett Smith, Miami University

Grupo Garantia: Globalization, Competition, and Conglomerate Diversification in Brazil.

R. Jeffery Ellis, Babson College

Misdeeds at the Red Stallion Saloon

Premier Data Solutions Case.

Hugh Grove and Tom Cook, University of Denver

Oliver Burns, Cumberland Merchant Services

Yakima Filters: From Waste Tires to Clean Water

Anne T. Lawrence, Michael E. Solt, and Asbjorn Osland, San Jose State University

The winner of the Tate Award will be announced at the 2006 Annual Meeting of NACRA in San Diego. Congratulations to the finalists!

Linda Swayne

University of North Carolina-Charlotte

CRJ PUBLICATION STATUS

We have distributed issues 25:1 and 25:2, the first two issues for which I was responsible and the last two issues published under our contract with Pearson Custom Publishing.

Earlier this year, we executed a two-year publishing contract with XanEdu. We completed returning copyedited, author-proofed cases for 25:3 to XanEdu on April 19 and had all but one case for 25:4 submitted by the end of April. However, XanEdu has been in its "crunch" period preparing custom texts for the fall semester. This, and the fact that it was starting journal publication for the first time, has delayed publication.

I apologize for this delay. We believe that once we get through this first run, things will go smoothly and we will publish in a timely manner. Our plan is to begin making cases available through XanEdu as soon as we accept them for publication and they go through the copyediting process. Journal publication in hard copy will occur when we accumulate enough cases for an issue.

We will do our best to catch up and get the journal back on schedule.

*Lew Brown
Editor, CRJ*

ALAC's FIRST MEETING

Tec de Monterrey, Guadalajara Campus, held the first annual meeting of the Asociación Latinoamericana de Casos (ALAC) on its beautiful campus June 1-3, 2006, hosted by Jorge Gonzales. Invitations were sent to faculty in public and private universities in México and South America. Sixty-five faculty registered and 61 attended. Twenty-eight cases were included. Three cases were used in a panel presentation to illustrate how a round table worked, followed by roundtable discussions of 25 cases. In addition, several papers on case teaching and research were presented. A number of

the attendees had been to Harvard and Ivey for case teaching workshops.

ALAC's first meeting was a wonderful success and many members are interested in attending NACRA's meeting in San Diego. A planning committee was organizing for next year's meeting, development of a constitution and bylaws, and election of officers. We look forward to a productive and long-lasting relationship with the newest case research association. Welcome ALAC!

*Linda Swayne
University of North Carolina
- Charlotte*

MESSAGE FROM THE PRESIDENT ELECT

As I look forward to seeing many of you again at our 2006 meeting in San Diego, I am anticipating my upcoming term as President of NACRA by reflecting on our recent accomplishments and our future challenges. I recently revisited the work of the strategic planning committee chaired by Linda Swayne in 2004. As part of that effort we surveyed members about the main activities of the organization: the annual meeting, case publication, professional development, and case distribution. I'll review some of those survey results below. If you are interested in receiving a more complete summary of the 2004 survey, let me know and I'll email it to you.

- 1/3 of respondents had not attended a meeting in the past 5 years.
- 2/3 of respondents had submitted a case to *CRJ*, and 42% had published one.

- Satisfaction levels were high with the annual meeting (84%), especially the case roundtables (88%).
- Respondents had published cases in a wide variety of outlets besides *CRJ*- over 60 different outlets were mentioned!
- The value placed on case publication varied by institution. Interestingly, 65% reported that their deans were supportive. Colleagues may be less supportive.
- Respondents had several opportunities for professional development related to case writing besides NACRA, including workshops at other case organizations, disciplinary meetings, and universities.
- Respondents belong to a wide variety of other professional associations- 120 different ones were mentioned. The most common one

- reported was the Academy of Management (46%).
- Respondents use cases in their teaching from a variety of sources. Harvard was the source most commonly used (87%). 1/3 had not used NACRA cases themselves.
- Few respondents were using NACRA's distribution partners to obtain their cases for classroom use.

When asked about priorities for spending the royalty income earned by adoption of NACRA cases, a significant percentage of respondents (about 1/4) were neutral or not sure about what areas they supported. The strongest levels of support were expressed for the following areas:

- Campaign to increase awareness of NACRA/ *CRJ*/ case writing

- Scholarships: developing countries
- Scholarships: jr. faculty/ new writers
- Honorarium *CRJ* editor
- Additional journal outlet
- Outreach to disciplinary organizations and underwrite annual meeting cost

As indicated by these data and informal communications with NACRA members, NACRA faces a number of strategic issues as we continue to pursue our mission. I will comment on just two of them here- the credibility of case research, and NACRA's organization and leadership. I welcome your ideas and encourage your involvement as we move NACRA forward together.

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MESSAGE FROM THE PRESIDENT ELECT, *continued from page 5*

1) Credibility of case research

What role can/should NACRA play in increasing the credibility of case research? NACRA clearly cannot fight this battle alone, yet it is a central concern for our mission and for the careers of many of our members. Our recent activities have focused on further strengthening and promoting the *Case Research Journal*. We introduced an honorarium for the *CRJ* editor in recognition of the huge commitment involved in this critical role. By providing an honorarium we can at least offset the summer earnings opportunities foregone because of the demands of the job. Under Dave Rosenthal's leadership we invested in ACSARS (with the significantly generous contributions of Miami University) and are continuing to invest in database development to streamline the administrative aspects of editing the journal.

Ensuring an ongoing publisher has been a time consuming but critical activity led by current and past editors. We are hopeful that when our new partnership with XanEdu is up and running we will be able to collect and provide better data to authors on the adoption of their cases. These data could be used to document the impact of their scholarly work for P&T purposes. Past Presidents John Seeger and Anne Lawrence foresaw the value of ensuring royalty income for case authors, and the efforts they initiated to broaden distribution of NACRA cases continue to grow. Broader distribution brings not only royalties to the authors and to NACRA,

but broader impact and recognition of the authors' work.

Linda Swayne undertook a promotional initiative for *CRJ* involving postcards sent to AACSB deans inviting them to request a complimentary copy. Quite a few did. We believe that showing the quality of the product is our best promotional tool.

Another recent initiative was the introduction at last year's Cape Cod meeting of a track for papers about case research for theory development and testing. The intent is to help members to conduct research that does "double duty." This track will be repeated at the San Diego meeting.

Many members also enjoyed the affirmation of case research they heard in Professor Michael Porter's speech accepting the Distinguished Contributor award at the Cape Cod meeting. Lew Brown is pursuing permission to reprint Porter's remarks in the *CRJ*. Past President Marilyn Taylor's efforts to convene a panel of past distinguished contributors reminded us of the tradition of excellence in case writing that we hope to carry on.

What else can we do? Support research on the effectiveness of the case method? How can we influence P&T committee criteria? What would help you the most in receiving credit and support for your scholarly contributions to case writing?

2) Organization and leadership

How can we continue to improve the effectiveness of the organization and assure its future? NACRA's effectiveness is entirely dependent on the voluntary

contributions of very busy professionals. We have been very fortunate to attract highly capable and dedicated leaders over the years, most of whom remained actively involved well beyond their terms of office. Yet I believe leadership succession is an ongoing challenge.

Under John Seeger's leadership we added the position of VP of Case Marketing, who handles textbook permissions and distributor relationships. These tasks were previously part of the overworked editor's job. Becky Morris recently asked the Executive Committee to consider a VP of Communications position to help with member communications and promotion of NACRA. In recent years we have asked the Program Chair Elect to manage the Newcomer's Workshop, relieving the Program Chair of this task. Last year I tried adding some Associate Track Chairs to support the Track Chairs and develop future ones. Adding these roles should help address some priorities more effectively. Still the Executive Committee roles involve significant time investment, and the officer succession ladder requires a multi-year commitment. How can we continue to attract members willing to commit to leadership positions? How can we avoid burnout for high commitment roles? Should we consider a paid executive director position, or meeting planner? Is that an appropriate use for NACRA's earned royalties, or is it better to try to broaden the volunteer base?

My involvement with NACRA for the past dozen years or so has been one of the most rewarding parts of

my professional career, with the significant side benefit of developing treasured friendships with NACRA colleagues. Unlike some of the university service roles I've undertaken over the years I've never regretted time devoted to NACRA- partly because of the capable and delightful people who serve this organization. I hope many of you will consider NACRA as a place to develop and contribute your leadership talents. Let's talk!

*Debbie Ettington
NACRA President Elect
Penn State University*

NEW CRJ ASSOCIATE EDITOR

Tupper Cawsey, Professor at Wilfred Laurier University, Waterloo, Ontario, Canada, is the new Associate Editor for the *CRJ*'s OB/HR/Ethics cases. In this role, he works with the Editor and manages the review process for cases in these areas. Tupper has been an active member of NACRA and a leader in the Canadian case-writing organization affiliated with ASAC.

Tupper is taking over for Tom Miller, University of Memphis, who has served in this Associate Editor role for the last three years. Tom has done an excellent job. On behalf of David Rosenthal and myself, I express our appreciation for Tom's service.

Steve Dawson, University of Hawaii, continues as our Associate Editor for the Finance/Accounting/Economics areas.

The Associate Editors are an important part of your *CRJ* team.

*Lew Brown
Editor, CRJ*

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.

CASE WRITING IN ACTION

A one day conference/workshop for new and veteran case writers including optional case presentations and critiques

Friday, October 13, 2006
Babson College,
Wellesley, MA
featuring Hans Klein,
John Seeger, and David
Wylie

For more information and registration visit www.wacra.org and click on "case writing workshop."

THE SOCIETY FOR CASE RESEARCH (SCR)

Spring Meeting
MBAA in Chicago
Drake Hotel
March 28-30, 2007

Contact Bill Stratton
Idaho State University
Pocatello, ID 83209-0001
(208) 282-3585
strabill@isu.edu

MBA CASE WRITING COMPETITION

Deadline for submission to the Case Writing Competition is October 30th, 2006.

John Molson School of Business in Montreal, Canada invites you to take part in the 2006 Case Writing Competition. The goal of this competition is to collect unused and unpublished teaching cases for the 2007 John Molson MBA International Case Competition.

For more information contact casewriting at comp@jmsb.concordia.ca or Gabriela Zorrilla, MBA candidate and organizer, by calling 514-848-2424 ext. 2736.

WACRA 2007

ACT 10 "Creative Teaching"
Lucca, Italy
January 3-6, 2007

24th International Conference on Case Method Research and Application
July 1-4, 2007
Guadalajara, MEXICO

Contact information on how to submit can be found at www.wacra.org

Conf. Office in North Carolina
Denise M. Smith
WACRA Conference Office
4340-2A River Birch Loop
Greensboro, NC
27409-8014
Tel. +336-218-0090
Fax: +336-292-3635
Email: smithdmwacra@triad.rr.com

Needham, Massachusetts
Home Office of WACRA
23 Mackintosh Avenue
Needham (Boston), Massachusetts 02492-1218 USA
Tel: +781-444-8982
Fax: +781-444-1548
Email: wacra@rcn.com

NACRA 2006 CALL FOR CASES/PAPERS/ SYMPOSIA

October 19-21, 2006
San Diego, California
Doubletree Hotel,
Mission Valley

See www.nacra.net for detailed submission instructions.

Conference roundtables. NACRA's annual conference features roundtable discussions where all participants receive knowledgeable suggestions about their cases in a constructive supportive atmosphere. The goal of these workshops is to help authors develop their cases for publication in referred journals.

Cases may deal with any topic in any academic discipline where dynamic classroom discussion is useful. Cases must be original work based on real events, real people, and real organizations, and must not have been previously published or accepted for publication elsewhere, either in journals or books.

Papers and Symposia Tracks. Proposals for paper presentations or symposia for the Teaching with Cases track or the Case Research for Theory Building and Testing track are welcomed.

Newcomers Workshop. At the start of the conference a workshop is offered for faculty and graduate students new to the case writing process. Pre-registration is requested.

Michael F. Welsh
University of South Carolina

SWCRA HOSTS TEAM CASE-WRITING COMPETITION

Southwest Case Research Association will host its Second Annual Team Case-Writing Competition during its Annual Meeting in San Diego March 13-17, 2007. As a part of this competition, teams of case writers will assemble to write cases based upon a comprehensive presentation of the decision issues facing a single firm. In-depth background information necessary to frame the decision issues will be

gathered in advance and made available to the writing teams. On the afternoon of the competition, the CEO and other executives (as needed) will make a formal, in-depth presentation to the case writers. This presentation will focus on the firm's decision issues, and provide additional information not contained in the background material. Following the presentation, the CEO and other representatives of the firm will be available for an extensive "Question and Answer" session in order to provide greater factual depth, and also generate quotable material for use in the cases.

The results of the competition will be a series of business cases that share a common time frame, set of decision-makers, resource base and environmental conditions that frame the decisions confronted by the organization. This rare collection of cases will be published in a special issue of the Journal of Applied Case Research. For information on the SWCRA and Federation of Business Disciplines Meetings which are held concurrently, please see the FBD website at www.fbds.org.

Marlene M. Reed
SWCRA Board Member

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.

North American Case Research Association Appointed and Elected Officers (2005-06)

<u>Office</u>	<u>Person</u>	<u>Telephone #</u>	<u>E-mail address</u>	<u>Listserve</u>
Elected Officers (board members):				
President	Rebecca Morris	402-554-3542	rmorris@unomaha.edu	EC
Immediate Past President	Linda E. Swayne	704-687-4430	leswayne@email.uncc.edu	EC
President-Elect	Deborah R. Ettington	734-487-0160	dettington@psu.edu	EC
VP Programs	Michael F. Welsh	803-777-9118	mwelsh@gwm.sc.edu	EC
VP, Programs-Elect	James Fisher	314-977-3854	fisherje@slu.edu	EC
VP, Case Marketing	Aundrea (Kay) Guess	512-448-8562	aundreag@admin.stedwards.edu	EC
VP, Membership	Woody Richardson		wrichardson@bsu.edu	EC
Appointed Officers (board members)				
Secretary / Treasurer	Bob Crowner	734-429-5032	rpcnacra@verizon.net	EC
Editor, CRJ	Lew Brown	336-334-4539	lgbrown@uncg.edu	EC
Regional Directors				
Canada	Charles Mossman	204-474-9985	Mossman@ms.umanitoba.ca	BD
Eastern (CASE)	Tom Leach		tleach@une.edu	BD
Midwest (SCR)	Joe Thomas	615-898-5652	jgthomas@mtsu.edu	BD
Southeast (SECRA)	Robin Guill Liles	336-334-7916x3232	rgliles@ncat.edu	BD
Southwest (SWCRA)	Marlene Reed		Marlene_Reed@baylor.edu	BD
West (WCA)	Asbjorn Osland	408-924-3574	osland_a@cob.sjsu.edu	BD
Director at Large	Mary Kay Sullivan	865-981-8234	marykay.sullivan@maryvillecollege.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
Newsletter Editor	James W. Camerius	906-227-1245	jcameriu@nmu.edu	BD
Editors, Proceedings	Patricia Holman	406-657-2035	pholman@msubillings.edu	BD
	Tom Hinthorne	406-657-2099	thinthorne@msubillings.edu	BD
Webmaster (06)	Louis Chin	781-891-2758	lchin@bentley.edu	BD
Elected by Advisory Council of Past Presidents				
Advisory Council	Anne T. Lawrence	510-836-2427	atlawrence@aol.com	BD

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.