

W A C R A[®]

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N E W S

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"Creative Teaching" Conference Knowledge is Adventure

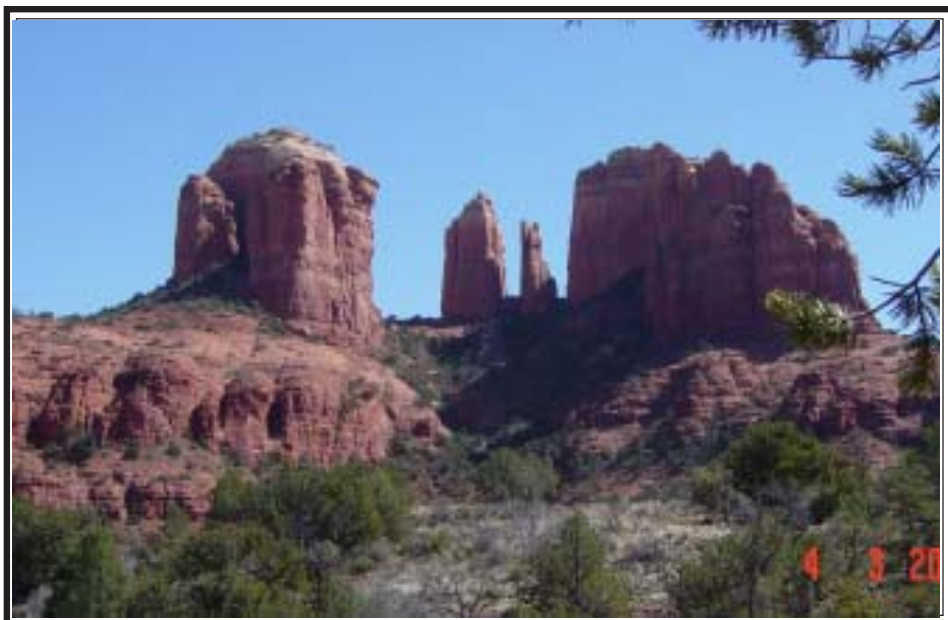
Sedona, Arizona, U.S.A. January 4 - 7, 2009

Join ACT12 and visit Arizona, U.S.A.

ACT12 - the Twelfth Creative Teaching Conference will convene from January 4-7, 2009 in Sedona, AZ, U.S.A. International airports are Phoenix, AZ and Las Vegas, NV.

The conference is international, interactive, innovative and interdisciplinary with an emphasis on "**Creative Teaching & Learning**". Interactive workshops and sharing of research studies and teaching & training applications are integral features of the conference. The methods discussed and demonstrated include the case method and related instructional approaches in a variety of educational settings and countries including distance learning and Internet applications.

For the Call for Papers, the Preliminary Program and the Registration form, refer to pages 13-15 of this NEWSletter. Visit www.wacra.org for further details and frequent updates.



Cathedral Rock, Sedona, Arizona, U.S.A.

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From the Executive Board



Hans Klein

Delegates from Europe, North and South America, and the Middle East met in Edinburgh, Scotland in July to celebrate and participate in the 25th Anniversary International WACRA Conference. The annual, international, interactive, interdisciplinary, intercultural, conference with the theme of "Worldclass Teaching and Learning - Enseñanza y Aprendizaje de Clase Mundial"» was hosted by Napier University Business School. For details on the conference refer to the articles in the Spring 2008 WACRA NEWSletter.

Conference delegates were unanimous in their praise and appreciation of the conference hosts and staff, notably David Stevenson, Jim Gallagher, Rob Wilkenson and Clare Sayers for the excellent program, the superb hospitality and the diverse cultural and educational activities offered during the conference.

Plans for a summer conference at St. Petersburg State University in St. Petersburg, Russia, in consultation with the faculty and the dean of the School of Management, have been rescheduled to allow sufficient time to prepare the conference.

The Board is delighted to announce that the 26th conference in 2009 will take place in Vancouver, British Columbia, Canada. The WACRA staff is preparing an exciting academic program and a cultural, educational and immersion experience for all participants. For the preliminary conference program refer to the details in this NEWSletter. A post conference cruise to Alaska is planned.

WACRA 2009 will present itself as an international, intercultural, interdisciplinary, interactive, innovative and... interesting 'life case' of building networks and exchanging ideas and experiences. The conference theme for WACRA 2008 is "**Teaching and Learning in the Global Environment**". Tied to this theme is a new WACRA initiative: Poverty and Education (details on pages 5 and 10). WACRA® 2009 will advance the use of the case method and other interactive learning and teaching methods, create 'user friendly' forums for the exchange of ideas, research and experiences, encourage research using the case method, coordinate case writing and case application activities, encourage cooperation between the public sector, the business community, and other case-oriented professions, and add new initiatives to complement the highly successful pre-conference WACRA® **Interactive Case Sessions (WICS)**. The conference language for WACRA 2009 is English with tracks in French, Spanish and other languages. We invite you to submit papers, proposals, workshops, simulations, panels etc. (in English, French and Spanish) to address the conference theme: "**Teaching and Learning in the Global Environment**". Manuscript preparation guidelines can be found on the WACRA web site.

Submission deadline for WACRA 2009 is January 15, 2009. Join colleagues from around the world in Vancouver for another *expérience stimulante et enrichissante*. Papers accepted for WACRA and ACT conferences will be considered for publication in the **double blind refereed International Journal of Case Method Research & Application** (2008 issues 3 and 4 are currently under preparation). Renew your membership or become a member and receive access to the Journal. **IJCRA** is listed in the **11th Edition of Cabell's Directory of Publishing Opportunities in Management**.

The educational-cultural post conference tour (immediately after WACRA 2009) will take participants from Vancouver on a cruise to Alaska.

Join the ACT12 Creative Teaching Conference in Sedona, AZ, U.S.A. - January 4-7, 2009. For the Call for Papers, the preliminary program and the Registration Form refer to pages 13-15 of this NEWSletter and visit visit www.wacra.org for up-dates. **Submit papers, proposals, workshops now and register before November 15, 2008.** Sedona is nestled between the massive, fire-hued rocks of Red Rock State Park and the lush gorges of Oak Creek Canyon. The dusty, semi-arid topography is the base of giant, striped monoliths that take on shades from bright red to pale sand and seem to change color with each passing cloud or ray of sunshine.

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ACT12 - 2009 IN SEDONA, ARIZONA, U.S.A.

Take a minute. Close your eyes and think about Arizona. What do you see? Chances are the images that first come to mind are those of the Old West - cowboys, Indians, deserts, cacti - straight out of TV Westerns. You half expect Wyatt Earp or Cochise to emerge from behind a wagon train. Cowboys still do exist here. Native Americans, the first Arizonians, though a small percentage of today's population, are a major influence in everyday life. Reminder of their heritage are evident in national monuments, tribal parks and historic sites that preserve their ancient dwellings, customs and crafts.

Grand Canyon visitors frequently overlook another Arizona jewel - the red rock territory around Sedona. Though not as large as the big gorge to the north, Sedona's Oak Creek Canyon has its own collection of buttes, spires and sheer rock walls that shimmer with shades of beige, ocher, salmon and scarlet. And if you get too hot, you can go with Oak Creek's flow and Slide Rock State Park, where a waterslide - natural, not man made - splashes from pool to pool. And it's not just Arizona's rocky terrain that evokes comparisons to unnatural objects; the Canyon State's plant life does so as well. Cactuses at Organ Pipe Cactus National Monument appear as if they could produce music, and the saguaros dotting Saguaro National Park resemble a crowd of captured bank robbers, arms raised in a perpetual gesture of surrender.

Arizona's inhabitants also have blurred the line between natural and artificial. Ancient cliff dwellings at Montezuma Castle, Canyon de Chelly and Navajo national monuments blend with their surroundings so well, they seem to have sprouted from the precipices they are perched upon.

Centuries after these towns in the sky were abandoned, architect Frank Lloyd Wright designed buildings according to his belief that they should harmoniously coexist with their surroundings. Taliesin West, Wright's former home and studio in Scottsdale, illustrates how a modern house can be integrated into its environment, not

unlike Arizona's venerable cliff dwellings.

Wright once summed up his design philosophy by saying his buildings were "married to the ground". It's easy to see why he chose Arizona as his studio's setting. Here the terrain seems a willing companion to man's handiwork: mesas rise from the desert like skyscrapers and pinnacles soar like church spires. Although these 'buildings'



took billions of years to construct, you'll have to admit they were worth waiting for.

Sedona is nestled between the massive, fire-hued rocks of Red Rock State Park and the lush gorges of Oak Creek Canyon. The dusty, semiarid topography is the base of giant, striped monoliths that take on shades from bright red to pale sand and seem to change color with each passing cloud or ray of sunshine. The rugged red rocks and canyons have shared the screen with **Hollywood movie stars**. The area has served as the backdrop for dozens of Western movies. Some popular titles filmed here include "Angel and the Badman", "Broken Arrow", "Firecreek", "Midnight Run" and "The Quick and the Dead".

German author Karl May's legendary books about the **Apache Chief 'Winnetou'** come alive when traveling from Phoenix to

Sedona and to the Grand Canyon.

Mother Nature was kind to Sedona, blessing her with sharp light, bright blue skies, colorful terrain, picturesque sunsets and animated clouds. Inspired painters, sculptors and other creative souls flocked to Sedona and now call the area home. In 1965 the Cowboy Artists of America, a successful art organization, was founded in what is now Uptown; its goals remain to ensure accurate portrayal of Western scenes in art. An established art colony, Sedona boasts ubiquitous galleries and studios that display residents' artistic endeavors: pottery, sculpture, paintings and jewelry embody a variety of styles, from Western and Southwestern to modern.

Tlaquepaque (referred to locally as the 'Y') is a shopping village modeled after a small Mexican village adjacent to Guadalajara. Notable for its architectural features alone, it houses a collection of galleries and restaurants as well as a chapel; musicians often perform in the courtyards.

Alongside artists live spiritualists, who embrace the energy set forth by such natural splendor. Sedona is purportedly home to several **vortexes**, specific fields that emit energy upward from the earth. First channeled and defined by Page Bryant in 1980, a vortex is said to emanate three types of energy; electrical (masculine), magnetic (feminine) or electromagnetic (neutral). Found at various locations, these natural power fields are thought to energize and inspire.

Sedona is said to contain a curiously high number of vortexes and is one of the few places in the world that possesses all three types of energy. Countless businesses in Sedona specialize in new age medicine, and many offer vortex or spiritual tours. Visitors may find vortexes at Bell Rock, Cathedral Rock and Boynton Canyon. At Airport Mesa, the attraction is twofold: Guests may locate an electric force as well as a great spot from which to view a spectacular sunset.

Source: AAA Arizona & New Mexico Tour Book, 2008 Edition.

Solicitud de Artículos

ENSEÑANZA CREATIVA: “EL CONOCIMIENTO ES UNA AVENTURA”

Sedona, Arizona, EEUU – Enero 4 - 7, 2009

Este congreso provee, a los participantes, de oportunidades de aprender y compartir con expertos y colegas, métodos y enfoques de Enseñanza Creativa. El énfasis está puesto en “Enseñanza y Aprendizaje” a través de Workshops interactivos y en el compartir investigaciones o aplicaciones de formación. Los métodos presentados y discutidos incluyen el método de casos y enfoques de metodologías relacionadas en variados contextos académicos. Los participantes tendrán una interesante oportunidad de reunirse con colegas de todo el mundo con quienes pueden forjar asociaciones para investigación o educación.

Los Congresos de ACT y WACRA son foros multidisciplinarios e internacionales para académicos en áreas tales como negocios, educación, ingeniería, leyes, medicina, políticas públicas, trabajo social y practicantes en la industria, educación y gobierno.

Se solicitan artículos que demuestren prácticas y propuestas de Enseñanza Creativa.

Se dará prioridad a los artículos que sean innovativos, interdisciplinarios y/o internacionales. Se alienta el envío de artículos que informen sobre la aplicación de la enseñanza y aprendizaje creativo en programas universitarios o de formación empresarial y artículos que reporten la evaluación de esos métodos.

Las propuestas y los artículos serán evaluados con un proceso de doble revisión a ciegas, siendo sus bases: a) originalidad; b) lo

apropiado del tema para una audiencia interdisciplinaria; c) lo adecuado de la investigación; y, d) la contribución a la comprensión de los temas de enseñanza y aprendizaje.

Los envíos deben incluir: 1) una página de presentación con título del trabajo, nombre, afiliación, dirección, teléfono, mail, fax de los autores; 2) un resumen de la propuesta que no exceda las 4 páginas o el artículo completo que no exceda las 15 páginas. Los lineamientos para la redacción del artículo están en la página web de WACRA. El resumen debe establecer, claramente, los objetivos del trabajo, su marco conceptual y la naturaleza de la propuesta, además, debe responder a los criterios que se utilizan para su evaluación. El nombre del autor/es no debe aparecer en la página con el resumen para facilitar la revisión a ciegas.

Se notificará, la recepción de su artículo y los resultados de la revisión, por email. **Todas las propuestas y artículos deben ser enviadas antes de Noviembre 8, 2008.** *los artículos completos, terminados deben ser recibidos antes de diciembre 31 de 2008, para ser considerada su publicación en IJCRA. Las inscripciones al Congreso deben ser realizadas antes de Noviembre 15, 2008. Para mayores detalles visite nuestra página web o contáctese directamente con nosotros.*

ACADEMY FOR CREATIVE TEACHING and THE WORLD ASSOCIATION FOR CASE METHOD RESEARCH & APPLICATION

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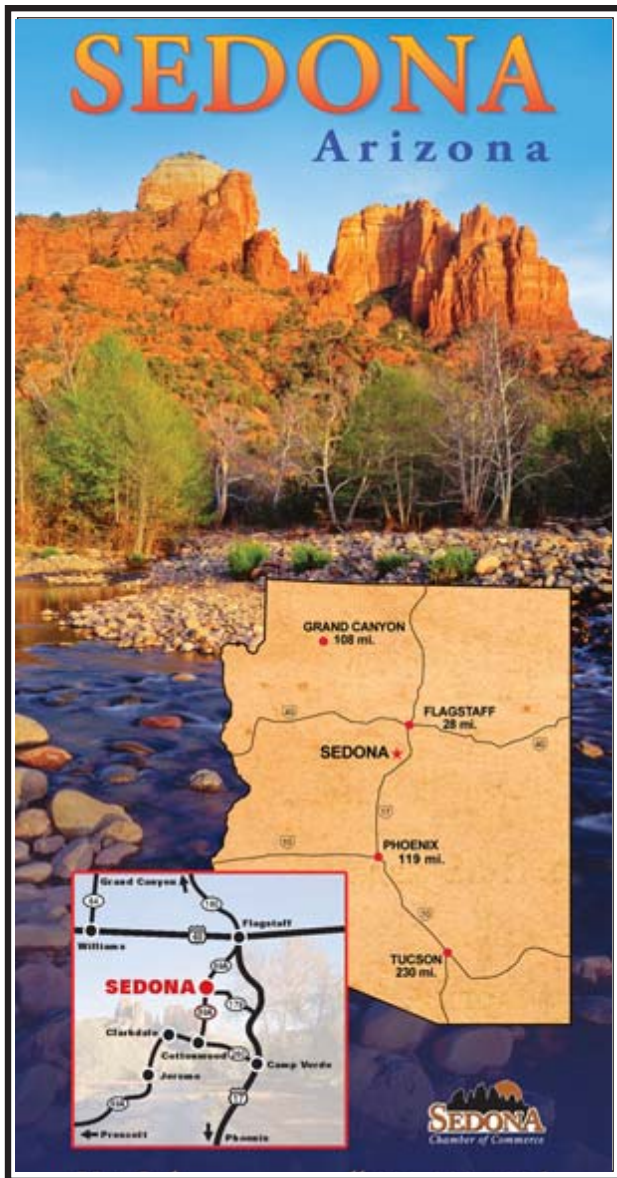
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Página Web www.wacra.org

**¡Le agradecemos que anuncie o comparta
esta invitación con sus colegas!**



Poverty and Education

Theme of the 2009 Cross-National Teaching Forum

WACRA conferences provide an ideal forum for exploring the power of education as a change agent. WACRA is an interdisciplinary, international organization that

- promotes effective interactive teaching models and techniques
- highlights entrepreneurship and leadership in professional development programs
- strengthens bonds between higher education and the society it serves
- attracts mature, experienced, highly motivated professionals
- nurtures a professional and personal commitment to improving the quality of life in a global community

Delegates who participated in the pre-conference Cross National Teaching Forum over the past two years have provided a framework for WACRA to become a catalyst for change in eliminating global poverty. The successful pre-conference (bilingual) interactive work sessions – representing delegates from all over the world – created action plans that have become an integral part of WACRA conferences. Three of those action plans were achieved as a result of the 2008 conference in Edinburgh, Scotland.

1. Twenty-seven authors presented their scholarly work in English and/or Spanish at the 2008 conference - responding to a call for papers devoted to “Poverty Alleviation and Education.”
2. The poverty and education theme became an integral part of the Cross-National Teaching Forum agenda, including 10 presentations and follow-up collaborative workshop sessions devoted to ongoing and future projects.
3. Conference presenters were invited to submit papers for review for publication in a special edition of the *International Journal of Case Method Research & Application* – IJCRA, devoted to the theme of poverty and education.

The 2009 Cross National Teaching Forum in Vancouver, British Columbia CANADA will once again provide important networking opportunities for scholars, researchers and teachers to find research and writing partners sharing interests in poverty. WACRA invites you to join a global community of educators who understand the power of education in alleviating poverty. Submit your ideas and interests to Denise Smith: smithdmwacra@triad.rr.com

WACRA 2008 Post-conference Tour



About WACRA®..

Founded in 1984, WACRA® evolved from contacts between professors, researchers, policy-makers, professionals and business executives into a worldwide, interdisciplinary organization of professionals and academics from fifty countries. The organizations' objectives are to advance the use of the case method in teaching, training, and planning; to encourage research using the case method; to coordinate case writing and case application activities; and to encourage cooperation between the public sector, the business community, and other case-oriented professions. Its initial focus on the case method has broadened to include games and simulations and other interactive learning and teaching methods as corollaries to cases.

WACRA® organizes forums, symposia, workshops, training sessions, doctoral consortia and conferences, including international meetings at which participants have the opportunity to exchange ideas, present their research, and share the results of case writing and case method applications. Previous conference sites: Lausanne & Leysin, Switzerland; London, UK; Enschede, Netherlands; Boston, U.S.A., Berlin, Germany; Limerick, Ireland; Bratislava, Slovakia & Vienna Austria; Montreal, Canada; Warsaw, Poland; Edinburgh, Scotland; Marseille, France; Cáceres, Spain; Budapest, Hungary; Lund, Sweden; Mannheim, Germany; Bordeaux, France; Buenos Aires, Argentina; Brno, Czech Republic; Brisbane, Australia; Guadalajara, Mexico; Napier U, Edinburgh, Scotland.

WACRA 2009 is scheduled for Vancouver, Canada, (June 28 - July 1, 2009). Membership is open to all individuals and organizations wishing to advance the objectives of the association. As a member you receive substantial discounts on publications and at WACRA® sponsored meetings, and access to the *International Journal of Case Method Research & Application*. You have the opportunity for networking, consulting and to associate with professionals working with cases and innovative, interac-

Oak Creek Canyon - Grand Canyon Painted Desert - Navajo Trading Post and more

In northwestern Arizona, the **Grand Canyon** of the Colorado River is one of the world's most outstanding spectacles. In form, glowing color and geological significance, it is unsurpassed. The canyon is 277 miles long and averages 10 miles in width from rim to rim; the canyon bottom is 5,700 feet below the North Rim, which averages about 1,200 feet higher than the South Rim.

The park's eastern border is bounded by lofty, multicolored walls; beyond lies the Painted Desert. The western portion of the canyon includes the broad Havasu Canyon, part of the Havsupai Reservation. This small agricultural tribe was present before the first European explorers arrive in 1540. Some 500 tribal members still live in the canyon.

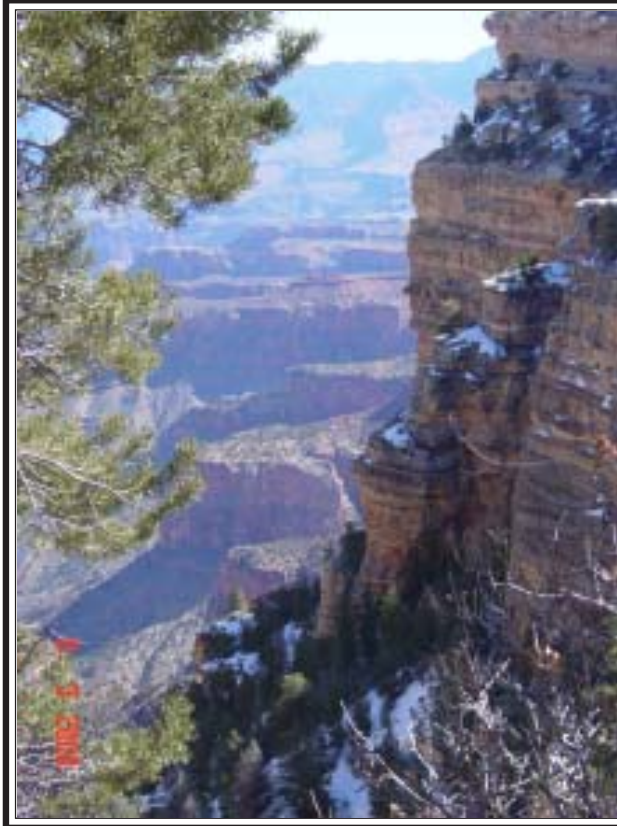
The region possesses five of the seven life zones ascribed to the Northern Hemisphere. The geological aspect of the Grand Canyon is of great scientific importance. At no other place in the world is such a vast view of time displayed so clearly. Each stratum of rock distinctly marks a period of the Earth's history from 2 billion to 270 million years ago.

The first recorded viewing of the canyon by a European was in 1540 when members of Francisco Vásquezde Coronado's expedition in search of the Seven Golden City of Cibola were guided by Native Americans to the great gorge. Centuries later Maj. John Wesley Powell led the first expedition to explore the length of the canyon. He and his party of nine boatmen left Green River, Wyo, in late May of 1869; on Aug. 30 six of them emerged into open country at the Virgin River on the western end of the canyon.

Oak Creek Canyon is traversed by a scenic stretch of SR 89A. About 16 miles long and rarely more than 1 mile wide, the canyon is known for its spectacularly

colored white, yellow and red cliffs dotted with pine, cypress and juniper. Rocky gorges, unusual rock formations and buttes add interest to the drive.

Painted Desert is the name for a broad area of colorful badlands located in



Grand Canyon South Rim

Northern Arizona in the United States. The desert stretches from the Grand Canyon National Park into the Petrified Forest National Park and runs roughly astride and just *north* of the Little Colorado and the Puerco Rivers. The area within the Petrified Forest National Wilderness is also known as the **Painted Desert Wilderness**. Much of the Painted Desert region is located within the Navajo Nation. The region is also home to a number of county parks such as the Little Painted Desert County Park found just north of Winslow. The Navajo and the Hopi people have lived in the region for at least five hundred and one thousand years, respectively. However, the modern name for the desert comes from the

Spaniards who named it "el Desierto Pintado" due to its brightly colored landscape.

Cameron Trading Post of the Navajo Nation. A Swayback Suspension Bridge was erected over the Little Colorado River

in 1911 creating the first easy access over the gorge. Soon after, two brothers, Hubert and C.D. Richardson established Cameron Trading Post, visited at that time only by the Navajo & Hopi locals to barter their wool, blankets, & live-stock for dry goods. A trip to the post to trade could take days of travel by horse-drawn wagon. Guests were always treated as family, fed & housed by the trading post during their stay. As traders, the brothers were more than merchants. Understanding local dialects & customs, they were trusted by the local Native American people in matters concerning confusing new American legal & social systems. Over time as roads improved & interest in the area grew, The Cameron Trading Post's convenience to the Grand Canyon & other intriguing areas made it popular for other travelers as well. Cameron's philosophy of hospitality accommodated these changes while maintaining its role in the local community.

The **guided bus tour** leaves from the conference Hotel on **Tuesday, January 6, 2009**. Included are travel through Oak Creek Canyon, Humphries Peak, the tallest peak in Arizona, The Painted Desert, The Little Colorado River Gorge Experience, the magnificent South & East Rim of the Grand Canyon, Leisure time at the canyon's best viewpoints, Historic Cameron Trading Post of the Navajo Nation, informative narrative by knowledgeable guides, on-board informational video, movie shown on the return trip, complimentary water & snacks, at the Grand Canyon National Park Station the IMAX Movie "Grand Canyon - The Hidden Secrets" and lunch at the Maswik Lodge.

Welcome New Members

John Gallagher, Maryville College, Maryville, U.S.A.; Thomas Tworoger, Nova Southeastern U, Fort Lauderdale, U.S.A.; Christopher Bahn, CUREM, Zurich, Switzerland; Kathleen Terry, TEEG Ventures, L.L.C., Alpharetta, U.S.A.; Jeanny Liu, U of la Verne, La Verne, U.S.A.; Afefa Delali, Kpodzo, U of la Verne, Rowland Heights, U.S.A.; Elina Lampert-Shepel, Mercy College, New York, U.S.A.; Francisco Perez Navarrete, Universidad Piloto Distrito Cap, Bogota, Colombia; Hannu Seristo, Helsinki School of Economics, Mikkeli, Finland; Damon Drummond, Ritsumeikan Asia Pacific U, Beppu, Japan; Bruce Rockwood, Bloomsburg University, Bloomsburg, U.S.A.; Shahzadah Jehan, Ritsumeikan Asia Pacific, Beppu-shi, Japan; Vitaliy Cherenkov, St. Petersburg State University, St. Petersburg, Russia; Suzanne Campbell, Fairfield U, Newtown, U.S.A.; Igor Gladkikh, St. Petersburg State University, St. Petersburg, Russia; Sergie Starov, St. Petersburg State University, St. Petersburg, Russia; Elena Zavyalova, St. Petersburg State University, St. Petersburg, Russia; Galina Shirokova, St. Petersburg State University, St. Petersburg, Russia; Maria Smirnova, St. Petersburg State University, St. Petersburg, Russia; Marina Latukha, St. Petersburg, Russia; Andrei Yu University, St. Petersburg, Russia; Yulia Petersburg, Russia; Tatiana Andreeva, Petersburg, Russia; James Longo, Washington, U.S.A.; Michael Savage, Kearins, Auckland U of Technology, Auckland, New Zealand; Pamela Redmond, U of San Francisco, San Francisco, U.S.A.; Svetlana Vlady, Griffith U Gold Coast Campus, Gold Coast, Australia; Minoru Nakayama, Tokyo Institute of Technology, Tokyo, Japan; Anjoo Sikka, University of Houston-Downtown, Houston, U.S.A.; William Wraga, U of Georgia, Athens, U.S.A.; Ingrid Spletstoesser, York University, Toronto, Canada; Carlos Fong Reynoso, Universidad de Guadalajara, Guadalajara, Mexico; Lourdes Susaeta, Universidad de Navarra, Madrid, Spain; Isaac Cohen, San Jose State University, San Jose, U.S.A.; Luis Javier Sanchez Barrios, Universidad del Norte, Barranquilla, Colombia; Leonor Cabeza de Vergara, Universidad del Norte, Barranquilla, Colombia; Bernardo Bernardi Carriello, Universidad del Norte, Barranquilla, Colombia; Liyis Gomez Nunez, Universidad del Norte, Barranquilla, Colombia; Octavio Ibarra Consuegra, Universidad del Norte, Barranquilla, Colombia; Mauricio Ortiz Velasquez, Universidad del Norte, Barranquilla, Colombia; Alfredo Roa Hernandez, Universidad del Norte, Barranquilla, Colombia; Manuel Garzon Castrillion, Universidad del Norte, Barranquilla, Colombia; Donna Beegle, Communication Across Barriers, Tigard, U.S.A.; Hana Lorencova, University of Economics Prague, Prague, Czech Republic; Joy Taluyo, Kipp Shine, Houston, U.S.A.; Juliana Cuartas, National University of Colombia, Manizales, Colombia; Claudia Alvarez, National U of Colombia, Manizales, Colombia; Paul Ryan, National U of Ireland, Galway, Ireland; Tony Dundon, National University of Ireland, Galway, Ireland; Fatima Bayma de Oliveira, Brazilian School of Public & Business Admin EBAPE, Botafogo, Brazil; Francisco Barone, Fundacao Getulio Vargas, Rio de Janeiro, Brazil; Elena Rasha, St. Petersburg State University, St. Petersburg, Russia; Manuel Godoy Ochoa, Universidad Pedagogica y Tecnologica de Empresas, Sogamoso, Colombia; Rebecca Treadway, Maryville College, Maryville, U.S.A.; John Thomson, Napier U, Edinburgh, Scotland; Stephen Robertson, Napier U, Edinburgh, Scotland; Ian Walker, Napier U, Edinburgh, Scotland; Eric Dery, University of Quebec Trois-Rivieres, Trois-Rivieres, Canada.; David Wesley, Northeastern University, Boston, U.S.A.

WACRA® Is THE PLACE!
MEMBER APPLICATION FORM

ON PAGE 16



Edinburgh, Scotland



Edinburgh, Scotland



CALL FOR PAPERS:**"Teaching and Learning in a Global Environment"****Vancouver, Canada, June 28 - July 1, 2009****26th International Conference on Case Method Research & Application, Case Writing, Other Interactive Methods**

The case method can play an important role in solving problems and in teaching problem-solving, as well as in initiating and managing change. Thus this conference provides opportunities for participants to learn more about teaching using the case method and related instructional approaches in a variety of educational settings. Participants will have ample opportunity to meet colleagues from around the world with whom they can forge research partnerships. WACRA conferences are interdisciplinary multinational forums for scholars in the disciplines and professional fields (such as business, communication, education, engineering, history, law, medicine, psychology, public policy, social work) and practitioners in business and industry, education and government.

Papers are solicited that analyze theory and practice using cases, simulations, videos and related instructional methods for problem solving, managing change and innovation. Priority will be given to papers that are interdisciplinary, international, and/or comparative. Papers reporting the application of cases in university and professional training programs in diverse settings and papers on the evaluation of the case method and its related forms for teaching and learning are encouraged. Contributions investigating local and international challenges (and suggesting solutions) are also solicited. Proposals for case writing & development and actual cases placed in diverse settings are invited, e.g. joint-cross-cultural cases. While a main focus of the WACRA conferences is on using cases for teaching and problem-solving, scholarly papers that report research using the case method are welcome. WACRA is particularly interested in scholarly papers that enhance the understanding and collaboration between and among disciplines and international partners.

Submissions should include (1) a cover page including: title, name, affiliation, address, tel. & fax numbers and e-mail address of the author(s), (2) a proposal summary (not exceeding 4 pages), or the completed paper (not exceeding 12 pages). Download the manuscript guidelines from the **WACRA web site** www.wacra.org. *The summary should state clearly the objectives, the framework, and the nature of the proposal and be responsive to the criteria used for review. The name of the author(s) should not appear on the summary page to facilitate the blind peer review.*

*Receipt of all proposals/papers will be acknowledged and the results of the review will be sent by way of e-mail. **All proposals and papers are due on or before January 15, 2009.** Completed papers received **prior to March 31, 2009** will be considered for publication in the *International Journal of Case Method Research and Application*. For further details visit the **WACRA web site**.*

An Invitation to Participate...

"Poverty and Education Initiative"

The World Association for Case Method Research and Application (WACRA) is looking for partners and participants in an initiative that explores the issue of poverty as it relates to interactive teaching and learning. WACRA is the only professional association that promotes case teaching, case writing and innovative case use worldwide.

First introduced at the 24th Annual Meeting held in Guadalajara, Mexico and further developed at the 25th International Conference in Edinburgh, WACRA began to explore the issue of poverty as it relates to civic action and global teaching. WACRA is looking for individuals and organizations to join us in the endeavor.

- . If you have already written a case about poverty – join us!
- . If you are thinking about writing a case about poverty – join us!
- . If you are actively involved in poverty alleviation activities — join us!
- . If you have developed innovative, interactive approaches to teaching about poverty – join us!
- . If you have field experience that tackles poverty in a creative, innovative manner – join us!
- . If you would like your poverty-related scholarship published in our global, electronic, double-blind, peer reviewed journal, **IJCRA, The International Journal of Case Research and Application** – join us!
- . If you have access to companies working to alleviate poverty – join us!
- . If you would like to do any of the above and would like a conference track devoted to poverty issues – join us next summer in Vancouver, Canada!
- . If you have any questions about WACRA or our poverty initiative, please contact any of us:

Amelia Klein, Director of Education: amelia Klein@rcn.com **Eduardo Rosker**, Director for Latin America: erosker@gmail.com
Al Rosenbloom, Board Member: rosenbloom@sxu.edu **Hans Klein**, Executive Director, wacra@rcn.com

For Case Writers - and Prospective Case Writers ***Eighteenth Annual International Casewriters' Workshop & Casewriters' Colloquium***



Bill Naumes

Designed to assist novice and experienced case writers to write, improve and publish their cases, WACRA 2009 (June 28 - July 1) in *Vancouver, Canada* will feature the Eighteenth International WACRA® Casewriters' workshop and Casewriters' Colloquium. Case writers - and prospective case writers are invited to participate and to submit cases and/or contribute to the interactive sessions at Napier University.

Casewriters' Colloquium: Cases, including teaching notes (TN) are submitted to the Colloquium Director for a double blind peer review for acceptance. Accepted cases are sent in advance to a panel of expert case writers, case book authors, and all other participants who signed up for the colloquium. Each case is discussed by the panel and other participants. You will see the case editing and improvement process developed and you will assist in perfecting the refereed cases presented. The format is interactive and lively; everyone's



Peggy Naumes

contribution is welcome and solicited, regardless of previous experience. This year, cases are solicited from all business disciplines, education, medical education, law, social work and other disciplines which use case discussion.

Casewriters' Workshop: This activity is primarily for casewriters with some research experience. This workshop follows a format similar to the colloquium, except that other casewriters whose cases are being presented are the expert panel.

Submission: Submit your case before January 15, 2009. Include (at least) the rudiments of a TN. Submission implies that at least one author will attend the meeting and present the case. To facilitate the double blind review the authors' names should appear on a cover page only. Send your cases by email in Word document format. Authors should note that colloquium and workshops are pre-conference activities (Sunday) and have separate registration.

Requirements: Cases which still need improvement are solicited. Cases should describe real organizations and may be disguised. The author's analysis belongs in the TN which provides users with a brief case description, suggested course application, teaching objectives, teaching questions and answers. A discussion section is helpful and may include an extended analysis. Case outcomes may also be included. To obtain an information packet and other details please contact:

Dr. William (Bill) Naumes and Dr. Peggy Naumes, WACRA® Case Colloquium Directors
Whittemore School of Business & Economics, University of New Hampshire DURHAM, NH 03824 U.S.A.
Tel.: +603-862-2618; Fax: +603-862-3383 email: bill.naumes@unh.edu, margaret.naumes@unh.edu

Una Invitación a Participar! “Pobreza y Educación”

WACRA – World Association for Case Method Research and Application, está buscando socios y participantes para una nueva iniciativa que explora el tema de la pobreza y su relación con los procesos interactivos de enseñanza y aprendizaje. WACRA es la única asociación profesional que promueve, a nivel mundial, la aplicación de la enseñanza de casos, redacción de casos y casos innovadores.

En nuestro XXIV Congreso Internacional, realizado en Guadalajara el pasado Julio, WACRA comenzó a explorar el tema de la pobreza y su relación con la acción cívica y la enseñanza a nivel global. Estamos buscando individuos para unirse a nosotros en este esfuerzo.

- Si usted ya ha escrito un caso sobre pobreza, únase a nosotros!
- Si usted está pensando en escribir un caso sobre pobreza, únase a nosotros!
- Si usted ya está comprometido en actividades que alivien la pobreza, únase a nosotros!
- Si usted ha desarrollado enfoques innovadores e interactivos para enseñar sobre la pobreza, únase a nosotros!
- Si usted tiene experiencia afrontando el tema de la pobreza de una manera innovadora y creativa, únase a nosotros!
- Si usted quiere publicar, en nuestro IJCRA – *The International Journal of Case Method Research and Application* (publicación online, global y de doble revisión a ciegas- su beca relacionada con becas relacionadas a pobreza, únase a nosotros!
- Si usted tiene acceso a empresas trabajando en el alivio de la pobreza, únase a nosotros!
- Si usted desea participar de cualquiera de los temas anteriores, y quisiera participar de un panel especialmente dedicado al tema pobreza, únase a nosotros en nuestro próximo Congreso Internacional que se llevará a cabo en la Universidad Napier,

Edimburgo, Escocia, junio 29 - julio 2, 2008

- Si usted tiene alguna pregunta acerca de WACRA y / o nuestra iniciativa sobre pobreza, por favor contáctenos:

Preliminary Program W A C R A® 2009

“Teaching and Learning in the Global Environment”

Case Teaching & Writing, Continuing Education & Distance Learning

Vancouver, B.C., Canada

International airport: Vancouver, B.C., Canada (YVR)

Saturday, June 27, 2009

Pre-Conference Activities

10.00 - 13.30 Executive and Advisory Boards meet. Followed by lunch.
14.00 - 20.30 Optional afternoon activity.

Sunday, June 28, 2009

09.00 - 13.30 WICS - WACRA Interactive Case Sessions - including lunch (Separate Registration)

Conference Activities

18.00 - 19.00 Registration at Conference Hotel
19.00 - 21.00 Welcome reception and dinner at Conference Hotel

Monday, June 29, 2009

09.00 - Late registration
10.00 - 11.30 Opening Plenary Session
11.30 - 12.00 Concurrent Sessions, Panels and Workshops
13.00 - 17.00 Concurrent Sessions, Panels and Workshops
19.00 Gala Dinner and Awards at Conference Hotel

Tuesday, June 30, 2009

09.00 Plenary Session
11.00 - 12.00 Concurrent Sessions, Panels and Workshops
13.15 - 23.00 Excursion, including Dinner, to Grouse Mountain. Details in Spring 2009 WACRA NEWSletter

Wednesday, July 1, 2009

09.00 - Plenary Session
12.00 Concurrent Sessions, Panels and Workshops
14.00 - 16.00 Concurrent Sessions, Panels, Workshops and Concluding Session
Conference adjourns

Post Conference Activities

19.30 - 21.30 Optional Dinner at Pacific Canadian Raildepot (details to be announced in NEWSletter)

Thursday, July 2 - Wednesday, July 8, 2009

(dates are approximate, may change because of cruise schedule)

Post conference tour 'Cruise to Alaska'. Details will be announced in Spring 2009 NEWSletter and on www.wacra.org
Early registration - March 1, 2009 - is required.

ACT - WACRA®

23 Mackintosh Ave **NEEDHAM (BOSTON) MA 02492-1218 U.S.A.**

Tel. +781-444-8982 Email: wacra@rcn.com Fax: +781-444-1548

North Carolina Conference Office (Denise Smith):

3817 Tonsley Place **HIGH POINT, NC 27265 U.S.A.**

Tel. +336-404-6256 Email: smithdmwacra@triad.rr.com Fax +336-307-3185

Please post or share this invitation with colleagues!

CALL FOR PAPERS:

**"CREATIVE TEACHING
KNOWLEDGE IS ADVENTURE"
Sedona, AZ, U.S.A.
JANUARY 4 - 7, 2009**

This conference provides opportunities for participants to learn from and to share with experts and colleagues innovative creative teaching approaches and methods. The emphases are on "Teaching and Learning" through interactive workshops and by sharing of research and teaching/training applications. The methods discussed and presented include the case method and related instructional approaches in a variety of educational settings. Participants will have ample opportunity to meet colleagues from around the world with whom they can forge research/teaching partnerships. ACT and WACRA® conferences are interdisciplinary, multinational forums for scholars in the disciplines and professional fields such as business, education, engineering, law, medicine, public policy, social work and practitioners in business and industry, education and government.

Papers are solicited that report on Creative Teaching practices and proposals. Priority will be given to papers that are innovative, interdisciplinary, and/or international. Papers reporting the application of creative teaching and learning in university and professional training programs in diverse settings and papers on the evaluation of such methods and its related forms for teaching and learning are encouraged.

Proposals and papers will be evaluated through a blind peer review process on the basis of (a) originality; (b) the appropriateness of the topic for an interdisciplinary audience; (c) the technical adequacy of the inquiry; and (d) the contribution to the understanding of teaching/learning issues.

Submissions should include (1) a cover page including: title, name, affiliation, address, tel. & fax numbers and e-mail address of the author(s), (2) a proposal summary (not exceeding 4 pages) or the completed paper (not exceeding 15 pages). Download the manuscript guidelines from our website below. The summary should state clearly the objectives, the framework, and the nature of the proposal and be responsive to the criteria used for review. The name of the author(s) should *not appear on the summary page to facilitate the blind peer review*.

Receipt of your proposal/paper will be acknowledged and the results of the review will be sent by way of e-mail. ***All proposals and papers are due on or before November 8, 2008. Completed papers received prior to December 31, 2008*** will be considered for publication in IJCRA, The International Journal of Case Method Research & Application. **Conference registrations are due on or before November 15, 2008.** For further details visit our web site or contact us directly.

ACT - WACRA®

**THE ACADEMY FOR CREATIVE TEACHING and
THE WORLD ASSOCIATION FOR
CASE METHOD RESEARCH & APPLICATION**

23 Mackintosh Ave **NEEDHAM (BOSTON) MA 02492-1218 U.S.A.**
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www.wacra.org

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Tel. +336-404-6256 Email: smithdmwacra@triad.rr.com

Please post or share this invitation with colleagues!

Calendar of Events*** November 8, 2008**

Submit papers/proposals for 'Creative Teaching' Conference "Knowledge is Adventure", Jan. 4-7, 2009 in Sedona, Arizona, U.S.A.

*** November 15, 2008**

Register for "Creative Teaching" Conference, Jan. 4-7, 2009

*** December 2008**

Renew WACRA® membership - includes access to IJCRA

*** January 4-7, 2009** "Creative Teaching" Conference in Sedona, Arizona, U.S.A.

*** January 15, 2009**

Submit papers & cases for WACRA® 2009 in Vancouver, Canada

*** March 1, 2009**

Early Registration 2009 Post conference tour - Cruise to Alaska. Details will be announced in the Spring 2009 WACRA NEWSletter www.wacra.org

*** March 15, 2009**

Register for WACRA® 2009 June 29 - July 1, 2009, 26th International WACRA Conference in Vancouver, B.C., Canada.

*** June 29 - July 1, 2009** 26th

**W A C R A ®
N E W S**

Editor **Hans E. Klein**
Associate Editor **Joëlle Piffault**
Production Mgr. **Denise M. Smith**

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Fax: +781-444-1548
Email: wacra@rcn.com

Preliminary Program

ACT12 - Twelveth CREATIVE TEACHING CONFERENCE

"Knowledge is Adventure"

"La pedagogie creatrice - La pedagogia creativa"

Sedona, Arizona, U.S.A.

Sunday, January 4, 2009

Arrive at Phoenix International Airport (PHX). Travel to Sedona through grandiose landscape. For individual transportation the Conference Hotel recommends renting a car which provides more flexibility for individuals and is more cost effective than multiple taxis. Travel time from Phoenix 'Sky Harbor' Airport is 90 minutes. An alternative is the 'Sedona Phoenix Shuttle' (Tel. +928-282-2066) which has a specific time-table and pickup points. It is a 3 hour trip one-way due to multiple stops. The company is, however, punctual. \$50 per person one way from the Phoenix Airport and \$95 roundtrip. The company will stop at the Conference Hotel if you arrange for it when making your reservation.

12.30 - Arrive at the Hilton Sedona Golf Resort & Spa and check in. Hilton Sedona, 90 Ridge Trail Drive, Sedona, AZ 86351, U.S.A. Tel. +928-284-4040 www.hiltonsedona.com

Monday, January 5, 2009

09.00 - 10.30 Opening Plenary Session
 10.30 - 11.00 Refreshment Break
 10.00 - 12.30 Plenary Session continued
 12.30 - 13.30 Lunch
 13.30 - 15.00 Concurrent Sessions
 15.00 - 19.00 Free time. Experience the Sedona Vortex sites, etc.
 19.00 - 21.00 Dinner for registered delegates & partners.

Tuesday, January 6, 2009

9.30 - 17.30 Full day excursion to the Grand Canyon National Park. The tour includes travel through Oak Creek Canyon, Humphries Peak, the tallest peak in Arizona, The Painted Desert, The Little Colorado River Gorge Experience, the magnificent South & East Rim of the Grand Canyon, Leisure time at the canyon's best viewpoints, Historic Cameron Trading Post of the Navajo Nation, informative narrative by knowledgeable guides, on-board informational video, movie on return trip, complimentary water & snacks, Grand Canyon IMAX Movie "Grand Canyon - The Hidden Secrets", Maswik Lodge Lunch. The bus is wheelchair assessible.

Wednesday, January 7, 2009

09.00 - 10.30 Plenary Session
 10.30 - 11.00 Refreshment Break
 10.00 - 12.30 Plenary Session continued
 12.30 - 13.30 Lunch
 13.30 - 15.00 Concurrent Sessions
 15.00 - 19.30 Free time.
 19.30 - 21.30 Gala Dinner for registered delegates & partners at the Conference Hotel. Departure on Thursday, January 8, 2009 or additional days at the Hotel at conference rates.

ACT - WACRA®

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Tel. +336-404-6256 Email: smithdmwacra@triad.rr.com Fax: +336-307-3185


Please post or share this invitation with colleagues!

ACT - WACRA® - REGISTRATION FORM

ACT12 - Twelveth CREATIVE TEACHING CONFERENCE "Knowledge is Adventure"

Sedona, Arizona, U.S.A., January 4 - 7, 2009

Tel. Office	Fax Office
Tel. Home	Fax Home
email	

 Title, First Name, Last Name Please Print

Institutional Affiliation

Street

City, State, Zip Code, Country

Office Telephone/Fax

Home Telephone/Fax

email address

***Delegate (and Partner/Spouse) Registration Packages** include Conference Material; Lunch and Refreshments during Conference (Monday and Wednesday), Dinner Monday and Wednesday, Four Nights at the Conference Hotel, Arrival: Sunday, January 4, 2009; Departure: Thursday, January 8, 2009. Convenient International Airports are Phoenix, AZ (PHX) and Las Vegas, NV (LAS).

Paid Before Nov. 15, 08	Paid After Nov. 15, 08	Times no. of persons no. of nights	Amount
----------------------------	---------------------------	--	--------

*1 Delegate and 1 registered, participating partner/spouse Combined Delegate and Partner Fee (Double Room)	\$1,750	\$1,850	<input type="text"/>	<input type="text"/>
*2 Delegates Sharing 1 Room Fee for each delegate (in Double Room)	\$1,250	\$1,350	<input type="text"/>	<input type="text"/>
*1 Delegate in Single Room Fee for delegate	\$1,450	\$1,550	<input type="text"/>	<input type="text"/>
*1 Delegate and 1 Non-Participating Partner/Spouse (Partner/Spouse shares room only - Combined Fee (Double Room)	\$1,450	\$1,550	<input type="text"/>	<input type="text"/>
*1 Retired Faculty and 1 Registered, participating partner/spouse Combined Delegate & Partner Fee (Double Room)	\$1,400	\$1,500	<input type="text"/>	<input type="text"/>
*1 Retired Faculty in Single Room Fee for delegate	\$1,150	\$1,250	<input type="text"/>	<input type="text"/>
*WACRA 2009 Membership Dues include access to IJCRA Journal	\$75	\$75	<input type="text"/>	<input type="text"/>

Optional Activities/Events (Details on page 7)

***Tuesday (January 6)** all day tour to Grand Canyon National Park. Includes transportation, lunch, Grand Canyon South & East Rim, Historic Navajo Trading post, Oak Creek Canyon, Humphries Peak, Painted Desert, little Colorado River Gorge Experience, IMAX movie 'Grand Canyon' and

***Additional Room Nights double or single please circle dates: Jan. 1, 2, 8, 9, 10 - 2009**

WACRA® Publications (refer to page 16 for details)

WACRA® Publications (refer to page 16 for details)

Send Check (drawn on US bank made payable to WACRA®) or **Charge to Visa/MC - only!** - below Total

Visa/MC #				Expiration Date
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Upon receipt of payment, presentations, workshops etc. will be scheduled and logistical details and other conference information will be mailed. Refund policy: Conference Registration Fees (less \$120) will be refunded upon written request received prior to Nov. 30, 2008 or alternatively, a replacement may be named. Optional Tours/Events/Activities: 85% will be refunded upon written request received prior to November 24, 2008, 25% prior to December 1, 2008.

Return this form with payment to:

WACRA® - 23 Mackintosh Ave
NEEDHAM (BOSTON) MA 02492-1218 U.S.A.
 Tel. +781-444-8982 Fax: +781-444-1548
 Email: wacra@rcn.com <http://www.wacra.org>
Conference Office (Denise Smith)
 3817 Tonsley Place **High Point, NC 27265 U.S.A.**
 Tel. +336-404-6256 Email: smithdmwacra@triad.rr.com

W A C R A[®]

Vol. XIX No.2 N E W S

WACRA[®] - Member Application/Renewal

Last Name _____ First Name _____ Title _____ Institution/Company _____

Street _____ City, State, Zip Code, Country _____

Tel. () _____ Fax: () _____ email _____

Home Address:
Street _____ City, State, Zip Code, Country _____ Tel. () _____

Check type of Membership:
_____ Regular (US \$75) _____ Organization (US \$500)
_____ Sustaining (US \$600) _____ Associate (Advanced Students) (US \$65)

Please include in your check the appropriate amount if you wish to receive one or more WACRA publications on Case Method Research & Application. Add \$8 (\$20 international orders) per book for handling & postage. Refer to details below.

Return this form with payment (check drawn on US bank or pay with credit card: Visa/MC - only)

Visa/MC number: . - - - - . - - - - . - - - - . - - - - . Four digit Expiration date: . _ _ / _ _ .

WACRA[®] PUBLICATIONS

- WACRA 2008 Scotland - Conf. Proceedings CD** Worldclass Teaching & Learning (ISSN 1931-7549) member \$45 (non-member \$55)
- ACT11 2008 Munich, Germany - Conf. Proceedings CD** Creative Teaching (ISSN 1931-7549) member \$45 (non-member \$55)
- WACRA 2007 Mexico - Conf. Proceedings CD** Intern.I Forum for Teachers and Leaders (ISSN 1931-7549) member \$45 (non-member \$55)
- WACRA 2006 Australia - Conf. Proceedings CD** Interactive Learning: The Next Generation (ISSN 1931-7549) member \$45 (non-member \$55)
- Interactive Innovative Teaching & Training** 570 pg - (ISBN 1- 877868-22-1) member \$45 (non-member \$55);
- Interactive Teaching & Learning in a Global Context** 590 pg - (ISBN 1- 877868-20-5) member \$45 (non-member \$55);
- Interactive Teaching & Learning Across Disciplines and Cultures** 500 pg - (ISBN 1- 877868-18-3) member \$45 (non-member \$55);
- Complex Demands Require Innovation** 505 pages - (ISBN 1- 877868-16-7) member price \$45 (non-member \$55);
- International Case Collection** 200 pages (ISBN 1- 877868-12-4) member price \$45 (non-member \$55)
- ACT9-11 Italy and Germany - Conference Proceedings CD** Creative Teaching (ISSN 1931-7549) member \$45 (non-member \$55)
- ACT1, ACT2, ACT3, ACT4, ACT5, ACT6, ACT7, ACT8- Creative Teaching** (ISBN 1- 877868-10-8 ..13-2, ..15-9, ..17-5, ..19-1,..21-3, ..23X,..24-8), each: member price \$40 (non-member \$50);
- Creative Interactive Teaching** 536 pages - (ISBN 1- 877868-14-0) member price \$45 (non-member \$55);
- Interactive Teaching and the Multi Media Revolution** (ISBN 1- 877868-11-6) member price \$45 (non-member \$55);
- Interactive Teaching and Learning** (ISBN 1- 877868-09-4) member price \$45 (non-member \$55);
- Interactive Teaching and Emerging Technologies**, 428 pages - (ISBN 1- 877868-08-6) member price \$45 (non-member \$55);
- Teaching and Interactive Methods**, 570 pages - (ISBN 1- 877868-07-8) member price \$45 (non-member \$55);
- Forging New Partnerships**, 584 pages - (ISBN 1- 877868-04-3) member price \$45 (non-member \$55);

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THE JOURNAL OF THE WORLD ASSOCIATION FOR CASE METHOD RESEARCH & APPLICATION

www.wacra.org

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