

## Message from the President

Dear SCR Members

The 2010 Annual Meeting in Chicago was a wonderful success thanks to the efforts of many people! I especially want to thank Eric Nelson (University of Central Missouri) for his hard work organizing the conference; it seemed to me that everything proceeded without a hitch. I am pretty sure that Bill Stratton (Idaho State University) and Roy Cook (Fort Lewis College) played parts in making the event so successful. We had many high quality presentations and cases.

Something new this year is that we had great rooms for the presentations; and our view of the lake was breathtaking! The best part of the new arrangement was that we could have two presentations occurring simultaneously and neither could hear the other. What a great improvement! Thanks to those who made the new accommodations happen!

The summer workshop this year is scheduled to be held at Hanover College. All members should have received the call for cases. The picture of Hanover's campus on the call made the workshop even more enticing to me. I hope that many of you plan to join me at Hanover College July 15 – 17. I know that John Riddick and his crew have great plans for us.

You should have received your *Business Case Journal* by now. I would encourage all members to keep your membership information up to date, please. *Annual Advances in Business Cases* should be coming out any time now, so watch your mail for that CD. I look forward to serving SCR as the President in this next year. Thank you for the trust that you have placed in me. I will do my best to continue the good work of the past presidents.

Kay A. Hodge, President  
Society for Case Research  
University of Nebraska, Kearney

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**Find Us on the Internet!**

Facebook: The Society for Case Research is now a group on Facebook. Come and join your colleagues and friends. This is a great opportunity to meet outside the annual meeting in Chicago each spring and the Case Writer's Workshop each summer.

SCR Website: Visit the SCR Website at <http://sfcr.org/> for updates on conferences and publishing opportunities. You can also find style guides for our publications and past issues of the newsletter. Once you pay your annual dues, you can access the material available in the "Members Only" section of the site.

**Membership Dues and Information**

It is important to remember to pay your dues for membership in SCR. You need to be a member of SCR to attend and present at meetings. Your dues also include subscriptions to SCR publications.

1. When you pay your dues every July you automatically get the Proceedings, Annual Advances, Business Case Journal and the new electronic journal, Journal of Critical Incidents. Do not pay for the proceedings again when you register for the MBAA—don't check that box.
2. To pay online, go to <http://www.scr.org> and click on "Member Area" if you are a member or "Join" if you are not a member and follow directions. Eventually you will get to the "Pay Dues" link bringing you to the payment page. At the top, if you are a member, it will show when your membership expires. To make a payment, select the membership type you want, 1-year or 2-year and whether you are located in the U.S., Mexico or Canada. Click the "Pay with PayPal" button. Follow the instructions provided by PayPal and then return to the SCR site. You will need to keep your payment status active to receive information from the SCR. Those who wish to pay by check can mail it to the address on the Pay Dues page; your payment status will change once payment is received.
3. SCR runs on a July to July membership year. Go online or send a check made payable to the Society to Case Research: If you pay by check, please make sure you send it to Karen Foust at her home address. The address is Society for Case Research, c/o Karen Foust, 207 Belle Meade Blvd., Thibodaux, LA 70301-4907.

## SCR-MBAA Annual Meeting 2011

Mark your calendars! Next year's annual meeting of the Society for Case Research, held in Chicago each spring in conjunction with MBAA International, is scheduled for Wednesday March 23 through Friday March 25. The call for papers for Critical Incidents for presentation at the annual meeting will be sent in late summer with a deadline for submission early in the fall of 2010. All authors must be members of the SCR in order to publish in the *Journal of Critical Incidents*.

Critical Incidents must be presented at the spring meeting to be considered for publication in the refereed *Journal of Critical Incidents*. Following the meeting, authors incorporate the feedback they received to revise their incidents and submit them to a blind review process, which continues through the summer and early fall. The revised incidents are then published in the *Journal of Critical Incidents* in the fall.

### Upcoming Summer Workshop Locations

The SCR Summer Case Writers Workshop held each year is a unique opportunity for authors to both receive and provide feedback to each other on their written cases in a collegial atmosphere. The workshop goal is for participants to help each other prepare publishable cases and teaching notes. The workshops also include planned social activities and opportunities for informal interaction.

The Workshop is a "working meeting" with multiple sessions each day during which small groups conduct case reviews. Participants in these review groups provide feedback to their fellow authors and in return receive detailed, comprehensive feedback on their own cases from a panel of their peers. A scribe records the suggested changes for the authors to use in revising their cases. After the workshop, authors may submit their revised cases and teaching notes, along with a note indicating how they incorporated the suggestions received, to *Annual Advances in Business Cases*. Submissions successfully passing through a blind review process are then published.

Although the deadline for submitting cases for this summer's workshop has passed, anyone may attend and participate to see how the Workshop helps authors with their efforts. The locations of several upcoming workshops are listed below.

- 2010: The 32<sup>nd</sup> Annual Summer Case Writers Workshop hosted by Hanover College on its campus overlooking the Ohio River in Hanover, Indiana, on July 15-17, 2010. Contact: John C. Riddick, Jr., Assistant Professor ([Riddick@hanover.edu](mailto:Riddick@hanover.edu), 502-216-2602) and coordinated by Diane C. Montgomery, Administrative Coordinator ([Montgomery@hanover.edu](mailto:Montgomery@hanover.edu), 812-866-7396).
- 2011: The 33<sup>rd</sup> Annual Summer Case Writers Workshop will be hosted by chair Bonalyn Nelsen on the campus of Rochester Institute of Technology in Rochester, NY. Contact: Bonalyn Nelsen, Rochester Institute of Technology, (315) 597-4916, [bjnism@rit.edu](mailto:bjnism@rit.edu)
- 2012: The 34<sup>th</sup> Annual Summer Case Writers Workshop will be hosted by Missouri State University, Springfield. Contact: George Schmelzle, Missouri State University, College of Business Administration, (417) 836-5041 [gschmelzle@missouristate.edu](mailto:gschmelzle@missouristate.edu)
- 2013: The 35<sup>th</sup> Annual Summer Case Writers Workshop will be hosted by Western Connecticut State University, Danbury; Connecticut. Contact: Karen Koza, Western Connecticut State University, Ansell School of Business, (203) 837-9036, [kozak@wcsu.edu](mailto:kozak@wcsu.edu)

Information on dates for workshops in future years, registration, lodging, and transportation will be provided in future editions of the Newsletter, SCR emails, and posts on the Website and Facebook.

## 2010 SCR-MBAA Annual Meeting – The Drake Hotel – Chicago

A record number of papers, critical incidents, embryo cases, and panel presentations was submitted to the spring 2010 SCR Annual Meeting. The program included helpful panels on how to publish along with sessions for embryo cases and critical incidents, and paper presentations. The annual business meeting was held in conjunction with the luncheon on Thursday March 25. The gavel was passed from President Bill Stratton (Idaho State University) to Kay Hodge (University of Nebraska, Kearney). Kay will continue her editorial duties for the *Business Case Journal* in addition to serving as the President for 2010-11.

Awards presented during the Business Meeting and luncheon included the following:

2010 Philip C. Fisher Distinguished Service Award

**Barbara H. Nemecek**  
(Midwestern State University)

2010 Linda L. Goulet Outstanding Reviewer Award

**Tim Redmer** (Regent University)

2009 Best Critical Incident Award

*Sonoma Wine Company: Absolute or Intensity Target for GHG Emissions*  
**Asbjorn Osland** (San Jose State University)

2010 Best Paper Awards

*Applying Signature Pedagogies and Disciplined Mind Concepts to Developing Critical Incidents*

**Joy Benson** (University of Wisconsin, River Falls)  
**Sally Dresdow** (University of Wisconsin, Stout)

*Expanding the Experiential Nature of Case Teaching for Business*

**Jeffrey B. Conner** (Hanover College)  
**Robyne J. Hart** (Associated Colleges of the Midwest)

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Below and on the next page are a few photos from the annual meeting in Chicago. Plan to join us next year March 23-25.

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SCR business meeting and luncheon, Drake Hotel.



SCR annual business meeting and luncheon, Drake Hotel.

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