

Message from the President

The **2010 SCR Annual Meeting** on March 24-26 under the strong leadership of Eric Nelson (University of Central Missouri) once again includes a record number of participants presenting papers, panel discussions, critical incidents, and embryo cases. This meeting at The Drake Hotel in Chicago, held each year in conjunction with the MBAA (Midwest Business Administration Association) Conference, provides attendees the opportunity to attend and participate in the programs of eleven academic associations comprising the MBAA. The 2010 Annual Meeting promises to be the best ever—don't miss it!

*Regarding the Conference, **please note** that following our practice of the last several years, SCR will hold its Annual Business Meeting as part of a luncheon on Thursday. When registering for the conference, be sure to **sign up for the luncheon** (which is subsidized by both the MBAA and SCR). Also, if you are a primary registrant for SCR, **do not sign up for the Proceedings**—you will receive a copy as a member of SCR.*

The SCR *Journal of Critical Incidents*, under editor Joy Benson (University of Wisconsin River Falls) and associate editor Sally Dresdow (University of Wisconsin Stout), published its second edition in October 2009 with 21 critical incidents surviving the rigorous review process. This electronic journal provides an outlet for critical incidents presented each year at the SCR Annual Meeting. Following a blind review and revision process, incidents presented at the 2010 meeting will comprise volume three.

A **Strategic Planning Task Force** has been established under the coordination of Ann Hackert (Idaho State University) to deliberate on several issues and report to the SCR Board in March. Issues to be considered include: 1) maintaining the society archives, 2) succession planning for the SCR director of development position, 3) examining the structure and membership of SCR committees, 4) maintaining the SCR website and database of cases, papers, and critical incidents, 5) ensuring the long-term continuity of the SCR vision and culture, and 6) considering the remuneration of key contributors (e.g., editors, director of development). Task force members have been encouraged to bring additional strategic issues to the Board as well.

The **Publication Committee**, rejuvenated under the leadership of president-elect Mark Bezik (Concordia University of Wisconsin) has undertaken several initiatives to clarify the SCR submission, review, and publication processes to better communicate requirements to program participants.

The **SCR Website** (www.sfcr.org) continues to be updated to be more useful to members and others seeking information about SCR and its activities. SCR cases and critical incidents published since 2002 in the *Business Case Journal*, *Annual Advances in Business Cases*, and the *Journal of Critical Incidents* are available for classroom adoption in a searchable database located in a special SCR member section of the website.

Finally, the **2010 Summer Case Writers Workshop** will be held on July 15-17 on the campus of Hanover College, chaired by Hanover Professor John Riddick (riddick@hanover.edu). Hanover is the oldest college in Indiana, has a beautiful campus overlooking the Ohio River in Hanover, Indiana, and is an easy drive from the Cincinnati, Louisville, and Indianapolis airports.

I thank everyone who attends our SCR meetings and workshops for your enthusiastic participation in the sessions and for the helpful feedback you give to our presenters. The SCR succeeds only because of this active involvement of its members and their willingness to serve as session chairs, discussants, and paper reviewers. I hope to see all of you again in Chicago in March.

Bill Stratton
SCR President, 2009-10
Idaho State University

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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 at her home address That address is Society for Case Research c/o Karen Foust, 207 Belle Meade Blvd., Thibodaux, LA 70301-4907.

Upcoming Summer Workshop Locations

- ▶ 2010: The 32nd Annual Summer Case Writers Workshop will be hosted by Hanover College on its campus overlooking the Ohio River in Hanover, Indiana, on July 15-17, 2010. The workshop is chaired by John C. Riddick, Jr., Assistant Professor (Riddick@hanover.edu, 502-216-2602) and coordinated by Diane C. Montgomery, Administrative Coordinator (Montgomery@hanover.edu, 812-866-7396) both of whom are with the Center for Business Preparation at Hanover College.
- ▶ 2011: The 33rd Annual Summer Case Writers Workshop will be hosted by chair Bonalyn Nelsen on the campus of Rochester Institute of Technology in Rochester, NY.

Society for Case Research Publications

Business Case Journal, Message from the Editor

Thank you to all of the case reviewers who have spent so much of their valuable time reviewing cases and getting them back to me in a timely manner. You make my job so much easier! Also, thank you to case writers who have sent your cases to the BCJ for review and possible publication. It is your hard work that makes the journal possible. The next issue of the Business Case Journal is due to come out in March so be watching the mail for it. Just a little reminder, if you have moved you need to change your address with Karen Foust to assure that you receive your publications from the Society for Case Research.

Kay Hodge, Editor

Journal of Critical Incidents, Message from the Editor

Volume 2 of the Journal of Critical Incidents was a success! Twenty-one quality incidents were published. The peer reviewed teaching notes are available through SCR.

A BIG thank you goes to the 38 reviewers and to Sally Dresdow, the Associate Editor. A lot of time and talent was provided from May through September. Forty-two eligible presentations were part of the 2009 MBAA Meeting. Of these, 27 submissions were received for JCI Volume 2 consideration. In addition five critical incidents deferred from 2008 were resubmitted. All totaled, 32 critical incidents were sent out to reviewers!

Of the 32 critical incidents originally submitted for Volume 2, how were the final 21 selected? First, seven authors decided to not continue after the first round of reviews, chose to turn their critical incident into a case, or submitted their work to another publication.

Second, 25 submissions completed the second round of reviews, with 7 being sent out for a third review prior to the publication decision. Based on reviewer feedback, four of the 25 were deferred. The final selection came down to having a well written, interesting 'story' AND a well done teaching note. It cannot be emphasized enough that, even though it is not published, the teaching note is the deciding factor!

The submission timeline for Volume 3 will be distributed at the 2010 MBAA meeting. I look forward to another great year!

Joy Benson, Editor

Society for Case Research

2010 Annual Meeting – The Drake Hotel - Chicago

March 24-26, 2010

Critical Incidents, Panel Topics, Embryo Cases



Society for Case Research Annual Meeting Silent Auction

Please consider bringing an item to donate for this year's silent auction. Keep in mind that items should be something members can easily carry with them on their plane trip back home. In the past we had a variety of items representing the creativity of members. Bringing an item and participating in the bidding helps raise funds for the SCR.

Remember to Sign Up to Attend Lunch at the 2010 Annual Meeting!

The SCR holds an annual business meeting during lunch on Thursday in Chicago. This is a great opportunity for you to find out about new SCR initiatives and provide input and feedback to the organization. SCR works because all of its efforts focus on case research, writing, and teaching. Because the noon lunch meeting is an important part of our organization, the price you are asked to pay is supplemented by both SCR and MBAA. Sign up and pay the additional charge when you formally register for Chicago. Of course the lunch is also a great place to meet new SCR members and catch up with old friends. Don't miss out!

Society for Case Research

CONFERENCE PROGRAM SCHEDULE

WEDNESDAY, MARCH 24, 2010

11:30-1:15 p.m. DRAKE RESTAURANTS

Board of Directors, Publications Committee, and Past Presidents Luncheon

1:30-2:45 p.m.Room 825

Theme: Critical Incident Review

Chair: Roy A. Cook, Fort Lewis College
Discussants: Harsha Desai, Loyola University in Maryland
 Nona J. Jones, Benedictine University

TriMode Systems: Continuity of a Lifestyle Business

Eric Nelson, University of Central Missouri
Heather Loomis, University of Central Missouri

The Fate of MediaFuse: An Entrepreneur Wrestles with the Future Direction of his Internet Marketing Firm

John C. Riddick, Jr., Hanover College

1:30-2:45 p.m.Room 829

Theme: Critical Incident Review

Chair: William E. Stratton, Idaho State University
Discussants: Christy DeVader, Loyola University in Maryland
 Rong Kang, University of Southern California

Bayer CropScience: The Public's Right to Know

Steven M. Cox, Queens University of Charlotte
Bradley W. Brooks, Queens University of Charlotte
Ilonka Aylward, Aylward Family Law

Quest Research Explores the Hog Production Industry

Stacy M. Vollmers, University of Wisconsin – River Falls
Clyde Vollmers, Russian American Institute

3:00-4:15 p.m.Room 825

Theme: Critical Incident Review

Chair: Steven M. Cox, Queens University of Charlotte
Discussants: Bradley W. Brooks, Queens University of Charlotte
 Stacy M. Vollmers, University of Wisconsin, River Falls

Peer Review Pressure

William E. Stratton, Idaho State University
Reed McKnight, University of New Mexico

Quiomi Savoy Salon & Spa: Will This Dream Fade Away?

Nona J. Jones, Benedictine University

3:00-4:15 p.m.Room 829

Theme: Embryo Case and Critical Incident Review

Chair: Eric Nelson, University of Central Missouri
Discussants: Heather Loomis, University of Central Missouri
Robyne J. Hart, Associated Colleges of the Midwest – Chicago Programs

How Should MSW, A Small Company, Manage Its Supply Chain

Kiran J. Desai, Ph.D., McNeese State University
Harsha Desai, Ph.D., Loyola University Maryland

Seastar – Global Mart

Rong Kang, University of Southern California
Fulbright Research Scholar, University of Southern California

4:30-6:00 p.m. SCR MEETING ROOM

Society for Case Research Board of Directors Meeting

THURSDAY, MARCH 25, 2010

8:00-9:00 a.m.Room 825

Theme: Critical Incident Review

Chair: John C. Riddick, Jr., Hanover College
Discussants: Keith Benson, Winthrop University
Carol Rewers, Ferris State University

Drexel Chicken

Bruce C. Sherony, Northern Michigan University
Irvin A. Zaenglein, Northern Michigan University

Measuring and Managing Employee Turnover at Taste Max Restaurants

Bonalyn J. Nelsen, Rochester Institute of Technology
Patricia A. Walker, Rochester Institute of Technology
Francis M. Domoy, Rochester Institute of Technology

8:00-9:00 a.m.Room 829

Theme: Critical Incident Review

Chair: Karen Foust, Tulane University
Discussants: Roy Savage, Christopher Newport University
Lizabeth A. Barclay, Oakland University

Hana's Dilemma: Suck It Up or Quit?

Asbjorn Osland, San Jose State University
Pamela Wells, San José State University
William Jiang, San Jose Sate University

The Project Team: Platform for Success

Jay Coughnet, The Whiting-Turner Contracting Company
Christy L. De Vader, Loyola University in Maryland
Anthony Mento, Loyola University in Maryland

8:00-9:00 a.m.Ontario Room, Upper Mezzanine

Theme: Embryo Cases

Chair: Craig Rabe, Luther College
Discussant: Michael Stellern, Rockhurst University
Deni Oas, University of Central Missouri

Skydive Carolina – “Welcome To My World”

Tim Burson, Queens University of Charlotte
Brad Brooks, Queens University of Charlotte
LeAnne Pupchek, Queens University of Charlotte

Shape Up or Ship Out: Performance Management at Community Hospital

Mark Fulford, University of Central Missouri

9:15-10:30 a.m.Room 825

Theme: Paper Presentations

Presenters: Joy Benson, University of Wisconsin, River Falls
Sally Dresdow, University of Wisconsin, Stout
Jeffrey B. Conner, Hanover College
Robyne J. Hart, Associated Colleges of the Midwest – Chicago Programs

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 – Chicago Programs

9:15-10:30 a.m.Room 829

Theme: Embryo Case Review

Chair: Karen Foust, Tulane University
Discussants: Ann M. Hackert, Idaho State University
Joe Thomas, Middle Tennessee State University

Health Information Technology, Patient Flow, and the New Manager: Evaluation of Three Clinics

Leigh W. Cellucci, Idaho State University
Keith Benson, Winthrop University
Tracy Farnsworth, Idaho State University

PlanetHospital.com - Medical Tourism Website at a Crossroad

Carol Rewers, Ferris State University
Timothy Brotherton, Ferris State University

10:45-12:00 p.m.Room 825

Theme: Paper Presentation & Panel

Presenters: Kay A. Hodge, University of Nebraska, Kearney
Roy Cook, Fort Lewis College

Panelists: Kay A. Hodge, University of Nebraska, Kearney
Joy Benson, University of Wisconsin, River Falls
Roy Cook, Fort Lewis College
J. David Hunger, Saint John's University

So, You Think You Want to Write a Case!

Kay A. Hodge, University of Nebraska at Kearney
Roy Cook, Fort Lewis College

Getting Your Case Published

Kay A. Hodge, University of Nebraska at Kearney
Joy Benson, University of Wisconsin – River Falls
Roy Cook, Fort Lewis College
J. David Hunger, Saint John's University

10:45-12:00 p.m.Room 829

Theme: Critical Incident Review

Chair: Christy DeVader, Loyola University, Maryland
Discussants: Janet C. Papiernik, Indiana University Purdue University, Fort Wayne
Michael Stellern, Rockhurst University

Overcoming Resistance to Technological Change: The Case of the Unused Calculators

Bonaly J. Nelsen, Rochester Institute of Technology
Miriam Santana Valadez, Rochester Institute of Technology

Is Dr. Steinberg's Trait Selection a Viable Business?

Asbjorn Osland, San Jose State University
Chunlei Wang, San Jose State University
John Omweg, San Jose State University
Vivek Kumar, University of Texas, Southwestern Medical Center
William Jiang, San Jose State University

**12:00-1:15 p.m. Club International, Main Floor of Drake
SCR Luncheon and Annual Meeting - TICKET REQUIRED**

1:30-2:45 p.m.Room 825

Theme: Paper Presentations

Presenters: Jolene A. Lampton, Park University
Rong Kang, University of Southern California
Heather Loomis, University of Central Missouri

Using Discussion Teaching in an Online Ethics Course

Jolene A. Lampton, Park University

The Application of Bilingual Cases Based on Asymmetric Information in Negotiation Course

Rong Kang, University of Southern California
Heather Loomis, University of Central Missouri

1:30-2:45 p.m.Room 829

Theme: Embryo Case Review

Chair: Karen Markel - Oakland University
Discussants: Eric Nelson, University of Central Missouri
William E. Stratton, Idaho State University

Apple, Inc, and Greenpeace in 2008

Patrick L. Schultz, University of North Dakota
Duane Helleloid, University of North Dakota

Another Reason, I LOVE NEW YORK!

Timothy Brotherton, Ferris State University
Craig Davis, Ohio University
Nakato Hirakubo, Brooklyn College

3:00-4:15 p.m.Room 825

Theme: Critical Incident Review

Chair: Cheryl Noll, Eastern Illinois University
Discussants: Rong Kang, University of Southern California
Ranjeet Nambudiri, Indian Institute of Management (IIM)

The Free Lunch

Bruce C. Sherony, Northern Michigan University
Irvin A. Zaenglein, Northern Michigan University

Alabama's "Fat Tax"

Asbjorn Osland, San José State University
Pamela Wells, San José State University
William Jiang, San José State University

3:00-4:15 p.m.Room 829

Theme: Embryo Case Review

Chair: Robyne J. Hart, Associated Colleges of the Midwest – Chicago Programs
Discussants: Leigh W. Cellucci, Idaho State University
Patrick L. Schultz, University of North Dakota

Bounty Boy, Go Big or Go Home

Timothy Brotherton, Ferris State University
Craig Davis, Ohio University

The Purple Tunnel of Doom

Britt M. Shirley, The University of Tampa
Mary Anne Watson, The University of Tampa

4:20- 5:30Drake Room, Main Level

MBAA INTERNATIONAL - Annual Business Meeting

Includes "Best Paper" Awards Presentations

FRIDAY, MARCH 26, 2010

8:00-9:15 a.m.Room 825

Theme: Critical Incident Review

Chair: Karen Berger, Pace University
Discussants: Craig Davis, Ohio University
Bruce C. Sherony, Northern Michigan University

Sampark Electronics: Direct Shipment from Factory to Customers
Arvinder Loomba, San José State University
Taeho Park, San José State University

SpudKraft: Across the Cultural Divide
Robert Picard, Idaho State University
Priscilla R. Reis, Idaho State University
Dennis Krumwiede, Idaho State University

8:00-9:15 a.m.Room 829

Theme: Critical Incident Review

Chair: Gabriele Lingenfelter, Christopher Newport University
Discussants: Mark Fulford, University of Central Missouri
Diane J. Prince, Clayton State University

What is the Board's Responsibility?
Kay A. Hodge, University of Nebraska
Janet Trewin, University of Nebraska

Thou Shall Not Steal, Defraud or Misappropriate!
AnnaMarie Hawkins, Christopher Newport University
Roy Savage, Christopher Newport University

8:00-9:15 a.m.Ontario Room, Upper Mezzanine

Theme: Critical Incident Review

Chair: Joe Thomas, Middle Tennessee State University
Discussants: Claire McCarty Kilian, University of Wisconsin, River Falls
Michael Stellern, Rockhurst University

Mountain View Assisted Living
Ann M. Hackert, Idaho State University
Jeff Brookman, Idaho State University
Sandra Speck, Idaho State University

Be It Ever So Humble There's No Place Like Home (Keen)
Kathy S. Pollack, Indiana University Purdue University, Fort Wayne
Kent Kauffman, Indiana University Purdue University, Fort Wayne
Janet C. Papiernik, Indiana University Purdue University, Fort Wayne

9:30-10:45 a.m.Room 825

Theme: Critical Incident Review

Chair: Joe Thomas, Middle Tennessee State University
Discussants: Sandra Speck, Idaho State University
Kathy S. Pollack, Indiana University Purdue University, Fort Wayne

How Should Nutriset Deal with Intellectual Property?

Asbjorn Osland, San Jose State University
Xiaohong (Iris) Quan, San Jose State University
Aparajitha Vadlamannati, San Jose State University
William Jiang, San Jose State University

New York City Subway Line and the Metropolitan Transit Authority

Karen A. Berger, Pace University
Colleen Kirk, Pace University

9:30-10:45 a.m.Room 829

Theme: Critical Incident Review

Chair: Bonalyn J. Nelsen, Rochester Institute of Technology
Discussants: Kay Hodge, University of Nebraska, Kearney
Tom Garsombke, Troy University, Augusta

In the Interest of Women?

Claire McCarty Kilian, University of Wisconsin, River Falls
Brian J. Huffman, University of Wisconsin, River Falls

The Implosion of Learning Team 17

Anthony J. Mento, Loyola University, Maryland
John T. Everett, Loyola University, Maryland

11:00 a.m.-12:15 p.m.Room 825

Theme: Panel Discussions

Panelists: Karen Markel - Oakland University
Eric Nelson - University of Central Missouri
Carol Rewers - Ferris State University
Kay Hodge, University of Nebraska, Kearney
Joy Benson, University of Wisconsin, River Falls
Roy Cook, Fort Lewis College

Using Cases as Online Teaching Tools: Do's and Don'ts from the Trenches

Karen Markel - Oakland University
Eric Nelson - University of Central Missouri
Carol Rewers - Ferris State University

Incorporating Visual Aids in Cases: Are the Benefits Worth the Costs?

Kay Hodge, Editor, Business Case Journal
Joy Benson, Editor, Journal of Critical Incidents
Roy Cook, Fort Lewis College

11:00 a.m. - 12:15 p.m.Room 829

Theme: Embryo Case Review

Chair: Claire McCarty Kilian, University of Wisconsin, River Falls
Discussants: Priscilla R. Reis, Idaho State University
Mary Anne Watson, University of Tampa

Mirage in the Kalahari: Ramatex in Namibia
Farid Sadrieh, Quinnipiac University

Faster Than a Speeding Bullet: How Technology (and Other Factors) Left Motorola Behind
Jose J. Poza, Barry University
Anne Fiedler, Barry University

1:45-3:00 p.m.Room 825

Theme: Panel Discussion & Embryo Case Review

Chair: Ann M. Hackert, Idaho State University
Discussants: Roy A. Cook, Fort Lewis College, et al.
Taeho Park, San José State University
John C. Riddick, Jr., Hanover College

How to Use the SCR Website
Roy A. Cook, Fort Lewis College
Eric Nelson, University of Central Missouri

Endeavoring to Build a Sustainable Enterprise: Endeavor Careers Private Limited
Ranjeet Nambudiri, Indian Institute of Management
Jayasimha K.R., Institute of Management Technology (IMT)
Sandeep Krishnan, Practicing Manager, India

1:45-3:00 p.m.Room 829

Theme: Embryo Case Review

Chair: Nona J. Jones, Benedictine University
Discussants: Jose J. Poza, Barry University
Robert Picard, Idaho State University

Blade Goes to Jail for Tax Fraud
John D. Veal, Jr., Webster University
Gabriele Lingenfelter, Christopher Newport University

Suburban U: Motivating Constituents During a Crisis
Lizabeth A. Barclay, Oakland University
Karen S. Markel, Oakland University

3:00-4:15 p.m.Room 825

Theme: Embryo Case Review

Chair: John D. Veal, Jr., Webster University
Discussants: AnnaMarie Hawkins, Christopher Newport University
John T. Everett, Loyola University, Maryland

Franchising in the Dairy Service Industry
Deni Oas, University of Central Missouri

The CEO's Dilemma
Robert R. Picard, Idaho State University
Cathy Peppers, Idaho State University

3:00-4:15 p.m.Room 829

Theme: Critical Incident Review

Chair: Roy A. Cook, Fort Lewis College
Discussants: Mark Fulford, University of Central Missouri
Timothy Brotherton, Ferris State University

Sampark Electronics: The Production Outsourcing Decision
Arvinder Loomba, San José State University
Taeho Park, San José State University

Able State Painting Company
Thomas W. Garsombke, Claflin University
Diane J. Prince, Clayton State University
Richard Fulton, Troy University, Augusta

Call for Cases

The Society for Case Research 32nd Annual Summer Case Writer's Workshop Hanover College Hanover, Indiana July 15-17, 2010

Workshop Purpose & Overview

The [Society for Case Research's \(SCR\)](#) Summer Case Writer's Workshop is held on a different college campus each summer to offer case writers an opportunity to work with a collegial group of people who provide constructive feedback and suggestions on how a case and accompanying teaching note might be improved. Participants work in small groups over two days of sessions discussing and critiquing their cases with the purpose of helping authors strengthen their cases such that they might be publishable.

The primary purpose of the workshop is to develop and improve business research, case writing, and the case reviewing skills of participants. The workshop helps aspiring case writers, beginners, and experienced case writers prepare and develop cases and teaching notes for classroom use and/or publication. ***YOU DO NOT HAVE TO SUBMIT A CASE TO ATTEND.*** Individuals interested in exploring case writing as an alternative to traditional research are encouraged to attend.

Abstracts of all cases accepted for presentation will be published in the *Conference Proceedings*. Cases presented at the workshop are eligible for submission to [Annual Advances in Business Cases](#), a blind-refereed publication sponsored by the Society for Case Research.

The workshop is a great opportunity to network with professionals from various business disciplines and institutions who are interested in writing and using cases. The small group approach helps one gain a broader perspective on how a case might be used to facilitate student learning.

When & Where

The conference sessions begin at 5 p.m. on Thursday, July 15th and conclude at 1 p.m. Saturday, July 17th. [Hanover College](#) is a private, coeducational liberal arts college. Founded in 1827, Hanover is the oldest private college in Indiana. The College is located in southeastern Indiana just outside of [Madison, IN](#) on 650 acres overlooking the Ohio River. Recognized as "The prettiest Small Town in the Midwest" by Ladies Home Journal and "Best Preserved Town in the Midwest" by The Chicago Tribune, Madison boasts the largest historic district in Indiana with over 133 blocks on the National Register of Historic Places. The College is close to Louisville (45 miles), Cincinnati (70 miles), and Indianapolis (95 miles).

Deadline for Submission

Cases with a Teaching Note (TN) should be submitted no later than May 1st, 2010. Submissions must be in MS Word format and can be submitted electronically to jriddick@hanover.edu or Montgomery@hanover.edu. A committee will review your case and acceptance will be acknowledged on May 30th, 2010. At that time, instructions will be sent regarding the presentation of your case Abstract. Abstracts will be published in the *Workshop Proceedings*.

Case Specifications

SCR accepts both decision cases and descriptive cases. Decision cases require analysis leading to action recommendations to resolve a crisis and/or long-term problem depicted in the case. Descriptive cases require analysis to understand the dynamics of a situation but do not require any recommendations for action. The case submitted must be based on real events in an actual organization, although individuals and/or the organization may be disguised to preserve anonymity.

Teaching Note Specifications

A TN must be included with your case submission. The TN should contain the following:

- **Title of Case** with authors and their affiliations
- **Case Overview:** The case overview summarizes and identifies key issues in the case.
- **Learning Objectives:** The learning objectives should describe what you want the student should learn, or what the student will be doing to demonstrate his or her knowledge and how you will know when he or she is doing it.

- **Questions and Answers:** The questions should be linked and ordered to the learning objectives. These questions are for the instructors who will be using the case. Answers to the questions should be thorough and supported by current theory and practice. Good answers are supported with references to current textbooks or research literature.
- **Suggestions for Classroom Use:** Identify courses, conditions, etc., under which the case is suitable. If you have field-tested the case in your own classroom, include a statement of how it was used and student reaction.
- **Epilogue:** If known, you might want to provide the actual situation outcome.
- **References:** Current references should be cited.

For additional information regarding requirements for case and TN submissions, please consult the [Manuscript Submission Guidelines](#) available on the SCR Website.

Workshop Preparation

After you are notified that your case will be accepted, you will be sent several cases to review prior to the beginning of the workshop. This will occur around June 15th. During the workshop you will be a member of a small group giving feedback to the author(s) of the case and making suggestions for improvement. Each review session will have a facilitator (chair), scribe, and multiple discussants. As you review a case and TN, you are strongly encouraged to make notes directly on the case and TN and hand these to the author at the conclusion of the session where that case is discussed.

The case-reviewing portion of the workshop officially begins at 8:30 a.m. on Friday, July 16th and concludes at 1:00 p.m. on Saturday, July 17th. The number of case submissions is not limited. **However, an individual author will be expected to review and be a discussant in at least three other sessions.** Thus, co-authors will need to consider attendance.

Registration & Lodging

Registration forms and additional Workshop information will be available in early 2010. Inexpensive lodging will be provided on Hanover's campus. A complete list of hotels, bed & breakfasts, and guest houses can be found on the Madison, IN Website, [visitmadison.org](#). [Clifty Falls State Park](#), conveniently located between Hanover and Madison, also has lodging available.

Air Travel Information

[Louisville International Airport](#) (SDF)
[Cincinnati/Northern Kentucky International Airport](#) (CVG)
[Indianapolis International Airport](#) (IND)

Questions or Additional Information

For additional information on the 2010 Summer Workshop, please contact the following individuals:

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