

W A C R A[®]

N E W S

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"Creative Teaching" Conference

Knowledge Leads to Opportunity

Cologne (Köln), Germany, January 3 - 6, 2010

Join ACT13 and visit Germany

ACT13 - the Thirteenth Creative Teaching Conference will convene from January 3-6, 2010 in Cologne (Köln), Germany. Convenient international airports are Frankfurt, Germany, Paris, France, Amsterdam, The Netherlands, Brussels, Belgium and London, UK.

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 up-dates.



Cathedral Cologne, Germany

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From the Executive Board



Hans Klein

Delegates from Europe, North and South America, and the Middle East met in Vancouver, Canada to celebrate and participate in the 26th WACRA Conference. The annual, international, interactive, interdisciplinary, intercultural, conference had the theme "Teaching and Learning in a Global Environment - Enseñanza y Aprendizaje en un Entorno Global"».

The Board is delighted to announce that the Universidad del Norte in Barranquilla, Colombia will be the host for the 27th WACRA conference: June 25-28, 2010. Co-sponsor of the conference is Universidad del Rosario in Bogotá. The Universidad del Norte will also host the annual Dean's Conference of Colombian Business Schools (there are 130 B-Schools in Colombia) just prior to the WACRA conference. 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 variety of post conference options are planned for Cartagena (Cartagena's colonial walled city and fortress were designated a UNESCO World Heritage site in 1984) and a stay on a Caribbean Island with immaculate white sand beaches and thatched roof bungalows), a visit to Santa Marta (El libertador Simon Bolívar died at a ranch named *Qunita de San Pedro*

Alexandrino on the outskirts of Santa Marta on December 17, 1830) are planned.

WACRA 2010 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 2010 is "Educational Partnerships to Change the World". Tied to this theme are WACRA initiatives: 1. Poverty and Education (details on pages 10 and 11) and 2. "Teaching, Culture and Diversity" (page 6). 3. Special interest tracks for deans and university administrators. WACRA® 2010 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 languages for WACRA 2010 are English and Spanish with tracks in French and other languages. We invite you to submit papers, proposals, workshops, simulations, panels etc. (in English, Spanish, French) to address the conference theme: "Educational Partnerships to Change the World". Manuscript preparation guidelines and writing tips can be found on the WACRA web site.

Submission deadline for WACRA 2010 is January 15, 2010. Join colleagues from around the world in Barranquilla 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**. 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 Managment**. To make available the published work of *IJCRA* authors to case writers, teachers, researchers and scholars world wide, the WACRA® Boards have decided, at the end of each year, to move four quarterly issues of *IJCRA* to the public domaine. Thus, at the end of 2009, the year '2005 issues' can be accessed password-free. The International Journal of Case Research and Application (*IJCRA*) is the official publication of WACRA and as such aims to publish high-quality manuscripts that capture innovation and creativity in learning and interactive teaching methods globally. The **WACRA Publication Partnership Project** responds to member interest to develop WACRA-based partnerships that focus on producing high quality manuscripts suitable for *IJCRA* publication. To help facilitate W3P, WACRA is establishing a database so that lead authors (individuals seeking partners) and secondary co-authors (individuals willing to work with and support lead authors) can find each other. For details refer to page 4. **Join the ACT13 Creative Teaching Conference in Cologne, Germany, January 3-6, 2010.** For the Call for Papers, the preliminary program, the Registration Form and information on Cologne (a UNESCO World Heritage site) refer to pages 4, 13-15 of this NEWSletter and visit www.wacra.org for up-dates. **Submit papers, proposals, workshops now and register before November 15, 2009.**

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ACT13 - January 3-6, 2010 COLOGNE (KÖLN), GERMANY

Cologne is feeling (Köln ist ein Gefühl).

Cologne is more than just the city of conventions, its famous cathedral and *Karneval*. The city's outstanding infrastructure, international trade fairs and businesses, award-winning hotels and restaurants, and diverse cultural and leisure activities all make a visit to Cologne unforgettable. From its Roman origins to the present, Cologne has transformed itself into a dynamic and vibrant European metropolis in its 2,000 year history. It is one of the oldest cities in Germany, having been founded by the Romans in 38 BC. It is a meeting point for people from around the world. And, most importantly, Cologne represents a unique way of life. Cologne is a feeling!

Cologne is Germany's fourth largest city. Cologne is: its magnificent cathedral, the mighty Rhine River, its internationally renowned museums and trade fairs, and major events of all kinds. The Rhineland metropolis is also: home to creative film companies, countless art galleries, a vibrant student life, a diverse free theater scene and great shopping on bustling streets. Cologne is: restaurants and pubs for walks of life, colourful lifestyles, culinary variety and international flair.

Cologne is also "savoir vivre", and attitude towards life. One million Colognians – including people from over 30 countries – love their city. Even visitors can sense it. Not just during the *Karneval* festivities or the city's exciting night life, but every day – in the bakeries, restaurants, bars and even trams. Cologne's residents have a very unique way of celebrating and enjoying their connection to their home. Open-minded, friendly to visitors and always full of life: a local band may have summed it up best – and fans love to sing along: "Hey Kölle – do bes e jeföhl" (Hey Cologne! You're a feeling!)

Cologne is at the heart of Europe (Köln ist mitten in Europa). Cologne is at the heart of Europe. The business, trade and research centre has an outstanding transportation network. Its guests and business partners in the region, throughout Germany and abroad all benefit from the

convenient connections.

The Rhine River is dominated by passenger ferries, rowboats and pleasure boats. Cologne is Europe's second-largest inner harbor, with five ports on the Rhine. Eight stunning bridges span the river, giving the city its unique look. Cologne's time-honoured symbol, the cathedral, now has high-tech competition: the prominent crane buildings in the new



Cologne Cathedral (Kölner Dom)

Rheinhafen district. On Sunday mornings, the promenades on "Father Rhine" are full of children playing and people leisurely strolling to their ferries for day excursions. The lawns and parks on the right side of the river are the stomping ground for football players and walkers. They also protect the native flora and fauna.

Around 10 million air travelers pass through Cologne Airport each year. Passengers can choose from 60 airlines and 130 different global destinations. The airport has become the largest hub for low-cost charter flights in continental Europe.

Cologne Bonn Airport is located about 17 km east of the city and has great connections to get travelers there fast – the trains take you to the Cologne Cathedral in just 10 minutes. ICE, regional and suburban trains make regular stops at the airport train station. It is also possible to take the train from Cologne to two other important international airports in less

than an hour. Düsseldorf Airport is just 40 minutes away (55km) and Frankfurt am Main Airport is a 55-minute trip.

Like the main access roads to Cologne's city centre, 10 motorways converge to form a star-shaped ring surrounding the entire city. Each neighbourhood can be reached quickly and conveniently via several exits.

The Cologne Main Station is worth visiting just to see its impressive steel and glass roof construction. It is also one of the most important railway centres on the continent. Trains travel from Cologne to all major cities and urban centres in Germany and the rest of Europe. Several high-speed connections, such as Cologne-Brussels-Paris-London or Cologne-Frankfurt-Stuttgart, take travelers to their destinations in just a few hours – on the ICE, Thalys and Eurostar trains. One sight not to be missed in the Main Station is the *Alter Wartesaal*, for former waiting room of the Main Station. The *Alter Wartesaal* is the only part of the complex to survive World War II.

A close-knit public transportation network provides the best connections in the region. Every day over 1,300 trains leave Cologne's Main Station. Guests can get around the city comfortably by taking over 1,000 taxis, hundreds of *Deutsche Bahn* rental bikes or even a few trishaws.

Cologne has an extensive network of trams, buses and underground trains appreciated by 250 million passengers each year. The metropolis on the Rhine can also be explored very well on foot. The trade fair grounds, city centre, old town, most important museums and many event locations are within walking distance of Cologne Cathedral and the Cologne Main Station. Whether you are leaving your hotel for a cultural excursion, business dinner or concert – be sure to take in the vibrant atmosphere of this great city!

Cologne has a universal appeal. Over 115 million people come to Cologne each year just to spend the day exploring the city's unique sights, trade fairs, small and large events, and the typical Cologne feeling. Another 4.3 million guests stay overnight.

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Solicitud de Artículos: ENSEÑANZA CREATIVA:
“EL CONOCIMIENTO ES UNA AVENTURA”
Colonia, Alemania – Enero 3 - 6, 2010

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, 2009.** *los artículos completos, terminados deben ser recibidos antes de diciembre 31 de 2009, para ser considerada su publicación en IJCR. Las inscripciones al Congreso deben ser realizadas antes de Noviembre 15, 2009. Para mayores detalles visite nuestra página web o contáctese directamente con nosotros: smithdmwacra@triad.rr.com*

Need Help Publishing Your Scholarly Work?

WACRA Publication Partnership Project (W3P)

The International Journal of Case Research and Application (IJCR) is the official publication of WACRA and as such aims to publish high-quality manuscripts that capture innovation and creativity in learning and interactive teaching methods globally. The **WACRA Publication Partnership Project** responds to member interest to develop WACRA-based partnerships that focus on producing high quality manuscripts suitable for IJCR publication. To help facilitate W3P, WACRA is establishing a database so that lead authors (individuals seeking partners) and secondary co-authors (individuals willing to work with and support lead authors) can find each other.

To build the database, WACRA is asking lead authors and co-authors to submit the following:

Lead authors: Choose from your work an article that has IJCR potential. This could be a case study under development, an article about innovation in teaching, etc. Submit a 1 - 2 page summary of the research to the WACRA database. The summary should include a section on each of the following: the purpose of the research, the methodology, the findings (if available), and the conclusions (if determined). Please also include your name, school and department affiliation, current email address, native language, and whether you prefer a co-author within your discipline. Lead authors are encouraged to post a representative example of their English-language usage. A lead author may also wish to upload a three minute video clip of himself in which s/he talks about: the topic of his research/case, the methodology, the findings, and the conclusions.

Co-authors. Submit a brief summary of the kinds of partners with whom you would like to collaborate. This may include colleagues in a specific discipline, colleagues who share a specific research focus, or colleagues from a specific region in the world. Co-authors should be willing to work with lead authors to put ideas into proper English, to help organize the paper according to accepted academic standards, and to help format the paper according to IJCR guidelines. Please also include 1 – 2 pages from one of your published articles, a discussion of your own research and publication interests, and your name, school and department affiliation and current email address.

Partnership. Co-authors will contact lead authors with whom they are willing to work. Lead authors and co-authors will mutually decide if they want to form a partnership. Once a partnership has been formed, the lead author informs WACRA so that the entry can be deleted from the database. W3P papers submitted to IJCR will undergo the same rigorous, blind peer review as all other papers.

Teaching, Culture and Diversity

Participate in The Eighteenth Cross National Teaching Forum

We invite you to attend the sixteenth CROSS-NATIONAL TEACHING FORUM in Barranquilla on **Friday, June 25, 2010**. The traditional WACRA forum provides opportunities for conference delegates to discuss issues pertaining to teaching across cultures. Participants explore cultural differences, learn effective teaching strategies, broaden their global vision, and develop cultural “capital” through interactive exercises and dialog.

If you plan to teach in another part of the world, you may want to meet others who have done so. Distinguished delegates from different countries and regions of the world will share their perspectives and experiences. We promise a lively presentation and discussion. Join us and keep the momentum going!

Papers are not required, but accepted. Topics for discussion include: Adapting the Case Method to Different Cultures; Evaluating Student Performance; Cross Cultural Differences in Developing Collaborative Teaching Strategies.



“What matters in life is not what happens to you, but what you remember and how you remember it.”

~ Gabriel Garcia Marquez*

*Colombian novelist and short-story writer, 1982 Nobel Prize for literature.



Post Conference Alaska Cruise

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; Edinburgh, Scotland and Vancouver, Canada..

WACRA 2010 is scheduled for Barranquilla, Colombia (June 25-28, 2010). 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 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 interactive methods on an international scale.

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ACT 13 - Cologne, Germany

Cologne environmental zone. Cologne's city centre has been an environmental zone since January 1, 2008. Only low-emission vehicles with special particulate matter stickers are allowed to drive in this part of town, which features signs similar to 30km/h zones. Vehicles with very high pollutant emissions are prohibited from driving in these areas. The stickers cost 5 Euros and can be ordered online from www.stadt-koeln.de/umwelt/umweltzone. This site also contains more information about Cologne's environmental zone, including helpful maps.

Cologne is a business and media hub.

From heavy industry to the service sector: after years of economic structural change, Cologne has become Germany's most important media centre. There is a camera team working somewhere on the streets of the city literally every day. Cologne is home to 11 television broadcasters and just as many radio stations, including the private TV market leader RTL and the largest public broadcasting company *WDR Westdeutsche Rundfunk und Deutschland Funk* – for radio and TV made in Cologne. Well over 50,000 people work in salaried or freelance positions in Cologne's media industry. That corresponds to nearly every tenth employed person in the city. In addition to daily soap operas, game and talk shows, many local production firms make large-scale films for television and cinema here. Several are filmed at Coloneum, Germany's largest studio complex in western Cologne. One-third of Germany's television production comes from Cologne.

The record labels and recording studios located in Cologne help to set the tone in Germany's music industry. The various music festivals, like c/o pop, are legendary and well-known beyond the country's borders. The famed Philharmonic, Opera, concert halls and music clubs stage classical concerts, musicals, jazz attracting all major international stars to Cologne.

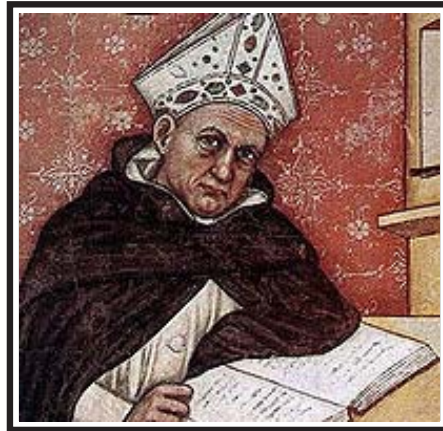
Strong service companies have traditionally dominated the face of Cologne as a business centre. Nearly 80% of all employed people in the city work in the service industry. Cologne is one of Germany's most important insurance centres. Insurance companies and banks

employ about 10% of the city's workforce.

Cologne is also home to the innovative IT industry.

Since Nicolaus August Otto invented the engine named after him in Cologne in 1876, the vehicle manufacturing sector and a competitive supply industry have become leading segments for the region. Cologne has been home to Ford's production facilities since 1930. Today, it is also the site of the company's European headquarters.

Cologne is an academic and research centre (Köln ist Wissenschaftstandort). Cologne is one of the most significant and oldest academic centres in Central Europe.



Albertus Magnus 1193-1280

Along with Berlin and Munich, Cologne is one of Germany's three largest university cities, home to a total of 11 state and private colleges and universities. In addition to the renowned University of Cologne – founded in 1388 – and a variety of advanced technical colleges, students attend the country's only German Sport University and Academy of Media Arts. The extensive range of educational opportunities, events and numerous guest lectures attract knowledge-hungry people from all over Germany to the City's universities. Cologne universities are a veritable melting pot. Countless students from around the world who study in the city make a great contribution to Cologne's reputation as a colourful open-minded and multi-cultural city.

At over 620 years old, the University of Cologne is the second-oldest and largest university in Germany. Today, 44,000 students visit the lecture halls, laboratories, libraries and cafeteria on campus. As a comprehensive university, the University

of Cologne offers a classic range of degree programs, including math, the natural sciences, humanities and medicine. The internationally renowned Faculty of Management, Economics and Social Sciences was the first of its kind in Germany established in 1919.

Research funding is a main priority at the University of Cologne. Scientists in several special research fields collaborate on interdisciplinary projects with colleagues from universities throughout Germany and the rest of the world. The University also cooperates closely with major research institutes – like the three Max Planck Institutes in Cologne, Jülich Research Centre and the German Aerospace Center (DLR).

The medical sector is one of the fastest growing industries in North Rhine-Westphalia. A special focus of the research conducted here is on geriatrics, cancer, neuroscience and molecular biology. Universities, hospitals, renowned research institutes and private companies work closely together to make outstanding progress in the field of medicine.

Cologne is a city of culture (Köln ist Kulturstadt).

Cologne Cathedral – a UNESCO World Heritage Site and Germany's number one attraction – is indisputably the ultimate symbol of the city. The spires are 157 m tall, making it Europe's second highest church (after the Muenster in Ulm, Germany at 161.53 m). It attracts over six million visitors each year. The Gothic cathedral holds one of Christianity's greatest treasures: the relics of Three Kings.

Cologne is a city of churches. There are twelve large Romanic churches located within the area of town once defined by the mediaeval city wall. While often overshadowed by the towering Cologne Cathedral, many have very exciting histories. St. Andreas Church was the substitute for the badly damaged Cologne Cathedral after World War II. The tomb of Saint Albert the Great - Albertus Magnus - is in the church's crypt. St. Maria in Kapitol was built in the foundations of a Roman temple and St. Pantaleon is one of the oldest buildings in Cologne. By exploring these twelve churches, visitors can experience the many

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ACT 13 - Cologne, Germany

curious, amusing and interesting stories from Cologne’s history.

Cologne has a world-class art scene. Over 40 museums, well over 110 galleries and numerous ateliers house eminent artistic masterpieces from different epochs.

Cologne is a vibrant art centre, with unique collections at institutions such as the Roman-Germanic Museum, Museum of East Asian Art, City History Museum, Museum of Applied Arts – just to name a few.

“Kölle Alaaf”! (long live Cologne!). Nothing can separate Cologne and its beloved Karneval. This crazy celebration has been around almost as long as the city itself. Traditional “Kölsch” culture and open-minded multiculturalism come together during Cologne’s Karneval. Natives sway to the music with tourists, long-time residents

and Karneval fans from around the world. The highlight is the Rose Monday parade, which draws around one million spectators each year.

During the ‘fifth season”, which officially



starts on the 11th day of the 11th month at 11:11 and ends on Ash Wednesday, everything revolves around large fancy dress celebrations, sweets and the

“Triumvirate”. Women’s Karneval Thursday and Rose Monday are the high points of this huge party; essentially everyone takes time off of work. No true Colognian would schedule important appointments during this “crazy time”.

Collegians know the true meaning of the term “savoir vivre”. The city has a wide variety of colorful leisure activities and lifestyles, all of which make for unforgettable experiences. A relaxed panoramic boat ride on the Rhine River. An excursion from the Rheinpark to the Cologne Zoo or the glorious Flora by Cologne’s Rhine Cable Car. In the evening, enjoy a cocktail or a Kölsch beer in the popular student neighbourhood “Kwatier Latäng” or the trendy Belgian Quarter. *Excerpts from 'Meeting Point Cologne, Cologne Convention Bureau.*

'WACRA 2010' meets in Barranquilla, Colombia



Vancouver, Canada



Vancouver, Canada and Alaska Cruise



CALL FOR PAPERS:**"Educational Partnerships to Change the World"****Barranquilla, Colombia June 25 - 28, 2010****27th 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, 2010. Completed papers received prior to March 31, 2010 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 and 26th International Conferences in Edinburgh and Vancouver, 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 Barranquilla, Colombia!
- . 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

Nineteenth Annual International Casewriters' Workshop & Casewriters' Colloquium



Bill Naumes

Designed to assist novice and experienced case writers to write, improve and publish their cases, WACRA 2010 (June 25 - 28) in *Barranquilla, Colombia* will feature the Nineteenth 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 Universidad del Norte in Barranquilla.

Casewriters' Colloquium: Cases, including teaching notes (TN) are submitted to the Colloquium Directors 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, 2010. 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 (e.g., Teaching, Culture and Diversity Forum) are pre-conference activities (Friday) 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, 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 del Norte, Barranquilla, Colombia - junio 25 -28, 2010.
- Si usted tiene alguna pregunta acerca de WACRA y / o nuestra iniciativa sobre pobreza, por favor contáctenos:

Amelia Klein, Directora de Educación: ameliaklein@rcn.com Eduardo Rosker, Director para América Latina: erosker@gmail.com Al Rosenbloom, Miembro del Board: rosenbloom@xsu.edu Hans Klein, Director Ejecutivo: wacra@rcn.com

Preliminary Program W A C R A® 2010

“Educational Partnerships to Change the World”

Case Teaching & Writing, Continuing Education & Distance Learning

Barranquilla, Colombia

International airport: Barranquilla, Colombia (BAQ) - direct flights from Miami to Barranquilla

Thursday, June 24, 2010

Pre-Conference Activities

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

Friday, June 25, 2010

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

Saturday, June 26, 2010

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

Sunday, June 27, 2010

09.00 Plenary Session
11.00-12.00 Concurrent Sessions, Panels and Workshops
13.15-23.00 Interactive Cultural Activity and Show including Dinner, for details see WACRA website

Monday, June 28, 2010

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 a private club in a rural setting (details to be announced in Spring 2010 NEWSletter)

Tuesday, June 29 - Sunday, July 4, 2010

(dates are approximate, may change because of availability of facilities)

Post conference tour options: Cartagena and Island, Santa Marta. Details will be announced in Spring 2010 NEWSletter and on www.wacra.org

Early registration - March 1, 2010 - 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 LEADS TO OPPORTUNITY"
Cologne (Köln) Germany
JANUARY 3 - 6, 2010

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, 2009. Completed papers received prior to December 31, 2009** will be considered for publication in IJCR, The International Journal of Case Method Research & Application. **Conference registrations are due on or before November 15, 2009.** 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
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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, 2009**

Submit papers/proposals for the Teaching' Conference, Jan. 3-6, 2010 in Cologne, Germany

*** November 15, 2009**

Register for Teaching Conference, Jan. 3-6, 2010

*** December 2009**

Renew WACRA® membership - includes access to IJCR

*** January 3-6, 2010** "Creative Teaching" Conference in Cologne

*** January 15, 2010**

Submit papers & cases for WACRA® 2010 in Barranquilla, Colombia

*** March 1, 2010**

Early Registration 2010 Post conference tour - See 'From the Executive Board'. Details will be posted on www.wacra.org as they become available.

*** March 15, 2010**

Register for WACRA® 2010 June 25 - 28, 2010, 27th International WACRA Conference in Barranquilla..

*** June 25 - 28, 2010** 27th International WACRA Conference at UniNorte in Barranquilla, Colombia.

NEWS

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

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Preliminary Program

ACT13 - Thirteenth CREATIVE TEACHING CONFERENCE
"Knowledge Creates Opportunities"

“La pedagogie creatrice - La pedagogia creativa”

Cologne (Köln), Germany - January 3 - 6, 2010

Sunday, January 3, 2010

Arrive at Frankfurt International Airport (FRA). Travel to Cologne on an InterCity fast train (58 min) through beautiful landscape. Arrive at **Köln Hauptbahnhof** (Cologne Main Railway Station) and take a cab to the centrally located Conference Hotel.

Monday, January 4, 2010

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.
 19.00-21.00 Dinner for registered delegates & partners.

Tuesday, January 5, 2010

9.30-17.30 Guided tour of Cologne Cathedral followed by lunch and stroll through Old Cologne. - Cologne Cathedral (German: Kölner Dom) is renowned as a monument of Christianity. The cathedral is a World Heritage Site, one of the best-known architectural monuments in Germany described by UNESCO as an “exceptional work of human creativegenius”. Construction of Cologne Cathedral began in 1248 and took, with interruptions, until 1880 to complete – a period of over 600 years. It is 144.5 metres long, 86.5 m wide and its two towers are 157 m tall. The cathedral is one of the world’s largest churches and the largest Gothic church in Northern Europe. For four years, 1880-84, it was the tallest structure in the world, until the completion of the Washington Monument. It has the second-tallest church spires, only surpassed by the single spire of Ulm Cathedral, completed 10 years later in 1890. Because of its enormous twin spires, it also presents the largest façade of any church in the world. Cologne’s medieval builders had planned a grand structure to house the reliquary of the Three Kings and fit its role as a place of worship of the Holy Roman Emperor.

Wednesday, January 6, 2010

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 7, 2010 or additional days at the Hotel at conference rates.

ACT - WACRA®

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 Tel. +781-444-8982 Email: wacra@rcn.com Fax: +781-444-1548
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Please post or share this invitation with colleagues!

ACT - WACRA® - REGISTRATION FORM

ACT13 - Thirteenth CREATIVE TEACHING CONFERENCE "Knowledge is Adventure"

Cologne (Köln), Germany, January 3 - 6, 2010

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** includes Conference Material; Lunch and Refreshments during Conference (Monday and Wednesday), Dinner Monday and Wednesday, Four Nights at the Conference Hotel (incl breakfast). Arrival: Sunday, January 3, 2010; Departure: Thursday, January 7, 2010. Convenient International Airports are Frankfurt (FRA), Munich (MUC), Paris (CDG), Brussels (BRU) and London (LHR).

Paid Before Nov. 15, 09	Paid After Nov. 15, 09	Times no. of persons no. of nights	Amount
----------------------------	---------------------------	--	--------

*1 Delegate and participating partner/spouse Combined Fee (in Double Room)	\$1,990	\$2,090	<input type="text"/>	<input type="text"/>
*2 Delegates (Sharing Double 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 (in Double Room))	\$1,550	\$1,650	<input type="text"/>	<input type="text"/>
*1 Retired Faculty and 1 Registered, participating partner/spouse Combined Delegate & Partner Fee (Double Room)	\$1,790	\$1,890	<input type="text"/>	<input type="text"/>
*1 Retired Faculty in Single Room Fee for delegate	\$1,350	\$1,450	<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

***Tuesday (January 5)** Guided visit to Cologne Cathedral followed by lunch and a stroll through Old Cologne in company of a Colognian. Fee per person: \$76 \$86
 Details on the Cathedral on page 15 of the Fall 2009 NEWSletter.

***Additional Room Nights (including breakfast)**
 please circle dates: Dec. 30, 31 Jan. 1, 2, 7, 8, 9, 10

Single room	\$160	\$170	<input type="text"/>	<input type="text"/>
Double room	\$190	\$200	<input type="text"/>	<input type="text"/>

WACRA® Publications (refer to page 16 for details)

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

Visa/MC/AMEX #	Expiration Date
<input type="text"/>	<input type="text"/>

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 \$150) will be refunded upon written request received prior to Nov. 28, 2009 or alternatively, a replacement may be named. Optional Tours/Events/Activities: 85% will be refunded upon written request received prior to November 24, 2009, 25% prior to December 1, 2009.

Return this form with payment to:

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W A C R A [®]

Vol. XXINo.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 (\$35 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/AMEX - **only**)

WACRA PUBLICATIONS

WACRA 2009 Canada - Conf. Proceedings CD Teaching & Learning in a Global Environment (ISSN 1931-7549) member \$45 (non-member \$55)

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.l 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);

IJCRA - THE INTERNATIONAL JOURNAL OF CASE METHOD RESEARCH & APPLICATION

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

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