

W A C R A[®]

N E W S

Vol. XVIII No. 1

WACRA[®] Executive Board

Executive Director

Dr. Hans E. Klein
WACRA[®] Inc.
NEEDHAM (BOSTON), MA U.S.A.

Director Technology

Dr. Josef Broder, U OF GEORGIA
ATHENS, GA U.S.A.

Director Entrepreneurship

Dr. Ricardo Hernández Mogollón
UNIV. DE EXTREMADURA
CÁCERES, SPAIN

Director Higher Education Admininstr.

Dr. Elizabeth Hawthorne
KAPLAN U, CHICAGO, IL U.S.A.

Director Education

Dr. Amelia J. Klein
WHELOCK COLLEGE
BOSTON, MA U.S.A.

Director Development & Membership

Dr. Joëlle Piffault H.E.C.,
MONTREAL, QUEBEC, CANADA

Director Information Systems

Dr. Robert DeMichiell
NOVA S.E. UNIVERSITY
FT. LAUDERDALE, FL U.S.A.

Director Communications

Dr. R. Keith Martin,
FAIRFIELD UNIVERSITY
FAIRFIELD, CT U.S.A.

Director Public Relations

Dr. Lars Bengtsson LUND UNIV.
LUND, SWEDEN

Director Sponsor Management

Dr. Franz Egle FACHHOCHSCHULE
HEIDELBERG, GERMANY

Director Agricultural Business

Dr. Pavel Zufan MENDEL U
BRNO, CZECH REPUBLIC

Director Marketing

Prof. Pierre Mora BORDEAUX
ECOLE DE MANAGEMENT
BORDEAUX, FRANCE

Director Latin America

Prof. Eduardo Rosker, KNOWMENT
BUENOS AIRES, ARGENTINA

Director Publications

Dr. Charles Patii, U of DENVER
DENVER, CO U.S.A.

"2007 WACRA" Conference Tecnológico de Monterrey, Guadalajara Campus Mexico, July 1-4, 2007

International Forum For Teachers and Leaders Foro Internacional Para Maestros y Lideres"

Mexico, as we know it today, has only existed for little over 150 years. Before, its borders stretched way up north through Texas, New Mexico, Arizona, and California. Now, although it is only one quarter the size of its northern neighbor, it is still a vast country full of surprises and startling

The conference theme is "International Forum for Teachers and Leaders - Foro Internacional Para Maestros y Lideres". For the conference program and the planned conference activities refer to details in this and the previous (Fall 2006) WACRA NEWSletter www.wacra.org.



WACRA 2007 will present itself as an international, intercultural, interdisciplinary, interactive, innovative and... interesting 'life case' of building networks and exchanging ideas and experiences. WACRA staff and Tec host Jorge Gonzalez and his team at the Centro Internacional de Casos at the Instituto de Desarrollo Empresarial at Tecnológico de Monterrey, Campus Gua-

dalajara have prepared an exciting academic program and a cultural, educational experience and immersion for all participants. WACRA[®] 2007 will advance the use of the case method and other interactive learning contrasts, both geographically and social. Tecnológico de Monterrey at Guadalajara and WACRA, The World Association for Case Method Research & Application invite you to the 24th International WACRA Conference in Guadalajara, July 1 - 4, 2007.

dalajara have prepared an exciting academic program and a cultural, educational experience and immersion for all participants. WACRA[®] 2007 will advance the use of the case method and other interactive learning

...continued to page 2

This Issue:

Calendar of Events	13
Call f. Papers Guadalajara	10
Prelim. Program Guadalajara	14

Case Writers' Colloquium	11
U del Rosario, Bogotá	12
From the Board	2
Registration Form Mexico	15
'Join the World' in Mexico	3

From the Executive Board

...continued from page 1

and teaching methods, create 'user friendly' forums for the exchange of



Weber agave

ideas, research and experiences, encourage research using the case method, coordinate case writing and case application activities, encourage cooperation between the public sector, the business community, and other case-oriented professions, and add new initiatives to complement the highly successful pre-conference WACRA® Interactive Case Sessions (WICS). The conference language for WACRA 2007 is English with tracks in Spanish.

We invite you to submit papers, proposals, workshops, simulations, panels etc. (in English, French and Spanish) to address the conference theme: "International Forum for Teachers and Leaders - Foro Internacional Para Maestros y Lideres". Manuscript preparation guidelines can be found on the WACRA web site: www.wacra.org Join colleagues from around the world in

Guadalajara for *una experiencia estimulante y inolvidable*. If you are visiting Mexico for the first time or if you are returning, join colleagues on an exciting four day educational-cultural post conference tour from Guadalajara to Morelia to Pátzcuaro to Mexico City. Details in this NEWSletter and on the WACRA website www.wacra.org. WACRA invites you to **renew your membership for 2007**

now (refer to form on page 16 of this NEWSletter) and to participate in the exciting activities planned for the year and beyond. Membership renewal includes access to IJCR, The International Journal of Case Method Research & Application. Year 2006 - Issue no. 4 was posted in December. With the publication of issue 4/2006, IJCR has become bilingual: English and Spanish. Year 2007 issues one and two are scheduled for publication in March and June.

Selected back issues of publications from past conferences are available through the WACRA office. Use page 16 of this NEWSletter to order.

You can help publicize contributions to the interactive, creative teaching literature by persuading your **library acquisition departments** to **subscribe to IJCR**. The annual WACRA® and ACT publications have become widely recognized for the timely and comprehensive contribution they make to the literature. For details refer to page 16 and for the abstracts of the books to the publication order link on the WACRA web site www.wacra.org.

Best Wishes for the Holidays!

H. Klein, Jorge Gonzalez, Denise Smith, Stan Stanczewski, Marsha Richmond.

Please note: The Boston WACRA office will be closed from December 24, 2006 until January 25, 2007. The North Carolina WACRA Conference Office remains open. Tel.+336-218-0090, Fax +336-292-3635, email smithdmwacra@triad.rr.com

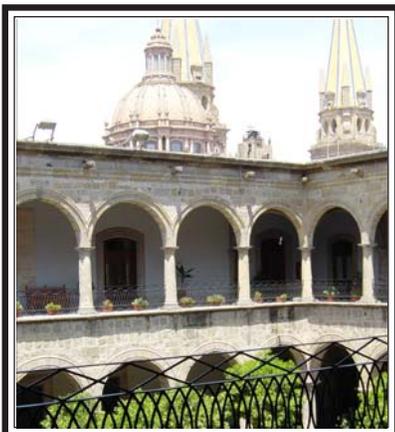


Tequila, Jalisco

WACRA® Advisory Board

Dr. Taïeb Hafsi, Dr. Laurent Lapiere, H.E.C., MONTREAL, CANADA; Dr. Jane Jackson, The Chinese University of Hong Kong, HONG KONG, CHINA; Dr. Marcus Hurt & Dr. Stephanie Hurt, EDHEC, LILLE, FRANCE; Dr. Krishna Kumar, Indian Institute of Management, KOZIDODE, INDIA; Dr. Peter Lewa, USIU, NAIROBI, KENYA; Dr. C.P. Rao, Kuwait University, SAFAT, KUWAIT; David Stevenson, Napier University, EDINBURGH, SCOTLAND; Dr. Janko Kralj, University of Maribor, MARIBOR, SLOVENIA; Dr. Alfonso Vargas-Sánchez, UNIVERSITY OF HUELVA, HUELVA, SPAIN; Dr. Patricia Brock, PACE University, NEW YORK, NY, U.S.A.; Dr. James Camerius, Northern Michigan University, MARQUETTE, MI, U.S.A.; Dr. George Dupuy, Shorter College, ROME, GA, U.S.A.; Dr. Emiliano Gonzalez, University of St. Thomas, HOUSTON, TX, U.S.A.; Dr. Paula Jordan, NL-University, CHICAGO, IL, U.S.A.; Dr. Joseph A. McHugh, KM Associates, DEDHAM, MA, U.S.A.; Dr. Peter Olson, NY, U.S.A.; Dr. Ronald Patten, DePaul University, CHICAGO, IL, U.S.A.; Dr. Ramón Ariel Quesada, MIAMI DADE COLLEGE, MIAMI, FL, U.S.A.; Dr. Anthony Sallustio, PACE University, NY, U.S.A.

WACRA 2007 - Join the World at Tecnológico de Monterrey, Guadalajara Campus, Mexico, July 1-4, 2007



Jalisco, northwest of Mexico City and the Central Highlands, is one of the most important states in the country. It has agriculture, a booming industry, and popular coastal resorts. Its capital, **Guadalajara**, is the second largest city in Mexico, with a population of over 4 million. Jalisco is also the home of tequila, the hat dance and mariachi music.

Perched on a 'mile-high' plain (actually 1,524 meters/5000 ft high), Guadalajara has been called "the biggest small town in Mexico"; it is a busy metropolis that manages to retain a provincial atmosphere. The city is said to have the best climate in North America, with temperatures averaging over 20°C (68°F) all year round.

The pearl of the west Guadalajara is a city of parks and monuments, cool shady plazas with pretty fountains, gracious buildings, flower-filled patios and quaint withe trolebuses, that glide along on rubber tires. It also has gourmet restaurants and luxury hotels that are as sophisticated as any others in North America. There are art galleries, bookstores and some of the best murals in the country. Founded in 1532 by Nuño de Guzmán, Guadalajara was not recognized by the Spanish Crown until 10 years later. A cruel and ambitious conquistador, Guzmán, who intended Guadalajara to be the capital of the kingdom of New Galicia, was sent back to Spain in disgrace. Guadalajara managed to

remain independent of Mexico City, and its archbishopric was as rich and powerful as that of the capital itself. Guadalajara has long been an important commercial center and it always retained some political and judicial autonomy; it is strategically situated near one of the few passages leading through the mountains to the fertile Pacific coast. Its university was founded very early on, and students were drawn from as far away as southern Texas, then part of New Spain.

Most of the interesting sights in Guadalajara are downtown. Its landmark, the huge **Cathedral**, with its yellow-tiles spire, exhibits a mixture of styles, from neo-gothic to baroque and neoclassical. Surrounded by four plazas, it provides a welcome oasis amid the bustle of the city.

A fountain in the **Plaza de los Laureles**, in front of the Cathedral, commemorates the founding of the city; along its north side is the porticoed **Presidencia Municipal** (City Hall). Some of Jalisco's most distinguished men are buried beneath the Greek-style **Rotonda de los Hombres Ilustres**, which stand surrounded by Doric columns, in the center of another plaza to the north of the cathedral. Statues of famous jaliscienses are dotted along the plaza's shady paths. The **Museo Regional** occupies an attractive 18th

century building, a former seminary, on the east side of the square. The museum has galleries dedicated to archeology, colonial history, painting and ethnography.

In the south to the cathedral is the pretty **Plaza de Armas**, originally Guadalajara's main market and ancient execution site. Facing the plaza, the late-baroque **Palacio de Gobierno** houses a magnificent mural by **José Clemente Orozco**. The mural is a striking homage to Padre Miguel Hidalgo, the "the father of Mexican Independence".

The **Plaza de la Liberación**, to the east of the cathedral, is the largest of the four squares. Designed by contemporary Guadalajara architect Ignacio Díaz Morales, the plaza blends with the buildings framing the rear of the cathedral and the façade of the 19th-century **Teatro Degollado**.

Hospicio Cabañas

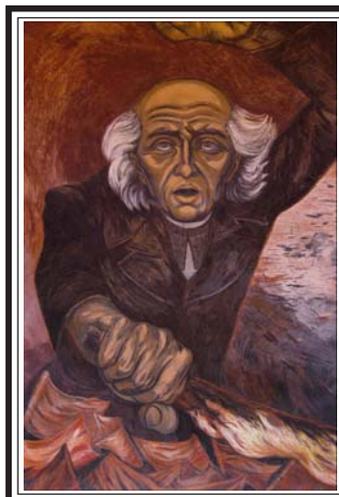
Behind the theater, the **Plaza Tapatía** is a long pedestrian precinct which leads down to the elegant **Cabañas Cultural Institute**. Over 20 patios interconnect the different sections of this neoclassical building.

Market stalls and mariachis Just south of the Hospicio Cabañas, at the core of Guadalajara's traditional center, the

Mercado Libertad is a vast, colorful, undercover market. Better known as San Juan de Dios after the nearby church, the market sells everything from herbal remedies, fresh food and handicrafts, to imported jeans and stereo. systems. Beside the church, the **Plaza de los Mariachis** comes alive in the evening when the musicians gather in the square to play traditional songs and corridos (ballads) outside the cafés and restaurants.

In the southern part of the downtown area, **San Francisco** and

...continued to page 5



Mercado Libertad

2007 Post Conference Tour and Host Country

Four day - Thursday, July 5 - 8, 2007 - educational-cultural post conference tour, immediately after WACRA 2007.

Day One, will take participants from Guadalajara in modern tour bus to Morelia, the capital of **Michoacán**. Guided walks and dinner, overnight in **Morelia**.

Day Two: Travel through beautiful Purépecha Amerindian country to **Santuario de Mariposas El Rosario** and then on to **Pátzcuaro** and the lively Indian Market. From there on a marvelously scenic road, through pine forests and past cool waterfalls, to La Zona Rosa in Mexico City. Dinner and overnight in Mexico City Hotel in La Zona Rosa (Historic District).

Day Three: Visit by bus to **Teotihuacán**, the City of **Quetzalcóatl**, "the place where men became gods". Dinner and overnight in Mexico City Hotel in La Zona Rosa.

Day Four: After breakfast, city tour by bus. Afternoon free for visits to Museum of Anthropology or Xochimilco and dinner. Evening **Ballet Folklórico** performance at Bellas Artes on la Reforma. Overnight in Mexico City Hotel in La Zona Rosa., Post conference tour ends. Seating is limited. Early registration: March 1, 2007 is required. Travel in modern tour bus, includes 4 nights hotel & breakfast, 3 dinners, admission fees, guides, and Ballet Folklórico performance.

Following are excerpts from the **Insight Guides Mexico** and **Wikipedia** and notes on several of the post conference tour sites to be visited:

Michoacán

Everyone has a favorite state in Mexico and many would choose mountainous **Michoacán**. With its lakes, rivers, Amerindian villages, volcanoie and colonial cities, it is like a miniature model of Mexico. In the northeastern part of the state, the capital **Morelia**, known as Vaoadolid, was renamed in 1828 for José María Morelos, one of the heroes of the Independence movement. The roads (toll and free) from Mexico City are marvelously scenic. The free road winds its way over the Mil Cumbres

(Thousand Peaks - there are a thousand curves too), through pine forests and past cool waterfalls.

The climate is mild and life moves at a slow tempo in Morelia, a pretty colonial town built of rose-colored stone. The



Cathedral, which took over a century to build (1640-1744) is a grand combination of Herrerian, baroque and neoclassical styles. Sadly, much of the baroque relief work inside was replaced in the 19th century. However, there is a magnificent German organ, and a compaste statue of Christ wearing a 16th century crown, a gift from King Philip II of Spain. In the **Palacio de**



Gobierno, a former seminary on the outer side of Avenida Madero, local artist Alfredo Zalce has painted color murals which reflect the beauty of Michoacán and its rich history.

The Case Natal de Morelos on the corner of Corregidora and Obeso, is the birthplace of José María Morelos y Pavón, another

hero of the Independence movement, who studied under Padre Hidalgo and also became a priest.

The elegant **Palacio Clavijero**, a former Jesuit seminary founded in 1660, now house the tourist information office. It was named in honor of Francisco Xavier Clavijero, a Jesuit who taught here and who wrote what many believe to be the best historical account of Mexico. The nearby Colegio de San Nicolás, where Morelos studied as a young man, is one of the oldest universities in the America.

Marvelous masks - A small, but fascinating collection of ceremonial masks associated with dances from different regions of Mexico is on display at the **Museo de Máscara**. The museum is part of the Case de la Cultura, a lively cultural center in the converted Convento del Carmen which hosts arts workshops, performances and temporary exhibitions.

Three blocks east of the square, in the converted Convento de San Francisco, the **Casa de las Artesanias** (open Tues - Sun; entrance free) has devoted separate rooms to handicrafts from different Michoacán villages, whose dazzling craftsmanship is rivaled only perhaps by that of Oaxaca. Farther east, beyond the beautiful **Templo de las Monjas**, on Avenida Madero, is the 18th century **Aqueduct**, with 253 arches.

Every year, between 30 and 100 million Monarch butterflies fly all the way from Canada and the USA to their breeding ground in the east of Michoacán. Near the village of Anganguero, and not far from the Morelia - Mexico City highway, is the **Santuario de Mariposas El Rosario**. It is best to visit the sanctuary in the morning when the butterflies flutter from the trees to the humid ground as the day becomes warmer. It is truly a spectacular sight when the butterflies blanket the entire landscape in soft velvety orange.

Pátzcuaro - the town of Pátzcuaro, on the south side of lake Pátzcuaro, has whitewashed adobe houses with overhanging red-tiled roofs, colonial mansions with balconies and coats-of-

...continued to page 6

WACRA 2007 - Join the World ... in Guadalajara

...continued from page 3

Aranazazú are two remarkable colonial churches built by the Franciscans in their ambitious attempts to extend their missions all the way to the Californias.

has deteriorated as many pieces are now mass produced; however, there are still many beautiful handmade crafts to be found and the *Museo Regional de*



Further south, toward the trains station, the large, well-kept *Parque Agua Azul* offers relief from the city noise with an aviary, butterfly dome and orchid house. The *Casa de las Artesanías de Jalisco*, on the north side of the park, sells excellent handicrafts from all over the state. Two blocks west of the Cathedral is another interesting market, the *Mercado Corona*, which sells every kind of herbal tea and natural remedy imaginable.

Tlaquepaque and Tonalá - San Pedro Tlaquepaque, in the southeastern suburbs, is nationally famous for its ceramics, although much of the quality and style

Cerámica y las Artes Populares is worth visiting for its display of local pottery. But the best thing to do in Tlaquepaque is to wander along its cobbled streets and browse around the 19th-century houses that have been turned into shops and restaurants. Much of the pottery and glassware sold in Tlaquepaque and Guadalajara is produced in the fábricas (factories) of nearby Tonalá. On Thursdays and Sundays practically the whole town becomes a street market, although many of the stalls sell factory seconds and sometimes it is better to go directly to the shops.



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 65 countries. WACRA's 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. Tecnológico de Monterrey, Guadalajara Campus, will be the host in 2007 (July 1 - July 4).

Membership is open to all individuals and organizations wishing to advance the objectives of the association.

As member you receive substantial discounts on publications, preferential rates at WACRA® sponsored meetings, and access to the *International Journal of Case Method Research & Application*. You can receive training and assistance in case writing. You have the opportunity for networking, consulting and to associate with professionals working with cases and innovative, interactive methods on an international scale.

2007 Post Conference Tour and Host Country

...continued from page 4

arms, cobbled street, and the smell of wood smoke in the air. This is the heart of Purépecha Amerindian country; the Friday market is especially lively, although native wares are being overtaken by imported goods.

Mexico City

The capital is the hub of Mexico, with its best museums, superb restaurants and the remains of its Aztec origins.

The vast sprawling megalopolis of Mexico City is a love it and loathe it kind of place. Much of the nation's wealth and power is concentrated here, together with the fines in music, and the arts. It is a huge, exciting, unpredictable city where people are friendly and adventure seems to linger on every street corner.

Including both the sordid and the majestic, downtown Mexico City comprises about 100 blocks of Spanish, Amerindian, French romantic and modern architecture; it is a business district, a marketplace, a colonial slum and shopping areas all rolled into one. The **Centre Histórico** (old town) corresponds roughly to the old Aztec and colonial capital.

Busy **Calle Madero** leads from the Alameda to the Zócalo, the hub of Mexico City and the Centro Histórico. It is an interesting street and its occupants include such landmarks as the sinking Church of San Francisco, once part of the Franciscan monastery founded by Cortés himself three years after the Conquest, in 1524. Most of the structure, including the stone portal and churrigueresque façade, date from the 18th century.

Once the principal Aztec ceremonial center, with pyramids, palaces and wide-open spaces, the **Zócalo** has been transformed many times. It was for many years a huge, busy square, with palm trees and a tram terminal. Now it is a stark and imposing treeless plaza, a convenient place for military and political rallies. The best view of the Zócalo is from the rooftop restaurant of the Hotel Majestic

(entrance on Madero), and photographs and models of how it used to be can be seen in the Zócalo metro station.

The vast, towering **Catedral Metropolitana**, is an encyclopedia of Mexican colonial art. The building took around three centuries to complete, beginning in Spanish Renaissance style and finishing in the French neoclassical style of the early 19th century. The upper portion of the elegant façade and the towers crowned with unusual bell-shaped cupolas were designed by the two great neo-classical architects, Manuel Tolsá and



Zócalo with Palacio Nacional in foreground, Mexico City

José Damián Ortiz de Castro.

Huge and impressive, the Cathedral's somber but magnificent interior is softly illuminated through contemporary stained-glass windows that give off a mellow, golden light. The 100-meter (328-ft) long and 46-meter (151-ft) wide interior is divided into five naves.

Ruins of Tenochtitlán

The Templo Mayor to the northeast of the Zócalo stood at the center of the Aztec universe, the exact spot where the eagle was sighted on the cactus. Excavations began after electricity worker chanced upon an 8-ton stone disc. The carvings on the disc represent the corpse of Coyolxauhqui, goddess of the moon, who was defeated by her brother Huitzilopchtli. Her death symbolized the sun's daily victory over the night. The great circular stone was found at the foot of the pyramid which was divided into two, with two

temples at the top dedicated to Huitzilopchtli, god of war, and Tlaloc, god of water. A pathway round the site reveals the temple's multiple levels of construction, although it is hard at first to make out what is what since the Spanish demolished two-thirds of the temple and used the stones to build their churches and palaces. The beautifully designed museum exhibits artifacts found during the excavation work, including the original Coyolxauhqui stone, and helpful models of what Tenochtitlán and the great Temple Mayor looked like before the Spanish Conquest.

Palacio Nacional - On the Zócalo's east side, the Palacio Nacional, built on the site of Moctezuma's palace, is the seat of power in Mexico and home to the offices of the President, the Treasury and the National Archives. Most visitors to the Palace come to admire the murals by Diego Rivera that adorn the main staircase and first-floor gallery. Painted between 1929 and 1935, the murals dramatically illustrate the history of Mexico, from an idealized pre-Hispanic past through the horrors of the Conquest to Independence and the 1910 Revolution, with Karl Marx pointing towards the future.

On the night of September 15, the President of Mexico appears on the main balcony of the Palacio to ring the bell with which Father Hidalgo summoned the people of his congregation in Dolores Hidalgo, thus starting the War of Independence of Mexico and the crowd in the Zócalo shouts: "¡Viva México! ¡Viva la Independencia!"

Bellas Artes

At the east of the Alameda is the huge and extravagant Palacio de Bellas Artes (Palace of the Fine Arts) commissioned by President Porfirio Díaz at the beginning of the 20th century. Although the original design was by the Italian architect Adamo Boari, building was interrupted by the Revolution and was finished 30 years later

...continued to page 7

Post Conference Tour and Host Country

...continued from page 6

by the Mexican architect Federico Mariscal.

This time-lapse helps to explain the blend of styles; the white Italian marble exterior is a combination of neoclassical with art nouveau, full of flying sculpture and floral decoration, while the interior is a sort of Aztec art deco. The structure is so massive and heavy that it has sunk noticeably more than any other buildings in the area.

The theater is used for concerts, traditional dance by the **Ballet Folklórico**, and art exhibitions, including a permanent show of some of the country's best murals. Most noticeable is Diego Rivera's own replica of a controversial painting commissioned in 1934 for the Rockefeller Center in New York. However, the anticapitalist subject matter was deemed as being too left wing and the original mural was destroyed. There are other works by Rivera in addition to murals by Orozco, Siquerios, O'Gorman and Tamayo. The well-publicized stained-glass curtain, based on a painting by Gerardo Murillo, "Dr Atl", was made by Tiffany of New York. Showing the volcanoes Popocatepetl and Iztaccíhuatl, it is a masterpiece of high-glass kitsch and is lit up for public viewing on Sunday mornings and before evening performances.

La Zona Rosa

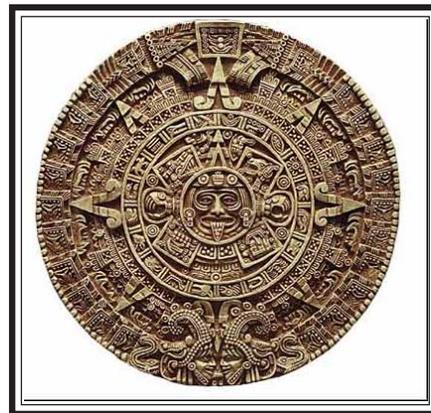
South of Reforma and between Cuauhtémoc and the Angel is the famous **Zona Rosa**, or Pink Zone, a colorful neighborhood crowded with fancy boutiques and galleries, expensive restaurants, souvenir shops, fast-food restaurants, sidewalk cafés, hotels and stores. It is a perfect area for eating, shopping and people watching. **Plaza Angel**, a mall on Calle Londres, specializes in antiques such as sculpted colonial furniture and quaint pictures of saints and miracles on tin. Its central patio and walkways are filled on Saturday mornings with a popular flea market. Across the street is the Mercado Insurgentes, with its extensive array of silver, serapes, embroidered clothing and all kinds of souvenirs. One side is lined with cheap, but clean food counters. The Metro Insurgentes station is located on a huge

circle packed with stalls of every type. In other cities, subway stations are just subway stations; no more, no less. In Mexico, they are grand exhibition spaces and markets.

Ghosts of the Hapsburgs

El Castillo de Chapultepec, which was built as a residence for the Spanish viceroy, is said to be inhabited by the ghosts of Maximilian of Austria and his wife Charlotte. The castle houses the **Museo Nacional de Historia** where exhibits chronicle Mexican history from the Spanish conquest up to the Revolution.

Anthropology Museum



Aztec Calendar

Most of Chapultepec Park is home to one of the most outstanding museums in the world, the **Museo Nacional de Antropología**. The entrance to the Anthropology Museum on Reforma is marked by a vast stone statue supposedly representing the rain god **Tlaloc**, although



some studies suggest it may be Chalchiuhtlicue, the Aztec goddess of water. The 7.5-meter (25-ft) tall monolith was brought here in the 1960's, when the museum opened, amid continuous heavy downpours which were interpreted by some to be the god's protest at being moved.

Pedro Ramírez Vásques, the architect, found his inspiration for the museum building in the Mayan ruins at Uxmal. All the exhibition halls open onto a large central patio which is shaded by an immense rectangular roof-fountain, held up, amazingly, by a single central pillar. The halls are organized anticlockwise around the central patio as follows: Introduction to Anthropology; Introduction to Mesoamérica; Origins of Man in Mesoamérica; Pre-classical Cultures; Teotihuacán; Toltecs, Mexicans (Aztecs); Oaxaca (Mixtecs and Zapotecs); Gulf of Mexico (Olmecs, Totonacs and Huastecs); the Maya; northern and western Mexico.

The marvelous **Sala Mexica**, dedicated to Aztec art and history, is one of the museum's highlights. Its exhibits include the famous Sun Stone, also known as the **Aztec Calendar**, and the wonderful sculpture of **Coatlícue**, the goddess of Earth and Death.

Place of the gods

Teotihuacán, the City of **Quetzalcóatl**, "the place where men became gods", is the major archeological center and one of the best-preserved cities in the country. It is not as exotic as the more remote Mayan cities, which are lost in tropical greenery, for its beauty is subdued, even sober. Beginning as an agricultural settlement several hundred years before the Christian area, Teotihuacán became one of the biggest cities in the world with a population of around 200,000. The early history of Teotihuacan is quite mysterious, and the origin of its founders is debated. For many years, archaeologists believed it was built by the Toltec people, an early Mexican civilization. This belief was based on Aztec writings which attributed the site to the Toltecs. However, the Nahuatl word

...continued to page 8

Post Conference Tour and Host Country

...continued from page 7

“Toltec” means “great craftsman” and may not always refer to the Toltec civilization. Also, Teotihuacan predates the Toltec civilization, ruling them out as the city’s founders. Other scholars have put forth the Totonac people as the founders of Teotihuacan, and the debate continues to this day. There is evidence that at least some of the people living in Teotihuacan came from areas influenced by the Teotihuacano civilization,



Bellas Artes: Ballet Folklórico

including the Zapotec, Mixtec and Maya peoples. The culture and architecture of Teotihuacan was influenced by the Olmec people, who are considered to be the “mother civilization” of Mesoamerica. The earliest buildings at Teotihuacan date to about 200 BCE, and largest pyramid, the Pyramid of the Sun, was completed by 100 CE.

At its zenith the ancient city, set in a rather bare, not too fertile valley, covered an area of 20 sq.km (8 sq.miles), more extensive even

than its contemporary, Imperial Rome.

Cultural evening at la Hacienda La Rojeña at Mundo Cuervo in Tequila

Like Jeréz in Spain, famous for its sherry, or Champagne in France, Tequila has achieved a reputation far out of proportion to its size. Millions of drinkers who never dream of going to this small town wax rhapsodically about its name. Less than an hour’s drive northwest of Guadalajara, Tequila lies almost under the shadow of an extinct 2,850 meter (9,700ft) volcano. It is surrounded by thousands of acres of bluish green, spear-like, cultivated agave plants.

Although there are hundreds of different species of the maguey plant, under Mexican law at least 51 percent of any tequila must be from the tequila weber agave, which grows only in this region. The best kinds of tequila use pure juice; cheaper brand liquors are supplemented with cane juice.

After growing for eight to ten years, the tequila maguey is trimmed down to its 50-kilo (110-lb) heart, the piña, which is steamed, then shredded and squeezed. Sugar is added and it is allowed to ferment for four days before undergoing two distillations. Most of the colorless liquid is then bottled; the rest is aged in oak casks for up to seven years, during which time it assumes the golden color and mellow flavor of *tequila añejo*.

Mezcal and *pulque* are also derived from the maguey cactus. *Pulque* - the only

alcoholic drink known to the pre-Hispanic Indian civilizations - is fermented rather than distilled (the distillation process was unknown before the Conquest). Said to be mildly hallucinatory, *pulque* is a cloudy, milky drink with a pungent odor and an acquired taste. *Pulquerías* with their sawdust-covered floors, tend to have predominantly male,



blue-color clientele. When *pulque* is “cured” with fruits such as guava, pineapple or strawberries, *pulque* becomes much more palatable and is sometimes served at weddings or other fiestas. *Mezcal*, on the other hand, is a fiery high-proof alcoholic drink, which, like tequila, is distilled, but the methods used are different. The small worm in the mezcal bottle is considered a delicacy - possibly because it absorbs the alcohol.

But tequila is the only one of the three

to have taken its place with top-flight liquors, especially in the US, which in 2003 imported almost half a million dollars’ worth from its southern neighbor. Tequila became popular as long ago as the 17th century, but its international reputation got its major boost from US servicemen on leave in Tijuana and the other border towns during World War II. Sales of tequila have doubled over the past decade thanks to the popularity of *margaritas*. The ritual of correct tequila drinking begins with placing grains of salt between the thumb and forefinger. After licking them and sucking some drops of lime, take a drink from the *caballito* (the small glass used for tequila). The idea is to establish a precise and satisfying balance of strong flavors in which the tequila’s pure, sweet fire is complemented by the acidity of lime, and the relief given by those grains of salt. Lesser purists prefer their tequila accompanied by Sangrita, a spicy mixture that contains tomato and orange juice, or in the now world-popular *margarita*.

Mundo Cuervo, in the small town of Tequila, about one hour from Guadalajara, will host conference delegates and registered partners/spouses at the Hacienda *La Rojeña* for an introduction to Tequila and a cultural Mexican evening (including dinner) on Wednesday, July 4, 2006.

What is Mariachi?

by Camille Collins*

The word mariachi refers to the musicians now commonly seen in restaurants or strolling the streets, dressed in silver studded charro outfits with wide brimmed hats playing a variety of instruments which include violins, guitars, basses, vihuelas (a 5 string guitar) and trumpets.

Their songs speak about machismo, love, betrayal, death, politics, revolutionary heroes and even animals (one particularly famous song is "La Cucaracha").

The original theory held that mariachi was derived from the French word for wedding - mariage, because of the type of music played at these events. The only problem with this theory is that the music originates in a part of Mexico the French never visited and, even if they had, it began before their arrival in 1864.

Another theory states that the word comes from the indigenous name of the Pilla or Cirimo tree, whose wood is used to make guitars. If this were true then the word mariachi would be applied to the instrument itself and not to those who play it.

It has also been suggested that the name comes from a festival in honor of a virgin known as Maria H. (mah-ree-ah AH-chay) at which musicians played and that over time they were given this name.

The truth is that no one knows where the name originated, but it is one which is associated with a great deal of prestige not only in Mexico, but around the world.

The origins of the mariachi itself (the group, culture, music, etc.) are not much easier to trace. The mariachi is the sum of a cultural evolution which has taken place over the last century or so in Mexico.

Although the indigenous tribes of Mexico made music with flutes, drums and whistles, there is no clear link between the indigenous music and the mariachi. The instruments originally used by the mariachi were those introduced by the Spaniards - violins, guitars, vihuelas, harps, etc.

These instruments were intended to be used during masses but the criollos (Mexicans of Spanish descent) began using them to make popular music as well, much to the chagrin of the priests, since they were used to accompany some of the more scandalous, satirical or anticlerical couplets of the times.

Mariachi music thrived with the support of the people. The criollos of the 19th century did all they could to wipe out every last trace of the Spanish presence in Mexico

music and to expand their repertoire to include waltzes and polkas.

By the early part of this century the mariachi began to regain its popularity. The most prized of the mariachis were still those from the state of Jalisco, particularly the areas of Cocula and Tecalitlan. They represented Mexico to the people during the Independence day celebrations in Mexico City in 1933 as well as during L. Cardenas' election campaign in 1936.

With the advent of radio and television their popularity continued to grow. Recording contracts were signed and they were paired with famous singers like Jorge Negrete and Pedro Infante. Due to the popularity of jazz and Cuban music the trumpet was adopted, pushing the violins into second place.

Movies were made which represented Mexico as a place populated with truly macho men whose lives revolved around the charro, tequila and, the mariachi.

Today, mariachi music is played around the world in places as far away as Japan and Europe. This integral part of Mexico's culture and history is celebrated each September in its birth place, Jalisco.

*Camille Collins, www.mariachi4u.com;
photo: www.mariachi_cobre.com



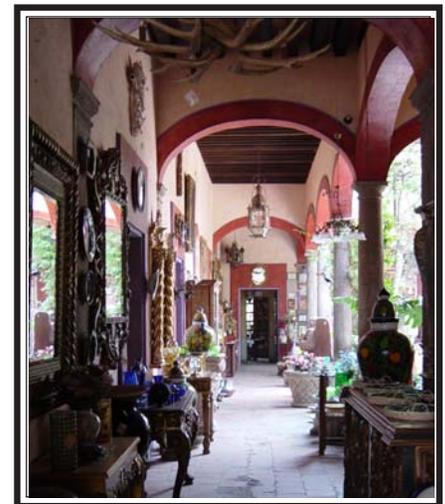
and, by doing so, supported the mariachi music.

Mariachis could be seen wearing traditional workmen's clothes - white pants and shirt and a straw hat, and traveling around looking for work. Most commonly they would find employment at any of the haciendas where they would earn more than the average laborer.

With the revolution, many of the haciendas were forced to let the mariachis go. They would then wander from town to town singing songs of revolutionary heroes and enemies, carrying news from one place to another.

Still not enjoying the same position they had before, the mariachis took to playing in public venues for a fee. One of the most popular of these was San Pedro Tlaquepaque in the state of Jalisco, a fashionable place for the residents of Guadalajara to spend their summers.

Since they were playing for a fee they were forced to add new elements to their



Tlaquepaque

CALL FOR PAPERS:

**"International Forum For Teachers and Leaders
Foro Internacional Para Maestros y Lideres"
Tecnológico de Monterrey, Guadalajara Campus,
Mexico, July 1-4, 2007**

24th 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 challenges (and suggesting solutions) faced by business 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 send by way of e-mail. **All proposals and papers are due on or before January 15, 2007. Completed papers received prior to March 31, 2007 will be considered for publication in the International Journal of Case Method Research and Application. For further details visit the WACRA web site.***

CONVOCATORIA PARA EL ENVÍO DE CASOS WACRA 2007 (WICS)

La sección de casos en Español busca generar en los participantes mayor aprendizaje de la enseñanza basada en el Método del Caso en este idioma. Para lograrlo, se realizará el taller de revisión de casos asistido por un panel de expertos en las que se expondrán, revisarán y discutirán los casos previamente enviados por los participantes. Durante esta sección los escritores participantes colaborarán en el proceso de revisión de casos y a su vez recibirán comentarios de parte del resto de participantes y de expertos en la escritura de casos. Por lo anterior, WACRA invita a escritores con experiencia en el Método del Caso, a enviar sus casos a más tardar **el 15 de enero de 2007**. **Requisitos:** Los casos deben estar en proceso de perfeccionamiento, preferentemente versiones inéditas. Los casos pueden referirse a cualquier área temática siempre y cuando presenten aspectos como desafíos y soluciones que enfrenten personas y/o empresarios y situaciones cuyo análisis y resolución refuerce el desarrollo de conocimientos, habilidades, actitudes y valores. Los casos deben describir situaciones reales. Se recibirán casos disfrazados, sólo cuando su disfraz se justifique por petición de parte del (o los) protagonista(s). **Presentación Portada** con la siguiente información sobre los autores:

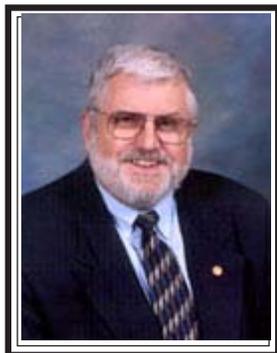
Título, Nombre, Institución, Dirección, Número(s) de teléfono, Número(s) de fax, Dirección de correo electrónico (e-mail). Para asegurar una revisión objetiva, los nombres de los autores deberán aparecer únicamente en la página de portada. Resumen del caso (que no exceda 4 páginas), o el caso terminado (no excediendo las 12 páginas o 15 páginas incluyendo anexos y referencias).

El resumen debe indicar: Los objetivos; la estructura; la naturaleza del caso; para proteger el sistema de evaluación anónima de los proyectos, el nombre del autor no debe figurar en el resumen. **Notas de enseñanza** (por lo menos el bosquejo) que deben incluir: Una breve descripción del caso, a qué temas corresponde su aplicación, los objetivos de enseñanza; preguntas y respuestas del profesor; el epílogo del caso (opcional); el análisis del autor deberá incluirse en las notas de enseñanza y no como parte del desarrollo del caso.

Criterios de elección de casos: Los casos serán evaluados por el Comité Organizador tomando en cuenta: Originalidad; lo apropiado del tema; la profundidad y respaldo de la investigación; la contribución a la comprensión de los temas de enseñanza-aprendizaje; la aceptación definitiva estará sujeta a la decisión final del comité organizador. **El envío de casos** deberá realizarse a más tardar el **15 de enero del 2007** en un archivo PDF o Word al correo: jgonza@itesm.mx *Se notificará vía e-mail la recepción de los trabajos.*

For Case Writers - and Prospective Case Writers

Sixteenth Annual International Casewriters' Workshop & Casewriters' Colloquium



Jim Camerius

Designed to assist novice and experienced case writers to write, improve and publish their cases, WACRA 2007 (July 1 - 4) in *Guadalajara, Mexico* will feature the Sixteenth 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 Tec de Monterrey.

Casewriters' Colloquium: Cases, including teaching notes (TN) are submitted to the Colloquium Director for a double blind peer review for acceptance. Accepted cases are sent in advance to a panel of expert case writers, case book authors, and all other participants who signed up for the colloquium. Each case is discussed by the panel and other participants. You will see the case editing and improvement process developed and you will assist in perfecting the refereed cases presented. The format is interactive and lively; everyone's 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 four copies of your case before January 15, 2007. 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. From outside the U.S.A. please use airmail or email (Word documents). Authors should note that colloquium and workshop are pre-conference activities (Sunday) and have separate registration

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

Dr. James W. Camerius, WACRA® Case Colloquium Director
Walker L. Cisler College of Business, Northern Michigan University **MARQUETTE, MI 49855-5353 U.S.A.**
Tel.: +906-227-1245; Fax: +906-227-2930 email: jcameriu@nmu.edu

Teaching, Culture and Diversity

Join The Fourteenth Cross National Teaching Forum

On Sunday, July 1, 2007, as part of the WACRA® Interactive Case Sessions - panel sessions will be held to discuss issues pertaining to teaching across cultures. There will be five panels representing different regions of the world: Western Europe, Central and Eastern Europe, The Middle East, Africa, Asia, Australia, and Latin, Central and North America. If you have had experience teaching or training in another part of the world, you may want to join one of our panels. If you think you might be or would like to teach in another part of the world, you may want to meet others who have done so. We promise a lively presentation and discussion: The topics selected for discussion are:

- . Adapting the Case Method to different Cultures. Evaluating Student Performance
 - . Cross Cultural Differences in Developing Collaborative Teaching Strategies
- If you are interested in being on the panel and or be the organizer of a region , please contact

Session Coordinator/Review Chair (Latin, Central and North America):

Dr. Amelia Klein, Wheelock College, Boston, MA, U.S.A., Email amelia Klein@rcn.com Tel. +781-444-8982

Western Europe

Dr. Lars Bengtsson, Lund University, LUND, SWEDEN, Tel. +46-46-222-46-48 Fax +46-46-222-42-37 Lars.Bengtsson@fek.lu.se

Central and Eastern Europe:

Dr. Pavel Zufan, Mendel University, Brno, Czech Republic, Tel +420-54-3 2023 Email: zufan@mendelu.cz

Africa, Middle East, Asia, :

Dr. Ricardo Hernández, Univ. of Extremadura, CÁ CERES, SPAIN, Email: ricardoh@arrakis.es Tel. +34-927-25-74-80x7931

Dr. Achmed Maher, Kuwait University, Safat, Kuwait, Tel. +965-484-6843, Email maher@cas.kuniv.edu.kw

Australia

Dr. Charles Patti, Denver University, Tel. +303-871-6858 Email cpatti@du.edu

Universidad del Rosario, Bogotá

Eduardo Rosker

Era el año 1653 y en este lugar del Nuevo Mundo, al abrigo de los cerros, en una población de 3.000 españoles y 10.000 indígenas, Fray Cristóbal de Torres sembró la semilla de un ideal, fundando el **Colegio Mayor de Nuestra Señora del Rosario**.

Hoy, transformada en **Universidad del Rosario**, afianza su identidad en antiguas tradiciones académicas de Europa y proyecta las luces de su vocación humanística a la actualidad contemporánea, a los conceptos de avanzada, a la universalidad del conocimiento y al servicio del bien común.

En la **Universidad del Rosario**, la disciplinas de mayor impacto para el una nación y se explica como la acción de la ciencia y el conocimiento adquirido para perdurabilidad de las empresas colombianas, capital intelectual, cultural, social y moral, reinvertirse para el crecimiento con criterio enseñando los saberes adquiridos y mejoramiento en los niveles de vida de la

En pos del logro de estos objetivos, la actuales programas de pregrado en Internacionales y Producción y Logística; Especializaciones en Gestión Empresarial, además de su Maestría en Dirección y

Con la finalidad de promover el empresas, exaltando a los empresarios que crecimientos superiores y aportes con mayores niveles de calidad de vida, Administración otorga anualmente el **Año**". Acertada dirección estratégica, eficiencia operacional, ética empresarial, responsabilidad social, y la generación de empleo e inversión, son algunas de las principales características que se premian en una emotiva ceremonia.

Este año la Facultad de Administración de la Universidad del Rosario, invitó especialmente al **Dr. Hans Emil Klein**, como **Presidente de WACRA**, a participar del evento. El Dr. Klein, en el Aula Máxima de la Universidad, disertó sobre "**Emprendimientos exitosos en un contexto global**".

La Universidad del Rosario ha sido la primera institución de Educación Superior de Colombia que se ha asociado a WACRA como miembro institucional. Con el interés y deseo de la institución de poder profundizar los lazos que la unen a WACRA, está ideando y desarrollando una serie de proyectos que le permitan internacionalizar a la Facultad y su oferta académica.

Algunos de estos proyectos ya están en marcha. El primero ha sido la contratación, por dos semestres, de **Eduardo Rosker, Director para América Latina de WACRA**, para el dictado de workshops en Redacción de Casos y para la creación de grupos de redactores de casos que puedan escribir casos de empresas colombianas para su utilización en sus salones de clase y su publicación internacional y así mostrar al mundo, las organizaciones de Colombia.

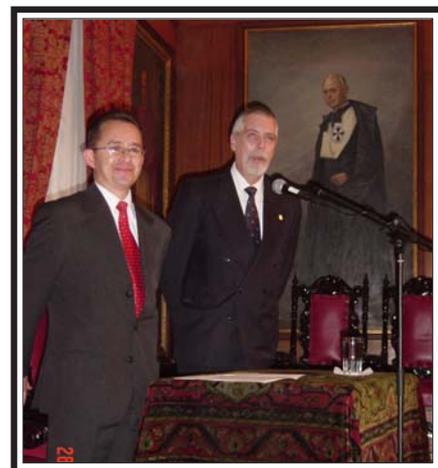


Universidad del Rosario, Bogotá

administración se entiende como una de las crecimiento y el desarrollo económico de dirigir empresas y gerenciarlas; utilizando crear empleo, para luchar por la por hacer de las empresas constructor de cuyo efecto, el capital financiero, debe social, cooperando antes que compitiendo, coadyuvando a incrementar el sociedad.

Facultad de Administración desarrolló sus Administración de Empresas, Negocios y, sus programas de Posgrado y Gerencia de Salud y Gerencia de Proyectos Gerencia de Empresas.

reconocimiento por la perdurabilidad en las han logrado, a través del tiempo, relevantes en la construcción de un país equidad y justicia social, la Facultad de **"Premio al Empresario Colombiano del**



Rodrigo Velez and Eduardo Rosker

Así mismo, la decisión de la Universidad del Rosario de estar presentes en los próximos Congresos Internacionales de WACRA; el desarrollo de Masters especializados en Negocios para competir a nivel internacional con el apoyo de académicos y profesionales pertenecientes a WACRA; y, la búsqueda de una activa participación en esta prestigiosa asociación internacional, son los próximos pasos de la Facultad de Administración de la Universidad del Rosario.

Trescientos cincuenta y tres años de experiencia académica y una visión actual y moderna del concepto de los negocios en el contexto global son el primero y mayor aporte de la Universidad del Rosario a WACRA.



Hans Emil Klein

“What sets worlds in motion is the interplay of differences, their attractions and repulsions.” ~ Octavio Paz*

Amelia Klein



We invite you to attend the fourteenth CROSS-NATIONAL TEACHING FORUM in Guadalajara, Mexico on **Sunday, July 1, 2007**. The traditional pre-conference session now has a new “form.” Participants explore cross-cultural differences, learn effective teaching strategies, broaden their vision, and develop cultural “capital.” Papers are not required but accepted. Participants contribute ideas through interactive exercises and dialog. Join us and keep the momentum! (Register for WICS on page 15)

*Mexican poet, writer, diplomat, Nobel Prize for Literature recipient.

Saturday, June 30, 2007 live-case discussion in Tonalá followed by visit to **Tlaquepaque** and dinner (separate registration required for this optional event - includes transportation and dinner). **Tlaquepaque** is one of those places that shoppers dream of. This Guadalajara suburb is a “must” on any visitor’s agenda. Some people fly halfway around the world just to shop in Tlaquepaque. The main shopping area is closed off to traffic so that one can stroll and shop at a leisurely pace. Specialty shops are everywhere you look. This seemingly small town offers some great bargains (as the competition is fierce) and an incredible variety of items in just about anything in the way of quality handmade goods, from fine crystal to furniture, and almost everything in between. Take your time and explore the shops that really interest you. Make time to enjoy a fabulous lunch at one of the sidewalk or patio cafes. Mariachi bands play in many of the restaurants and plazas. Tlaquepaque claims to be the



original home of the mariachis, but this claim is also shared by another town, Cocula, which is also in the state of Jalisco. The **Museo Regional de Cerámica y las Artes Populares** is worth visiting for its display of local pottery.

But the best thing to do in Tlaquepaque is to wander along its cobbled streets and browse around the 19th-century houses that have been turned into shops and restaurants. Much of the pottery and glassware sold in Tlaquepaque and Guadalajara is produced in the fábricas (factories) of nearby **Tonalá**. A few minutes from Tlaquepaque and a bit smaller, Tonalá offers another shopping experience. Tonalá is a village of craftsmen, it is where many of the artists make and sell their goods. Tonalá is not a glitzy as Tlaquepaque, this is more a city of factories than stores, but most are open and willing to sell to the public. Much of the ceramics, pottery and some of the finest dinnerware sold all over México, is made by the estimated six thousand artisans living in Tonalá.

Please post or share this invitation with colleagues!

Calendar of Events

- * **December 2006** Renew WACRA® membership - includes access to IJCRA. Now in English and Spanish
- * **January 3-6, 2007**
ACT10 Creative Teaching Conference, Lucca, Italy www.wacra.org
- * **January 15, 2007**
Submit papers/proposals for WACRA® 2007 conference in Guadalajara, Mexico July 1-4, 2007
- * **March 1, 2007**
Register for Educational-Cultural **Post Conference Tour**, Guadalajara, Morelia, Patzcuara, Mexico City. July 5-8, 2007. **Seating is limited!!**
- * **March 25, 2007**
Register for WACRA® 2007
- * **July 1 - 4 2007** WACRA®2007 at Tecnológico de Monterrey, Guadalajara, Mexico
- * **July 1-4, 2007** WACRA 2007 conference at Tecnológico de Monterrey, Guadalajara Campus,
- * **November 8, 2007**
Submit papers/proposals for ACT11 2008 conference early January 2008. Sites under consideration in Spain and Italy.

W A C R A ® N E W S

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

WACRA@NEWS is published bi-annually and distributed worldwide in the Fall and the Spring by WACRA®, Inc. Wordperfect 10 is used for text, PageMaker 6.5 for layout and desktop publishing. The Newsletter is composed on a DeskJet. If you would like to comment on or contribute to the newsletter, please contact:

WACRA®
23 Mackintosh Ave
NEEDHAM (BOSTON) MA 02492 U.S.A.
Tel. +781-444-8982
Fax: +781-444-1548
Email: wacra@rcn.com

Preliminary Program W A C R A® 2007

"International Forum for Teachers and Leaders Foro Internacional Para Maestros y Lideres"

Case Teaching & Writing, Continuing Education & Distance Learning

hosted by Tecnológico de Monterrey, Guadalajara Campus, Mexico

Saturday, June 30, 2007

Pre-Conference Activities

10.00-13.30 Executive and Advisory Boards meet. Followed by lunch.
14.00-20.30 Optional afternoon activity. Live Case at Glass Factory in Tonalá and Dinner in Tlaquepaque.

Sunday, July 1, 2007

09.00- 15.00 WICS - WACRA Interactive Case Sessions - including lunch (Separate Registration)

Conference Activities

16.00-17.00 Registration at conference hotel
17.00 Buses leave from conference hotel: Hilton Guadalajara for Zapopan
18.00-22.00 Welcome reception and dinner. Venue: Walk through Center of Zapopan and Dinner

Monday, July 2, 2007

09.30-11.00 Opening Plenary Session. Welcome and **Mexico's Economic and Social Revolution**.
11.30-13.00 Concurrent Sessions, Panels and Workshops
14.00-15.30 Concurrent Sessions, Panels and Workshops
19.00-22.30 Gala Dinner and Awards at Conference Hotel

Tuesday, July 3, 2007

09.30-10.30 Plenary Session. *Mexico seen through the eyes of an outsider*.
11.00-13.00 Concurrent Sessions, Panels and Workshops
14.00-15.00 Concurrent Sessions, Panels and Workshops
15.00- Guided visit to Guadalajara's main cultural and historic places (dinner not included). Evening free.

Wednesday, July 4, 2007

09.30-10.30 Plenary Session
11.00-13.00 Concurrent Sessions, Panels and Workshops
14.00-23.00 Cultural event and closing dinner in the small town of *Tequila* for conference delegates and registered partners/spouses. Includes transportation by bus, music, dinner, Mariachis, charreada, drinks and raffle. Conference adjourns

Thursday - Sunday, July 5 - 8, 2007

Post conference tour: Travel by bus from Guadalajara to Morelia (overnight), Indian Friday Market in Pátzcuaro (Michoacán), Mexico City (3 nights), day excursion to Teotihuacán, guided city tour including Zócalo, Cathedral, National Palace, Deigo Rivera paintings, Chapultepec Park, *Anthropology Museum* and *Ballet Folklórico at Bellas Artes*. Details on page 4. Refer to up-dates on www.wacra.org.

Limited seating. Early registration - March 1, 2007 - is required.

ACT - W A C R A®

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):
4340 - 2A River Birch Loop **GREENSBORO, N.C. U.S.A.**
Tel. +336-218-0090 Email: smithdmwacra@triad.rr.com

Please post or share this invitation with colleagues!

REGISTRATION FORM

TWENTYFOURTH INTERNATIONAL CONFERENCE
CASE METHOD RESEARCH & APPLICATION

**Tecnológico de Monterrey
Guadalajara Campus**

Guadalajara, Mexico July 1-4, 2007

First Name _____ Last Name _____

Title & Position _____

Institutional Affiliation _____

Street _____

City, State, Zip Code _____

Country _____ Tel. _____ Fax: _____

Home Tel. _____ Home Fax: _____

E-Mail _____

Time allowed for each activity, incl. discussion: 30 min. For special needs contact us. My paper and diskette (Word or WordPerfect) 1. was mailed __, 2. is enclosed __ 3. will be mailed on: _____. Lecture rooms are equipped with overhead projector and PowerPoint beamer. Contact Adriana Ramirez for further details adramirez@itesm.mx 4. I prefer vegetarian meals __.

Accommodations: I reserve my room **directly** at **1. Hilton Guadalajara** www1.hilton.com single/double room USD 120 plus tax, breakfast USD 16 plus tax. ____
On April 25, 2007 the rooms remaining in the reserved block will be released. After April 25, rooms are available at conference rates on a space available basis.

Delegates & guests are required to wear conf. name tags at all times for admittance to events and for security. Names of accompanying person(s).

1. _____
2. _____
3. _____
4. _____

Conference Registration fee Incl. Material, Sunday Guided walk through Center of Zapopan and Welcome Dinner; Monday Gala Dinner at the *Hilton Hotel*; Tuesday P.M. guided waling tour *Ctr. Guadalajara, free time for dinner* (on your own); Mo-We Lunches & breaks; Wednesday half-day visit by bus to the small town of Tequila, Jalisco; visit of Tequila factory, dinner, Mariachaci music and entertainment at the Hacienda Mundo Cuervo in Tequila, Jalisco

Registration Fee received on/before March 25, 2007

Fee for Members \$695, Fee for Nonmembers \$795 \$ _____

Registration Fee received after March 25, 2007

Fee for Members \$795, Fee for Nonmembers \$895 \$ _____

Partner/Spouse/Retired Faculty Conference. Fee

Incl. All of the Above Except Material (\$__Persons) @ \$360 \$ _____

Membership Dues 2006 (includes IJCRA access)

Check type of Membership:

- __ Regular (\$75) __ Organization (\$390)
- __ Sustaining (\$550) __ Advanced Student (\$60)
- __ Retired Faculty (\$35)
- __ IJCRA Library Subscription per year (\$950) \$ _____

Tax deductible contribution to Scholarship fund \$ _____

Saturday, Jue 30, Optional *Live Case Study tour to Tonalá.* Dinner at (__persons) @\$50

if paid after March 25, 2007 (__persons) @\$55 \$ _____

Sunday, July 2, Optional WICS Interactive Workshops (Incl. Materials, Lunch, Refreshm. See Details in the NEWSletter: 1. Sixteenth Annual International Casewriter's Workshop & Casewriters' Colloquium, 2. La sección de casas en Español, 3. The Fourteenth Cross National Teaching Forum, 4. Case Teaching Seminar (three sequential cases) (__persons) @\$40

if paid after March 25, 2007 (__persons) @\$45 \$ _____

Cultural/Educational Pre/Post Conference Touring

Post conference tour: Travel by bus from Guadalajara to Morelia (overnight), to Indian Friday Market in Pátzcuaro (Michoacán), to Mexico City (3 nights), day excursion to Teotihuacán, guided city tour including Zócalo, Cathedral, National Palace, Deigo Rivera paintings, Chapultepec Park, *Anthropology Museum* and *Ballet Folklórico at Bellas Artes*. Details will be anounced and updated on www.wacra.org.

Limited seating. Early registration - March 1, 2007 - is required.

Price/Person Double Occup. (__Persons) @\$750

Single Room (__Person) @\$850 \$ _____

WACRA Publications

Refer to list of publications on page 16. \$ _____

TOTAL PAYMENT INCLUDED

(Payable on/before March 25, 2007) \$ _____

Charge my Visa/MC credit card as follows:

Visa/MC _____ Expiration MM/YY __ / __

Signature: _____ Date signed: _____

Attached is Check drawn on an US Bank
 International Money Order.

Upon receipt of payment, presentations etc. will be scheduled and logistical details will be mailed. Refund policy: Conference Registration Fees (less \$100) will be refunded upon written request received prior to 5/29/07 or alternatively, a replacement may be named; Tours, optional events: 85% will be refunded upon written request received prior to 4/10/07, 45% prior to 5/3/2007.

RETURN THIS FORM WITH PAYMENT TO:

WACRA® - 23 Mackintosh Ave
NEEDHAM (BOSTON) MA 02492-1218 U.S.A.
Tel. +781-444-8982 Fax: +781-444-1548
wacra@rcn.com <http://www.wacra.org>
Conference Office in North Carolina
Tel +336-218-0090 Fax +336-292-3635
email: smithdmwacra@triad.rr.com

W A C R A [®]

Vol. XVIII No. 1

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 \$390)
 Sustaining (US \$550) Associate (Advanced Students) (US \$60)

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

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

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

WACRA[®]PUBLICATIONS

- 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);
- Teaching: 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 \$40 (non-member \$45)
- 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 \$45);
- 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 \$50);
- The Art of Interactive Teaching**, 560 pages (ISBN 1- 877868-06-X) member price \$38 (\$45);

To:

FIRST CLASS MAIL

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

NEEDHAM (BOSTON) MA 02492-1218 U.S.A.

23 Mackintosh Avenue

WACRA[®] Inc.