

# W A C R A<sup>®</sup>

## N E W S

Vol. XIX No. 1

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## "2008 WACRA" Conference

Napier University, Edinburgh

Scotland, June 29 - July 2, 2008

**"Worldclass Teaching and Learning  
Enseñanza y Aprendizaje de Clase Mundial"**

Napier University Business School in Edinburgh, Scotland and WACRA, The World Association for Case Method Research & Application invite you to the 25<sup>th</sup> International WACRA Conference in Edinburgh, June 29 - July 2, 2008. The conference theme is "Worldclass Teaching and Learning". For the conference program and the planned conference activities refer to details in this and the previous (Fall 2007) WACRA NEWSletter [www.wacra.org](http://www.wacra.org).

WACRA 2008 will present itself as an international, intercultural, interdisciplinary, interactive, interesting 'life networks and experiences. Napier University Stevenson and Jim prepared a program and a tional experience all participants. will advance the method and other learning and create 'user friend-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<sup>®</sup> Interactive Case Sessions (WICS). WACRA conferences are a forum for exploring the power of education as a change agent. A special conference track on the Alleviation of Poverty Through Education provides an opportunity to present research on poverty, receive feedback on work-in-progress related to poverty, find research partners



Regimental Mascot

innovative and... case' of building exchanging ideas WACRA staff and hosts David Gallagher have exciting academic cultural, educa-and immersion for WACRA<sup>®</sup> 2008 use of the case interactive teaching methods, ly' forums for the

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## From the Executive Board



Hans Klein

who also share an interest in the topic, and publish poverty related work. The conference language for WACRA 2008 is English with tracks in Spanish and French.

We invite you to submit papers, proposals, workshops, simulations, panels etc. (in English, French and Spanish) to address the conference theme: "Worldclass Teaching and Learning". Manuscript preparation guidelines can be found on the WACRA web site: [www.wacra.org](http://www.wacra.org) Join colleagues from around the world in Edinburgh for *una experiencia estimulante y inolvidable*. If you are visiting Scotland for the first time or if you are returning, join colleagues on an **exciting four day educational-cultural post** conference tour from Edinburgh to Glasgow, the Highlands, Fort Williams, Inverness/Loch Ness/Aviemore Area, Aberdeen Area and back to Edinburgh. See details on page 5 and up-dates on WACRA website [www.wacra.org](http://www.wacra.org).



David Stevenson

We invite you to **renew your membership for 2008 now** (refer to form on page 16 of this NEWSletter or on the WACRA website) and to participate in the exciting activities planned for the year and beyond.

**Membership renewal includes access to IJCRA**, The International Journal of Case Method Research & Application. Year 2007 - Issue no. 4 was posted in December. With the publication of issue 4/2006, IJCRA has become bilingual: English and Spanish. A second Spanish language issue is scheduled for 2008. Year 2008 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. **IJCRA is listed in Cabell's 11th Edition of Publishing Opportunities in Management.**

You can help publicize contributions to the interactive, creative teaching literature by persuading your **library acquisition departments** to subscribe to IJCRA. The quarterly International Journal of Case Method Research & Application has become widely

recognized for the timely and comprehensive contribution it makes to the literature. For details refer to page 16 and for the abstracts of the books go to the publication order link on the WACRA web site [www.wacra.org](http://www.wacra.org).



*Season's Greetings and A Peaceful,  
Healthy, Prosperous New Year!*  
**Hans Klein, David Stevenson, Jim Gallagher,  
Denise Smith, Stan Stanczewski, Marsha Richmond.**

Please note: The Boston WACRA office will be closed from December 24, 2007 until January 25, 2008. The North Carolina WACRA Conference Office remains open. Tel.+336-404-6256, Fax +336-301-3185, email [smithdmwacra@triad.rr.com](mailto:smithdmwacra@triad.rr.com)

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## WACRA 2008 - Join the World at Napier University, Edinburgh, Scotland, June 29 - July 2, 2008

**Edinburgh** (pop. 500,000) has been the capital of Scotland since the 15th century. Administrative centre of the Lothian region on the bank of the Firth of Forth. Cultural centre of the nation. Seat of the Scottish Presbyterian Church and the Roman Catholic archbishop. Several universities and research institutes, major centre of banking, insurance and commerce. Industry; breweries, whisky distilleries, printing and publishing, apparel and textile manufacture, electronics, light industry.

the "Royal Mile." This street is called royal because it runs between Edinburgh Castle, brooding on its high rock above the city, and Holyrood Palace, created by the Stuart kings of Scotland and court of the tragic Mary Queen of Scots. Now the street holds the law Courts and Cathedral, but also pubs and cafes and many small shops - tartans and designer knitwear and cashmere are specialties.

Across the gardens below is the Castle in the New Town - it was new in 1750 when building began. It is considered the finest

strong international links and the wish to strengthen them. It was rated the top city in Britain for business, and homes, shops, offices, schools and nurseries are all part of this community, which merges the historic, the modern, and an eagerness to look to the future.

### The Highlands

Edinburgh is also gateway to the north - via the magnificent one-hundred-year-Old Forth Bridge. The visitor who seeks to really know Scotland must travel to the Highlands. Misty, mountainous, fissured by glens, salmon rivers and high passes, this is the last of Europe's wilderness areas, home to herds of wild deer, sea otters, the wildcat, eagles and osprey. It is remote but not out of touch a crofter practising small-scale agriculture may also work internationally in an on-line computer "cottage."

A revival in Gaelic, Scotland's second language, and in Celtic culture encompasses art, music and poetry and the tradition of the ceilidh - a gathering for music, dance and good talk. At village Feisan (traditional music festivals) children learn to play the pipes, the fiddle and the clarsaich (the Celtic harp). The renaissance takes many popular forms, reinventing tradition for a new century. Bands like Capercaillie and the Proclaimers and Celtic rockers Runrig and Wolfstone have taken it around the world. Among students and young people in the cities ceilidhs are as popular as clubbing, and the kilt, once worn only by Highland lairds and soldiers, is worn by fashionable young men with a punk vest.

Highland traditions are most visible in the Highland games held in many towns and villages in the summer. Small or large, they mix carnival entertainment, piping, athletics and ancient feats of strengths such as tossing the caber and putting the stone, while young girls measure the intricate steps of Highland dancing above the crossed swords. Piping competitions, with dozens of bagpipes tuning up at once, have to be heard to be believed.

*Source: Extracts from Insights Guides Scotland, 1995 APA Publications.*



Major port on the Scottish coast.

### Old and New

Blossoms from the cherry trees in the Canongate churchyard are swirled across the road by the wind. Drifts lie along the gutters like late, pink snow. The church has glittering gold stag antlers at the apex of the roof, symbol of a miracle in 1128. Visitors from Europe, America and the Far East sit in the sunshine under the trees, schoolchildren shout and shriek in the playground nearby; students pass on their way to the university.

In the Old Town of Edinburgh history and everyday life are side by side and visitors from all over the world mingle with local people going about their business on

example of Georgian architecture and town planning in Britain. It is spacious and formal, the elegant streets form a grid plan north from Princess Street, Edinburgh's main shopping street, and west from St. Andrew's Square, the home of banking and the town's financial community, though the financial centre under construction at the other end of Princes Street and the nearby new International conference Centre are important new developments.

Edinburgh is the historic capital of Scotland, and although the country has been part of Great Britain for almost 300 years it has a distinctive cultural and political life and a vigorous independence movement. The Scots have always looked outwards to Europe, and the world. Edinburgh is a small city with

## 2008 Post Conference Tour: Glasgow and the Highlands

**What is included:** Price/pers. sharing TwinRoom: \$945, Child (12 years and over) sharing with 2 adults pays triple per person rate; Single Room supplement: \$235. Price includes: 4 nights accommodation in Three Star hotels, based on sharing twin/double rooms, full Scottish Breakfast daily, 3 pre-arranged group dinner in hotel, transportation by private touring coach as per programme, English speaking guide to accompany, entrance fees to places of interest: Glasgow Cathedral, Burrell Collection, Urquhart Castle, Cawdor Castle, Dallas Dhu Whisky Distillery, Elgin Cathedral, Edinburgh Castle - all subject to availability. **Register before March 1, 2008, min. participation 20 persons.**

**Thursday, July 3, 2008- 09.45** Meet with English speaking guide and board coach, depart Edinburgh, traveling directly west to **Glasgow**, situated on the River Clyde. On arrival, short panoramic tour of Scotland's largest city and 1990 European City of Culture. See the old Victorian part of this vibrant city, George Square with its grand City Chambers and statues of famous Scots. Passing the gothic Cathedral, will also allow a view of the city's oldest house - built in 1471. Afternoon free for lunch and exploration of the city..

Glasgow remains unshakable individual. Travel books point to similarities with great



world cities, but those comparisons never reveal Glasgow's discrete character: its special brand of Scottishness, its unique city scape, its warmth of personality, its quirky predisposition to the arts. Glaswegians also have a predisposition to go shopping. And when it's this good, who wouldn't. In a world of clone towns and growing internet spending, Glasgow continues to develop its already top-drawer

offering of chic malls and offbeat stores on the high street. In shopping as in everything else, Glaswegians know what's great about their city, and take a real pleasure in supporting it.

Take for example the **Kelvingrove Art Gallery & Museum**. Last summer, when it reopened after a three-year make over, over twenty thousand people were visiting very day. The welcome was symbolic of Glasgow's love affair with its outstanding civic art collections, widely considered the finest in Europe. Kelvingrove will take your breath away, but the real wonder is that there is so much more. The collections are spread across a dozen museums around the city, open free of charge, seven days a week, and include the truly **world-class Burrell Collection** in the heat of Pollok Country Park.

The 'father of the Glasgow Style', as he is often called, **Charles Rennie Mackintosh** has made it obligatory for every book on Art Nouveau to have a chapter on Glasgow. The buildings he designed, such as House for an Art Lover and his masterpiece the Glasgow School of Art, are now an essential part of any visit, and his influence has shaped a modern city that's utterly unique.

In the afternoon visit to the **Museum of Transport** - display of buses, trams, cars, horse-drawn vehicles, railway locomotives and fire engines. Glasgow was once a famous shipbuilding centre and the city's industrial background is acknowledged by models of many important vessels which were built on the nearby River Clyde, e.g. the QE 2. An interesting feature of the museum is a reproduction of a typical 1930s Glaswegian street, complete with subway station and a small cinema. The museum visit is followed by some free time for shopping in the boutiques of Buchanan Street or elegant Princes Square mall.

**Friday, July 4, 2008 - 09.00** Full Breakfast. **The Northern Highlands** Depart Glasgow and travel north via Loch Lomond to Crianlarich. Continue via Tyndrum north across Rannoch Moor to Glen Coe, a beautiful and historic glen. Travel to Fort

William and then continue north past Ben Nevis, Britain's highest mountain, to Spean



Bridge. Continue via Loch Lochy, Invergarry and Fort Augustus to Loch Ness, famous for its mysterious monster, "Nessie". Destination is the **Inverness/Loch Ness/Aviemore/Area**. Passing through the dramatic landscape of Glencoe, whose name in Gaelic means "vale of tears." It is the scene of the 1692 massacre of the Clan MacDonald. Proceed via the small town of Fort William which lies at the foot of Britain's highest peak, "Ben Nevis." Here the tour enters the Great Glen, dominated for 24 miles by Loch Ness - famous for its mysterious monster which inhabits the 700 feet deep water. **Inverness**, Capital of the Highlands, is situated at the northern tip of Loch Ness.. The tour follows the shores of Loch Lomond, the largest lake in Britain and immortalized in popular song. The lock is surrounded by woodland and pretty countryside. The central islands enhance its beauty. By late morning arrival in the town of Inveraray. Free time for lunch or visit of the castle. Inveraray Castle has been the home of the Dukes of Argyll (the chiefs of Clan Campbell) for centuries. The present castle was started in 1743 and the magnificent interior decoration was commissioned by the fifth Duke. In addition to many historic relics, there are portraits by Gainsborough, Ramsay and Raeburn. By early evening arrival in the **Inverness/Loch Ness/Aviemore/Area**. Drive to your hotel in Inverness/Loch Ness/Aviemore/Area for check in, dinner and overnight. Nowhere in Britain is the bloodied hand of the past so heavily laid as it is in the Highlands. The pages of its history read like a film script - and have often served as one. Prince Charlie, Flora McDonald, Mary Queen of Scots, Rob Roy, the Wolf of Badenoch and Macbeth, with a **...continued to page 5**



Mary Queen of Scots

...continued from page 4

### Post Conference Tour

supporting cast of clansmen and crofters, miners and fisher folk, business-men and sportsmen. On the soundtrack, the skirl of the pipes is heard...

The cameras could find no point better at which to start than **Inverness**, the natural "capital" of the Highlands. It is assured of that title by its easily fortified situation on the River Ness where the roads through the glens converge. Shakespeare used it for location shots and sadly maligned the man who was its king for 17 years, Macbeth. His castle has disappeared, but from Castlehill a successor dominates the ...continued to page 8



The Castle Course, the seventh course at the Home of Golf

## Scotland - Home of Golf

Scotland is, of course, the undisputed "Home of Golf". With over 500 courses, ranging from championship grade, such as the Old Course, St. Andrews, Turnberry, Carnoustie, Gleneagles, Troon and Muirfield, to wild coastal links courses, to hidden parkland gems, golfers of all skill levels can take part in this great Scottish tradition. <http://www.golfgirlstandrews.com> Venue for the Open Championship twenty six times, St. Andrews is recognized the world over as the golfing Mecca. The essential qualities of the Old Course at St. Andrews are the same today as they were when golf was first played over this stretch of ancient linksland six centuries ago. From taking on the most famous hole in golf, the Road Hole, to walking the Swilken Bridge of putting from the Valley of Sin, each golfer who plays the Old Course becomes part of its history. It is surely every golfer's dream to make the pilgrimage to play on the Old Course and sample the atmosphere, beauty and true Scottish hospitality of this historic town.

Traditionally, golfers enter a daily ballot for the hugely oversubscribed and highly coveted start times, and unfortunately most are disappointed. Fortunately, one retired, golfplaying Napier University faculty member is ready and willing to assist delegates to make their golf-dreams come true.

Ten years before the Royal and Ancient was founded in the golfing mecca of St. Andrews, the Honourable Company of Edinburgh Golfers was formed as the first golf club in the world. Thirteen rules were set down in writing in 1744 - the beginning of today's golfing rules. Despite being the world's oldest club, Edinburgh's Honourable Company has by no means the oldest course. Its current Muirfield location was opened 'only' in 1892, although today it ranks as one of the most famous courses in the world. Tom Morris constructed the original 18 holes at Muirfield, and in the late 1920s the links were reworked by Cot and Harris to create the layout that is played today.

Like St. Andrews to the north, Muirfield has a tradition rich in both history and legend. This course on the Firth of Forth has been the scene of a number of memorable events.



Greywalls, Muirfield, Gullane, East Lothian, Scotland

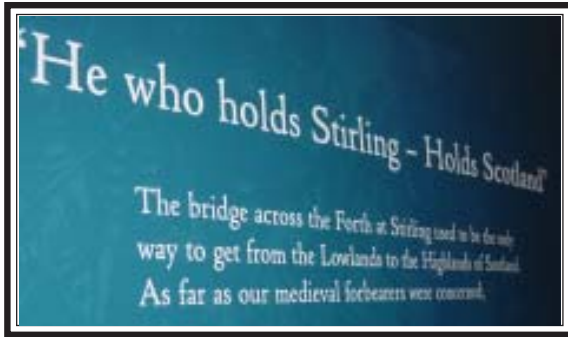
### About WACRA®...

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, Guadalajara, Mexico. In 2008, Napier U Business School in Edinburgh will be the host again.

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, interac-



## Stirling Castle

On Tuesday, July 1, 2008 after the lunch, the entire conference will move to Stirling Castle for a hands-on, interactive immersion in Scottish History (for conference delegates and registered spouses, partners. Includes transportation and entrance fee).

**Stirling Castle** is a castle in Stirling, one of the largest and most important, both historically and architecturally, in Scotland and indeed Western Europe. The Castle sits atop the Castle Hill, a volcanic crag, and is surrounded on three sides by steep cliffs, making it easily defensible. This fact, and its strategic position, have made it an important fortification from the earliest times. The Castle is a national monument.

From 1800 until 1964 the Castle was owned by the British Army and run as a barracks. Many alterations were made to the Great Hall - which became an accommodation block, the Chapel Royal - which became a lecture theatre and dining hall, the King's Old Building - which became an infirmary, and the Royal Palace - which became the Officer's Mess. Efforts to restore all these buildings to their original state are still ongoing. A number of new buildings were also constructed, including the prison and powder magazine at the Nether Bailey in 1810. It remains the headquarters of the Argyll and Sutherland Highlanders, although the regiment is no longer garrisoned there. The regimental museum is also located within the castle.

Most of the principal buildings of the Castle date from the fifteenth and sixteenth centuries. A few structures of the fourteenth century remain, while the outer defences fronting the town date from the early eighteenth century. In the 13th Century Edward I's Scottish campaign included a siege on Stirling Castle. Historians recorded that this was where Warwolf, the largest trebuchet believed built, was first used, with devastating effect. [1] [2]

The gatehouse providing entry from the outer defences to the Castle proper was erected by King James IV and originally formed part of a splendid fore-front extending across the whole width of the Rock. At either end of this were massive rectangular blockhouses, and in the centre, flanking the gateway, were four great "rounds" with conical roofs. Of this superb composition there remains the southern blockhouse or Prince's Tower (now attached to the later Palace), the adjoining length of curtain wall, the gateway and lower portion of the inner rounds, and vestiges of the outer rounds and northern blockhouse.

During the Civil War the Castles garrison, who were flying the Kings colours fired on the Marquis of Argyll when he made his escape from the Battle of Stirling (1648).

To the left of the gatehouse, and forming the south side of the principal or upper court, is the Palace block. This was begun by King James IV, but is mainly the work of King James V. With its combination of renaissance and late gothic detail, it is one of the most architecturally impressive buildings in Scotland, covered with fine stonework. The ceiling of the King's Presence Chamber was originally decorated with the famous portrait roundels known as The Stirling Heads, but these were taken down in 1777. Many of them are preserved in the Castle, some in the Smith Institute, Stirling, and others in the National Museum of Antiquities, Edinburgh. There are plans to eventually reinstate the ceiling as close to its original form as possible.

On the east side of the upper court is the Great Hall built by James IV, restored to its original appearance in 1999 after many decades' use as a barracks. It is 125 feet long and 36 feet wide, with two magnificent oriel windows flanking the dais at the southern end. The small building on its east side is the old Mint or Cunzie (i.e., 'coining') Hoose. The renaissance Chapel Royal on the north side of the upper court was built by King James VI in 1594 for the state christening of his son and heir Prince Henry, on the site of the medieval Chapel Royal. The image of the castle appears on the reverse of a Clydesdale Bank £20 note.



Stirling Castle Gate House



Stirling Castle Great Hall

## Programa Preliminar W A C R A® 2008

**“Enseñanza y Aprendizaje de Clase Mundial”***Enseñanza y Redacción de Casos, Educación Continua y Educación a Distancia*en **Napier University, Edimburgo, Escocia**

(aeropuertos internacionales: Glasgow, Escocia, Londres, Inglaterra)

**Sabadp, Junio 28, 2008****Actividades Pre-Congreso**

10.00 - 13.30 Reunión de Executive y Advisory Boards meet. A continuación almuerzo.  
 14.00 - 20.30 Actividad Opcional.

**Domingo, Junio 29, 2008**

09.00 - 16.00 WICS - WACRA Interactive Case Sessions - *incluye almuerzo* (Inscripción Separada) *Case Colloquium*  
 (Inglés y Español) - taller: *La Proeza y La Enseñanza*- taller: *Enseñanza , Cultura y Diversidad*

**Actividades del Congreso**

18.00 - 19.00 Registración en Napier University  
 19.00 - 21.00 Recepción de Bienvenida y cena en Napier University

**Lunes, Junio 30, 2008**

09.00 - Inscripción tardía  
 10.00 - 11.30 Sesión Sesión Plenaria de Apertura  
 11.30 - 17.30 Buses parten para el Tour de acompañantes (detalles serán anunciados en próximas NEWSletter y en [www.wacra.org](http://www.wacra.org))  
 11.30 - 12.00 Sesiones, Paneles y Workshops Concurrentes  
 13.00 - 17.00 Sesiones, Paneles y Workshops Concurrentes  
 19.00 Cena de Gala y Premios

**Martes, Julio 1, 2008**

09.00 Sesión Plenaria  
 11.00 - 12.00 Sesiones, Paneles y Workshops Concurrentes  
 13.15 - 23.00 Excursión al Castillo Stirling. (detalles p. 6 y 15 y en [www.wacra.org](http://www.wacra.org))

**Miercoles, Julio 2, 2008**

09.00 - Sesión Plenaria  
 12.00 Sesiones, Paneles y Workshops Concurrentes  
 14.00 - 16.00 Sesiones, Paneles y Workshops Concurrentes Sesión Plenaria de Cierre  
 18.15 - 22.15 "Un Sabor a Escocia" incluyendo Cena y Espectaculo Cultural (detalles p. 8)

**Actividades Post-Congreso****Jueves - Domingo, Julio 3 - 6, 2008**

El Tour Post Congreso "Visita a Escocia". Detalles p. 4 y 15 y en [www.wacra.org](http://www.wacra.org)  
 Asientos limitados, inscripción temprana - Marzo 1, 2008 - se requiere.

**ACT - WACRA®**

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**Por Favor, comparta esta invitación con sus colegas!**

...continued from page 5

city, a pink cardboard cut-out, like a Victorian doll's house, that makes Flora MacDonald in bronze shield her eyes and her dog lift a paw.

**Saturday, July 5, 2008 - Inverness/Loch Ness/Aviemore/Area - Aberdeen/ Area** Full Breakfast. In the morning visit **Cawdor Castle**, the name romantically associated by Shakespeare with Macbeth. This impressive castle contains fine collections of paintings, books and stands in beautiful gardens.

No visit to Scotland is complete without whisky. The program for the day includes a visit to a local distillery. Learn about the important ingredients and see many of the processes involved in making the national drink - milling, mashing, fermentation and distillation - and of course have a tasting in Forrester's **Dallas Dhu Whisky Distillery**, a picturesque small distillery built in 1898. From here continue to Elgin to visit **Elgin Cathedral**, formerly known as the "Lantern of the North".

First recorded in a royal charter of 1153, Prestonfield House was built in 1687 by Sir James Dick who, as Provost of Edinburgh, was a close friend of the Duke of York, later James II and VII. Sir James was one of Scotland's most prosperous merchants, and the Dutch gables on the façade of the house commemorate his trade with the Low Countries, as do many of the original contents within. An outstanding example of Scotland's architectural heritage, Prestonfield was opened as an hotel in 1958 and has become recognised internationally as one of Scotland's most prestigious dining and entertainment venue.

The Monday night special dinner and live entertainment - featuring international stars Colin Stuart, Ken McGinty, Jimmy

Continue to Aberdeen. Drive to your hotel in Aberdeen/Area for check in, dinner and overnight at your hotel.

**Sunday, July 6, 2008 - Aberdeen/ Area- Edinburgh** Full Breakfast. Of all Britain's cities, **Aberdeen** is the most



*Bon Lomond in Winter*

isolated. It comes as a shock to drive through miles of empty country-side from the south and, breasting a hill, find revealed below you the great grey settlement clasped between the arms of Dee and Don, as if it were the simple, organic extension of rock

## Scottish Folkloric Evening

*Wednesday, July 2, 2008 for conference delegates and registered partners/spouses*

Leslie, Mary Oliver and the Prestonfield Dancers - will take place in the unique Round Stables of Prestonfield House. Originally built in 1816, the Stables provide a setting without equal for this magnificent display of traditional Scottish entertainment.

Only 5 minutes from Princes Street in the centre of Edinburgh, Prestonfield House can be viewed from Arthur's Seat encircled by trees planted in the shape of the ace of clubs. Tradition has it that an owner of the House, losing heavily at a game of cards, staked everything on a turn which he won with the ace. To celebrate his luck, he planted sores of trees in the pattern which remains to the present day. Prestonfield House lies at the centre, surrounded by parks and

and heath and shore instead of a complex human artifice. On the sea's horizon you might see a semi-submersible oil rig on the move; in the harbor, trawlers jostle with supply vessels; and there are raw, new ribbon developments of housing and warehousing to the north and south of the city. But, otherwise Aberdeen, in its splendid self-sufficiency and glorious solitude, remains curiously untouched by the coming of the oil industry. Depart Aberdeen and travel south to **Stonehaven** enjoy a photo stop at Dunnottar Castle, an impressive ruined fortress dramatically situated overlooking the sea. The last part of the journey includes Perth - the former Capital of Scotland, Georgian terraces and imposing civic buildings

line the riverside, but principal streets are uncompromisingly Victorian. Continue to St. Andrews, famous for golf, enjoy a visit to the Cathedral and to St. Andrews Castle. Farther south, passing through Queensferry, affords superb views of the **famous Forth Bridges** before reaching the Capital city of Edinburgh where the tour ends around 18:00.

Evening is free and the post conference tour ends on Monday, July 7 after breakfast.

gardens in which Highland cattle and peacocks roam undisturbed by modern life and the proximity of Scotland's capital.

## Saturday, June 28, 2008 Optional Dinner

After visiting the Castle, the Palace of Holyroodhouse, or the Royal Yacht Britannica by yourself, join the conference hosts for dinner at a place hidden away beneath George IV Bridge, in a restaurant where they prefer to escape from the hustle and bustle of town. The restaurant offers a civilised, intimate atmosphere with a menu specializing in Scottish hospitality.

**Preregister p 15.**



SOLICITUD DE ARTÍCULOS  
**MÉTODO DE CASOS**

*Investigación y Aplicación – Redacción de Casos, y Educación a Distancia  
 XXV Congreso Internacional*

*Napier University Business School  
**Edimburgo, Escocia***

*Junio 29 - Julio 2, 2008*

**“Enseñanza y Aprendizaje de Clase Mundial”**  
*Con casos, Multimedia, Simulaciones y Otros Métodos Interactivos*

El Método de Casos puede desempeñar un papel importante cuando se trata de resolver problemas y enseñar a resolverlos; así como cuando se trata de emprender y administrar cambios. Por lo tanto, este Congreso ofrece a los participantes la posibilidad de aprender aún más sobre pedagogía, utilizando este método y otros métodos de enseñanza relacionados, en diferentes situaciones educativas. Los participantes tendrán una gran oportunidad de conocer a colegas de otros rincones del mundo, con quienes podrán desarrollar grupos de investigación y de enseñanza. Los congresos de WACRA son foros interdisciplinarios y multinacionales para académicos de todas las disciplinas y de todos los sectores profesionales, incluidos la administración de negocios, la comunicación, la educación, la ingeniería, la historia, el derecho, la medicina, la psicología, la administración pública, el trabajo social y para los profesionales dedicados a los negocios y a la industria, a la educación y al gobierno.

Se solicitan artículos que analicen tanto la teoría como la práctica, mediante el uso de casos, simulaciones, videos y otros métodos de educación relacionados con la solución de problemas, la administración del cambio y la innovación. Se dará prioridad a los artículos interdisciplinarios, internacionales y/o comparativos. Se favorecerán artículos que discutan y sitúen la aplicación de casos en la universidad y en los programas de formación profesional en distintos contextos, y artículos que evalúen el Método de Casos. También se aceptarán artículos que traten sobre los desafíos (y soluciones sugeridas) que enfrentan los hombres de negocios y aquellos artículos sobre redacción de casos y el desarrollo de casos reales en situaciones complejas (por ejemplo, casos interculturales). Aunque el enfoque de los congresos de WACRA es el Método de Casos y el uso de este método como una herramienta de enseñanza para la solución de problemas, consideraremos artículos académicos que desarrollen el uso de este método en el campo de la investigación. WACRA está particularmente interesada en artículos académicos que amplíen nuestro conocimiento y colaboración entre las distintas disciplinas y los miembros internacionales. Se reconocerá la presentación más innovadora y el artículo más relevante.

Los proyectos presentados deben incluir: (1) la portada con las siguientes informaciones sobre el o los autores: título, nombre, institución, dirección, números de teléfono y fax, e-mail; (2) un resumen del proyecto (que no exceda las 4 páginas) o el artículo terminado (no excediendo las 12 páginas o 15 páginas incluyendo anexos y referencias). Descargue las guías de preparación de trabajos aquí. El resumen debe indicar, claramente, los objetivos, la estructura, la naturaleza del proyecto y debe responder a los criterios mencionados más arriba. El nombre del autor o autores no debe figurar en el resumen para proteger el sistema de evaluación anónima de los diferentes proyectos.

Se notificará por e-mail la recepción de los trabajos así como el resultado de la revisión. **Todas las propuestas y artículos se recibirán hasta el 15 de enero de 2008**. Los trabajos completos recibidos **hasta el 31 de Marzo de 2008** serán considerados para su publicación en ‘*International Journal for Case Method Research & Application*’. Idiomas: Inglés, Francés, Español. Para mayores detalles visite la página web de WACRA o contáctese directamente con nosotros.

**WACRA®**

**WORLD ASSOCIATION FOR CASE METHOD RESEARCH & APPLICATION**

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

Tel. +781-444-8982 [wacra@msn.com](mailto:wacra@msn.com) [wacra@rcn.com](mailto:wacra@rcn.com) Fax: +781-444-1548

website [www.wacra.org](http://www.wacra.org)

**Conference Office: 3817 Tonsley Place HIGH POINT, NC 27265-9278 U.S.A.**

Tel. +336-404-6256 Email [smithdmwacra@triad.rr.com](mailto:smithdmwacra@triad.rr.com) Fax+336-307-3185

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

**CALL FOR PAPERS:**

**"Worldclass Teaching and Learning"  
Napier University Business School  
June 29 - July 2, 2008**

**25th 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, industry, 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. Cases and papers on the alleviation of Poverty through Education and papers and cases on Climate Change are also solicited.

Submissions should include (1) a cover page including: title, name, affiliation, address, tel. & fax numbers and email 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](http://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 email. **All proposals and papers are due on or before January 15, 2008. Completed papers received prior to March 31, 2008 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 2008 (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 2008**. **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 2008** en un archivo PDF o Word al correo: [erosker@gmail.com](mailto:erosker@gmail.com) *Se notificará vía e-mail la recepción de los trabajos.*

## **For Case Writers - and Prospective Case Writers**

### **Seventeenth Annual International Casewriters' Workshop & Casewriters' Colloquium**



*Bill Naumes*

Designed to assist novice and experienced case writers to write, improve and publish their cases, WACRA 2008 (June 29 - July 2) in *Edinburgh, Scotland* will feature the Seventeenth International WACRA® Casewriters' workshop and Casewriters' Colloquium. Case writers - and prospective case writers are invited to participate and to submit cases and/or contribute to the interactive sessions at Napier University.

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



*Peggy Naumes*

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

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

**Submission:** Submit your case before January 15, 2008. Include (at least) the rudiments of a TN. Submission implies that at least one author will attend the meeting and present the case. To facilitate the double blind review the authors' names should appear on a cover page only. Send your cases by email in Word document format. Authors should note that colloquium and workshops are pre-conference activities (Sunday) and require 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.](http://www.unh.edu)  
 Tel.: +603-862-2618; Fax: +603-862-3383 email: [bill.naumes@unh.edu](mailto:bill.naumes@unh.edu), [margaret.naumes@unh.edu](mailto:margaret.naumes@unh.edu)

## **Teaching, Culture and Diversity**

### **Join The Fifteenth Cross National Teaching Forum**



We invite you to attend the fifteenth CROSS-NATIONAL TEACHING FORUM in Edinburgh on **Sunday, June 29, 2008**. Since last year's conference in Guadalajara, Mexico, 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 going!

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 include: Adapting the Case Method to different Cultures; Evaluating Student Performance; Cross Cultural Differences in Developing Collaborative Teaching Strategies. (Register for WICS on page 15)

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

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

## Preliminary Program W A C R A® 2008

**“Wordclass Teaching and Learning”**

Case Teaching &amp; Writing, Continuing Education &amp; Distance Learning

hosted by **Napier University, Edinburgh, Scotland**

(international airports: Glasgow, Scotland, London, England)

**Saturday, June 28, 2008****Pre-Conference Activities**

10.00 - 13.30 Executive and Advisory Boards meet. Followed by lunch.  
 14.00 - 20.30 Afternoon free. Optional dinner with conference hosts (details page 8 and 15 regist.).

**Sunday, June 29, 2008**

09.00 - 16.00 WICS - WACRA Interactive Case Sessions - including lunch (Separate Registration) Case Colloquium  
 (English and Spanish tracks) - Poverty Alleviation - Teaching, Culture and Diversity

**Conference Activities**

18.00 - 19.00 Registration at Napier University  
 19.00 - 21.00 Welcome reception and dinner at Napier University

**Monday, June 30, 2008**

09.00 - Late registration  
 10.00 - 11.30 Opening Plenary Session  
 11.30 - 17.30 Bus leaves for partner tour (details will be announced in the NEWSletter and on www.wacra.org)  
 11.30 - 12.00 Concurrent Sessions, Panels and Workshops  
 13.00 - 17.00 Concurrent Sessions, Panels and Workshops  
 19.00 Gala Dinner and Awards

**Tuesday, July 1, 2008**

09.00 Plenary Session  
 11.00 - 12.00 Concurrent Sessions, Panels and Workshops  
 13.15 - 23.00 Excursion, dinner not included. (details will be announced in the NEWSletter and on www.wacra.org)

**Wednesday, July 2, 2008**

09.00 - Plenary Session  
 12.00 Concurrent Sessions, Panels and Workshops  
 14.00 - 16.00 Concurrent Sessions, Panels , Workshops and Concluding Session  
 Conference adjourns  
 18.15 - 22.15 'A Taste of Scotland' and Dinner (details on p. 8 and on www.wacra.org)

**Post Conference Activities****Thursday - Sunday, July 3 - 6, 2008**

Post conference tour 'Visit Scotland'. Details on pps. 4 and 15 and logon to www.wacra.org  
 Limited seating. **Early registration - March 1, 2008 - is required.**

**ACT - WACRA®**

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 Tel. +781-444-8982 Email: wacra@rcn.com Fax: +781-444-1548  
 North Carolina Conference Office (Denise Smith):  
 3817 Tonsley Place **HIGH POINT, NC 27265-9278 U.S.A.**  
 Tel. +336-404-6256 Email: smithdmwacra@triad.rr.com

***Please post or share this invitation with colleagues!***

## 4 WICS Interactive Workshops Case Writing - Teaching - Learning

### **Workshop A. WRITING FIELD BASE CASES FOR TEACHING PURPOSES: TOOLS AND CONCEPTS TO USE IN A STEP BY STEP PROCESS**

This interactive session on “how to” write cases focuses on increasing the efficiency and effectiveness of case writing. The first underlying principle in this approach to case writing is that 80% of the quality of a case and hence its potential to add to the learning of others is fixed in the first 20% of the time taken to write the case. The second underlying principle concerns the steps necessary to ensure the release of the case; that is, gaining permission to use the case for classroom teaching purposes. The third principle is the notion of writing field-based, decision-oriented cases as opposed to “armchair” cases, historical cases, or cases based on secondary source data. Field based cases need to be distinguished from exercises, simulations, problem statements and other pedagogical items that too often are lumped under the title of a case. Writing field-based, a process that is applicable across all disciplines will be presented.

### **Workshop B. LEARNING WITH CASES: HELP YOURSELF BY HELPING YOUR STUDENTS WORK SMARTER NOT LONGER HOURS**

The focus of this workshop is on helping students to learn faster and better using cases. 1. Why should you ask students to learn with cases? 2. Why should your students know about the learning opportunities presented in cases? 3. Why should your students follow a three stage learning process when cases are used? 4. Why should your students prepare a case preparation chart before class - each time/every time?

### **Workshop C. EVALUATING STUDENT CONTRIBUTIONS TO A CASE CLASS DISCUSSION - NINE PRINCIPLES**

Considerable controversy exists on whether or not to assess contribution to case class discussions and with what weight. The range seems to be from 0% (instructors are not allowed to assess verbal contributions) to more than 50% (instructors believe the verbal skills of debating, discussing, persuading and presenting ideas are important to learn and practice). This session will provide participants with an opportunity to compare and contrast their own experiences in assessing contribution to case class discussion. The appeal to attend this session is for those instructors who do try to assess contribution to case class discussions but who feel uneasy and uncertain in their judgements.

### **Workshop D. TO MASTER THE ART OF DISCUSSION MANAGEMENT WHEN USING CASES AND A LITTLE SCIENCE**

The art of leading a case discussion involves questioning, listening and responding. Questioning means asking the right question at the right time. Listening means much more than just hearing the words. It also means evaluating the speaker’s understanding and use of case information as well as the speaker’s contribution to the discussion process. In leading an effective discussion the instructor must listen, understand, reflect and decide how to respond. Responding means for the instructor to choose between alternatives: (1) what the current speaker has just contributed; (2) probing or elaborating for further commentary; (3) paraphrasing; (4) summarizing to close some issues before moving on; (5) transitioning to shift the discussion or linking to build the discussion; (6) challenging the speaker to see the other side of the argument; (7) thanking and acknowledging the speaker; (8) evaluating; (9) informing or commenting to interpret some facts or emphasize some point; (10) interrupting; (11) nonverbal responses; and (12) recording to validate the contribution and retain the idea for future reference or analysis.

*\*Dr. Erskine is Associate Professor of Business Administration at the Richard Ivey School of Business, The University of Western, London, Ontario, Canada. He is the author of books on case writing & teaching and has extensive case teaching and leadership training experience spanning 35 years.*

## Calendar of Events

### \* January 2008

Renew WACRA membership and retain access to IJCRA

### \* January 15, 2008

Submit papers/proposals for WACRA® 2008 conference at Napier University in Edinburgh, Scotland June 29 - July 2, 2008

### \* March 1, 2008

Register for Educational-Cultural Post Conference Tour, Edinburgh - Highlands - Inverness/Loch Ness/ Aviemore Area - Aberdeen Area - Edinburgh. **Seating is limited!!**

### \* March 25, 2008

Register for WACRA® 2008 at Napier University Business School in Edinburgh, Scotland \* **June 29 - July**

### \* November 8, 2008

Submit papers/proposals for ACT12 2009 conference early January 2009. Sites under consideration U.S.A., Spain, Italy and Peru.

W A C R A ®  
N E W S

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WICS Session Sunday, June 29, 2008  
and Concurrent Conference Sessions

## CALL FOR PRESENTATIONS "POVERTY ALLEVIATION" TRACK

The 25<sup>th</sup> Annual Meeting of WACRA®, at Napier University Business School in Edinburgh, Scotland, will provide individuals interested in poverty alleviation a unique opportunity to

- Present their research on poverty
- Receive feedback on work-in-progress related to poverty
- Find research and writing partners who also share an interest in poverty
- Publish their poverty-related work

The 2008 conference will provide important networking opportunities for scholars, researchers and teachers to find research and writing partners sharing interests in poverty. *Submit your ideas and interests to Denise Smith:*

[smithdmwacra@triad.rr.com](mailto:smithdmwacra@triad.rr.com)

### **Suggested Topics Presented by delegates at the 2007 WACRA® conference**

Develop a teaching case that focuses on

- Culturally/regionally-specific causes of poverty*
- Issues of birth control, education and community development programs/practices*
- Nutritional and prenatal care of children*
- Success of a local organization (company, business, university, school, hospital) that adapted antipoverty measures*
- Rural micro-business project*
- Management of wealth for local governments*
- "Social entrepreneurs" working on improving living conditions for poor people*
- Antipoverty initiative in a developing country*
- Start-up of NGO's*
- "Socially responsible" businesses*

Develop a cross-disciplinary case

- Integrate perspectives from the field of business, teacher education, economics, health, medicine, agriculture, social work, international politics, or other interest group*

Develop an educational model of "best practice" in teaching about poverty

- Service learning project*
- Training model for teachers with the objective of generating human capital that can successfully participate in the market and generate development conditions*
- Integrate principles, ethics, accountability related to poverty into business cases*
- Add a poverty component to development and evaluation of cases (e.g., "How does the solution affect poverty?")*

Develop a community-university partnership program

Develop a research project on educational initiatives to eradicate poverty

Develop a cross-disciplinary project

- Student-faculty-staff collaboration*
- Analyze and identify needs*
- Create strategies to address needs*

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Tel. +336-404-6256 Email: [smithdmwacra@triad.rr.com](mailto:smithdmwacra@triad.rr.com)

***Please post or share this invitation with colleagues!***

# REGISTRATION FORM

TWENTYFIFTH INTERNATIONAL CONFERENCE  
CASE METHOD RESEARCH & APPLICATION  
**Napier University Business School**  
**Edinburgh, Scotland**

**June 29 - July 2, 2008**

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 WACRA. My paper and diskette (Word or WordPerfect) 1. was mailed \_\_, 2. is enclosed \_\_ 3. will be mailed on: \_\_\_\_\_. Lecture rooms are equipped with overhead. Beamer available on request in advance. Contact David Stevenson [d.stevenson@napier.ac.uk](mailto:d.stevenson@napier.ac.uk) 4. I prefer vegetarian meals \_\_.

**Accommodations:** Conference Hotel is the Novotel Edinburgh. Single room GBP 115, Double Room GBP 135 (includes breakfast and taxes). Reserve your room through the Edinburgh Convention Bureau: [bookings@conventionedinburgh.com](mailto:bookings@conventionedinburgh.com) Tel. +44-131-473-3874  
On April 30, 2008 the rooms remaining in the reserved block will be released. After April 30, 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 Welcome Dinner at Craighouse at Napier U; Monday Gala Dinner; Tuesday P.M. visit by bus to Stirling Castle in Stirling, *free time for Dinner* (on your own); Mo-We Lunches & Breaks; Wednesday Evening Dinner and Cultural Entertainment Show "A Taste of Scotland" at Preston Field House (includes Transportation, Dinner and Entertainment).

**Registration Fee received on/before March 25, 2008**

Fee for Members \$975, Fee for Nonmembers \$1,075 \$ \_\_\_\_\_

**Registration Fee received after March 25, 2008**

Fee for Members \$1,075, Fee for Nonmembers \$1,175 \$ \_\_\_\_\_

**Partner/Spouse/Retired Faculty Conference Fee**

Incl. all Delegate components, except Material  
(\_\_ Persons) @ \$590 \$ \_\_\_\_\_

**Membership Dues 2008** (includes IJCRA access)

Check type of Membership:

- Regular (\$75)  Organization (\$390)
- Sustaining (\$550)  Advanced Student (\$65)
- Retired Faculty (\$35)
- IJCRA Library Subscription per year (\$950) \$ \_\_\_\_\_

**Tax deductible contribution** to Scholarship fund \$ \_\_\_\_\_

**Saturday, June 28, Optional** Dinner "Meet the Conference Hosts." ( \_\_ persons) @ \$50

**After March 25, 2008** ( \_\_ persons) @ \$60 \$ \_\_\_\_\_

**Sunday, June 29, Optional WICS** All Day, Interactive

Workshops (Incl. Materials, Lunch, Refreshm. See Details in the NEWSletter: 1. Seventeenth Annual International Casewriter's Workshop & Casewriters' Colloquium, 2. La sección de casos en Español, 3. The Fifteenth Cross National Teaching Forum, 4. Poverty Alleviation Track ( \_\_ persons) \$ \_\_\_\_\_

@ \$55 after 3/25/08 ( \_\_ persons) @ \$65

**Cultural/Educational Post Conference Tour**

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