

# W A C R A<sup>®</sup>

## N E W S

Vol. XXII No. 1

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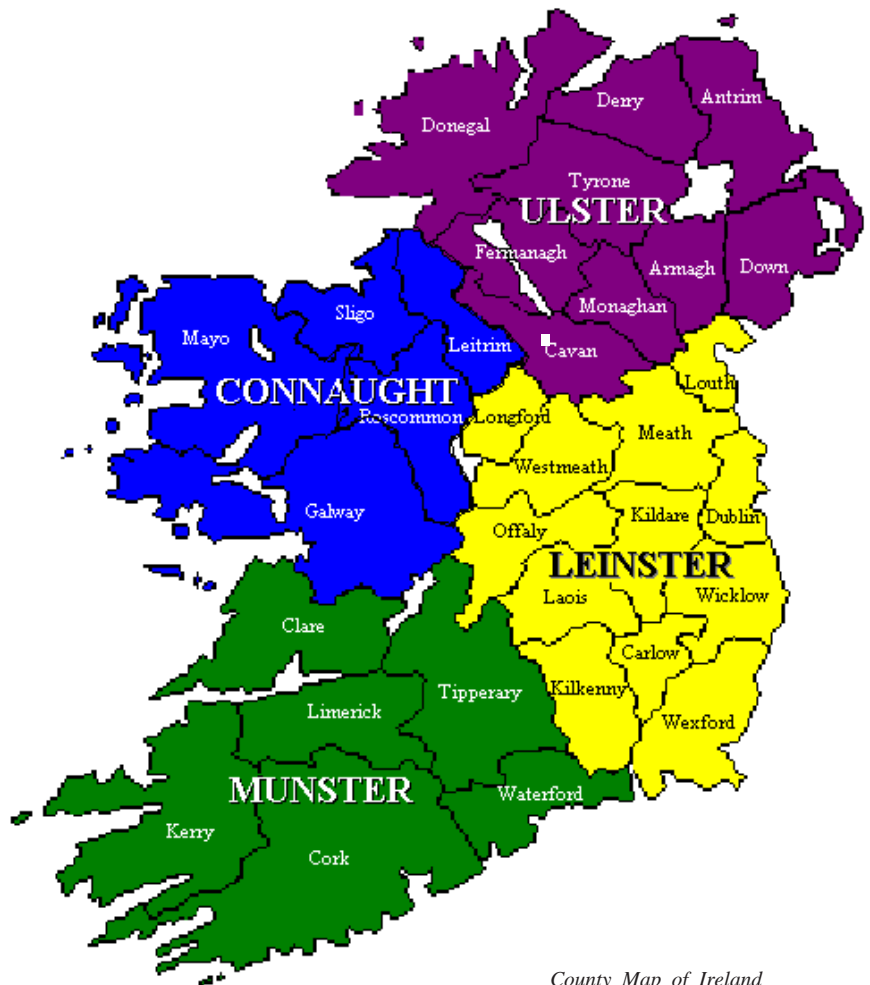
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### "2011 WACRA" Conference

Dublin, Ireland June 26-29, 2011

*"The Case Method: Tell it Like it Is!"*

*¡Método de casos: dígalolo como es!*



County Map of Ireland

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Hans Klein

## *Season's Greetings and A Peaceful, Healthy, Prosperous New Year!*

*Hans Klein, Denise Smith, Stan Stanczewski.*

**From the Executive Board ;** The Board is delighted to announce that 28th WACRA conference will be held from June 26-29, 2011 in Dublin, Ireland. For the preliminary conference program refer to the details in this NEWSletter. An exciting educational-cultural post conference tour is planned. The tour includes Ireland's top itineraries: Dublin, Galway, Cliffs of Moher, Ring of Kerry, Killarney ending in Limerick (10 minutes form Shannon International Airport). Refer to details in this NEWSletter.

**WACRA 2011** will present itself as an international, intercultural, interdisciplinary, interactive, innovative and... interesting 'life case' of building networks and exchanging ideas and experiences. The conference theme for WACRA 2011 is "**The Case Method: Tell it Like it IS**". Tied to this theme are WACRA initiatives: 1. Poverty and Education (details on pages 8 and 14) and 2. "Teaching, Culture and Diversity" (page 11). 3. Case Writers and Teachers Colloquium. WACRA®2011 will advance the use of the case method and other interactive learning and teaching methods, create 'user friendly' forums for the exchange of ideas, research and experiences, encourage research using the case method, coordinate case writing and case application activities, encourage cooperation between the public sector, the business community, and other case-oriented professions, and add new initiatives to complement the highly successful pre-conference WACRA® **I**nteractive **C**ase **S**essions (WICS). Conference language for WACRA 2011 is English with tracks in French, Spanish and other languages. We invite you to submit papers, proposals, workshops, simulations, panels etc. (in English, Spanish, French) to address the conference theme: "**The Case Method: Tell it Like it IS**". Manuscript preparation guidelines and paper writing tips can be found on the WACRA web site [www.wacra.org](http://www.wacra.org).

Submission deadline for papers, proposals, workshops for WACRA 2011 is January 15, 2011. Join colleagues from around the world in Dublin, Ireland for another *expérience stimulante et enrichissante*. Papers accepted for WACRA and ACT conferences will be considered for publication in the **double blind refereed International Journal of Case Method Research & Application - IJCRA**. Renew your membership or become a member and receive access to the Journal.

The WACRA Boards invite you to participate in the exciting activities planned for the coming year and beyond.

The International Journal of Case Method Research & Application - **IJCRA**, '[your journal](#)', is in its 7<sup>th</sup> year of publishing 'state of the art' papers on Case Method Research and Application (four issues per year).

IJCRA provides WACRA members, case writers and case teachers from around the world the opportunity to share their work with colleagues, to learn from colleagues and to create an international network for case writing, case teaching and interactive teaching applications. Membership is open to all individuals and organizations wishing to advance the objectives of the association.

The International Journal of Case Research and Application (IJCRA) is the official publication of WACRA and as such aims to publish high-quality manuscripts that capture innovation and creativity in learning and interactive teaching methods globally. **To make available the published work of IJCRA authors** to case writers, teachers, researchers and scholars world wide, the WACRA® Boards have decided to move four quarterly issues of IJCRA to the public domain at the end of each year. Thus, at the end of 2010, the year '2006 issues' can be accessed password-free. Following this pattern, the 2007 issues will enter public domain at the end of 2011. Current issues of the Journal are reserved to WACRA members in good

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### From the Executive Board

standing. The Board is currently considering to move all Journal issues to the public domain.

The new **WACRA Publication Partnership Project - W3P** responds to member interest to develop WACRA-based partnerships that focus on producing high quality manuscripts suitable for IJCRA publication. To help facilitate W3P, WACRA is establishing a database so that lead authors (individuals seeking partners) and secondary co-authors (individuals willing to work with and support lead authors) can find each other. For details refer to page 9 of this NEWSletter.

For your **promotion and tenure applications (P&T)**, you should know that Cabell lists IJCRA in its Directory of Publishing Opportunities in Management. Cabell is the largest citation index and directory of academic journals in the U.S.A. University administrators (deans, department chairs) in the U.S.A. and in other countries will consider for P&T decisions a faculty publication in a journal listed by Cabell.

**If you have or are planning to retire from your faculty position**, continuing your WACRA membership affords you the opportunity to mentor those who are at the beginning of their academic careers. By staying active and connected, you can continue to travel the world and maintain your sense of well-being .

All WACRA activities, including IJCRA, are financed through membership dues and program revenues. To support the extensive review/rewriting/editing efforts required to prepare articles and cases for publication, authors and all co-authors are expected to be current members in good standing. It would greatly simplify the functioning of the User ID and Password system, if all members would pay their annual dues promptly. Please keep in mind that your membership must remain current in order to have uninterrupted access to the international online journal (IJCRA). In January, all UserIDs and Passwords that are not current will be removed from the system. **Please take the time NOW and renew your membership.** Complete the form on page 16 of this NEWSletter or the form on the WACRA website [www.wacra.org](http://www.wacra.org) and email the form to [wacra@rcn.com](mailto:wacra@rcn.com), or fax it with your Visa or MC credit card number and expiration date to: +781-444-1548, or mail your check (drawn on a U.S. bank, payable to WACRA to: **WACRA® 23 Mackintosh Avenue NEEDHAM, MA 02492-1218 U.S.A.**

## Under the Banyan Tree: A Cross-Cultural Adventure

Patricia Ann Brock

A conversation between a colleague and me last February:

*Colleague: "You're going to Punta Faro? Where's that?"*

*Me: "Somewhere off the coast of Colombia? But where, exactly, I'm not sure."*

Feeling geographically-challenged, I immediately seek the all-knowing Google. I learn: Punta Faro is one of eleven islands in the Archipeligo de San Bernardo in del Golfo de Morosquilla. This information still doesn't provide me a geographical image, but an aerial map does. There, like a follow-the-dot puzzle, off the coast of Cartagena, Colombia Punta Faro floats in the azure waters. In fact, I learn on a good day the voyage is about two hours by small open boat out into the Caribe

Colombiano, the Colombian Caribbean. First, I take a virtual tour on a Punta Faro web site. I see amazing tropical splendor.

Robinson Crusoe would have been pleased to be an island castaway here.

And what takes me to Punta Faro, besides the open boat, of course? By great fortune, I am lured by the announcement for a post-WACRA Con-

colleagues – and guaranteed, they all are — from different points on the globe to share a collaborative travel destination. I have to admit I feel better when I learn that most of my colleagues had not heard of Punto Faro either

So, one sunny day in early July, approximately a dozen life-vested fearless seafarers – aka WACRA conferees – climb aboard our canopied-covered craft, claim seats along fiberglass uncushioned benches. With a toss of a rope from our captain and "crew" off we zoom amid the deafening grumble of the double outboard motors. We weave between the Cartagena crafts and fishing shanties, away from civilization – and I mean – away. The city skyline shrinks and disappears as we hit the open sea. No

land in site. We chop — like riding bucking broncos — along crests of



ference tour; I imagine another memorable WACRA adventure—and guaranteed, they all are — with a set of eclectic conference

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## Under the Banyan Tree...

waves, remnants of a tropical storm. We smile to each other and hold on for dear life. The wind gusts furiously. We batten-down-the-hatches, secure our hats with knotted scarves as they threaten to jump ship.

But, in a matter of 90 minutes, with sore bouncing bottoms, we sight friendly dots of land: The Archipelago. Passing several islands, we finally catch site of Punta Faro, just as the web site displays: palm trees, white sandy beaches, manicured green grass cut by curving pebbled paths. Eagerly we remove our vests and wobbily jump onto the island dock. We are greeted by warm smiles and even warmer welcomes, except from the serious on-duty armed guards. Funny, I don't remember seeing them on the web site. But I do feel a sense of security, but from whom or what, I'm not sure.

We are guided to a large porch area, offered drinks served in straw-inserted

coconuts and escorted to our tropical island rooms, with hammocked porches and palm frond woven roofs. Unfortunately, we have no door locks, but we do have those machine-gunned guards. We have no air-conditioning, no windows, no hot water, but, fortunately, no crawly or buzzing bugs. We have no pool, but we do have the azure bath-temperature sea edged by uncrowded beaches and shady cabanas; we have no exercise room, but we could rent bikes, catamarans, go snorkeling and take an unforgettable walking tour; we have no room CNN or TV, but we could just relax, read, chat and simply rest and listen to the rhythmic shushing of the sea and the rustling whisper of palm

leaves. Except for two successive nights: tropical storms with extreme light and sound reality shows—nature's lightening and thunder—come barreling through with torrential rains giving the impression that we are camping next to Niagara Falls and the thunder so powerful the bed rumbles; however, by morning, all is peaceful again, making me wonder if I had only bad dreams or too much rum?

Every morning clad in bathing suits, shorts, wraparounds, summery bright flowery styles, and flapping sandals, my colleagues and I gather at the al fresco breakfast-bar area. A feast of food,

under our Banyan Tree. Our WACRA Banyan Tree so old and gnarled, a giant umbrella of dangling arms and cascading greenery gains stature as beams of green lights enlighten its night time grandeur.

To be clear: The tree is not exactly OUR Banyan Tree but we, the WACRA travelers, have adopted it. At our request and every night there after, kind waiters see us, nod, smile and carefully carry our large table topped with glowing candles over the grass to under the tree—a good distance from the 50-inch square screen communal TV blaring with lively lovely island music; however, but far too loud for our band of merry men and women to carry on our cross-cultural conversations.

So as we adopt our tree, most of us adapt to island time and a schedule-free lifestyle. I find it hard at first to adapt since New York City is so not Punta Faro. No frenetic hailing of cabs or running to catch trains. Put the watches away.

But after some wining and dining and talking—with friends new and old—I adapt to the point that don't look forward to the two-hour voyage back to the mainland. But we must leave

As our boat pushes off from its dock, another boat arrives filled with noisy wedding goers.

Punta Faro is a destination wedding locale and has been a destination WACRA locale for us. I turn back to look one more time as our boat lurches forward. Our Banyan Tree disappears behind the many swaying palms. Hasta luego, Punta Faro! Muchas gracias, WACRA organizers, for yet another post-conference adventure.



served buffet style, with luscious local fruits and drinks is ready for us and a repeat performance every lunch time with a flat screen TV tuned into the omnipresent World Cup. Visitors cheer on their home teams, a daily camaraderie of good-natured cross-cultural competition ensues. Here is our shady oasis escaping the toasty summer rays and sun-burned noses; a place to sip tantalizing tropical drinks. Pineapple, guava or mango? Your choice, señora or señor.

And every evening under the stars and next to the sea in the warm evening breezes, the distance city lights of Cartagena winking so far on the horizon, our WACRA colleagues meet and dine

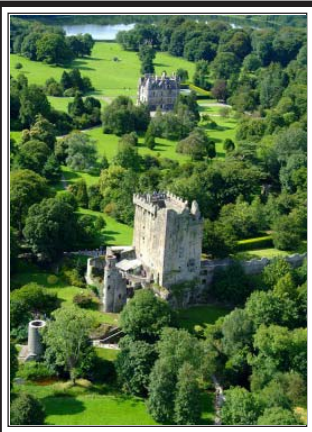
## Educational-Cultural Post Conference Tour

Educational-cultural Post Conference Tour: The guided bus tour starts at the Crowne Plaza Hotel Dublin-Northwood upon completion of the conference on Thursday, June 30, 2011 and ends in Limerick on Monday, July 4, 2011. Shannon International Airport is located 10 minutes by taxi from downtown Limerick..

**Day 1, June 30:** *Dublin* via *Tipperary* onwards to the village *Blarney* and free time to kiss the *Blarney Stone* and maybe shop in the *Blarney Woolen Mills*. Onwards then to *Kenmare* and out to *Sneem* and the *Parknasilla Resort Hotel and Spa*. Overnight at the Parknasilla Resort **Day 2, July 1**: Travel out over *Moll's Gap* and through the spectacular *Macgillicuddy Reeks* onwards to *Killarney* for some free time and onwards around the *Ring of Kerry*. Overnight at the Parknasilla Resort and Spa. **Day 3, July 2**: Travel to *Kenmare* and onwards to the town of *Talbert* and take the ferry across the *river Shannon* to *County Clare* and along the *Atlantic Coast* to the *Cliffs of Moher*. Then return through *Ennistimon* to *Ennis* through the *Burren National Park* to *Limerick*. Overnight in Limerick. **Day 4, July 3**: Day tour to *Galway* and out to the village of *Moycullen* and a stop at *Connemara Marble* and across the bog road to *Spiddal* and return along *Galway Bay* to *Galway* for free time. Then return to Limerick. Overnight in Limerick. **Day 5, July 4**: Tour ends after breakfast. Depart for home or other destinations.

**Blarney** is one of the Ireland and only minutes rounded by breathtaking lore and legend.

**Blarney Woollen Mills** as a great Irish shopping sures from all over Ireland der the rambling roofs of Blarney is complete with heights of *Blarney Castle*. The **Blarney Stone** (Blarney Stone) is a block of blue-ments of Blarney Castle. ing the stone endows the (great eloquence or skill at flattery). The stone was set into a tower of the castle in 1446. The castle is a popular tourist site, attracting visitors from all over to kiss the stone and tour the castle and its gardens. The word *blarney* has come to mean "clever, flattering, or coaxing talk".



An early story involves the goddess Clíodhna. Cormac Laidir MacCarthy, the builder of Blarney Castle, being involved in a lawsuit, appealed to Clíodhna for her assistance. She told MacCarthy to kiss the first stone he found in the morning on his way to court, and he did so, with the result that he pleaded his case with great eloquence and won. Thus the Blarney Stone is said to impart "the ability to deceive without offending". MacCarthy then incorporated it into the parapet of the castle.

**The ritual of kissing the Blarney Stone**, according to the castle's proprietors, has been performed by "millions of people", including "world statesmen, literary giants [and] legends of the silver screen". The kiss, however, is not casually achieved. To touch the stone with one's lips, the participant must ascend to the castle's peak, then lean over backwards on the parapet's edge. This is traditionally achieved with the help of an assistant.

**Kenmare** is a haven of tranquillity and breathtaking scenery in one of the most natural, unspoilt environments in Europe. Cradled in the heart of Kenmare Bay, the picturesque town of Kenmare is the perfect location from which to discover the

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## 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, Vancouver, Canada, Barranquilla, Colombia.

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.

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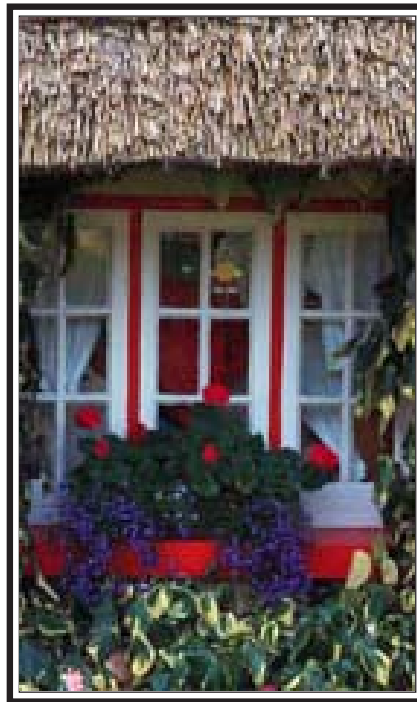
## Educational -Cultural Post Conference Tour

South West of Ireland, linking the internationally famous Ring of Kerry with the rugged Ring of Beara. Founded in 1670, the unique charm and inherent beauty of the town remains unchanged. The Ring of Kerry, known all over the world, follows the coastline of the Iveragh peninsula. It is one of the most dramatic scenic drives in the country. Along the 175km route are picturesque villages, an abundance of historical landmarks, sandy coves and beaches.

**Parknasilla Resort & Spa** is nature at its best combined with the luxuries of a \*\*\*\* hotel in Kerry. The Bland family built Parknasilla House in the mid eighteenth century. It was burnt in 1922 during the Troubles. Princess Grace of Monaco, Charley Chaplin, The Queen of The Netherlands and Charles DeGaulle. stayed at the Hotel. It was a grand hotel, but not too preoccupied with being grand to be friendly. Writers including Alfred Perceval Graves, George Bernard Shaw and Cecelia Ahern have come under its benign influence. George Bernard Shaw described Parknasilla as "a place of long sea views and intricate walks between ferns and fuchsias, rock and rhododendron, to burnt out castles lost within the woods and along the various fingers of land that point south West into the warm Atlantic this place does not belong to any world that you or I have ever worked or lived in....it is a part of our dream world." **Sneem** means "a knot" in Irish, today referred to as "The Knot in the Ring" ( of Kerry ). The town is set at the head of the Sneem estuary between Kenmare and Waterville. Today it is a peaceful and romantic little village offering visitors unspoilt nature, fishing, a sheltered harbour at Oysterbed With 26,000 Acres of "free to roam" **Killarney** National Park surrounded by Kerry's wonderful landscapes and wilderness, more top class golf courses than you can shake a putter at, miles of nearby golden "blue flag" beaches and a choice of accommodation, dining and entertainment options second to none, there are few places elsewhere on this earth that can offer the visitor such a

wonderful choice within such an intimate and hospitable location.

Nowhere else on this island is the golfer presented with such a choice of courses? **Killarney has been aptly described by Golf World Magazine as the "golfing base camps of all base camps"**. Within a two hour drive from Killarney town you will find 43 Courses including many of Ireland's top 20 courses e.g., Killarney, Ballybunion, Tralee and Waterville. Brendan Behan once described his first sight of the Lakes of Killarney as being one of three wonderful memories he would carry through his life (the other two relate to



the fairer sex and to vintage champagne). The **Ring of Kerry** (or Iveragh Peninsula to give it its correct name) is part of the mystical & unspoilt region of Ireland that has attracted visitors for hundreds of years. Its spectacular beauty is beyond question and it is a natural centre for outdoor pursuits including golf, watersports, cycling, walking, riding and the very best fishing in freshwater rivers for salmon & trout and at sea for bass, ray, pollack, conger eel, cod, flounder, wrasse, mullet, mackerel and tuna. The Ring of Kerry has some of the finest beaches in Europe that provide all the facilities for a traditional seaside holiday.

Above all the Ring of Kerry provides an amazing insight into the ancient heritage of Ireland - see the Iron Age Forts & Ogham Stones, Old Monasteries and a landscape carved out of rock by the last Ice Age 10,000 years ago. The **Cliffs of Moher** are one of Ireland's top Visitor attractions. The Cliffs are 214m high at the highest point and range for 8 kilometres over the Atlantic Ocean on the western seaboard of County Clare. The Cliffs of Moher are home to one of the major colonies of cliff nesting seabirds in Ireland.

**Galway** is known as Ireland's Cultural Heart and is renowned for its vibrant lifestyle and numerous festivals, celebrations and events. Every July, Galway hosts the Galway Arts Festival which is known for its famous Macnas parade. In 2007, Galway was named as one of the eight "sexiest cities" in the world. A 2008 poll ranked Galway ahead of all European capitals except Edinburgh, and many traditional tourist destinations (such as Venice). Galway has a vibrant and varied musical scene. As in most Irish cities traditional music is popular and is kept alive in pubs and by street performers. It is sometimes referred to as the 'Bilingual Capital of Ireland', although like all other cities in the Republic of Ireland, the vast bulk of the city's inhabitants converse mostly in English. **Limerick** (Irish: Luimneach) is the third largest city in the Republic of Ireland. The city is situated on several curves and islands of the River Shannon, which spreads into an estuary shortly after Limerick. The city dates from at least the Viking settlement in 812. The Normans redesigned the city in the 12th century and added much of the most notable architecture, such as King John's Castle and St Mary's Cathedral. During the civil wars of the 17th century the city played a pivotal role, besieged by Oliver Cromwell in 1651 and twice by the Williamites in the 1690s. Limerick grew rich through trade in the late 18th century, but the Act of Union in 1800 and the famine caused a crippling economic decline broken only by the so-called Celtic Tiger in the 1990s.



Dublin "Look Right before crossing!"



Ring of Kerry - view from Parknasilla Resort



Sneem, the Knot in the Ring of Kerry

**Molly Malone**

Alive alive oh  
 alive alive ohh  
 Singing cockles and mussels  
 alive alive ohhh

In Dublin's fair city  
 where the girls are so pretty  
 I once met a girl named sweet Molly Malone  
 and she wheeled her wheel barrow  
 through the streets broad and narrow  
 singing cockles and mussels alive alive oh

She was a fish monger  
 and sure was no wonder  
 so were her mother and father before  
 and they wheeled their wheel barrow  
 through the streets broad and narrow  
 singing cockles and mussels alive alive oh

She died of a fever  
 and so could save her  
 and that was the end of sweet Molly Malone  
 now her ghost wheels her barrow through the streets  
 narrow  
 singing cockles and mussels alive alive oh

Alive alive oh  
 alive alive ohh  
 Singing cockles and mussels  
 alive alive ohhh



Muckross Farm, Killarney



Sneem, County Kerry



The WACRA Post Tour Goes Left and Right



Cliffs of Moher, Photo Courtesy Cliffs of Moher Cruises



Cliffs of Moher, Photo by Tobin Helfrich, 2004

## Practical Information About Ireland

Courtesy Irish Tourist Board

**Geography** - Ireland is 385 kilometres/300 miles at its longest; 304 kilometres/190 miles at its widest. It is divided into four provinces – Ulster, Munster, Leinster and Connacht, which make up 32 counties. The Republic occupies 26 counties and its capital city is Dublin. Northern Ireland is part of the UK and its capital is Belfast. The Republic is a constitutional democracy and a member of the European Union.

**Demographics** - The population of the island is currently approximately six million, with approximately 4.2 million living in the Republic and 1.8 million living in Northern Ireland. The island of Ireland enjoys a rich diversity of ethnic groups and cultures.

**Climate** - The climate is mild and temperate (showers can occur any time of the year). Summer temperatures range 15-25 degrees Celsius (60-75 Fahrenheit). Spring and autumn temperatures average around 10+ degrees Celsius (50+ Fahrenheit). Winter is 0 to 10 degrees Celsius (30 to 50 Fahrenheit).

**Accommodation** - Accommodation in Ireland ranges from ultra-modern boutique hotels to elegant castles. Castles and privately-owned estates can be hired complete with staff and a programme of outdoor activities for an all-encompassing stay.

**Hotel Classifications** - Classifications include stately country houses, luxurious castles and modern premises.

**Five Star** - At the top end of the scale are luxurious hotels with spacious guest accommodation and suites available. These fine hotels boast some of the country's best restaurants and offer table d'hôte and/or à la carte lunch/dinner menus. Exceptional service and a personalised welcome are standard.

**Four Star** - Four-star properties comprise contemporary hotels of excellent quality and charming period houses renovated to a very high standard complete with all modern comforts. All guest accommodation is of high standard and half suites are usually available. Table d'hôte and/or à la carte lunch and dinner menus are available.

**Three Star** - These range from small, family-operated premises to larger, modern hotels. Guest rooms are well decorated with the emphasis on comfort and all have private bathrooms with a bath and/or shower. Table d'hôte and/or à la carte dinner menus are available. These hotels offer a range of services making them ideal for the cost-conscious traveler seeking comfort.

**Currency & Banks** - The Republic of Ireland uses the Euro, the common European currency, while Northern Ireland uses UK Sterling. However, most large stores in Northern Ireland accept Euro as well. Bank opening times are generally: Monday, Tuesday, Wednesday and Friday banks are open 10am-4pm. Thursdays 10am-5pm in Dublin (and some other regions). Banks in smaller towns generally open until 5pm one day a week. In small towns and rural areas, banks may close for lunch between 12.30pm and 1.30pm. In Northern Ireland, most banks open 9.30am-4.30pm Monday-Friday, with some opening longer hours and on Saturday. Any credit cards that bear the Visa or MasterCard logo will be widely accepted in Ireland. Visitors with other cards, including ones with the American Express symbol, should ask in advance if it will be accepted.

**Customs** - Visitors to Ireland from European Union countries are not required to make a declaration to customs at their place of entry. However, certain goods are prohibited or restricted to protect health and the environment; restricted goods include meat and poultry. Customs operate green and red channels at most ports and airports. If you need to declare goods over the duty and tax-free allowances for non-EU visitors, you must use the red channel. Pass through the green channel if you have nothing to declare.

**Goods Obtained Within the EU** Although there are now no limits imposed on importing tobacco and alcohol products from one EU country to another, travelers should note that they may be required to prove at customs that the goods purchased are for personal use only. **Goods Obtained Outside the EU** The following goods may be imported by persons over the age of 17 without incurring customs duty: - 800 cigarettes or 400 cigarillos or 200 cigars or 1kg of tobacco - 10l of spirits or 20l of intermediate products (e.g. port, sherry, etc, but not sparkling wine not exceeding 22% volume) or - 90l of wine (of which only 60L can be sparkling) or 110l of beer

**Electric Current** - The standard voltage in Ireland is 240 volts AC. Sockets in Ireland and the UK differ from the US and mainland Europe. A plug adaptor may be required for small appliances to work in the standard flat three-pin/round two-pin sockets here. Visitors bringing electrical appliances should ask an electrician or appliance dealer if it is possible to use a transformer.

**Shopping** - Monday-Saturday 9am-6pm in most towns and cities. Thursdays – Dublin and Belfast have late-night shopping to 8pm/9pm. Thursday and Friday – late night shopping in most malls/shopping centres. Sunday – many shops are open 12pm-6pm. Duty-free shopping is available at all the international airports.

**Tax Refunds** - Available to visitors at the end of their trip (exception EU residents). Price of most goods includes Value Added Tax (VAT). Ask for a tax-free shopping form with each purchase and present these forms to either Global Tax Free Shopping or Tax Back at the airport prior to your departure to avail of tax refund. Allow a little extra time for this. In Northern Ireland, check whether the store operates the Retail Export Scheme before you buy. The shop assistant will need your passport to complete the **Tax Free Shopping form. This form requires presentation to Customs for verification prior to departure.**



## *Teaching, Culture and Diversity*

### *Participate in The 18th Cross National Teaching Forum*

We invite you to attend the eighteenth CROSS-NATIONAL TEACHING FORUM in Dublin, Ireland on **Sunday, June 26, 2011**. You need to register for this activity! The traditional WACRA forum provides opportunities for conference delegates to discuss issues pertaining to teaching across cultures. Participants explore cultural differences, learn effective teaching strategies, broaden their global vision, and develop cultural “capital” through interactive exercises and dialog.

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

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



***“Education is not the filling of a pail,  
but the lighting of a fire.”***

*~ William Butler Yeats*

## *Need Help Publishing Your Scholarly Work?*

### **WACRA Publication Partnership Project (W3P)**

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

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

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

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

**Partnership.** Co-authors will contact lead authors with whom they are willing to work. Lead authors and co-authors will mutually decide if they want to form a partnership.

When you have formed a partnership, the lead author should inform WACRA so that the entry can be deleted from the database. W3P papers submitted to IJCRA will undergo the same rigorous, blind peer review as all other papers.

**CALL FOR PAPERS:****“The Case Method - Tell It Like It Is!”****Dublin, Ireland, June 26 - 29, 2011**

The case method can play an important role in solving problems and in teaching problem-solving, as well as in initiating and managing change. Thus this conference provides opportunities for participants to learn more about teaching using the case method and related instructional approaches in a variety of educational settings. Participants will have ample opportunity to meet colleagues from around the world with whom they can forge research partnerships. WACRA conferences are interdisciplinary multinational forums for scholars in the disciplines and professional fields (such as business, communication, education, engineering, history, law, medicine, psychology, public policy, social work) and practitioners in business and industry, education and government.

Papers are solicited that analyze theory and practice using cases, simulations, videos and related instructional methods for problem solving, managing change and innovation. Priority will be given to papers that are interdisciplinary, international, and/or comparative. Papers reporting the application of cases in university and professional training programs in diverse settings and papers on the evaluation of the case method and its related forms for teaching and learning are encouraged. Contributions investigating local and international challenges (and suggesting solutions) are also solicited. Proposals for case writing & development and actual cases placed in diverse settings are invited, e.g. joint-cross-cultural cases. While a main focus of the WACRA conferences is on using cases for teaching and problem-solving, scholarly papers that report research using the case method are welcome. WACRA is particularly interested in scholarly papers that enhance the understanding and collaboration between and among disciplines and international partners. Submissions should include (1) a cover page including: title, name, affiliation, address, tel. & fax numbers and e-mail address of the author(s), (2) a proposal summary (not exceeding 4 pages), or the completed paper (not exceeding 12 pages). Download the manuscript guidelines from the **WACRA web site** [www.wacra.org](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 e-mail. **All proposals and papers are due on or before January 15, 2011. Completed papers received prior to March 31, 2011 will be considered for publication in the International Journal of Case Method Research and Application. For further details visit the WACRA web site.***

**SOLICITUD DE ARTÍCULOS; ¡Método de casos: digalo como es!**

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 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 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 2011.** Los trabajos completos recibidos **hasta el 31 de Marzo de 2011** 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.

## ***For Case Writers - and Prospective Case Writers*** ***Twentieth Annual International Casewriters' Workshop & Casewriters' Colloquium***

Designed to assist novice and experienced case writers to write, improve and publish their cases, WACRA 2011 in *Dublin, Ireland, on Sunday, June 26, 2011*, will feature the Twentieth 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 in Dublin. Separate registration is required. Refer to page 15 of this NEWSletter.

**Casewriters' Colloquium:** Cases, including teaching notes (TN) are submitted to the Colloquium Directors for a double blind peer review for acceptance. Accepted cases are sent in advance to a panel of expert case writers, case book authors, and all other participants who signed up for the colloquium. Each case is discussed by the panel and other participants. You will see the case editing and improvement process developed and you will assist in perfecting the refereed cases presented. The format is interactive and lively; everyone's 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, 2011. Include (at least) the rudiments of a TN. Submission implies that at least one author will attend the meeting and present the case. To facilitate the double blind review the authors' names should appear on a cover page only. Send your cases by email in Word document format. Authors should note that colloquium and workshops (e.g., Teaching, Culture and Diversity Forum) are pre-conference activities (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:

### W A C R A®

North Carolina Conference Office (Denise Smith):  
 3817 Tonsley Place **HIGH POINT, NC 27265 U.S.A.**  
 Tel. +336-404-6256 Email: [denise.smith@wacra.org](mailto:denise.smith@wacra.org) Fax +336-307-3185

## ***Convocatoria Para El Envio de Casos*** (WICS) - *Domingo, 26 de junio 2011*

**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 2011**. **Requisitos:** Los casos deben estar en proceso de perfeccionamiento, preferente-mente 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 2011** en un archivo Word al correo: [erosker@gmail.com](mailto:erosker@gmail.com).

## Preliminary Program W A C R A® 2011

**“The Case Method: Tell it Like it Is!”**

Crowne Plaza Hotel Dublin-Northwood, Dublin, Ireland - June 26 - 29, 2011

Case Teaching & Writing, Continuing Education & Distance Learning  
International airports: Dublin (DUB) and Shannon (SNN)**Saturday, June 25, 2011****Pre-Conference Activities**

10.00- 13.30 Executive and Advisory Boards meet at conference hotel. Followed by lunch.

**Sunday, June 26, 2011**09.30 - 15.00 WICS - WACRA Interactive Case Sessions - including lunch (Separate Registration)  
1. Case Colloquium (English and Spanish trac  
2. Teaching, Culture and Diversity**Conference Activities**18.00-19.00 Registration at the Crowne Plaza Dublin-Northwood Conference Hotel (pick up conference material, name tags and admission tickets)  
19.00-21.00 Welcome reception and dinner**Monday, June 27, 2011**09.00- Late registration  
09.30-11.00 Opening Plenary Session  
11.30-12.30 Concurrent Sessions, Panels and Workshops  
13.30-17.00 Concurrent Sessions, Panels and Workshops  
19.00 Gala Dinner and Awards !**Tuesday, June 28, 2011**09.30-10.30 Plenary Session  
11.00-12.30 Concurrent Sessions, Panels and Workshops  
14.30-22.00 Afternoon free or join organized activities (see details will be published on [www.wacra.org](http://www.wacra.org))**Wednesday, June 29, 2011**09.30-10.30 Plenary Session  
11.00-12.30 Concurrent Sessions, Panels and Workshops  
13.30-16.00 Concurrent Sessions, Panels, Workshops and Concluding Session  
Conference adjourns**Post Conference Activities**18.00-21.30 Optional dinner (details will be published on [www.wacra.org](http://www.wacra.org)) Separate Registration required.**Thursday, June 30-Sunday, July 4, 2011**

Educational-cultural Post Conference Tour: The tour starts at the Crowne Plaza Hotel Dublin-Northwood and ends in Limerick, a ten minute taxi ride from Shannon International Airport. Day 1 - Dublin via Tipperary, Blarney Castle, Woolen Mills to Parknasilla. Overnight at the Parknasilla Resort Hotel near Sneem. Day 2 - Travel over Moll's Gap onwards to Killarney for some free time and onwards around the Ring of Kerry. Overnight at the Parknasilla Resort Hotel near Sneem. Day 3 - Travel to Talbert, take the ferry across the Shannon and onwards to the Cliffs of Moher and through the Burren National Park to Limerick. Overnight in Limerick. Day 4 - Day tour to Galway and return to Limerick Overnight in Limerick. Day 5 - Depart for home or other destinations. **Early registration on or before March 1, 2011 is required.** Check the WACRA website [www.wacra.org](http://www.wacra.org) for up-dates.

A C T - W A C R A® North Carolina Conference Office (Denise Smith):  
Tel. +336-404-6256 Email: [denise.smith@wacra.org](mailto:denise.smith@wacra.org) Fax +336-307-3185

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

## Call For Presentations & Proposals "POVERTY ALLEVIATION" TRACK

Concurrent Sessions, June 26 - 29, 2011

The 28<sup>th</sup> Annual Meeting of WACRA® in Dublin, Ireland, will provide to individuals interested in poverty alleviation a unique opportunity to 1. Present their research on poverty, 2. Receive feedback on work-in-progress related to poverty, 3. Find research and writing partners who also share an interest in poverty, 4. Publish their poverty-related work in IJCRA - The International Journal of Case Method Research & Application. *Submit ideas and proposals to Denise Smith: [denise.smith@wacra.org](mailto:denise.smith@wacra.org) before January 15, 2011!*

### Suggested Project Topics

- 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 groups*
- 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*

### WACRA®

North Carolina Conference Office (Denise Smith):  
3817 Tonsley Place HIGH POINT, NC 27265 U.S.A.  
Tel. +336-404-6256 Email: [denise.smith@wacra.org](mailto:denise.smith@wacra.org)  
Fax +336-307-3185

## Calendar of Events

### \* January 2011

Renew **WACRA membership** and retain access to IJCRA

### \* January 15, 2011

Submit papers/proposals for WACRA® 2011 conference in Dublin, Ireland, June 26-29, 2010

### \* March 1, 2011

**Register** for the Educational-Cultural **Post Conference Tour Dublin - Blarney - Blarney Woolen Mills - Parknasilla - - Killarney - ring of Kerry - Cliffs of Moher - Galway - ending in Limerick (10 minute cab ride form Shannon International Airport.**

**Seating is limited!!**

### \* March 25, 2011

**Register for WACRA® 2011** in Dublin, Ireland.

### \* June 26 - 29, 2011

WACRA conference in Dublin.

### \* November 1, 2011

Submit papers/proposals for ACT14 'Creative Teaching' conference early January 2011. Sites under consideration Spain, Italy and Peru.

## WACRA® NEWS

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 12 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](mailto:wacra@rcn.com)

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

## Conference Accommodations

**Conference venue** is the \*\*\*\***Crowne Plaza Dublin-Northwood Hotel**. Located in 85 acres of the mature woodlands of Northwood Park, Delegates have the choice to book their accommodations at special conference rates (including breakfast) directly with the [Crowne Plaza Dublin-Northwood Hotel](#) or the adjacent \*\*\***Holiday Inn Express**.

The Hotels, located a short distance from Dublin Airport, operate a complimentary shuttle bus (33 seats) from and to the airport. Public transportation into Dublin City Center is within two minutes walk. The conference hotel has two restaurants, a bar, and a fully equipped, air-conditioned Gymnasium. The Northwood Park with jogging path is in front of the hotel.

**Crowne Plaza Dublin-Northwood**, 204 guest rooms over 4 floors - all single rooms have King size beds - 3 Junior and 2 Royal suites - smoking and non-smoking rooms - facilities for the physically disabled - fully air-conditioning - 24 hour room service - complimentary internet access - European and American plug sockets - Club Floor & Lounge.

**Address:** Northwood Park, Santry, Dublin 9, Ireland. Tel. +353 (0) 862 88 88 Fax: +353 (0) 1862 88 00.

[reservations@crowneplazadublin.ie](mailto:reservations@crowneplazadublin.ie). Use this email address to book a room at either hotel!

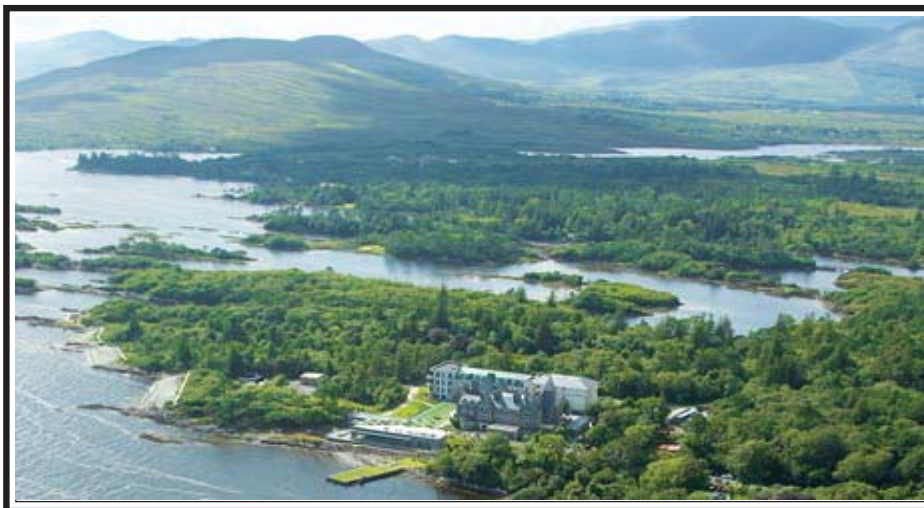
**Rates: Euro 95.00 per single room per night** (including Full Irish Breakfast) . **Euro 110.00 per double room per night** (including Full Irish Breakfast). Rates include V.A.T. The Hotel does not levy a service charge.

**Holiday Inn Express Dublin Airport**, Northwood Park, Santry, Demesne, Santry, Dublin, Ireland. Book on line or call from U.S.A. 1-888-465-4329, Tel. Hotel Front Desk: +353 (0) 1862 88 66 Fax +353 (0) 1862 88 00.

**Rates: Euro 75.00 per single or double room** (including Hot Breakfast). Rates include V.A.T. The Hotel does not levy a service charge. [reservations@crowneplazadublin.ie](mailto:reservations@crowneplazadublin.ie). Use this email address to book a room at either hotel!

## Educational-Cultural Post-Conference Tour

Educational-cultural Post Conference Tour, June 30-July 4, 2011 (Depart for home or other destinations on Monday, July 4, 2011): The guided bus tour starts at the Crowne Plaza Hotel Dublin-Northwood and ends in Limerick, a ten minute taxi ride from Shannon International Airport. **Day 1:** Dublin via Tipperary, free time at Blarney Castle and Blarney Woolen Mills, to Parknasilla. Overnight at the Parknasilla Resort Hotel near Sneem (photo below). **Day 2:** Travel over Moll's Gap onwards to Killarney for some free time and onwards around the Ring of Kerry (map below). Overnight at the Parknasilla Resort Hotel near Sneem. **Day 3:** Travel to Talbert, take the ferry across the Shannon and onwards to the Cliffs of Moher and through the Burren National Park to Limerick. Overnight at the Savoy Hotel in Limerick. **Day 4:** Day tour to Galway and return to Limerick. Overnight at the Savoy Hotel in Limerick. **Day 5:** Tour ends after breakfast. Depart for home or other destinations. **What is included:** Transportation from Conference Hotel to Hotel in Limerick (ten minutes by taxi from Shannon International Airport), knowledgeable diver/guide, four nights accommodation (including breakfast) in \*\*\*\* hotels, three dinners, lunches pay as you go, last night dinner at Bunratty medieval castle outside Limerick pay as you go. **Rate per person sharing double room: US\$ 695, rate per person in single room US\$ 895 (paid before 3-2-2011).** Check the WACRA website [www.wacra.org](http://www.wacra.org) for up-dates. **Early registration on or before March 1, 2011 is required.** Min. participation twenty persons.



*Parknasilla Resort Hotel, County Kerry*




# W A C R A ® - REGISTRATION FORM

TWENTYEIGHTH INTERNATIONAL CONFERENCE - CASE METHOD RESEARCH & APPLICATION

**Dublin, Ireland, June 26 - 29, 2011**

Tel. Office	Fax Office
Tel. Home	Fax Home
email	

 Title, First Name, Last Name **Please Print**

Institutional Affiliation

Street

City, State, Zip Code, Country

Office Telephone/Fax

Home Telephone/Fax

email address

**Registration Package** includes Conference Material; Lunch and Refreshments during Conference (Monday through Wednesday), Sunday Welcome Dinner, Monday Gala & Awards Dinner. Sunday WICS sessions and Wednesday Dinner require separate registration (see below). Intern. Airports: Dublin (DUB) & Shannon. (SNN). Book your room directly with the conference hotel. Hotel details on page 14.

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

**Member Registration Rates:**

**\*1 Delegate Member Fee for delegate**

**\*1 Partner/spouse Fee**

**\*1 Retired Faculty Fee for delegate**

**Non-Member Registration Rates:**

**\*1 Delegate Non-Member Fee for delegate**

**\*1 Partner/spouse Fee**

**\*1 Retired Faculty Non-Member Fee for delegate**

**\*WACRA 2011 Membership Dues - include access to IJCRA Journal**

**\*WICS Sunday, June 26, 2011 (includes lunch & materials) - p. 9, 11**

**\*Optional Dinner Wednesday, June 29, 2011 - details on [www.wacra.org](http://www.wacra.org)**

**\*WACRA® Publications (refer to page 16 for details)**

	Paid Before March 25, 11	Paid After March 25, 11	Times no. of persons	Amount
US\$ 790	US\$ 890	<input type="text"/>	<input type="text"/>	
US\$ 630	US\$ 630	<input type="text"/>	<input type="text"/>	
US\$ 630	US\$ 730	<input type="text"/>	<input type="text"/>	
US\$ 890	US\$ 990	<input type="text"/>	<input type="text"/>	
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