

W A C R A[®]

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"Creative Teaching" Conference

Lucerne, Switzerland, January 3 - 6, 2004

Let ACT7 and Switzerland Inspire Your Creativity

Lucerne in Central Switzerland (fly to Zurich and take the train from the airport to Lucerne) will be the site for ACT7 - the Seventh International, Innovative, Interdisciplinary Conference on "Creative Teaching & Learning," co-sponsored by ACT - The Academy for Creative Teaching and WACRA[®].

The emphases of this 7th conference are on "Teaching and Learning" through interactive workshops and through sharing

of research studies and teaching & training applications. The methods discussed and demonstrated include the case method and related instructional approaches in a variety of educational settings including distance learning and internet applications.

For the Call for Papers, the Preliminary Program and the Registration form, refer to pages 13-15 of this NEWSletter. Visit www.wacra.org for further details and frequent up-dates.



'Les Dents du Midi', Switzerland (early morning view)

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From the Executive Board

Delegates from all corners of the world, in June and July, met in Bordeaux, France to celebrate and participate in the 20th International WACRA Conference. The annual, international, interactive, intercultural, interdisciplinary conference on «Interactive Teaching: New Horizons» was hosted by Bordeaux école de management in Bordeaux, France. For details on the conference refer to the articles in this NEWSletter.



Hans Klein

The annual conference began with the WACRA® Executive and Advisory Board meeting and reports by various standing committee including the development of case method standards designed to assist institutions and faculty in the evaluation of case method related activities. This committee is continuing its efforts and will meet next at the ACT7 Creative Teaching Conference in Lucerne, Switzerland, January 3-6, 2004.

During the closing plenary session, delegates in attendance were unanimous in their praise and appreciation of the conference hosts and staff, notably Dean Georges Viala and Professor Dr. Pierre Mora and his team of student assistants for the excellent program, the superb hospitality and the diverse cultural and educational activities offered during the conference. For more details on conference activities visit the WACRA® web site. We also invite you to visit the extensive photo galleries of previous conferences

which capture the academic seriousness of these conferences and the 'joie de vivre' of WACRA® delegates.

The Board is delighted to announce that UCES - *Universidad de Ciencias Empresariales y Sociales in Buenos Aires, Argentina* has agreed to host WACRA 2004. UCES, one of the top business schools in Argentina, is also leader in using case method based instruction in Argentina. The WACRA 2004 conference theme is 'Interactive Teaching & Learning: Two to Tango'.

For the preliminary conference program and the planned pre- and post conference activities refer to the details in this NEWSletter and the frequent up-dates on the WACRA web site.

WACRA 2004 will present itself as an international, intercultural, interdisciplinary, interactive, innovative and... interesting 'life case' of building networks and exchanging ideas and experiences. WACRA staff and Bordeaux Business School hosts are preparing an exciting academic program and a cultural, educational experience and immersion for all participants.

WACRA® 2004 will advance the use of the case method and other interactive learning and teaching methods, create 'user friendly' forums for the exchange of ideas, research and experiences, encourage research using the case method, coordinate case writing and case application activities,

encourage cooperation between the public sector, the business community, and other case-oriented professions, and add new initiatives to complement the highly successful pre-conference WACRA® Interactive Case Sessions (WICS). The conference language for WACRA 2004 is English. WACRA® will continue to include tracks in French and Spanish.

We invite you to submit papers, proposals, workshops, simulations, panels etc. (in English, French and Spanish) to address the conference theme: "Interactive Teaching & Learning: Two to Tango". Manuscript preparation guidelines can be found in each published volume of the 'Selected Papers,' and on the WACRA web site: www.wacra.org

Submission deadline for WACRA 2004 is January 15, 2004. Join colleagues from

...continued to page 4



Amelia Klein (WACRA Executive Board) & Porteño Eduardo Rosker (Host WACRA 2004)

WACRA® Advisory Board

Dr. Eduardo Rosker, UCES Universidad, BUENOS AIRES, ARGENTINA; **Dr. Bettina Fuhrmann**, Wirtschaftsuniversität Wien, VIENNA, AUSTRIA; **Dr. Mbaki Chamme**, University of Botswana, BOTSWANA; **Dr. Taïeb Hafsi**, **Dr. Laurent Lapierre**, H.E.C., MONTREAL, CANADA; **Dr. Jane Jackson**, The Chinese University of Hong Kong, HONG KONG, CHINA; **Dr. Ramón Ariel Quesada**, 'J. A. Echeveria' Polytechnic Institute, HAVANA, CUBA; **Dr. Krishna Kumar**, Indian Institute of Management, LUCKNOW, INDIA; **Dr. C.P. Rao**, Kuwait University, SAFAT, KUWAIT; **Dr. Anja Lkoundi**, Hogeschool Limburg, HEERLEN, NETHERLANDS; **David Stevenson**, Napier University, EDINBURGH, SCOTLAND; **Dr. Janko Kralj**, University of Maribor, MARIBOR, SLOVENIA; **Dr. George Dupuy**, Presb. College, CLINTON, SC, U.S.A.; **Dr. Paula Jordan**, NL-University, TAMPA, FLORIDA, U.S.A.; **Dr. Joseph A. McHugh**, KM Associates, DEDHAM, MA, U.S.A.; **Dr. Peter Olson**, Utica College, UTICA, NY, U.S.A.; **Dr. Ronald Patten**, DePaul University, CHICAGO, IL, U.S.A.; **Dr. Maria Roxas**, CCSU, NEW BRITAIN, CT, U.S.A.; **Dr. Edward Weiss**, NL-University, CHICAGO, ILLINOIS, U.S.A.; **Dr. Olga Molina de Paredes**, Universidad de los Andes, Merida, VENEZUELA.

WACRA 2004 in Buenos Aires, Argentina

There's an old saying that well describes the character of Buenos Aires: "An Argentine is an Italian who speaks Spanish, dresses like a Frenchman, and thinks like an Englishman." The same can be said for the city. Long called "the Paris of South America," Buenos Aires is far more European than Latin American. Its most important buildings are modeled after palaces in France; its major parks and plazas were designed by French landscape architect Charles Thays; and its café society resembles something along the Seine River.

Well-dressed women and men gossip over tiny cups of espresso in cafés along avenues lined with jacaranda and rubber trees. Women wear stiletto heels and impossibly short skirts even to work, and take great pride in remaining amazingly thin and beautiful. Men are equally vain in their custom-tailored suits and hand-stitched shoes. Cell phones are ubiquitous. On the surface, it appears that everyone in Buenos Aires is wealthy, young and attractive.

The city's architecture is similarly stylish, based for the most part on European designs. During Argentina's belle époque at the beginning of the twentieth century, Argentina's elite commissioned foreign architects, artists, engineers, and designers to create a modern city atop colonial ruins. In a few decades they transformed an eighteenth-century Latin American port city into a living museum of European architecture. French neoclassical mansions were all the rage; the more pillars, mansard roofs, caryatids, and chandeliers the better. Few colonial-era buildings were left intact, except for significant churches. The Buenos Aires of today is barely a century old, its monuments largely the product of the early 1900s.

"A city like Buenos Aires seems to change more dramatically than other

settled, historical cities like London or Paris because it demolishes its past in the rush to modernize," writes Jason Wilson in *Buenos Aires: A Cultural and Literary Companion*. Along the river in Puerto Madero, old warehouses now house chic restaurants. Gleaming skyscrapers represent a new wave of prosperity in the financial district. The greater Buenos Aires region is home to over one-third of the country's population, many of whom are immigrants from the poorer provinces and nearby countries. Over three million people live within the city; 13 million reside in the



Avenida 9 Julio, Buenos Aires, Argentina

sprawl extending into the nearby pampas. On the one hand, Buenos Aires is a microcosm of all things Argentine; on the other, it is a society unto itself. Its residents call themselves *porteños*, and claim a closer affinity to Europe than to Patagonia. "I feel more *porteño* than Argentine," writes Jorge Luis Borges, Argentina's most famous scribe. Residents of the city have been called *porteños* for centuries; Buenos Aires began as a port city. *Porteños* are busy, fashionable, intelligent characters who speak an Italian-inflected Castilian Spanish that befuddles those from other Latin countries. Their vocabulary is liberally laced with French and German expressions, with a sprinkling of clever slang. ¡Bárbaro! describes all things fabulous; ¡Qué Kafka! eloquently characterizes the bureaucratic hell of city life. *Porteños* are philosophical, poetic,

thoughtful, and self-involved. It's long been said that Buenos Aires has more psychoanalysts per capita than any other city in the world. Certainly, there is much cause for concern. The past 50 years have been rough on residents. First came Eva and Juan Perón, whose government brought the disparities between rich and poor to an explosive peak. Then the *porteños* endured the ugliest period in Argentine history, during the Dirty War. Extraordinary inflation further demoralized the city's residents, challenging their survival. But *porteños*

are proud to live in one of the great cities of the world. El Capital, as they call their city, has no single famous monument and no world-class museums. Instead, it has a singular character, a flair and passion that spices daily life. It's a city for walking and watching drama unfold in the small acts of the street scene — the tango dancers performing in the parks, the uniformed waiters bearing trays of *café con leche* to offices, the men whispering *piropos*

(compliments) to beautiful women slinking along the streets. It's a city celebrating life and the promise of the future.

Buenos Aires is a walker's paradise - and you can always buy a fashionable new pair of shoes if yours wear out. Since the city is divided into *barrios*, or neighbourhoods, you can easily concentrate your exploring to one area, then move on the next. Pedestrians pay little heed to traffic lights when crossing streets, and dodge through any tiny space between vehicles.

The *subte* (subway) is easy to negotiate and an efficient means of transportation. There are 5 lines covering the central areas of the city, and other lines are under construction. For more information refer to *Traveler's Companion: Argentina*.

... continued from page 2

around the world in Buenos Aires, Argentina for another *expérience stimulante et enrichissante*.

The educational-cultural post conference tour (immediately after WACRA 2004) will take participants from Buenos Aires to the second largest city in Argentina, Cordoba, located about halfway between the Atlantic and the Andes mountain range.

Refer to additional information in this NEWSletter and on the web page.

"Interactive Teaching: New Horizons," volume XVI of the Selected Papers on Case Method Research & Application (papers presented in Bordeaux and selected for publication through a double blind peer review review) will be available in early October.

If you attended ACT6 in Lucerne, Switzerland, you have received your copy of the book in June, if you attended WACRA 2003 in Bordeaux, you will receive your copy of the Bordeaux book in late October. If you could not attend these conferences, renew your membership now (form on p. 16 and on

From the Executive Board...

the web site) and we send you one complimentary copy of either volume or any of the back issues from past conferences as long as supplies last.

You can help publicize contributions to the interactive, creative teaching literature by bringing WACRA® and ACT publications (WACRA® volumes V-XVI and ACT conferences volumes 1-6 are available) to the attention of your co-authors, colleagues and **library acquisition departments**. The annual WACRA® and ACT publications have become widely recognized for the timely and comprehensive contribution they make to the case method and interactive teaching literature. For details refer to page 16 and for the abstracts of the books to the web site.

If we - as faculty and scholars - are to persuade academic institutions that case methodology efforts need to carry more weight in **tenure and promotion decisions**, then we need to contribute our part by getting the message out... - and that includes persuading library acquisition departments to add WACRA and ACT books with **our** contributions to their institutional collections. For the Standard

Setting Committee work to succeed, we all need to join in the effort!

From January 3-6, 2004 in Lucerne, Switzerland, WACRA® is again cooperating with ACT - The Academy for Creative Teaching - in the **Seventh Creative Teaching Conference** where the emphases are on "Teaching and Learning" through interactive workshops and by



Joind ACT7 delegates for a round of 'Ice Curling' in Lucerne

sharing of research and teaching/training applications. For the Call for Papers for ACT7, the Preliminary Program and the Registration form refer to pages 13-15 of this NEWSletter and visit the web site for further details and updates. **Submit papers, proposals, workshops before November 8, 2003 and register before November 14, 2003.**

Hans E. Klein

Welcome New Members

Marie-Helene Jobin, HEC, Canada; Carol Eisenberg, West Hempstead UFSD, U.S.A.; Christine Grucci, West Hempstead UFSD, U.S.A.; Joseph Ganitsky, Loyola University, U.S.A.; Walter Tribolet, U.S.A.; Jorge Cubillos, Tec de Monterrey, Mexico; Meredith Godat, Queensland University, Australia; Kenneth Goodpaster, University of St. Thomas, U.S.A.; Sivarama Krishnan, Cameron University, U.S.A.; John Kerrigan, National Louis University, U.S.A.; Anibal Rodriguez Melgarejo, PCPG Advisory S.A., Argentina; Barry Rainwater, Edwards Systems Technology, U.S.A.; Laurence Barton, Heald College, U.S.A.; David Swanson, Helsinki School of Economics, Finland; David LaRue, U of Virginia, U.S.A.; Arthur Sharplin, Bentley Ctr for B Ethics, U.S.A.; Micki Caskey, Portland State U, U.S.A.; Alexander Vengerov, Ramapo College of NJ, U.S.A.; Marcella Norwood, University of Houston, U.S.A.; Shirley Ezell, University of Houston, U.S.A.; Marie Rock, Bentley College, U.S.A.; Karyl Leggio, UMKC, U.S.A.; Carol Rusaw, U.S.A.; Richard Green, U of the Incarnate Word, U.S.A.; Suzanne Benson, NE Illinois University, U.S.A.; Stephen Dundis, NE Illinois University, U.S.A.; Montgomery, U.S.A.; Candace Indies, U.S.A.; Lise Lamothe, Universite Marymount Manhattan College, U.S.A.; Czech Republic; Helena Chladkova, Republic; Viola Makin, University of Gavidia, College of Charleston, U.S.A.; Elizabeth Coles, IUPUI, U.S.A.; Myrka Gonzalez, U.S.A.; Anne Mesny, HEC, Canada; Larry, Smith Cahrleston Southern University, U.S.A.; George Rosier, University of Western Sydney, Australia; Joaquin Villegas, NE Illinois University, U.S.A.; Hamid Ait-Ouyahia, GSBM Pepperdine University, U.S.A.; Paul Stonham, European Management Journal, UK; Fasal Kanoute, University of Montreal, Canada; Lorraine McKechnie, Glasgow Caledonian University, Scotland; Michel Martell, Tec de Monterrey. CD de Mexico, Mexico; Tjeerd Boonman, Tec de Monterrey, Mexico; Fred Caposella, California State Polytechnic Univer, U.S.A.; Steve Paulson, U of North Florida, U.S.A.; Francine Newth, Providence College, U.S.A.; Carole Lalonde, Universite Laval, Canada; Jorge Gonzalez, Tec de Monterrey, Mexico.

**WACRA® Is THE PLACE!
MEMBER APPLICATION FORM
ON PAGE 16**

ACT7 Creative Teaching Conference Lucerne, Switzerland, Jan. 3-6, 2004



Lucerne Kornmarkt

Welcome to Lucerne! A city with many faces: gentle, sonorous, colorful, dazzling, homogeneous and ever changing. Lucerne has the culture, the beauty, the unity and the zest of a medieval city but with all 20th century amenities. Lucerne is situated 1434 feet above sea-level where the River Reuss leaves the Lake of Lucerne. It is the capital of the canton of the same name. The canton covers 1492 square kilometers, the city itself 16 square kilometers. The canton numbers some 270,000 inhabitants, 75,000 live in the city. About 50 minutes from Zurich (by car or rail), Lucerne has the easy access to a metropolis, but enjoys a 'world of its own' in a spectacular setting.

Lucerne is one of the most attractive cities in Switzerland. Particularly appealing is the Old Town with its squares and courtyards, streets and alleys, fountains and bridges. Lucerne is situated at the crossroads of cultural, political and economic forces from North and South. Because of this the city has acquired a distinctive identity, set off to perfection by unique scenery on all sides. Located on the shores of Lake Lucerne, the city is encircled by mountains. The majestic Gate to the South is formed by the two mountain giants of Rigi and Pilatus and the panoramic array of the snow-capped Alps. Cable cars and gently ascending trails will take the hiker to beautiful vistas.

What would you want to see while in Lucerne? The Chapel Bridge with its gabled paintings of old war scenes and the adjacent quaint quarters with little streets ranging and changing from silence to overflowing liveliness? The mirror-like lake during a nostalgic cruise in an old paddle-wheel steamer?

What do you want to do while in Lucerne? Listen to a classic serenade in front of the Lion's Monument and see a fascinating Swiss Folklore Show complete with yodeling, flag-throwing and alphorn-blowing? Choose a delicious meal in a distinguished restaurant and have a shopping spree taking in a gamut of elegant boutiques to make your heart rejoice? Take an easy-going evening-walk through the maze of little streets, bridges, promenades and plazas dominated by countless historical towers, fountains and frescoed houses?

Along the lake, in January, you might sit in outdoor Cafés in short sleeves (as happened in 1999 and 2000 at the occasion of ACT2 and ACT3) and admire the snow capped mountains surrounding the lake.

Whenever you come to Lucerne, you will have the choice of all this and a thousand times more. You'll spend unforgettable days in this fair city. Welcome to Lucerne.

Lucerne's central location in the heart of Switzerland makes it the natural starting point for many half-day or full-day trips by boat, rail or car. The mountains and lakes are irresistible and excellent down-hill as well as cross-country skiing is close by. Engelberg can be reached by car and rail in 60 minutes (from Zurich airport you reach Engelberg in 2 hours by train and 1 ½ hours by car.



William Tell



Alm Auftrieb

About WACRA®...

Founded in 1984, WACRA® evolved from contacts between professors, researchers, policy-makers, professionals and business executives into a worldwide, interdisciplinary organization of professionals and academics from fifty countries. The organizations' objectives are to advance the use of the case method in teaching, training, and planning; to encourage research using the case method; to coordinate case writing and case application activities; and to encourage cooperation between the public sector, the business community, and other case-oriented professions. Its initial focus on the case method has broadened to include games and simulations and other interactive learning and teaching methods as corollaries to cases.

WACRA® organizes forums, symposia, workshops, training sessions, doctoral consortia and conferences, including international meetings at which participants have the opportunity to exchange ideas, present their research, and share the results of case writing and case method applications. Previous conference sites have included 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 and Bordeaux, France. UCES in Buenos Aires will be the host in 2004 (July 4 - July 7).

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

As member you receive the NEWS-letter, substantial discounts on publications, preferential rates at all WACRA® sponsored meetings, notices and calls for papers. 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.

Thank you Pierre and Colleagues...

Felicitaciones a WACRA

2003 - Bordeaux

Miembros de **WACRA**: excelente congreso en Bordeaux!!!

Siempre pienso que el éxito de un Congreso tiene que ver con la calidad de las personas que participan, y en el caso de **WACRA**, el alto nivel intelectual y la calidez personal de cada uno de los que han estado en Bordeaux han permitido un Congreso tan exitoso. Los temas que se presentaron, las reuniones de trabajo (workshops o foros) con alta interactividad y participación, las reuniones personales entre distintos miembros de **WACRA** y las fiestas me han dejado ese dulce sabor a seguir viéndonos!

La seriedad y la alegría, lo profesional y la diversión, lo académico y lo social, son una constante mezcla que enriquece cada Congreso.

Pierre, te felicito por la organización, por la preciosa familia que tienes y que has compartido con nosotros, y por el excelente congreso realizado.

Hans, continúa adelante con esta gran familia académica! Eduardo Rosker, Buenos Aires, Argentina

Dear Pierre: Just a small note in behalf of my wife, Myrka Gonzalez, and me to express our appreciation for your generous

hospitality and friendship. You did a great job in putting together the WACRA Conference and I sure appreciate the scheduling of presentations, this was a very special event. Thanks, Pierre, un abrazo, David Ochoa, New York, U.S.A.

Dear Pierre and Hans:

I just wanted to drop you a short note to say what a pleasure it was to meet you and your lovely wives in Bordeaux in July. It was my first WACRA conference, but won't be my last. Thank you for all the time and effort that went into planning and execution. The program was a great success! Best regards- David LaRue, McIntire School of Commerce U of Virginia Charlottesville, VA U.S.A.

Dear Pierre and Hans:

We hope that the post conference tour went well. For our part we had a wonderful time spending a few days in Paris. It's been 25 years since I was last there and although it was more crowded and globalize it remains the city of lights and love.

Bordeaux was a delight. So full of life and laughter. The entire experience was full of unexpected learning. Everything was beautiful from the architecture to the people. The events which WACRA planned were well organized, interesting and delicious. Now that we have returned to the United

States we are unready to return to a stressful, hectic life of quick meals and straight roads which get you where your going quickly. We've bought French bread, cheeses and fruits. We're taking the "long" winding roads to where we're going and we're stopping along the way to appreciate the architecture and people. Now if only we could get some of those wines here at home. The meal at the Grand Theater was a special delight while the gala at the Chamber of Commerce was spectacular. The singers were superb. We had the opportunity to speak to several of them, it was interesting to connect with them. The WACRA conference and presentations themselves were on time, interesting and thought provoking. Perhaps the best part is that this being an international conference it was interesting to hear how persons from different parts of the world could look upon a case study and see different aspects. Then again, it is just that which makes case study so fascinating and useful as an educational tool.

If all goes well perhaps we'll see each other in Argentina if not sooner. Thank you for the opportunity to attend and to meet so many interesting educators. Myrka Gonzales, New York, U.S.A.

WACRA Standard Setting Committee Report

The WACRA Case Standard Setting Committee, established two years ago to identify the impact of case writing and teaching in the rank and tenure process and to develop standards for evaluating cases, reported on the results of the international survey it conducted.

The survey indicated that 77% of the courses taught by the respondents were case-based. The most popular case used was the "long" case (42%); interactive and "other" types of cases were the least used (2%). Eighty-eight percent of the respondents reported that they had written cases in the past three years. The most popular case format for those authors was the mini case (1-3 pages, 33%), followed by the long case (>10 pages, 30%), short

cases (3-10 pages, 24%), and interactive cases (CD ROM, 3%). Interestingly, the long case was the type most widely used in the classroom, yet the most popular format when writing a case was the mini case.

The motivation for writing cases, in order of the number of responses, were "opportunity presented itself," "lack of suitable case," "professional advancement," "available funding," and "requested by client." These data indicate that faculty tend to be motivated more by pedagogical reasons than immediate financial reasons.

Institutional support for case writing ranged from "always" to "never." The most common form of support was "opportunity for faculty travel." Sixty-seven percent of the respondents reported that their institution provided

some level of support for travel relating to either researching or presenting cases.

Perhaps the most critical indication of institutional support is the level to which case writing and publication impacts the rank and tenure process. The survey responses suggested wide differences in how institutions view and reward those accomplishments. Differences in faculty or institutional characteristics related to those responses were not explored at this time. The Committee will be conducting further in-depth analyses of the survey data to identify the impact of such characteristics. The entire report, as presented at the conference in Bordeaux, can be found at the WACRA web-site www.wacra.org

Los Esperamos en Buenos Aires WACRA 2004!!!

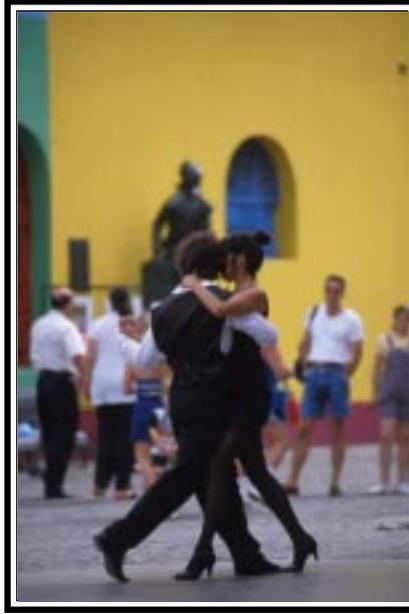
El tango es esa magia en la que se ve envuelta Buenos Aires, es una música especial y una danza sensual donde solamente se puede bailar si se siente en lo más íntimo del ser. El tango es macho y porteño.

Como decía Borges:

*“Esa ráfaga, el tango, esa diablura,
los atareados años desafía;
hecho de polvo y tiempo, el hombre
dura
menos que la liviana melodía,
que solo es tiempo. El tango crea un
turbio
pasado irreal que de algún modo es
cierto,
el recuerdo imposible de haber
muerto
peleando, en una esquina del
suburbio”*

Pero no sólo de tango vive Buenos Aires, también vive de su rebeldía diaria, de la construcción de un Buenos Aires que perdure en el tiempo, y la única inmortalidad válida es la cultura.

WACRA 2004 – Buenos Aires, le permitirá participar con su paper, con su discusión académica y profesional, con su necesidad de desarrollar nuevo conocimiento y con la posibilidad de



encontrarse con otra cultura.

Entonces vengan a Buenos Aires a participar de un Congreso, donde lo académico y lo arrabal se mezclarán para crear nuevo conocimiento.

Les prometo mucho trabajo intelectual y académico; también les aseguro que van a conocer algo distinto y único en comida, canto, baile y cultura.

UCES en Buenos Aires va a armar la organización de la conferencia pero vamos a necesitar de ustedes para que esto sea un éxito, porque **para bailar tango. . . hacen falta dos!**

Los esperamos para trabajar y disfrutar de **WACRA 2004!!!**

Para el Post Conference Tour les mostraremos una Argentina que ustedes no conocen, diferente. Verán las propias raíces de la cultura argentina, nuestra historia, la gente del interior con sus danzas, folklore y sus comidas típicas, rodeado de unos paisajes bellísimos que no olvidarán más.

For English translations visit www.wacra.org

Capítulo Español de WACRA

Ricardo Hernández*

Iniciamos nuestra conexión con WACRA, en el congreso de Bratislava, de junio del año 1993.

Nuestro objetivo era acercarnos a la metodología del método del caso. Poco a poco nos hemos ido introduciendo en las diversas vertientes del mismo: escritura, enseñanza, aprendizaje e investigación.

Y, poco a poco, hemos ido extendiendo la filosofía de WACRA; primero en nuestra propia institución, y, después, a otras instituciones españolas.

Entre otras instituciones españolas, se han ido acercando a WACRA las siguientes; Universidad del País Vasco, Sevilla, Esade, Rovira i Virgili, Huelva. Precisamente, el Dr. Alfonso Vargas, decano de la Facultad de ciencias económicas y empresariales de Huelva es uno de los miembros de habla hispana más activo en la asociación, en la actualidad.

Un hito en este desarrollo fue el congreso del año 1999, organizado por el equipo de Cáceres, conjuntamente con la sede central

de Wacra en Needham (Boston).

En el mismo trabajamos tanto profesores como alumnos, diseñando la estructura del proyecto como un caso, vivido y participado por todos. Fue una experiencia muy intensa e inolvidable para todo el equipo que trabajó en el mismo.

En estos momentos, en Cáceres, estamos empleando casos en enseñanza de Creación de Empresas (entrepreneurship), Dirección Estratégica, Organización de empresas, Marketing, Gestión del Conocimiento, Gestión de la Innovación. En esta universidad, situada en el oeste de España, muy cerca de Portugal, Wacra cuenta con los siguientes miembros: Dr. Ricardo Hernández, Dr. Juan Carlos Díaz, Dr. José Manuel Hernández, Dr. Carlos Ongallo.

Fruto de esta actividad son las presentaciones y publicaciones que aporta este equipo a WACRA cada año.

Nuestro interés en la utilización del Método del Caso se deriva del convencimiento de su utilidad para la enseñanza y

del beneficio que se le aporta al estudiante.

Sin embargo, la escritura de casos no está reconocida como mérito investigador, por los indicadores que se manejan en España. Y esto es un serio problema para el desarrollo del capítulo español de Wacra.

Entre las actividades próximas programadas, tenemos un *Seminario sobre Creación de Empresas y desarrollo local*, que tendrá lugar el próximo 24 de octubre en Trujillo, la **Fundación Xavier de Salas**, www.fundacionxavierdesalas.com

Los contenidos del mismo mezclan tanto teorías como prácticas y casos relacionados con el tópico del mismo.

Entre otras actividades innovadoras, interactivas e internacionales, relacionadas con el Método del Caso, estamos trabajando con la Universidad de Charleston (South Carolina), en equipos virtuales internacionales en entrepreneurship.

*Dr. Ricardo Hernández ricardoh@arrakis.es
Facultad de Estudios Empresariales y Turismo
Universidad de Extremadura Cáceres. España

La WACRA en France

by Patricia Ann Brock*

Across cobblestoned walks and over construction-bridged sidewalks, pulling roller bags packed with papers and PowerPoint disks, scores of WACRA delegates from 26 nations converged in Bordeaux. Case studies: the focus *du jour*



at l'école de management as workshops, seminars, and sessions provided forums for participants to share issues and ideas on design, application and evaluation. What works? What doesn't? Why? Advice on how to succeed and warnings about how not to fail using case study pedagogic strategies were provided by international colleagues.

ID badge names reflected the international ambiance: Venku, Ahmed, Jorge, Edmundo, Suseela, Joelle and Bob. Representatives from many continents dialogued about teaching and learning, discussions devoid of current political debates, collegial spirit and unity superceded global discontent, minimizing religious and cultural differences.

An introductory half-day institute

helped to set this amicable international tone: "Teaching Culture and Diversity" a Cross National Teaching Forum led by Dr. Eduardo Rosker from Buenos Aires. Topics and interactive exercises enlightened our participants. We anonymously exchanged selected items that represent our cultures. Groups then discussed, for example: How does a citizen from The Americas interpret images, designs and Arabic inscriptions on Egyptian currency? What does the image and inscription of a watch commemorating the flight of Charles Lindbergh from New York to Paris mean to someone from Bulgaria? How does a Mexican gentleman attribute meaning to an amber necklace from Lithuania? What did we learn? How do we see ourselves and our cultures may not be how others see us. Symbolic meanings can get lost in translation. Historic pride and traditional values provide the basis for correct interpretation of cultural artifacts. We learned that respectful cross-cultural discussions are necessary to build understandings, in this session as they are in our classrooms as well. Perhaps, this experience is a foundation for writing a new cross-cultural case study?

Throughout the days of conferencing, case studies proliferated. Topics varied from living case studies to paradigms for case

studies to traditional case studies in business settings. As compared to past WACRA conferences, a growing number of sessions featured the role of distance learning and technology integration: I certainly appreciated this component.

After-hour social events capped the extra-busy workdays. Famous French cuisine, local wines, fireworks courtesy a local *fete*, a Bordeaux Chamber of commerce welcome and a River Garonne dinner cruise highlighted the evenings. Even the unexpected, rescheduled trip to the recycling center added an educational



experience and a scent to be remembered.

Once, again, another WACRA adventure has successfully concluded. Many new ideas to take back to the classrooms; many new colleagues to add to the email address book; many old reconnected acquaintances to share digital photos. *Au revoir Bordeaux. Merci beaucoup mes amis et à bientôt.*

*Dr. Patricia Brock is Director for Urban Education at Pace University, NYC, NY U.S.A.



Souvenir de Bordeaux



Deux mois après la fin du XXème Congrès International de WACRA, je ne sais toujours pas pourquoi Bordeaux a-t-elle été choisie comme ville d'accueil : Ma vieille ville, en plein travaux ! En effet, un moment d'angoisse m'a saisi quand j'ai vu que l'esplanade de l'Opéra,

compris que malgré toutes les difficultés, on allait y arriver.

Le dernier soir sur le bateau Aliénor le long de la Garonne, un autre grand moment nous attendait : Hans m'avait dit « Il faut qu'on finisse en chansons et en poésie. ». Alors j'ai ressorti ma vieille guitare et j'ai préparé trois

ressemblait à un champ de bataille et que les trois hôtels réservés étaient quasiment inaccessibles, contrairement à ce que l'on m'avait promis. : Tranchées, barrières, poussière, machines bruyantes... Inquiet, j'ai regardé le premier soir chacun des délégués quitter le Café Louis et tenter de retrouver son chemin. Mais les sourires, la bonne humeur, la capacité d'adaptation a vite pris le dessus et j'ai

ou quatre chansons, en anglais, en espagnol, en français. Comment le public allait –il réagir ? Mais là aussi, mon inquiétude n'a pas duré, et j'ai vite compris que chacun avait apporté un peu de son pays : de Suède, des Etats-Unis, d'Argentine, de Bulgarie, et de bien d'autres pays nous sommes devenus de vrais chanteurs internationaux. Il y a dans chacun des membres de WACRA de grands talents et nous pourrions sans doute un jour ouvrir un cabaret.

Merci à tous pour votre compréhension et votre participation, et je suis sûr que l'année prochaine à Buenos Aires nous serons à nouveau de grands artistes !

Pierre Mora

Dernière minute : il y a eu tellement de soleil cet été à Bordeaux que les vendanges ont commencé à la fin du mois d'août. On dit que le millésime 2003 sera sans doute exceptionnel ...

Souvenir from Bordeaux - English version

Two months after the closing of the 20th International WACRA conference, I still don't know why Bordeaux had been chosen as host city: My old city, in the middle of a major construction project! In fact, I almost had a cardiac arrest when I saw that the esplanade in front of the Opera House looked like a war zone and the three conference hotels were practically inaccessible - just the opposite of what I had been promised - ditches, barriers, dust, roaring engines...

The first evening, I was worried as I looked at each delegate leaving the Café Louis and attempting to find his or her way back to the hotel.

But the smiles, the laughter, the great attitudes, the capacity to adapt, all that quickly gained the upper hand, and I understood, that despite all the difficulties, it would all work out.

The last evening, on board of the Aliénor, cruising along the River Garonne, another great moment was waiting for us: Hans had said to me, 'We should finish with song and poetry'. Well, I pulled out my old guitar and prepared three or four songs: in English, Spanish and French. I was worried again, how would the audience react to my songs? But here again, my concerns did not last very long. I quickly realized that each delegate had brought a little of his or her country: from Sweden, from the United States, from Argentina, from Bulgaria, from Kuwait and from many other countries.

We had become real international singers. Each WACRA member has great talents and one day we could,



without doubt, open a cabaret.

Thank you everybody for your understanding and your participation. I am certain, that next year, in Buenos Aires, we again will be great artists.

Pierre Mora

Post script: This summer there was so much sun, that the (grape) harvest began at the end of August [rather then September). The 2003 wine will be, without doubt, exceptional...

(translated by Hans Klein)



CALL FOR PAPERS:

**"Interactive Teaching & Learning: Two to Tango"
UCES, Buenos Aires, Argentina
July 4 - 7, 2004**

21st International Conference on Case Method Research & Application, Case Writing, Other Interactive Methods, Continuing Education & Distance Learning

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

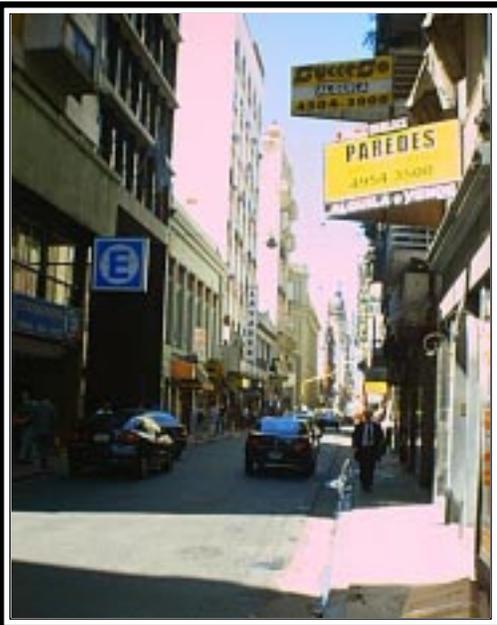
Papers are solicited that analyze theory and practice using cases, simulations, videos and related instructional methods for problem solving, managing change and innovation. Priority will be given to papers that are interdisciplinary, international, and/or comparative. Papers reporting the application of cases in university and professional training programs in diverse settings and papers on the evaluation of the case method and its related forms for teaching and learning are encouraged. Contributions investigating challenges (and suggesting solutions) faced by business are also solicited. Proposals for case writing & development and actual cases placed in diverse settings are invited, e.g. joint-cross-cultural cases. While a main focus of the WACRA conferences is on using cases for teaching and problem-solving, scholarly papers that report research using the case method are welcome. WACRA is particularly interested in scholarly papers that enhance the understanding and collaboration between and among disciplines and international partners. The most innovative presentation and the outstanding paper are recognized.

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 below**. *The summary should state clearly the objectives, the framework, and the nature of the proposal and be responsive to the criteria used for review. The name of the author(s) should not appear on the summary page to facilitate the blind peer review.*

*Receipt of all proposals/papers acknowledged and the results of the review will be send by way of e-mail. **All proposals and papers are due on or before January 15, 2004. Completed papers received prior to March 31, 2004 will be considered for publication.** For further details visit the **WACRA web site** or contact us directly*

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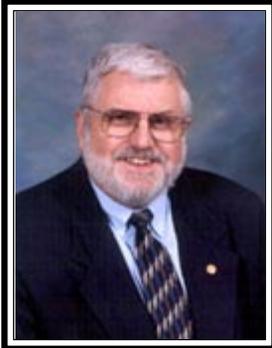
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Street scenes in Buenos Aires, Argentina

For Case Writers - and Prospective Case Writers

Thirteenth Annual International Casewriters' Workshop & Casewriters' Colloquium



Jim Camerius

Designed to assist novice and experienced case writers to write, improve and publish their cases, WACRA 2004 July 4 - 7, 2004 in *Buenos Aires, Argentina* will feature the Thirteenth 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 Bordeaux Business School, Bordeaux, France.

Casewriters' Colloquium: Cases, including teaching notes (TN) are submitted to the Colloquium Director for a double blind peer review for acceptance. Accepted cases are sent in advance to a panel of expert case writers, case book authors, and all other participants who signed up for the colloquium. Each case is discussed by the panel and other participants. You will see the case editing and improvement process developed and you will assist in perfecting the refereed cases presented. The format is interactive and lively; everyone's contribution is welcome and solicited, regardless of previous experience. This year, cases are solicited from all business disciplines, education, medical education, law, social work and other disciplines which use case discussion.

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

Submission: Submit four copies of your case before January 15, 2004. Include (at least) the rudiments of a TN. Submission implies that at least one author will attend the meeting and present the case. To facilitate the double blind review the authors' names should appear on a cover page only. From outside the U.S.A. please use airmail. Authors should note that colloquium and workshop are pre-conference activities (Sunday) and have separate registration

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

Dr. James W. Camerius, WACRA® Case Colloquium Director

Walker L. Cisler College of Business, Northern Michigan University MARQUETTE, MI 49855-5353 U.S.A.

Tel.: +906-227-1245; Fax: +906-227-2930 email: jcameriu@nmu.edu

Teaching, Culture and Diversity

Join The Eleventh Cross National Teaching Forum

On Sunday, July 4, 2004, as part of the WACRA® Interactive Case Sessions - panel sessions will be held to discuss issues pertaining to teaching across cultures. There will be five panels representing different regions of the world: Western Europe, Central and Eastern Europe, Africa, Asia, and Latin, Central and North America. If you have had experience teaching or training in another part of the world, you may want to join one of our panels. If you think you might be or would like to teach in another part of the world, you may want to meet others who have done so. We promise a lively presentation and discussion: The topics selected for discussion are:

- . Adapting the Case Method to different Cultures. Evaluating Student Performance
- . Cross Cultural Differences in Developing Collaborative Teaching Strategies

If you are interested in being on the panel and or be the organizer of a region , please contact

Session Coordinator/Review Chair:

Dr. Amelia Klein, Wheelock College, Boston, MA, U.S.A., Email aklein@wheelock.edu Tel. +617-734-5200

Western Europe

Dr. Franz Egle, Federal University for Public Administration, MANNHEIM, GERMANY Tel. +49-621-155-651

Fax:+49-621-156-5651, Email FranzEgle@compuserve.com

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

Central and Eastern Europe:

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

Africa, Middle East, Asia, Latin, Central and North America:

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

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

Preliminary Program W A C R A® 2004

“Interactive Teaching and Learning: Two to Tango”

Case Teaching & Writing, Continuing Education & Distance Learning
hosted by UCES, Buenos Aires, Argentina

Saturday, July 3, 2004**Pre-Conference Activities**

15.00 Optional afternoon activity. Details will be posted on the WACRA website soon

Sunday, July 4, 2004

09.00 - 17.00 WICS - WACRA Interactive Case Sessions (Separate Registration)

Conference Activities

16.00 - 17.30 Registration at conference hotel
19.00 - 21.00 Welcome reception and dinner

Monday, July 5, 2004

09.00 - Late registration
10.00 - 11.30 Opening Plenary Session
11.30 Bus leaves for partner tour (refer to details in the NEWSletter)
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 6, 2004

09.00 Plenary Session
Concurrent Sessions, Panels and Workshops
13.15 Meetind and Exploring Buenos Aires - Sightseeing, shopping. Details to be announced.
19.30 Dinner
23.00 Return to conference

Wednesday, July 7, 2004

09.00 - Plenary Session
12.00 Concurrent Sessions, Panels and Workshops
14.00 - 16.00 Concurrent Sessions, Panels , Workshops and Concluding Session
Conference adjourns

Post Conference Activities

19.30- Optional 'dinner-tango *adventure*-Details to be announced on www.wacra.org

Thursday, July 6 - Sunday, July 11, 2004

Cultural-Educational post conference tour to the *Heartland*. Travel by plane from Buenos Aires to Córdoba. The second largest city in Argentina lies between the Pampas and the Andes amid a series of small mountain ranges. Córdoba Province is one of the oldest settled regions in the country and of the few to retain its colonial architecture. The city is 400m (1,313ft) above sea level, and has a pleasant, temperate climate. The pace is far slower than that in Buenos Aires and the architecture more attuned to colonial times with convents and hacienda style homes. Several excursions to the surrounding Sierras with their stunning dry red canyons, steep mountain peaks and geological formations and forested National Parks are planned. **Seating is limited. Early registration (airline reservations!!!) - March 1, 2004 is required.**

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Tel. +781-444-8982 Email: wacra@rcn.com Fax: +781-444-1548 <http://www.wacra.org>

UCES - Universidad De Ciencias Epresariales Y Sociales, Buenos Aires, Argentina

Eduardo Rosker Tel. +54-11-4815-3290 Email erosker@uces.edu.ar

CALL FOR PAPERS: "CREATIVE TEACHING"
Lucerne, Switzerland
JANUARY 3 - 6, 2004

This conference provides opportunities for participants to learn from and to share with experts and colleagues innovative creative teaching approaches and methods. The emphases are on "Teaching and Learning" through interactive workshops and by sharing of research and teaching/training applications. The methods discussed and presented include the case method and related instructional approaches in a variety of educational settings. Participants will have ample opportunity to meet colleagues from around the world with whom they can forge research/teaching partnerships. ACT and WACRA® conferences are interdisciplinary, multinational forums for scholars in the disciplines and professional fields such as business, education, engineering, law, medicine, public policy, social work and practitioners in business and industry, education and government.

Papers are solicited that report on Creative Teaching practices and proposals. Priority will be given to papers that are innovative, interdisciplinary, and/or international. Papers reporting the application of creative teaching and learning in university and professional training programs in diverse settings and papers on the evaluation of such methods and its related forms for teaching and learning are encouraged.

Proposals and papers will be evaluated through a blind peer review process on the basis of (a) originality; (b) the appropriateness of the topic for an interdisciplinary audience; (c) the technical adequacy of the inquiry; and (d) the contribution to the understanding of teaching/learning issues.

Submissions should include (1) a cover page including: title, name, affiliation, address, tel. & fax numbers and e-mail address of the author(s), (2) a proposal summary (not exceeding 4 pages) or the completed paper (not exceeding 15 pages). Download the manuscript guidelines from our website below. The summary should state clearly the objectives, the framework, and the nature of the proposal and be responsive to the criteria used for review. The name of the author(s) should not appear on the summary page to facilitate the blind peer review.

*Receipt of your proposal/paper will be acknowledged and the results of the review will be send by way of e-mail. **All proposals and papers are due on or before November 10, 2003. Completed papers received prior to December 31, 2003 will be considered for publication. Conference registrations are due on or before November 15, 2003. For further details visit our web site or contact us directly.***

ACT - WACRA®

THE ACADEMY FOR CREATIVE TEACHING and
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CASE METHOD RESEARCH & APPLICATION

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www.wacra.org

Connecticut Conference Office (Denise Smith):
111 Britt Road **EAST HARTFORD, CT 06118 U.S.A.**
Tel. +860-895-1930 Email: smithdmwacra@comcast.net

Calendar of Events

- * **October 10, 2003**
WACRA-ECCH Case Writing Workshop at Babson www.wacra.org
- * **November 6-8, 2003** NACRA Conference in Tampa, Florida
www.nacra.net
- * **November 8, 2003**
Submit papers/proposals for 'Creative Teaching' Conf. Jan. 3-6, 2004
- * **November 14, 2003**
Register for "Creative Teaching" Conference, Jan. 3-6, 2004
- * **December 2003**
Renew WACRA® membership
- * **January 3-6, 2004** "Creative Teaching" Conference, Lucerne.
- * **January 15, 2004**
Submit papers & cases for WACRA® 2004 in Buenos Aires, Argentina
- * **March 3, 2004**
Early Registration 2004 Post conference tour - Buenos Aires to Cordoba, Pampas, Estancias and more
- * **March 25, 2004**
Register for WACRA® 2004
- * **July 4 - 7 2004** WACRA®2004 at UCES in Buenos Aires, Argentina

W A C R A ®
N E W S

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Associate Editor **Joëlle Piffault**
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Please post or share this invitation with colleagues!

Preliminary Program

ACT7 - Seventh CREATIVE TEACHING CONFERENCE

"LA PEDAGOGIE CREATIVE - LA PEDAGOGIA CREATIVA" Lucerne, Switzerland

Saturday, January 3, 2004**Pre-Conference Activities**

- 12.00 Arrival at Five ***** Star Hotel in Lucerne - Palace Luzern Hotel. At Zurich airport (code ZRH) take escalator to underground train station, buy a ticket and take direct train to Lucerne - 52 minutes. In Lucerne take taxi or city bus to the conference hotel.
- 13.00 - 18.00 Optional Tour. Bundesbriefarchiv and Schnapsbrennerei Fassbrind combined with a spectacular scenic bus tour around Lake Lucerne (Lake Lucerne is formed by four interconnected lakes, the German name is Vierwaldstaetter See) with magnificent view of the Alps. Departure from Hotel 13:00 return by 18:00. Visit ACT photosites at www.wacra.org.

Conference Activities

- 18.00 - 19.00 Registration at the Conference Hotel - Free time.

Sunday, January 4, 2004

- 8:15 - 8:45 Late registration at the Conference Hotel
- 9:00 - 10:30 Opening Plenary Session
- 10:30 - 11:00 Refreshment Break
- 11:00 - 12:30 Concurrent Sessions (Tracks)
- 12:30 - 14:00 Lunch at the Conference Hotel and Free Time
- 14:00 - 15:30 Concurrent Sessions (Tracks)
- 15:30 - 16:00 Refreshment Break
- 16:00 - 17:30 Interactive Workshops (Tracks)
- 17:30 - 18:15 Free Time
- 18:15 - Departure for guided city-train-tour, Eisstockschiessen (Ice Curling) and Dinner.
- 23:00 - Return to Hotel

Monday, January 5, 2004

- 8:45 - 18:30 Optional, guided, educational/cultural tour to *the capital of Ticino, Bellinzona and Locarno on Lago Maggiore* (Italian speaking part of Switzerland). Travel by motor coach across snow covered mountains in beautiful Central Switzerland. Guided tour in Bellinzona and Locarno and free time.

Tuesday, January 6, 2004

- 9:00 - 10:30 Plenary Session
- 10:30 - 11:00 Refreshment Break
- 11:00 - 12:30 Concurrent Sessions (Tracks)
- 12:30 - 14:00 Lunch at the Conference Hotel and Free Time
- 14:00 - 15:30 Concurrent Sessions (Tracks)
- 15:30 - 16:00 Refreshment Break
- 16:00 - 17:00 Interactive Workshops (Tracks)
- 17:30 - 18:15 Free Time
- 19:45 - Gala Conference Dinner and Awards (business attire) at Palace Luzern Hotel.
- 23:00 - Conference adjourns.

Wednesday, January 7, 2004

- 9:00 - Departure after Breakfast (or if you stay on an extra day - take the "Mittagsboot" (noon-boat to Vitznau)

ACT - WACRA®

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Connecticut Conference Office (Denise Smith): 111 Britt Road **EAST HARTFORD, CT 06118 U.S.A.**
 Tel. +860-895-1930 Email: smithdmwacra@comcast.net

ACT - WACRA® - REGISTRATION FORM

ACT7 - Seventh CREATIVE TEACHING CONFERENCE

Lucerne, Switzerland, January 3-6, 2004

Tel. Office	Fax Office
Tel. Home	Fax Home
email	

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

Institutional Affiliation

Street

City, State, Zip Code, Country

Office Telephone/Fax

Home Telephone/Fax

email address

***Delegate (and Partner/Spouse) Registration Package** includes Conference Material; Sunday guided City tour, Eisstockschiessen (Curling), Dinner; Tuesday Gala Dinner at the conference hotel; Sunday & Tuesday Lunch & Refreshm. during Conference; one copy of "Selected Conference Papers" and 4 nights (incl. breakfast, access to sauna, steam baths) at the conference hotel (5 Star). Arrive on Jan. 3, depart on Jan. 7, 2004.

Paid Before Nov. 14, 03	Paid After Nov. 14, 03	Times no. of persons	Amount
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Circle appropriate amount

***1 Delegate and 1 registered, participating partner/spouse**

Combined Delegate and Partner fee	(double room, City view) . . .	\$1,890	\$1,965	<input type="checkbox"/>	<input type="checkbox"/>
	(double room, Lake view) . .	\$1,970	\$2,045	<input type="checkbox"/>	<input type="checkbox"/>

*2 Delegates share room. Fee for each delegate	(double room, City view) . .	\$1,120	\$1,195	<input type="checkbox"/>	<input type="checkbox"/>
	(double room, Lake view) .	\$1,160	\$1,235	<input type="checkbox"/>	<input type="checkbox"/>

*1 Delegate and 1 partner/spouse (partner/spouse shares room only)					
Combined Delegate and Partner fee	(double room, City view) . .	\$1,520	\$1,595	<input type="checkbox"/>	<input type="checkbox"/>
	(double room, Lake view) . .	\$1,600	\$1,675	<input type="checkbox"/>	<input type="checkbox"/>

*1 Delegate in single room. Fee for delegate	(single room, City view) . . .	\$1,320	\$1,395	<input type="checkbox"/>	<input type="checkbox"/>
	(single room, Lake view) . .	\$1,400	\$1,475	<input type="checkbox"/>	<input type="checkbox"/>

Additional Double Room nights (1-2, 1-7, 1-8, 1-9 please circle)	\$220	times # of nights	<input type="checkbox"/>	<input type="checkbox"/>
Additional Single Room nights(1-2, 1-7, 1-8, 1-9 please circle)	\$170	times # of nights	<input type="checkbox"/>	<input type="checkbox"/>

Optional Activities/Events <u>Saturday (January 3)</u> afternoon tour Bundesbriefarchiv and Schnapsbrennerei Fassbrind, and spectacular scenic bus tour around Lake Lucerne with magnificent view of the Alps.	\$70	\$75	<input type="checkbox"/>	<input type="checkbox"/>
<u>Monday (January 6)</u> all day Educational/Cultural tour to <i>Locarno, Ticino</i> through scenic Alpine Switzerland. Visit our web site for photos.	\$85	\$90	<input type="checkbox"/>	<input type="checkbox"/>

WACRA® Publications (refer to page 16 for details)

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

Visa/MC #				Expiration Date
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Upon receipt of payment, presentations, workshops etc. will be scheduled and logistical details and other conference information will be mailed. Refund policy: Conference Registration Fees (less \$75) will be refunded upon written request received prior to December 1, 2003 or alternatively, a replacement may be named. Optional Tours/Events/Activities: 85% will be refunded upon written request received prior to November 22, 2003, 25% prior to December 4, 2003.

Return this form with payment to:

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Connecticut Conference Office (Denise Smith):
Tel. +860-895-1930 Email: smithdmwacra@comcast.net

Registration For *Switzerland Conference Enclosed*

World Association For Case Method Research & Case Method Application • Fall 2003

W A C R A[®]

Vol. XIV No.2

N E W S

WACRA[®] - Member Application/Renewal

Last Name _____ First Name _____ Title _____ Institution/Company _____

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Tel. () _____ Fax: () _____ email _____

Home Address:

Street _____ City, State, Zip Code, Country _____ Tel. () _____

Check type of Membership:

_____ Regular (US \$65)
_____ Sustaining (US \$500)

_____ Organization (US \$350)
_____ Associate (Advanced Students) (US \$55)

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