

## Fall Newsletter

### Rising Start—Hartford welcomes CASE and EAM by Herb Sherman

Our next meeting in Hartford should be an exciting one ... especially if you are there to help us make it so! We will start the conference, as always, with our pre-meeting workshop for novice teaching case writers on what Gina Vega calls "the nuts and berries" of case writing. Bring your ideas for a case and attend this hands-on workshop on how to convert your brilliant idea into a published case. The session will discuss case research methodology, the "hook" for the case, the case story, and of course, the "infamous" teaching note (instructors' manual). This is also a great "refresher course" for those who are more seasoned veterans of the case method. Other "classic" sessions include our embryo case writing session (fill out the embryo form on-line and get feedback from seasoned case writers and fellow attendees at the meeting), our roundtable case writers seminars, and "meet" the journal editors. We of course look forward to hearing your ideas about what new programming we could include in the session as well and look forward to receiving your session proposals.

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**Submission Deadline is  
December 8, 2008**

#### Newsletter Spotlight

CASE Announces New  
Vice President for Member-  
ship

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### Case Mentoring by Gina Vega

The Mentoring Program has been received enthusiastically by both mentors and those seeking some help. Our members have made it clear that they find it worthwhile to develop new case writers, people who, in their turn, will pass along the favor in the tradition of "See one, do one, teach one." I'm proud to share with you that nine more of our members (beyond the original mentor-set) have offered to help new case writers. One more reason to be glad you're a member of CASE!

### The CASE Journal Editor's Notes by Margaret Naumes



**By the way, cases  
published in *The  
CASE Journal* are  
available through  
Primis and ecch.**

Support CASE by

We're still selecting cases for the Fall edition of *The CASE Journal*. A sneak preview: So far, we have three very interesting cases, in entrepreneurship (the interaction between growth and family for a female entrepreneur), one in organizational change and strategy implementation (whether/how to integrate three locations to improve performance in a small business) and one in corporate social responsibility (looking at "shock jock" Don Imus's relationship with CBS Radio). We also have a new installment in the Prof. Moore series in which our colleague learns about different techniques for grading cases. But *The CASE Journal* is not just

**Primis and ecch.**  
**Support CASE by**  
**purchasing published**  
**cases for your**  
**courses.**

series in which our colleague learns about different techniques for grading cases. But *The CASE Journal* is not just for management courses! We've reviewed and sometimes published cases in corporate finance, accounting, MIS, statistics, as well as marketing and faculty development. Many have an international aspect. There is – or could be – something for everyone! But we can't publish without cases being submitted, and especially without our dedicated reviewers. If you teach with cases, you could be a part of *The CASE Journal's* team of reviewers: you know what you need for a case to work well in the classroom, and you know that there are never enough good cases! Let me know what areas would be good ones for you to review in, at [margaret.naumes@unh.edu](mailto:margaret.naumes@unh.edu).

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## CASE Officers

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