

Fall Newsletter

CASE 2010 Portland, Maine (May 12-15, 2010) by Edward Desmarais, VP Program

If you are an aspiring case writer, seasoned veteran writer or somewhere in between, the CASE Association welcomes you to join us at the 2010 Eastern Academy of Management. We are dedicating the entire first day of the CASE track program to professional development. Come and join us in learning how to get started on your first case, the do's and don'ts of writing cases and teaching notes, publishing your case, teaching with cases, and have seasoned, veterans provide concrete feedback on your ideas for a case or a case that is in progress.

You still have a week to prepare and submit your ideas for a case (an embryo), or to make progress on that case you started but are 'stuck' on how to resolve a dilemma. CASE offers a supportive and encouraging environment as well as mentors for aspiring, new and recent case writers. We hope to see you in Portland.

Mentoring Options by Bonnie Better-Reed, Director of Mentoring

I am honored to follow in Gina Vega's footsteps as EAM CASE Director of Mentoring and join the esteemed leadership of CASE. I cannot do this job alone however... so, I am asking that all of you seasoned case writers, please join me as we continue to make this very important research and pedagogy method accessible, transparent and joyful (yes, fun) for our colleagues who are new to case research, writing and perhaps even teaching. I have long been an advocate of experiential education and as someone who was mentored by Barry Armani, Herb Sherman, John Seeger, Peggy and Bill Naumes..., Gina Vega and Joel Harmon – I think I know the benefits of good networks, relationships and guidance for this rigorous and incredibly rewarding arena. I welcome inquiries from newer case writers and encourage you to contact me so I can help you find the right person to guide you in this scholarly journey.

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2010 Submission
Deadline is
December 14, 2009

Newsletter Spotlight



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For Your Convenience: *The CASE Journal* Catalog is Online
by Gina Vega, Editor

Next time you log in to the case website, look for a new tab called “Catalog” across the top of the page. Here is where you can locate two catalogs: one for cases and one for articles and other published materials. Both catalogs are fully searchable, so if you want a marketing case...all you do is type in “marketing” and follow the links. If you want a case that takes place in Russia, type in “Russia.” If you are looking for a case written by a specific author, type in that author’s name. If you want a case for specific course, type in the course name or topic. If you know the title, type it in. All the case or article information appears, including a brief synopsis or abstract.



By the way, cases published in *The CASE Journal* are available through Primis and ecch. To order the materials, simply visit Primis or ecch (www.primisonline.com or www.ecch.com) and follow their directions (or contact your rep directly).

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