

Message from the President

Dear SCR Members

The Annual Meeting for SCR will be held at the Drake Hotel **March 23-25** in conjunction with the MBAA (Midwest Business Administration Association). This is an important meeting for SCR members since new officers will be voted on and will take their new positions at this time. I know that the Nomination's Committee is busily preparing a slate of candidates for your review.

Eric Nelson is in charge of putting the program together. If last year is any indication of this year, you can expect a great program. I hope that all of you can attend and I am looking forward to another successful program of papers, critical incidents, embryo cases and panel discussions. I am also looking forward to seeing all of you again and catching up on your activities over this past year.

The past few months have been a rather stressful time for SCR. Our web site was hacked into and we lost most of the information that was available on the site. Roy Cook, Craig Davis, and Chad Cook are responsible for the "rebirth" of our web site. Check out our new look at www.sfcr.org! Although there is still work to be done and some editorial repairs, without these three dedicated people, we would not be where we are right now—up and running, not perfect, but getting there. So to Roy, Craig and Chad, my sincere gratitude. Great job!

This coming summer's workshop will be held at **Rochester Institute of Technology** in Rochester, New York. The dates for the workshop are **June 22-25**. Our host will be Bonalyn Nelsen. I hope everyone received the call for papers that went out January 31. Bonalyn has put in a lot of effort to make sure that the workshop is interesting and well as a good time. If you go a day early, a day trip to Niagara Falls is being offered. If you plan to go to the Canadian side of the falls, you will need to bring your passport. Everyone is welcome to this collegial workshop to receive feedback from others about work you have finished, work you have in progress, or just an idea. Remember our goal is helping others get case research published.

Remember to attend the annual meeting in March 2011 in Chicago. SCR is successful because we all work together to take an active role in the meetings and workshops. Your participation is very important to the success of the organization.

Kay A. Hodge, President
Society for Case Research
University of Nebraska, Kearney

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Find Us on the Internet!

Facebook: The Society for Case Research is now a group on Facebook. Come and join your colleagues and friends. This is a great opportunity to meet outside the annual meeting in Chicago each spring and the Case Writer's Workshop each summer.

SCR Website: Visit the SCR Website at <http://sfcr.org/> for updates on conferences and publishing opportunities. You can also find style guides for our publications and past issues of the newsletter. Once you pay your annual dues, you can access the material available in the "Members Only" section of the site.

Membership Dues and Information

It is important to remember to pay your dues for membership in SCR. You need to be a member of SCR to attend and present at meetings. You and all your co-authors must be current on your dues in order to publish in SCR publications. Your dues also include subscriptions to SCR publications.

1. When you pay your dues every July you automatically get the Annual Meeting *Proceedings*, *Annual Advances in Business Cases*, *Business Case Journal* and the new electronic *Journal of Critical Incidents*. Do not pay for the proceedings again when you register for the MBAA—don't check that box.
2. To pay online, go to <http://www.scr.org> and click on "Member Area" if you are a member or "Join" if you are not a member and follow directions. Eventually you will get to the "Pay Dues" link bringing you to the payment page. At the top, if you are a member, it will show when your membership expires. To make a payment, select the membership type you want, 1-year or 2-year and whether you are located in the U.S., Mexico or Canada. Click the "Pay with PayPal" button. Follow the instructions provided by PayPal and then return to the SCR site. You will need to keep your payment status active to receive information from the SCR. Those who wish to pay by check can mail it to the address on the Pay Dues page; your payment status will change once payment is received.
3. SCR runs on a July to July membership year. Go online or send a check made payable to the Society for Case Research: If you pay by check, please make sure you send it to Karen Foust at her home address. The address is Society for Case Research, c/o Karen Foust, 207 Belle Meade Blvd., Thibodaux, LA 70301-4907.

Upcoming Summer Workshop Locations

There is still time to complete a case study and teaching note for the Case Writer's Workshop held this summer in Rochester, New York. Cases and teaching notes represent a recognized intellectual contribution when published in the *Annual Advances*. The summer workshop is a face-to-face environment where both experienced and novice authors can develop their skills. The atmosphere is very collegial with ample opportunities to connect and develop working relationships and friendships. The workshop goal is for participants to help each other prepare publishable cases and teaching notes. The workshops also include planned social activities and opportunities for informal interaction. Spouses and families are welcome at the annual event. Organizers offer a variety of activities so the event can be a working vacation.

The Workshop is a "working meeting" with multiple sessions each day during which small groups conduct case reviews. Participants in these review groups provide feedback to their fellow authors and in return receive detailed, comprehensive feedback on their own cases from a panel of their peers. A scribe records the suggested changes for the authors to use in revising their cases. After the workshop, authors may submit their revised cases and teaching notes, along with a note indicating how they incorporated the suggestions received, to *Annual Advances in Business Cases*. Submissions successfully passing through a blind review process are then published.

It is important for authors to understand that the review process is rigorous. Workshop attendees are expected to serve as reviewers for *Annual Advances* and provide comprehensive feedback explaining their comments to help authors develop their cases into publishable works. The organization needs your participation in the review process in order to provide helpful and timely feedback to authors.

Remember that publication will require an appropriate representative of the organization to sign a permission to publish, so consider that requirement upfront as you prepare to write a case. The locations of the next three workshops are listed below.

- 2011: The 33rd Annual Summer Case Writers Workshop will be hosted by chair Bonalyn Nelsen on the campus of Rochester Institute of Technology in Rochester, NY, on June 23-25, 2011. Contact: Bonalyn Nelsen, Rochester Institute of Technology, (315) 597-4916, bjnism@rit.edu
- 2012: The 34th Annual Summer Case Writers Workshop will be hosted by Missouri State University, Springfield. Contact: George Schmelzle, Missouri State University, College of Business Administration, (417) 836-5041 gschmelzle@missouristate.edu
- 2013: The 35th Annual Summer Case Writers Workshop will be hosted by Western Connecticut State University, Danbury; Connecticut. Contact: Karen Koza, Western Connecticut State University, Ansell School of Business, (203) 837-9036, kozak@wcsu.edu

Information on dates for workshops in future years, registration, lodging, and transportation will be provided in future editions of the Newsletter, SCR emails, and posts on the Website and Facebook.

Planning Note: Submissions for summer workshops are due May 1 and submissions for the Annual Meeting in Chicago are due October 1 to the respective program chairs. Plan your research and join us at Summer Workshops and the Annual Meeting.

CALL FOR CASES: 2011 SOCIETY FOR CASE RESEARCH SUMMER CASE WRITER'S WORKSHOP

Submission Deadline: May 1, 2011.

Conference Dates: 22-25 June, 2011 (June 22 is the date of a pre-conference day trip to Niagara Falls, conference dates are June 23-25)

Location: Rochester Institute of Technology's Inn and Conference Center, Rochester New York

The SCR Summer Case Writers Workshop held each year is a unique opportunity for authors to both receive and provide feedback to each other on their written cases in a collegial atmosphere. The workshop goal is for participants to help each other prepare publishable cases and teaching notes. The workshops also include planned social activities and opportunities for informal interaction.

The Workshop is a "working meeting" with multiple sessions each day during which small groups conduct case reviews. Participants in these review groups provide feedback to their fellow authors and in return receive detailed, comprehensive feedback on their own cases from a panel of their peers. A scribe records the suggested changes for the authors to use in revising their cases. After the workshop, authors may submit their revised cases and teaching notes, along with a note indicating how they incorporated the suggestions received, to Annual Advances in Business Cases. Submissions successfully passing through a blind review process are then published.

Although the deadline for submitting cases and for this summer's workshop is May 1, 2011; anyone may attend and participate to see how the Workshop helps authors with their efforts—you do not need to submit a case to attend! While cases on all managerial subjects and issues are welcome, the Society for Case Research is particularly interested in receiving cases focused on the following subjects:

1. Cases on Determinants and Management of Crises: Natural and human-caused crises have become a regular event in today's business environment. Crises such as terrorism, war and political upheaval, natural disasters, pandemics, and environmental disasters profoundly and negatively impact organizations of all types and sizes across the globe. Indeed, crises are so commonplace that it is no longer a matter of if a crisis will impact a business, but rather when. This call is soliciting cases that focus on the determinants and management of organizations and communities during and after crises. For example, cases may highlight examples of good and poor crisis planning, management and recovery; development of crisis management strategies and action plans; factors that inhibit effective crisis management; or the role of risk management in crisis planning. Any cases that address this topic are most welcome.
2. Cases on Global Leadership Development in Industry and Academia: Globalization has become one of the key forces reshaping trade, business practices and academia. This development has created a need for leaders with the skills, abilities and experiences necessary to work effectively in hypercompetitive, multicultural workplaces worldwide. The Society for Case Research invites authors to contribute cases on global leadership development (GLD). For example, cases might focus on effective and ineffective means of inculcating global leadership skills; profile organizations that utilize "best practices" in GLD; examine global leadership in different business and industry sectors, especially academia; or describe the skills, knowledge, abilities and other characteristics needed by emerging global leaders. Any cases that address this topic are most welcome.

The 33rd Annual Summer Case Writers Workshop will be hosted by chair Bonalyn Nelsen on the campus of Rochester Institute of Technology in Rochester, NY. Contact: Bonalyn Nelsen, Rochester Institute of Technology, (315) 597-4916, bjnism@rit.edu Please feel free to contact me with any questions you have about the conference.

Society for Case Research
2011 Annual Meeting - Drake Hotel - Chicago
March 23-25, 2011

Society for Case Research

CONFERENCE PROGRAM SCHEDULE

WEDNESDAY, MARCH 23, 2011

12:00-1:15 p.m. DRAKE RESTAURANTS

Board of Directors Working, Publications Committee, and Past Presidents Luncheon

1:30-2:45 p.m.Room 825

Theme: Critical Incident & Embryo Review

Chair: Asbjorn Osland, San Jose State University
Discussants: Chet Trybus, Ferris State University
 Karen Berger, Pace University

Strike or No Strike? Negotiating a Faculty Labor Contract - During Tough Economic Times

Tim Brotherton, Ferris State University
Carol Rewers, Ferris State University

Deja Vu at Hammerhead Systems

George Whaley, San Jose State University

1:30-2:45 p.m.Room 829

Theme: Embryo Review

Chair: Deni Oas, University of Central Missouri
Discussants: Ann M. Hackert, Idaho State University
 Tim Redmer, Regent University

My Horse is a Large, but I am a Small: Missing the Target Market for Apparel Sales at the 2010 World Equestrian Games

Eric Nelson, University of Central Missouri
John Riddick, Hanover College
J. Greg Houtsma, Warrensburg Veterinary Clinic

Price War: The Case of Japanese Beef Bowl Restaurant Chains

Nakato Hiramkubo, Brooklyn College
Craig Davis, Ohio University

WEDNESDAY, MARCH 23, 2011, continued

3:00-4:15 p.m.Room 825

Theme: Critical Incident and Embryo Review

Chair: Leigh W. Celluci, East Carolina University
Discussants: Timothy Brotherton, Ferris State University
Asbjorn Osland, San Jose State University

LandAmerica Financial Group (LAFG) West Michigan Survival in a Down Marketplace
Chet Trybus, Ferris State University

Astalift

Nakato Hirakubo, Brooklyn College
Craig Davis, Ohio University

3:00-4:15 p.m.Room 829

Theme: Critical Incident Review

Chair: George Whaley, San Jose State University
Discussants: Roy Cook, Fort Lewis College
John T. Everett, Loyola University in Maryland

Bitter with the Sweet

Joe Thomas, Middle Tennessee State University
Ralph Williams, Middle Tennessee State University

Franchising in the Dairy Service Industry

Deni Oas, University of Central Missouri
Steven Lance Popejoy, University of Central Missouri

4:30-6:00 p.m. SCR MEETING ROOM

Society for Case Research Board of Directors Meeting

THURSDAY, MARCH 24, 2011

8:00-9:00 a.m.Room 825

Theme: Critical Incident Review

Chair: Leigh W. Cellucci, East Carolina University
Discussants: Joe Thomas, Middle Tennessee State University
Carly Baker, Queens University of Charlotte

Snow tires in the Caribbean: An exercise in creative idea-generation
Bonaly Nelsen, Rochester Institute of Technology
Edwin Hernandez, Rochester Institute of Technology

Is it Fair to Ban Tobacco Users in Hiring Process?
Asbjorn Osland, San Jose State University
Nanette Clinch, San Jose State University
Lauren Ramsay, San Jose State University
Pamela Wells, San Jose State University

Advantage Food & Beverage
Bruce C. Bailey, Otterbein University
Michael A. Levin, Otterbein University

8:00-9:00 a.m.Room 829

Theme: Critical Incident and Embryo Review

Chair: Tim Redmer, Regent University
Discussants: Joseph Kastantin, University of Wisconsin – La Crosse
John Everett, Loyola University in Maryland

To Market or Not: Should Arlo, Inc. Commercialize its Soap Dispenser Product?
Anuradha Basu, San José State University
Minnie Patel, San José State University

Inventory Management: Accounting for Eggs
Myles Bassell, Brooklyn College
Tomas Lopez-Pumarejo, Brooklyn College

9:15-10:30 a.m.Room 825

Theme: Critical Incident and Embryo Review

Chair: Gabriele Lingenfelter, Christopher Newport University
Discussants: Deni Oas, University of Central Missouri
Rick Crosser, Metropolitan State College of Denver

Exceptional Fraud: Societe Generale
Joseph Kastantin, University of Wisconsin – La Crosse
Barbara Eide, University of Wisconsin – La Crosse

Revenue Recognition: A Case Study on General Accepted Accounting Principles (G.A.A.P.)
Myles Bassell, Brooklyn College
Tomas Lopez-Pumarejo, Brooklyn College

Strike or No Strike? Negotiating a Faculty Labor Contract - From Management's Perspective During Tough Economic Times
Carol Rewers, Ferris State University
Tim Brotherton, Ferris State University

THURSDAY, MARCH 24, 2011, continued

9:15-10:30 a.m.Room 829

Theme: Critical Incident Review

Chair: Joe Thomas, Middle Tennessee State University
Discussants: Bonalyn Nelsen, Rochester Institute of Technology
Katherine Newbury, Queens University of Charlotte

Is Responsible Green Marketing Possible?

Kasia Firlej, Purdue University Calumet
Angela Crossin, Purdue University Calumet

Joe's Time Has Come

Tony Mento, Loyola University in Maryland
John T. Everett, Loyola University in Maryland
Peter Lorenzi, Loyola University in Maryland

Buy a Ticket, Win a Car

David Morris, North Georgia College & State University

10:45-12:00 p.m.Room 825

Theme: Panel

Panelists: Kay A. Hodge, University of Nebraska at Kearney
William E. Stratton, Idaho State University
Joe Thomas, Middle Tennessee State University
Tim Brotherton, Ferris State University

How to get published through the Society for Case Research

10:45-12:00 p.m.Room 829

Theme: Embryo Review

Chair: Kelly Trusty, Trine University
Discussants: Lizabeth A. Barclay, Oakland University
Asbjorn Osland, San Jose State University

Interior Design Services of Charlotte

Cara Lee Okleshen Peters, Winthrop University
Kenneth K Rhee, Northern Kentucky University

Volunteer Income Tax Assistance: A Service Learning Program

Gabriele Lingenfelter, Christopher Newport University
John Veal, Webster University

Society for Case Research Luncheon and Annual Meeting

12:00-1:15 p.m. Club International, Main Floor of Drake

ANNUAL MEETING LUNCHEON - TICKET REQUIRED

THURSDAY, MARCH 24, 2011, continued

1:30-2:45 p.m.Room 825

Theme: Embryo Review

Chair: Kay A. Hodge, University of Nebraska at Kearney
Discussants: Myles Bassell, Brooklyn College
Ann M. Hackert, Idaho State University

When IFRS Is Not Really IFRS

Joseph Kastantin, University of Wisconsin – La Crosse

Legalized Medical Marijuana: Are Business Costs Deductible?

Rick Crosser, Metropolitan State College of Denver
Gregory Clifton, Metropolitan State College of Denver
Andrea Karle, Metropolitan State College of Denver

1:30-2:45 p.m.Room 829

Theme: Critical Incident Review

Chair: Steven Cox, Queens University of Charlotte
Discussants: Kasia Firlej, Purdue University Calumet
John Everett, Loyola University in Maryland

Sink or Swim

Katherine Newbury, Queens University of Charlotte
Tim Burson, Queens University of Charlotte

Is Unilever Hypocritical?

Asbjorn Osland, San Jose State University
Nanette Clinch, San Jose State University
Aline Dorso, San Jose State University

3:00-4:15 p.m.Room 825

Theme: Embryo Review

Chair: Leigh W. Cellucci, East Carolina University
Discussants: Tim Redmer, Regent University
Kelly Trusty, Trine University

South East Exhibitions: Filling Big Shoes

Carly Baker, Queens University of Charlotte
Tim Burson, Queens University of Charlotte

Snuggleez Toy Corp.: A small US company's marketing strategy for survival in a global industry

Enda McGovern, Sacred Heart University
Lorry Weinstein, Sacred Heart University
Brandi Morgan, Sacred Heart University

Sunshine Rainbow Corporation

Rong Kang, Northwest University, China
Nona Jones, Benedictine University

THURSDAY, MARCH 24, 2011, continued

3:00-4:15 p.m.Room 829

Theme: Critical Incident & Panel Review

Chair: Roy Cook, Fort Lewis College

Discussants: Asbjorn Osland, San Jose State University
Kent Kauffman, Indiana University Purdue University Fort Wayne

Using a Kindle or iPad as a Teaching Tool: Do They Enhance Learning?

Karen Berger, Pace University

Manuela Soares, Pace University

Robyne Hart, Associated Colleges of the Midwest

Ballin' on Burriss

Steven Cox, Queens University of Charlotte

Brad Brooks, Queens University of Charlotte

John McArthur, Queens University of Charlotte

Independent Contractor: Reality or Fantasy?

John Veal, Webster University

Gabriele Lingenfelter, Christopher Newport University

4:20- 5:30Drake Room, Main Level

MBAA INTERNATIONAL - Annual Business Meeting

Includes "Best Paper" Awards Presentations

Please come see this year's McGraw-Hill/Irwin Best Paper Award Presentation

FRIDAY, MARCH 25, 2011

8:00-9:15 a.m.Room 825

Theme: Critical Incident Review

Chair: Craig Davis, Ohio University

Discussants: Asbjorn Osland, San Jose State University
Karen S. Markel, Oakland University

Whose Money is it?

Roy Cook, Fort Lewis College

Edwin C. Leonard, Jr., Indiana University Purdue University Fort Wayne

Good Help is Hard to Find, and Keeping them is even Tougher!

Kent Kauffman, Indiana University Purdue University Fort Wayne

Edwin C. Leonard, Jr., Indiana University Purdue University Fort Wayne

MaryGayle Hartzell and Associates

The Decision to Admit or Not to Admit

Tracy Farnsworth, Idaho State University

Leigh W. Cellucci, East Carolina University

FRIDAY, MARCH 25, 2011, continued

8:00-9:15 a.m.Room 829

Theme: Critical Incident Review

Chair: Karen Foust, Tulane University
Discussants: Joseph Kastantin, University of Wisconsin – La Crosse
Kay A. Hodge, University of Nebraska at Kearney

Community Chapel

Tim Redmer, Regent University

Roth IRA: To Convert or Not Convert

Ann M. Hackert, Idaho State University
Jeff Brookman, Idaho State University

9:30-10:45 a.m.Room 825

Theme: Critical Incident Review

Chair: Kent Kauffman, Indiana University Purdue University Fort Wayne
Discussants: Michael Stellern, Rockhurst University
Darryl Jinkerson, Abilene Christian University

HIPAA and the Family Tree Clinics

Leigh W. Cellucci, East Carolina University
Tracy Farnsworth, Idaho State University

Should Women Accept the Porn-Star Standard for Plastic Surgery?

Asbjorn Osland, San Jose State University
Nanette Clinch, San Jose State University
Chunlei Wang, San Jose State University

Two Leaders: One Man's View

William E. Stratton, Idaho State University
Neil Tocher, Idaho State University
Michael Santisteven, Idaho State University

9:30-10:45 a.m.Room 829

Theme: Embryo Review

Chair: Tim Redmer, Regent University
Discussants: Dennis Kripp, Aurora University
Kelly Trusty, Trine University

Flight Attendant Snaps

Lizabeth A. Barclay, Oakland University
Karen S. Markel, Oakland University

A Merger at Oak Medical Centre- Leadership Succession Planning

Shirish Grover, Ferris State University

FRIDAY, MARCH 25, 2011, continued

11:00 a.m. -12:15 p.m.Room 825

Theme: Panel

Discussants: Nona Jones, Benedictine University
John Riddick, Hanover College
Roy Cook, Fort Lewis College

Best Practices Panel

John Riddick, Hanover College
Roy Cook, Fort Lewis College

The \$600 Billion Bailout

Michael Stellern, Rockhurst University

11:00 a.m. -12:15 p.m.Room 829

Theme: Embryo and Critical Incident Review

Chair: Leonard G. Weld, Valdosta State University
Discussants: Phil Vardiman, Abilene Christian University
Tim Redmer, Regent University

Motorola And Competition In The Mobile Handset Industry

Patrick Schultz, University of North Dakota

Tropicana: Social Media Teach Marketers a Lesson

Colleen P. Kirk, Pace University
Karen A. Berger, Pace University

Social Marketing on College Campuses

Craig Davis, Ohio University

1:45- 3:00 p.m.Room 825

Theme: Critical Incident Review

Chair: John C. Riddick, Hanover College
Discussants: Shirish Grover, Ferris State University
Patrick Schultz, University of North Dakota

Sails UP Marine

Irvin A. Zaenglein, Northern Michigan University
B. C. Sherony, Northern Michigan University

JD & Sons have to decide on the fate of the business

Harsha Desai, Loyola University in Maryland
John Beever, Loyola University Maryland
Kiran Desai, McNeese State University

From Bad to Worse

Kay Hodge, University of Nebraska at Kearney
Edwin C. Leonard, Jr., Indiana University Purdue University Fort Wayne

FRIDAY, MARCH 25, 2011, continued

1:45-3:00 p.m.Room 829

Theme: Embryo and Critical Incident Review

Chair: Lizabeth A. Barclay, Oakland University
Discussants: Karen S. Markel, Oakland University
William Stratton, Idaho State University

Where did all the Leaders go? A Strategic Case Study
Dennis Kripp, Aurora University

THE WALDONS – An Instructional Tax Case
Leonard G. Weld, Valdosta State University
Amanda C. Ward, Valdosta State University
Raymond J. Elson, Valdosta State University

Uncharted Territory: Female-to-Male Harassment
Kelly Trusty, Trine University
Edwin C. Leonard, Jr., Indiana University Purdue University Fort Wayne
Roy Cook, Fort Lewis College

3:00-4:15 p.m.Room 825

Theme: Critical Incident Review

Chair: Asbjorn Osland, San Jose State University
Discussants: Craig Davis, Ohio University
Karen S. Markel, Oakland University

Building a Culture of Safety
Darryl Jinkerson, Abilene Christian University
Phil Vardiman, Abilene Christian University

AWS
Irvin A. Zaenglein, Northern Michigan University
Tim Ciucci, CompuWeigh Corporation

3:00-4:15 p.m.Room 829

Theme: Critical Incident Review

Chair: Rong Kang, Northwest University, China
Discussants: Roy Cook, Fort Lewis College
Patrick Schultz, University of North Dakota

Project MAD: Making a Difference, One Non-Profit at a Time
Harsha Desai, Loyola University in Maryland
Jessica Reighard, Paul H. Brookes Publishing Co., Inc.

Money Talks, Ethics Guide
Eric Nelson, University of Central Missouri
Heather Loomis, University of Central Missouri

The *SCR Newsletter* is published three times a year by the Society for Case Research. Editorial work is completed at Idaho State University by Dr. Ann M. Hackert. The newsletter is available online at www.sfcr.org.

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