

# W A C R A<sup>®</sup>

## N E W S

Vol. XXINo. 1

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### "2010 WACRA" Conference Barranquilla, Colombia, June 25 - 28, 2010

**"Alianzas educativas para cambiar el mundo"**  
**"Educational Partnerships to Change the World"**



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## From the Executive Board



Hans Klein

The Board is delighted to announce that the Universidad del Norte in Barranquilla, Colombia will be the host for the 27th WACRA conference: June 25-28, 2010. The Universidad del Norte will also host the annual Dean's Conference of Colombian Business Schools (there are 130 B-Schools in Colombia) just prior to the WACRA conference. The Universidad del Norte and the WACRA staff are preparing an exciting academic program and a cultural, educational and immersion experience for all participants. For the preliminary conference program refer to the details in this NEWSletter. A variety of post conference options are planned: Cartagena (Cartagena's colonial walled city and fortress were designated a UNESCO World Heritage site in 1984) and a séjour on a Caribbean Island with immaculate white sand beaches and thatched roof bungalows), a visit to Santa Marta. **El libertador Simon Bolívar** died at a ranch named *Qunita de San Pedro Alexandrino* on the outskirts of Santa Marta on December 17, 1830.

**WACRA 2010** will present itself as an international, intercultural, interdisciplinary, interactive, innovative and... interesting 'life case' of building networks and exchanging ideas and experiences. The conference theme for WACRA 2010 is "**Educational Partnerships to Change the World**". Tied to this theme are WACRA initiatives: 1. Poverty and Education (details on pages 8 and 14) and 2. "Teaching,

Culture and Diversity" (page 11). 3. Special interest tracks for deans and university administrators. WACRA® 2010 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)**. Conference languages for WACRA 2010 are English and Spanish with tracks in French and other languages. We invite you to submit papers, proposals, workshops, simulations, panels etc. (in English, Spanish, French) to address the conference theme: "Educational Partnerships to Change the World". Manuscript preparation guidelines and writing tips can be found on the WACRA web site [www.wacra.org](http://www.wacra.org).

Submission deadline for papers, proposals, workshops for WACRA 2010 is January 15, 2010. Join colleagues from around the world in Barranquilla for another *expérience stimulante et enrichissante*. Papers accepted for WACRA and ACT conferences will be considered for publication in the **double blind refereed International Journal of Case Method Research & Application - IJCRA**. Renew your membership or become a member and receive access to the Journal.

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

Please **renew your membership for 2010 now**. You find the membership renewal form on page 16 of this NEWSletter and on the WACRA website. Note that the membership dues for individuals have not increased since 2004 and represent a real bargain!

***The success of an independent, vibrant, dynamic membership organization,  
committed to assist you in reaching your professional goals,  
also depends on your continuing support!***

The International Journal of Case Method Research & Application - **IJCRA, 'your journal'**, is its 6<sup>th</sup> year of publishing state of the art papers on Case Method Research and Application (four issues per year).

IJCRA provides WACRA members, case writers and case teachers from around the world the opportunity to share their work with colleagues, to learn from colleagues and to create an international network for case writing, case teaching and interactive teaching applications. To be able to assist members reach their professional goals,

***WACRA needs the support of all its members.***

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### From the Executive Board

The International Journal of Case Research and Application (IJCRA) is the official publication of WACRA and as such aims to publish high-quality manuscripts that capture innovation and creativity in learning and interactive teaching methods globally. To make available the published work of IJCRA authors to case writers, teachers, researchers and scholars world wide, the WACRA® Boards have decided to move four quarterly issues of IJCRA to the public domain at the end of each year. Thus, at the end of 2009, the year '2005 issues' can be accessed password-free. Following this pattern, the 2006 issues will enter public domain at the end of 2010 and subsequent year issues will follow this pattern. Current issues of the Journal are reserved to WACRA members in good standing.

The new WACRA Publication Partnership Project - W3P responds to member interest to develop WACRA-based partnerships that focus on producing high quality manuscripts suitable for IJCRA publication. To help facilitate W3P, WACRA is establishing a database so that lead authors (individuals seeking partners) and secondary co-authors (individuals willing to work with and support lead authors) can find each other. For details refer to Fall 2009 WACRA NEWSletter page 4.

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

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

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

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

*Hans Klein, Denise Smith, Stan Stanczewski, Marsha Richmond.*

## Join the WACRA World in Colombia

Colombia is a republic in northwestern South America. It is bordered to the east by Venezuela and Brazil; to the south by Ecuador and Peru; to the north by the Caribbean Sea; to the northwest by Panama; and to the west by the Pacific Ocean. With a population of nearly 45 million people, Colombia has the 29th largest population in the world and the second largest in South America, after Brazil. Colombia has the second largest Spanish-speaking population in the world after Mexico.

The territory of what is now Colombia was originally inhabited by indigenous nations including the Muisca, Quimbaya, and Tairona. The Spanish arrived in 1499 and initiated a period of conquest and colonization killing or taking as slaves almost 90% of that native population, and then creating the Viceroyalty of New Granada (comprising modern-day Colombia,

Venezuela, Ecuador and Panama) with its capital at Bogotá. Independence from Spain was won in 1819, but by 1830 "Gran Colombia" had collapsed with the secession of Venezuela and Ecuador. What is now Colombia and Panama emerged as the Republic of New Granada. The new nation experimented with federalism (1858), and then the United States of Colombia (1863), before the Republic of Colombia was finally declared in 1886.

Colombia is a standing middle power with the fourth largest economy in South America and a major impact of poverty. It is very ethnically diverse, and the interaction between descendants of the original native inhabitants, Spanish colonists, African slaves and twentieth-century immigrants from Europe and the Middle East has produced a rich cultural heritage. This has also been influenced by Colombia's varied geography. The majority of the urban centres are located in the

highlands of the Andes mountains, but Colombian territory also encompasses Amazon rainforest, tropical grassland and both Caribbean and Pacific coastlines. Ecologically, Colombia is one of the world's 18 megadiverse countries.

Colombia is the only country in South America to touch both Atlantic and Pacific oceans. Part of the Pacific Ring of Fire, a region of the world subject to earthquakes and volcanic eruptions, Colombia is dominated by the Andes mountains. Beyond the Colombian Massif (in the southwestern departments of Cauca and Nariño) these are divided into three branches known as cordilleras (from the Spanish for "rope"): the Cordillera Occidental, running adjacent to the Pacific coast and including the city of Cali; the Cordillera Central, running between the Cauca and Magdalena river

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valleys (to the west and east respectively) and including the cities of Medellín, Manizales and Pereira; and the Cordillera Oriental, extending north east to the Guajira Peninsula and including Bogotá, Bucaramanga and Cúcuta. Peaks in the Cordillera Occidental exceed 13,000 ft (4,000 m), and in the Cordillera Central and Cordillera Oriental they reach 18,000 ft (5,500 m). At 8,500 ft (2,600 m), Bogotá is the highest city of its size in the world.

East of the Andes lies the savanna of the Llanos, part of the Orinoco River basin, and, in the far south east, the jungle of the Amazon rainforest. Together these lowlands comprise over half Colombia's territory, but they contain less than 3% of the population. To the north the Caribbean coast, home to 20% of the population and the location of the major port cities of Barranquilla and Cartagena, generally consists of low-lying plains, but it also contains the Sierra Nevada de Santa Marta mountain range, which includes the country's tallest peaks (Pico Cristóbal Colón and Pico Simón Bolívar), and the Guajira Desert. By contrast the narrow and discontinuous Pacific coastal lowlands, backed by the Serranía de Baudó mountains, are covered in dense vegetation and are sparsely populated. The principal Pacific port is Buenaventura. Colombian territory also includes a number of Caribbean and Pacific islands.

The climate of Colombia is perfect for agriculture, enjoying typical weather patterns for near-equator regions, with tropical and isothermal climate predominating. Other influences are the trade winds and the effect of the Intertropical Convergence Zone on precipitation. Colombia is also affected by the El Niño and La Niña phenomena.

Temperatures decrease about 3.5°F for every 1,000-ft (300-m) increase in altitude, presenting perpetual snowy peaks to hot river valleys and basins. Rainfall is concentrated in two wet seasons (corresponding to the spring and autumn of temperate latitudes), but varies considerably by location.

Colombian flora and fauna also interact with climate zone patterns. Scrub woodland of scattered trees and bushes dominates

## Join the World... continued...

the semi-arid north-eastern steppe and tropical desert. To the south, savanna (tropical grassland) vegetation covers the eastern plains, the Colombian portion of the Llanos. The rainy areas in the south east are blanketed by tropical rainforest. In the mountains, the spotty patterns of precipitation in alpine areas complicate vegetation patterns. The rainy side of a mountain may be lush and green, while the other side, in the rain shadow, may be parched. As a result Colombia is one of the world's 18 megadiverse countries.

History of Colombia - Approximately 10,000 BC, hunter-gatherer societies existed near present-day Bogotá (at "El Abra" and "Tequendama") which traded with one another and with cultures living in the



Magdalena River Valley. Beginning in the first millennium BC, groups of Amerindians developed the political system of "cacicazgos" with a pyramidal structure of power headed by caciques. Within Colombia, the two cultures with the most complex cacicazgo systems were the Tayronas in the Caribbean Region, and the Muisca in the highlands around Bogotá, both of which were of the Chibcha language family. The Muisca people are considered to have had one of the most developed political systems in South America, after the Incas.

Spanish explorers made the first exploration of the Caribbean littoral in 1499 led by Rodrigo de Bastidas. Christopher Columbus navigated near the Caribbean in 1502. In 1508, Vasco Nu ez de Balboa started the conquest of the territory through the region of Urabá. In 1513, he was the first European to discover the Pacific Ocean which he called Mar del Sur (or "Sea of the South") and which in fact would bring the Spaniards

to Peru and Chile. The territory's main population was made up of hundreds of tribes of the Chibchan and Carib, currently known as the Caribbean people, whom the Spaniards conquered through warfare and alliances, while disease such as smallpox, and the conquest and ethnic cleansing itself caused a demographic reduction among the indigenous. In the sixteenth century, Europeans began to bring slaves from Africa.

Independence from Spain - Francisco de Paula Santander, Simón Bolívar and other heroes of the Independence of Colombia in the Congress of Cúcuta. Since the beginning of the periods of Conquest and Colonization, there were several rebel movements under Spanish rule, most of them either being crushed or remaining too weak to change the overall situation. The last one which sought outright independence from Spain sprang up around 1810, following the independence of St. Domingue in 1804 (present-day Haiti), who provided a non-negligible degree of support to the eventual leaders of this rebellion: Simón Bolívar and Francisco de Paula Santander. The Venezuelan Simón Bolívar had become the first President of Colombia, and Francisco de Paula Santander was Vice President; when Simón Bolívar stepped down, Santander became the second President of Colombia. The rebellion finally succeeded in 1819 when the territory of the Viceroyalty of New Granada became the Republic of Colombia organized as a union of Ecuador, Colombia and Venezuela (Panama was then an integral part of Colombia).

### Bogotá, - cultural and financial center

The new Colombian Constitution of 1991 was ratified after being drafted by the Constituent Assembly of Colombia. The constitution included key provisions on political, ethnic, human and gender rights. The new constitution initially prohibited the extradition of Colombian nationals. There were accusations of lobbying by drug cartels in favor of this prohibition. The cartels had previously promoted a violent campaign against extradition, leading to many terrorist attack and mafia style executions. They also tried to influence the government and political structure of Colombia through corruption.

During the presidency of Álvaro Uribe,

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**Join the World.., continued...**

who was elected on the promise of applying military pressure on the FARC and other outlawed groups, under the stance that nearly half a century of negotiations with no results was a sign that “some entities just cannot be negotiated with”. Mostly through military pressure and increased military hardware from the US, most security indicators improved. *Colombian culture gets a bad rap. Just as Chicago is not full of Al Capones, there is hardly a Pablo Escobar lurking around every bend in Colombia. As with most international news, tragedy, violence and gore make headlines, while the positives of Colombia don't pique enough interest to even make the back page. The best antidote to the*



*negative perception is to meet and interact with Colombians in person.*

*You'll find yourself quickly won over by this warm and welcoming culture. Those who have only heard horror stories about Colombia will be surprised to learn that it is a country bursting with music, arts, literature, fashion, fine cuisine and (legitimate) business.* (Excerpts from COLOMBIA, Lonely Planet Publications Pty Ltd 2006.

**Economy** - GDP growth 2001-2007. In spite of the difficulties presented by serious internal armed conflict, Colombia's economy grew steadily in the latter part of the twentieth century, with gross domestic product (GDP) increasing at an average rate

of over 4% per year between 1970 and 1998. The country suffered a recession in 1999 (the first full year of negative growth since the Great Depression), and the recovery from that recession was long and painful. However, in recent years growth has been impressive, reaching 8.2% in 2007, one of the highest rates of growth in Latin America. Meanwhile the Colombian stock exchange climbed from 1,000 points at its creation in July 2001 to over 7,300 points by Nov. 2008.

**Plantation of Colombian coffee, Quindio.** Coffee is Colombia's main agricultural export. Historically an agrarian economy, Colombia urbanised rapidly in the twentieth century. Colombia is rich in natural resources, and its main exports include petroleum, coal, coffee and other agricultural produce, and gold. Colombia is also known as the world's leading source of emeralds, while over 70% of cut flowers imported by the United States are Colombian. Principal trading partners are the United States, Venezuela and China. All imports, exports, and the overall balance of trade are at record levels, and the inflow of export dollars has resulted in a substantial re-valuation of the Colombian peso.

**Tourism in Colombia** - Fortifications of the old city of Cartagena, one of the seven UNESCO World Heritage Sites of Colombia.

*Arrecifes* beach in the *Tayrona* National Natural Park, one of the main ecotourist destinations.

Foreign tourist visits were predicted to have risen from 0.5 million in 2003 to 1.3 million in 2007, while Lonely Planet picked Colombia as one of their top ten world destinations for 2006. The improvements in the country's security were recognised in November 2008 with a revision of the travel advice on Colombia issued by the British Foreign Office.

Popular tourist attractions include the historic *Candelaria* district of central Bogotá, the walled city and beaches of Cartagena, the colonial towns of *Santa Fe de Antioquia*, *Popayan*, *Villa de Leyva* and *Santa Cruz de Mompox*, and the *Las Lajas* Cathedral and the Salt Cathedral of *Zipaquirá*. Tourists are also drawn to Colombia's numerous festivals, including Medellín's Festival of the Flowers, the

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**About WACRA®...**

Founded in 1984, WACRA® evolved from contacts between professors, researchers, policy-makers, professionals and business executives into a worldwide, interdisciplinary organization of professionals and academics from 65 countries. WACRA's objectives are to advance the use of the case method in teaching, training, and planning; to encourage research using the case method; to coordinate case writing and case application activities; and to encourage cooperation between the public sector, the business community, and other case-oriented professions. Its initial focus on the case method has broadened to include games and simulations and other interactive learning and teaching methods as corollaries to cases.

WACRA® organizes forums, symposia, workshops, training sessions, doctoral consortia and conferences, including international meetings at which participants have the opportunity to exchange ideas, present their research, and share the results of case writing and case method applications. Previous conference sites: Lausanne & Leysin, Switzerland; London, UK; Enschede, Netherlands; Boston, U.S.A., Berlin, Germany; Limerick, Ireland; Bratislava, Slovakia & Vienna Austria; Montreal, Canada; Warsaw, Poland, Edinburgh, Scotland, Marseille, France, Cáceres, Spain, Budapest, Hungary, Lund, Sweden, Mannheim, Germany, Bordeaux, France, Buenos Aires, Argentina, Brno, Czech Republic, Brisbane, Australia, Guadalajara, Mexico, Edinburgh, Scotland, 2009 Vancouver, Canada.

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

As member you receive substantial discounts on publications, preferential rates at WACRA® sponsored meetings, and access to the *International Journal of Case Method Research & Application*. You can receive training and assistance in case writing. You have the opportunity for networking, consulting and to associate with professionals working with cases and innovative, interactive methods on an international scale.

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### Join the World...

Barranquilla Carnival, the Carnival of Blacks and Whites in Pasto and the Ibero-American Theater Festival in Bogotá. Meanwhile, because of the improved security, Caribbean cruise ships now stop at Cartagena and Santa Marta.

The great variety in geography, flora and fauna across Colombia has also resulted in the development of an ecotourist industry, concentrated in the country's national parks. Popular ecotourist destinations include: along the Caribbean coast, the Tayrona National Natural Park in the Sierra Nevada de Santa Marta mountain range and Cabo de la Vela on the tip of the Guajira Peninsula. The Pacific islands of Malpelo and Gorgona. Colombia are home to seven UNESCO World Heritage Sites.

Education in Colombia - Santander Square (nicknamed Che Square), Bogotá campus of the National University of Colombia. The National University is the largest state-run university in Colombia. The educational experience of many Colombian children begins with attendance at a preschool academy until age 6. Primary education is compulsory. Secondary education (educación media) begins after the 11th grade and lasts up to six years, in some cases seven (mostly in private schools, where it is usually vocational training). Secondary school graduates are awarded the diploma (high-school diploma). However in many rural areas, teachers are poorly qualified, and only the five years of primary schooling are offered. The school year can extend from February to November or from August to June, and in many public schools attendance is split into morning and afternoon "shifts", in order to accommodate the large numbers of children.

Public spending on education as a proportion of gross domestic product in 2006 was 4.7% — one of the highest rates in Latin America — as compared with 2.4% in 1991. This represented 14.2% of total government expenditure. In 2006, the primary and secondary net enrolment rates stood at 88% and 65% respectively, slightly below the regional average. School life expectancy was 12.4 years. [A total of 92.3% of the population aged 15 and older were recorded as literate, including 97.9% of

those aged 15–24, both figures slightly higher than the regional average. However, literacy levels are considerably lower in rural areas.

Culture of Colombia - Fiesta in Palenque. Afro-Colombian tradition from San Basilio de Palenque, a Masterpiece of the Oral and Intangible Heritage of Humanity since 2005.

Festival of the Flowers in Medellín, Antioquia. Colombia lies at the crossroads of Latin America and the broader American continent, and as such has been marked by a wide range of cultural influences. Native American, Spanish and other European, African, American, Caribbean, and Middle Eastern influences, as well as other Latin American cultural influences, are all present in Colombia's modern culture. Urban



migration, industrialization, globalization, and other political, social and economic changes have also left an impression.

Historically, the country's imposing landscape left its various regions largely isolated from one another, resulting in the development of very strong regional identities, in many cases stronger than the national. Modern transport links and means of communication have mitigated this and done much to foster a sense of nationhood, but social and political instability, and in Accent, dress, music, food, politics and general attitude vary greatly between the Bogotanos and other residents of the central highlands, the paisas of Antioquia and the coffee region, the costefios of the Caribbean

coast, the llaneros of the eastern plains, and the inhabitants of the Pacific coast and the vast Amazon region.

An inheritance from the colonial era, Colombia remains a deeply Roman Catholic country and maintains a large base of Catholic traditions which provide a point of unity for its multicultural society. Colombia has many celebrations and festivals throughout the year, and the majority are rooted in these Catholic religious traditions. However, many are also infused with a diverse range of other influences. Examples of Colombia's festivals include the Barranquilla Carnival, the Carnival of Blacks and Whites, Medellín's Festival of the Flowers and Bogotá's Theater Festival

The mixing of various different ethnic traditions is reflected in Colombia's music and dance. The most well-known Colombian genres are cumbia and vallenato, the latter now strongly influenced by global pop culture. A powerful and unifying cultural medium in Colombia is television. Most famously, the telenovela *Betty La Fea* has gained international success through localized versions in the US, Mexico, and elsewhere. Television has also played a role in the development of the local film industry.

As in many Latin American countries, Colombians have a passion for football. The Colombian national football team is seen as a symbol of unity and national pride, though local clubs also inspire fierce loyalty and sometimes-violent rivalries. Colombia has "exported" many famous players, such as Freddy Rincon, Carlos Valderrama, Iván Ramiro Córdoba, and Faustino Asprilla. Other Colombian athletes have also achieved success: Formula 1 Racing's Juan Pablo Montoya, Major League Baseball's Edgar Rentería and Orlando Cabrera, and the PGA Tour's Camilo Villegas.

Other famous Colombians include the Nobel Prize winning author Gabriel Garcia Marquez, the artist Fernando Botero, the writers Fernando Vallejo, Laura Restrepo, Álvaro Mutis and James Cañón, the musicians Shakira, Juanes, Carlos Vives and Juan Garcia-Herrerros, and the actors Catalina Sandino Moreno, John Leguizamo, Catherine Siachoque and Sofia Vergara. (Excerpts from *Wikipedia* and *Colombia, Lonely Planet*).

## Programa Preliminar W A C R A® 2010

**“Alianzas educativas para cambiar el mundo”***Enseñanza y Redacción de Casos, Educación Continua y Educación a Distancia***Universidad del Norte - Barranquilla, Colombia**

Aeropuertos internacionales: Barranquilla (BAQ) y Bogotá, (BOG), Cartagena (SRS)

**Jueves, Junio 24, 2010****Actividades Pre-Congreso**

10.00- 13.30 Reunión de Executive y Advisory Boards. A continuación almuerzo.  
 14.00-20.30 Actividad Opcional: (inscripción separado, vea paginas 13 y 15)

**Viernes, Junio 25, 2010**

09.00- 16.00 WICS - WACRA Interactive Case Sessions - incluye almuerzo (Inscripción Separada). Taller: La sección de casos \_Case Colloquium Ingles y Español); Taller: Foro de enseñanza internacional

**Actividades del Congreso**

18.00- 19.00 Registración  
 19.00-21.00 Recepción de Bienvenida y cena

**Sabado, Junio 26, 2010**

09.00-09.30 Inscripción tardía  
 09.30-11.00 Sesión Sesión Plenaria de Apertura  
 11.30-12.30 Sesiones, Paneles y Workshops Concurrentes  
 13.30-17.00 Sesiones, Paneles y Workshops Concurrentes  
 19.00 Cena de Gala y Premios

**Domingo, Junio 27, 2010**

09.30- 10.30 Sesión Plenaria  
 11.00- 12.30 Sesiones, Paneles y Workshops Concurrentes  
 14.30-23.00 Excursión: Museo del Caribe, presentacion folclorico, cena

**Lunes, Junio 28, 2010**

09.30- 10.30 Sesión Plenaria  
 11.00- 12.30 Sesiones, Paneles y Workshops Concurrentes  
 13.30- 16.00 Sesiones, Paneles y Workshops Concurrentes Sesión Plenaria de Cierre

**Actividades Post-Congreso**

18.00-22.30 'Cena a Club Lagos de Caujaral, Barranquilla - opcional (inscripción separado, vea paginas 13 y 15)

**Martes, Junio 29- Sabado Julio 3, 2010**

El Tour Post Congreso “Cartagena...”. Asientos limitados, **inscripción temprana - Marzo 1, 2010 - se requiere.** Contact [smithdmwacra@triad.rr.com](mailto:smithdmwacra@triad.rr.com) por los detalles, vea paginas 13 y 15 [www.wacra.org](http://www.wacra.org)

ACT - WACRA® North Carolina Conference Office (Denise Smith):  
 Tel. +336-404-6256 Email: [smithdmwacra@triad.rr.com](mailto:smithdmwacra@triad.rr.com) Fax +336-307-3185

**Por Favor, comparta esta invitación con sus colegas!**

## Una Invitación a Participar! “Pobreza y Educación”

WACRA – World Association for Case Method Research and Application, está buscando socios y participantes para una nueva iniciativa que explora el tema de la pobreza y su relación con los procesos interactivos de enseñanza y aprendizaje. WACRA es la única asociación profesional que promueve, a nivel mundial, la aplicación de la enseñanza de casos, redacción de casos y casos innovadores.

En nuestro XXIV Congreso Internacional, realizado en Guadalajara, WACRA comenzó a explorar el tema de la pobreza y su relación con la acción cívica y la enseñanza a nivel global. Estamos buscando individuos para unirse a nosotros en este esfuerzo.

- Si usted ya ha escrito un caso sobre pobreza, únase a nosotros!
- Si usted está pensando en escribir un caso sobre pobreza, únase a nosotros!
- Si usted ya está comprometido en actividades que alivien la pobreza, únase a nosotros!
- Si usted ha desarrollado enfoques innovadores e interactivos para enseñar sobre la pobreza, únase a nosotros!
- Si usted tiene experiencia afrontando el tema de la pobreza de una manera innovadora y creativa, únase a nosotros!
- Si usted quiere publicar, en nuestro IJCRA – *The International Journal of Case Method Research and Application* (publicación online, global y de doble revisión a ciegas- su beca relacionada con becas relacionadas a pobreza, únase a nosotros!
- Si usted tiene acceso a empresas trabajando en el alivio de la pobreza, únase a nosotros!
- Si usted desea participar de cualquiera de los temas anteriores, y quisiera participar de un panel especialmente dedicado al tema pobreza, únase a nosotros en nuestro próximo Congreso Internacional que se llevará a cabo en la Universidad del Norte, Barranquilla, Colombia - junio 25 -28, 2010.
- Si usted tiene alguna pregunta acerca de WACRA y / o nuestra iniciativa sobre pobreza, por favor contáctenos:

**Amelia Klein**, Directora de Educación: [ameliaklein@rcn.com](mailto:ameliaklein@rcn.com) **Eduardo Rosker**, Director para América Latina: [erosker@gmail.com](mailto:erosker@gmail.com)  
**Al Rosenbloom**, Miembro del Board: [rosenbloom@sxu.edu](mailto:rosenbloom@sxu.edu) **Hans Klein**, Director Ejecutivo: [wacra@rcn.com](mailto:wacra@rcn.com)

## Convocatoria Para El Envío de Casos WACRA 2010 (WICS)

**La sección de casos en Español** busca generar en los participantes mayor aprendizaje de la enseñanza basada en el Método del Caso en este idioma. Para lograrlo, se realizará el taller de revisión de casos asistido por un panel de expertos en las que se expondrán, revisarán y discutirán los casos previamente enviados por los participantes. Durante esta sección los escritores participantes colaborarán en el proceso de revisión de casos y a su vez recibirán comentarios de parte del resto de participantes y de expertos en la escritura de casos. Por lo anterior, WACRA invita a escritores con experiencia en el Método del Caso, a enviar sus casos a más tardar **el 15 de enero de 2010**.

**Requisitos:** Los casos perfeccionamiento, preferente-casos pueden referirse a y cuando presenten aspectos enfrenten personas y/o análisis y resolución refuerce el habilidades, actitudes y valores. situaciones reales. Se recibirán su disfraz se justifique por protagonista(s). **Presentación** información sobre los autores: Título, Nombre, Institución, teléfono, Número(s) de fax ,



(e-mail). Para asegurar una revisión objetiva, los nombres de los autores deberán aparecer únicamente en la página de portada. Resumen del caso (que no exceda 4 páginas), o el caso terminado (no excediendo las 12 páginas o 15 páginas incluyendo anexos y referencias).

**El resumen debe indicar:** Los objetivos; la estructura; la naturaleza del caso; para proteger el sistema de evaluación anónima de los proyectos, el nombre del autor no debe figurar en el resumen. **Notas de enseñanza** (por lo menos el bosquejo) que deben incluir: Una breve descripción del caso, a qué temas corresponde su aplicación, los objetivos de enseñanza; preguntas y respuestas del profesor; el epílogo del caso (opcional); el análisis del autor deberá incluirse en las notas de enseñanza y no como parte del desarrollo del caso.

**Criterios de elección de casos:** Los casos serán evaluados por el Comité Organizador tomando en cuenta: Originalidad; lo apropiado del tema; la profundidad y respaldo de la investigación; la contribución a la comprensión de los temas de enseñanza-aprendizaje; la aceptación definitiva estará sujeta a la decisión final del comité organizador. **El envío de casos** deberá realizarse a más tardar **el 15 de enero del 2010** en un archivo PDF o Word al correo: [erosker@gmail.com](mailto:erosker@gmail.com) Se notificará vía e-mail la recepción de los trabajos.

deben estar en proceso de mente versiones inéditas. Los cualquier área temática siempre como desafíos y soluciones cuyo desarrollo de conocimientos, Los casos deben describir casos disfrazados, sólo cuando petición de parte del (o los) **Portada** con la siguiente

Dirección, Número(s) de Dirección de correo electrónico

## SOLICITUD DE ARTÍCULOS

**Método de Casos**

*Investigación y Aplicación – Redacción de Casos, y Educación a Distancia  
XXVII Congreso Internacional*

**Universidad del Norte, Barranquilla, Colombia**

**Junio 25 - 28, 2010**

**“Alianzas educativas para cambiar el mundo”**

*Con casos, Multimedia, Simulaciones y Otros Métodos Interactivos*

El Método de Casos puede desempeñar un papel importante cuando se trata de resolver problemas y enseñar a resolverlos; así como cuando se trata de emprender y administrar cambios. Por lo tanto, este Congreso ofrece a los participantes la posibilidad de aprender aún más sobre pedagogía, utilizando este método y otros métodos de enseñanza relacionados, en diferentes situaciones educativas. Los participantes tendrán una gran oportunidad de conocer a colegas de otros rincones del mundo, con quienes podrán desarrollar grupos de investigación y de enseñanza. Los congresos de WACRA son foros interdisciplinarios y multinacionales para académicos de todas las disciplinas y de todos los sectores profesionales, incluidos la administración de negocios, la comunicación, la educación, la ingeniería, la historia, el derecho, la medicina, la psicología, la administración pública, el trabajo social y para los profesionales dedicados a los negocios y a la industria, a la educación y al gobierno.

Se solicitan artículos que analicen tanto la teoría como la práctica, mediante el uso de casos, simulaciones, videos y otros métodos de educación relacionados con la solución de problemas, la administración del cambio y la innovación. Se dará prioridad a los artículos interdisciplinarios, internacionales y/o comparativos. Se favorecerán artículos que discutan y sitúen la aplicación de casos en la universidad y en los programas de formación profesional en distintos contextos, y artículos que evalúen el Método de Casos. También se aceptarán artículos que traten sobre los desafíos (y soluciones sugeridas) que enfrentan los hombres de negocios y aquellos artículos sobre redacción de casos y el desarrollo de casos reales en situaciones complejas (por ejemplo, casos interculturales). Aunque el enfoque de los congresos de **WACRA** es el Método de Casos y el uso de este método como una herramienta de enseñanza para la solución de problemas, consideraremos artículos académicos que desarrollen el uso de este método en el campo de la investigación. **WACRA** está particularmente interesada en artículos académicos que amplíen nuestro conocimiento y colaboración entre las distintas disciplinas y los miembros internacionales. Se reconocerá la presentación más innovadora y el artículo más relevante.

Los proyectos presentados deben incluir: (1) la portada con las siguientes informaciones sobre el o los autores: título, nombre, institución, dirección, números de teléfono y fax, e-mail; (2) un resumen del proyecto (que no exceda las 4 páginas) o el artículo terminado (no excediendo las 12 páginas o 15 páginas incluyendo anexos y referencias). Descargue las guías de preparación de trabajos aquí. El resumen debe indicar, claramente, los objetivos, la estructura, la naturaleza del proyecto y debe responder a los criterios mencionados más arriba. El nombre del autor o autores no debe figurar en el resumen para proteger el sistema de evaluación anónima de los diferentes proyectos.

Se notificará por e-mail la recepción de los trabajos así como el resultado de la revisión. **Todas las propuestas y artículos se recibirán hasta el 15 de enero de 2010**. Los trabajos completos recibidos **hasta el 31 de Marzo de 2010** serán considerados para su publicación en ‘*International Journal for Case Method Research & Application*’. Idiomas: Inglés, Francés, Español. Para mayores detalles visite la página web de **WACRA** o contáctese directamente con nosotros.

**W A C R A ®**

**WORLD ASSOCIATION FOR CASE METHOD RESEARCH & APPLICATION**

23 Mackintosh Ave **NEEDHAM (BOSTON) MA 02492-1218 U.S.A.**

Tel. +781-444-8982 [wacra@rcn.com](mailto:wacra@rcn.com) Fax: +781-444-1548

website [www.wacra.org](http://www.wacra.org)

**Conference Office: 3817 Tonsley Place HIGH POINT, NC 27265-9278 U.S.A.**

Tel. +336-404-6256 Email [smithdmwacra@triad.rr.com](mailto:smithdmwacra@triad.rr.com) Fax+336-307-3185

**¡Le agradecemos que anuncie o comparta esta invitación  
con sus colegas!**

## CALL FOR PAPERS

**Case Method**

*Research, Application, Case Writing, Interactive Methods  
27th International Conference*

**Universidad del Norte in Barranquilla, Colombia**

**June 25 – 28, 2010**

**“Educational Partnerships to Change the World”**

*including Distance & Continuing Education  
With Cases, Multimedia, Simulations, and Other Interactive Methods*

**27th International Conference on Case Method Research & Application, Case Writing, Other Interactive Methods**

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, industry, 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. Cases and papers on the alleviation of Poverty through Education and papers and cases on Climate Change are also solicited.

Submissions should include (1) a cover page including: title, name, affiliation, address, tel. & fax numbers and email address of the author(s), (2) a proposal summary (not exceeding 4 pages), or the completed paper (not exceeding 12 pages). Download the manuscript guidelines from the **WACRA web site** [www.wacra.org](http://www.wacra.org). *The summary should state clearly the objectives, the framework, and the nature of the proposal and be responsive to the criteria used for review. The name of the author(s) should not appear on the summary page to facilitate the blind peer review.*

*Receipt of all proposals/papers will be acknowledged and the results of the review will be sent by way of email. **All proposals and papers are due on or before January 15, 2010. Completed papers received prior to March 31, 2010 will be considered for publication in the International Journal of Case Method Research and Application. For further details visit the WACRA web site.***

**W A C R A ®**

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Tel. +781-444-8982 [wacra@rcn.com](mailto:wacra@rcn.com) [wacra@msn.com](mailto:wacra@msn.com) Fax: +781-444-1548

website [www.wacra.org](http://www.wacra.org)

**Conference Office: 3817 Tonsley Place HIGH POINT, NC 27265-9278 U.S.A.**

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

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



*Bill Naumes*

Designed to assist novice and experienced case writers to write, improve and publish their cases, WACRA 2010 (June 25-28) in *Barranquilla, Colombia* will feature the Nineteenth 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 Napier University.

**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



*Peggy Naumes*

contribution is welcome and solicited, regardless of previous experience. This year, cases are solicited from all business disciplines, education, medical education, law, social work and other disciplines which use case discussion.

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

**Submission:** Submit your case before January 15, 2010. Include (at least) the rudiments of a TN. Submission implies that at least one author will attend the meeting and present the case. To facilitate the double blind review the authors' names should appear on a cover page only. Send your cases by email in Word document format. **Authors should note that the colloquium is a pre-conference activity (Friday all day) and requires a separate registration under WICS - WACRA Interactive Case Sessions - see page 15.**

**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. William (Bill) Naumes and Dr. Peggy Naumes, WACRA® Case Colloquium Directors**  
 Whittemore School of Business & Economics, University of New Hampshire **DURHAM, NH 03824 U.S.A.**  
 Tel.: +603-862-2618; Fax: +603-862-3383 email: [bill.naumes@unh.edu](mailto:bill.naumes@unh.edu), [margaret.naumes@unh.edu](mailto:margaret.naumes@unh.edu)

## ***Teaching, Culture and Diversity*** ***Participate in The Seventeenth Cross National Teaching Forum***



We invite you to attend the seventeenth CROSS-NATIONAL TEACHING FORUM in Barranquilla on **Friday, June 25, 2010**. Separate WICS registration, see p. 15. The traditional WACRA forum provides opportunities for conference delegates to discuss issues pertaining to teaching across cultures. Participants explore cultural differences, learn effective teaching strategies, broaden their global vision, and develop cultural "capital" through interactive exercises and dialog.

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

Papers are not required, but accepted. Topics for discussion include: Adapting the Case Method to Different Cultures; Evaluating Student Performance; Cross Cultural Differences in Developing Collaborative Teaching Strategies. (Register for WICS session on page 15).

***"What matters in life is not what happens to you, but what you remember and how you remember it." ~ Gabriel Garcia Marquez\****

\*Colombian novelist and short-story writer, 1982 Nobel Prize for literature.

## Preliminary Program W A C R A® 2010

**“Educational Partnerships to Change the World”**

Universidad del Norte, Barranquilla, Colombia, June 25 - 28, 2010

Case Teaching &amp; Writing, Continuing Education &amp; Distance Learning

International airports: Barranquilla (BAQ), Bogotá (BOG), Cartagena (SRS) Colombia

**Thursday, June 24, 2010****Pre-Conference Activities**

10.00-13.30 Executive and Advisory Boards meet. Followed by lunch.  
18.30- Optional dinner at the ABC Club (seperate registration).

**Friday, June 25, 2010**

09.00- 16.00 WICS - WACRA Interactive Case Sessions - including lunch (Separate Registration) Case Colloquium (English and Spanish tracks) - Teaching, Culture and Diversity

**Conference Activities**

18.00-19.00 Registration at the Conference Hotel (pick up conference material, name tags and admission tickets)  
19.00-21.00 Welcome reception and dinner

**Saturday, June 26, 2010**

09.00- Late registration  
09.30-11.00 Opening Plenary Session  
11.30-12.30 Concurrent Sessions, Panels and Workshops  
13.30-17.00 Concurrent Sessions, Panels and Workshops  
19.00 Gala Dinner and Awards I

**Sunday, June 27, 2010**

09.30-10.30 Plenary Session  
11.00-12.30 Concurrent Sessions, Panels and Workshops  
14.30-22.00 Visit of the Caribe Museum in Barranquilla, Folkloric Presentation, Dinner

**Monday, June 28, 2010**

09.30-10.30 Plenary Session  
11.00-12.30 Concurrent Sessions, Panels and Workshops  
13.30-16.00 Concurrent Sessions, Panels, Workshops and Concluding Session  
Conference adjourns

**Post Conference Activities**

18.00-21.30 Optional dinner at the private Club Lagos de Caujaral, Barranquilla

**Wednesday, June 29- Saturday, July 3, 2010**

Post conference 'Cartagena and the Islands or Santa Marta'. **Early registration on March 1, 2010 is required.** Contact [smithdmwacra@triad.rr.com](mailto:smithdmwacra@triad.rr.com) for details and check the WACRA website [www.wacra.org](http://www.wacra.org) for up-dates.

ACT - WACRA® North Carolina Conference Office (Denise Smith):  
Tel. +336-404-6256 Email: [smithdmwacra@triad.rr.com](mailto:smithdmwacra@triad.rr.com) Fax +336-307-3185

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

## Conference Accommodations

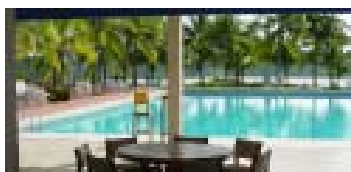
Select your preferred hotel and book your accommodations directly with the hotel. Please note, transportation to the University and to other conference events will be provided from the designated conference hotel: The **Barranquilla Plaza Hotel**.

Carrera 51B No.79-246 - Reservations: +57-5-361-0333 - reservas@hbp.com.co  
PBX: +57-5-361-0000 - Fax: +57-5-361-0003 Toll free (from Colombia): 01-8000-518-518  
Barranquilla, Colombia, South America

The Hotel is located in Alto Prado, the most exclusive neighborhood in the city with shopping centers, bars, restaurants. Rates: Monday-Thursday Single USD75.00, Double USD95.00; Friday-Sunday Single or Double USD63.00. Includes breakfast, welcome cocktail, medical assistance, access to gym and parking. Rates do not include (government imposed) insurance: Single USD8.00 per night, Double USD7.00 per person per night.

Other hotels: **Dann Carlton Hotel**: Rates: Monday - Thursday: Single or double USD 110.00, Friday-Sunday: USD88.00. Includes breakfast, welcome cocktail, newspaper, additional person USD 37.00. Rates do not include insurance: USD6.00 per person per night. **Country International Hotel**: Single or double USD100.00. Includes breakfast, welcome cocktail, newspaper, additional pers. USD41.00. Rate does not include insurance: USD3.00 per person per night.

## Optional Events



Thursday, June 24, 2010. Dinner at the ABC club in Barranquilla; Monday, June 28, 2010.  
Dinner at Club Lagos del Caujaral, Barranquilla

## Post-Conference Options

**Option A:** Cartagena de Indias. June 29 - July 1, 2010 - 3 days, 2 overnight (in double room). 1. **Hotel Capilla del Mar** USD368, Single supplement USD140 2. **Hotel Las Americas** USD395 Single supplement USD159. Includes transportation, hotel and breakfast, 2 lunches, 1 dinner, guided city tour, transfer to airport. Flight connections: Cartagena to Miami direct, Cartagena to Bogotá.

**Cartagena de Indias**, a fairy-tale city of romance, legends and sheer beauty. Stroll through Cartagena's maze of cobbled alleys, where enormous balconies are shrouded in bougainvillea and massive churches cast their shadows across leafy plazas. 2nd day, walking tour and discussion of *Garcia Marquez* writings. Recommended reading: "*El amor en los Tiempos de Cólera*" by *Gabriel Garcia Marquez*.

**Option B:** **Puntafaro on the island Múcura** from USD299, Single supplement USD276 (July 1-3, 2010) - 2 overnight. Includes hotel, transportation, welcome cocktail, all meals, accommodations (AC), hammocks, TV, happy hour. [www.puntafaro.com](http://www.puntafaro.com). Isla Múcura is a Caribbean island situated on the San Bernardo archipelago, 40 nautical miles from Cartagena. The archipelago lies on one of the largest and most important coral reefs in the Caribbean. Punta Faro compliments the island's location amongst the corals with grassy meadows interspersed with high, lush palm trees, mangrove lagoons and eco-walks around the perimeter of the island. The waters that surround the island are shallow and crystal-clear, perfect for bathing and snorkeling. Local woods and other natural materials were used to create an ambience that reflects the unique eco-paradise of the reefs.

**Option C:** Santa Marta. From USD415 July 1-3, 2010 -3 days, 2 overnight (in single room). Hotel Irotama. Includes transportation, breakfast buffet, activities, guided events. Flight connections: Santa Marta (SMR) to Bogotá to Miami. **Santa Marta** was founded by the Spanish in 1525. Beautiful beaches and majestic mountains of the Sierra Nevada make it a paradise for natives and visitors alike.



Puntafaro on the island Múcura



## Calendar of Events

### \* January 2010

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

### \* January 15, 2010

Submit papers/proposals for WACRA® 2010 conference at Universidad del Norte, Barranquilla, Colombia, June 25 - 28, 2010

### \* March 1, 2010

**Register** for the Educational-Cultural **Post Conference Tour Cartagena-Isla Muchúra - Santa Marta. Seating is limited!!**

### \* March 25, 2010

Register for WACRA® 2010 in Barranquilla, Colombia.

### \* June 25 - 28, 2010

WACRA® 2009 in Barranquilla, Colombia

### \* November 1, 2010

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

W A C R A ®  
N E W S

Editor **Hans E. Klein**  
Associate Editor **Joëlle Piffault**  
Production Mgr. **Denise M. Smith**

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Email: [wacra@rcn.com](mailto:wacra@rcn.com)



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

Concurrent Conference Sessions Monday - Wednesday

The 27<sup>th</sup> Annual Meeting of WACRA® in Barranquilla, Colombia, will provide to individuals interested in poverty alleviation a unique opportunity to

- Present their research on poverty
- Receive feedback on work-in-progress related to poverty
- Find research and writing partners who also share an interest in poverty
- Publish their poverty-related work in IJCRA - The International Journal of Case Method Research & Application.

Submit your ideas and proposals to Denise Smith: [smithdmwacra@triad.rr.com](mailto:smithdmwacra@triad.rr.com)

### Suggested Project Topics

Develop a teaching case that focuses on

*Culturally/regionally-specific causes of poverty*

*Issues of birth control, education and community development programs/practices*

*Nutritional and prenatal care of children*

*Success of a local organization (company, business, university, school, hospital) that adapted antipoverty measures*

*Rural micro-business project*

*Management of wealth for local governments*

*"Social entrepreneurs" working on improving living conditions for poor people*

*Antipoverty initiative in a developing country*

*Start-up of NGO's*

*"Socially responsible" businesses*

Develop a cross-disciplinary case

*Integrate perspectives from the field of business, teacher education, economics, health, medicine, agriculture, social work, international politics, or other interest groups*

Develop an educational model of "best practice" in teaching about poverty

*Service learning project*

*Training model for teachers with the objective of generating human capital that*

*can successfully participate in the market and generate development conditions*

*Integrate principles, ethics, accountability related to poverty into business cases*

*Add a poverty component to development and evaluation of cases (e.g., "How does the solution affect poverty?")*

Develop a community-university partnership program

Develop a research project on educational initiatives to eradicate poverty

Develop a cross-disciplinary project

*Student-faculty-staff collaboration*

*Analyze and identify needs*

*Create strategies to address needs*

### ACT - WACRA®

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Tel. +781-444-8982 Email: [wacra@rcn.com](mailto:wacra@rcn.com) Fax: +781-444-1548

North Carolina Conference Office (Denise Smith):

3817 Tonsley Place **HIGH POINT, NC 27265 U.S.A.**

Tel. +336-404-6256 Email: [smithdmwacra@triad.rr.com](mailto:smithdmwacra@triad.rr.com) Fax +336-307-3185


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

# WACRA® - REGISTRATION FORM

TWENTYSEVENTH INTERNATIONAL CONFERENCE - CASE METHOD RESEARCH & APPLICATION

**Barranquilla, Colombia, June 25 - 28, 2010**

Tel. Office	Fax Office
Tel. Home	Fax Home
email	

 Title, First Name, Last Name Please Print

Institutional Affiliation

Street

City, State, Zip Code, Country

Office Telephone/Fax

Home Telephone/Fax

email address

**Registration Package** includes Conference Material; Lunch and Refreshments during Conference (Saturday through Monday), Friday Welcome Dinner, Saturday Gala & Awards Dinner, Sunday afternoon excursion, folkloric presentation, dinner and transportation, Intern. Airports: Barranquilla (BAQ) and Bogotá (BOG). Book your room directly with the conference hotel or your own choice. Hotel details on page 13.

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

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

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

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

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

\*1 **Partner/spouse Fee**

\*WACRA 2010 Membership Dues - **include access to IJCRA Journal**

\*ASCOLFA **member Fee**

\*UniNorte **Student Fee**

\*Optional Dinner **Thursday, June 25, 10** (Details on page 14)

\*WICS **Sunday, all sessions including lunch & materials Fee** (p. 8 & 11)

\*Optional Dinner **Monday, June 28, 10** (Details on page 14)

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

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*Limited Seating. Register before March 1, 2009 (details on page 13)*

- \*Post conference tour **Option A:** Hotel Capilla de Mar/Hotel Las Americas  
Single room supplement 'Capilla'/Americas'
- \*Post conference tour **Option B:** Punta Faro  
Single room supplement Punta Faro
- \*Post conference tour **Option C:** Santa Marta - Hotel Irotama

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N E W S

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