

# Fall 2022 Newsletter

## The CASE Association



### MESSAGE FROM THE CASE ASSOCIATION PRESIDENT...

Greetings:

**MARK YOUR CALENDARS!** The 2023 EAM/CASE conference will be held in Philadelphia next May. Stay tuned for more details. Read on...come join us for the fun.

The 2022 EAM/CASE conference in Portland, ME was a great success. We welcomed back our members and attendance was high. We laughed, learned and socialized! Here is a link to the CASE Annual Meeting Album on Google Drive: <https://photos.app.goo.gl/AAyBAc6xcaGHCrB17>

Let me take a moment to share some of the highlights of the programming.

**COME TO THE CONFERENCE AND PUBLISH:** Gina Vega, author of the case writers' bible, The Case Writing Workbook, delivered a draft case to the conference attendees and worked with them to create a case now under review for publication! Please see Gina's article below for details. Think about coming to the next conference with the intention of working on a publishable case with other new case writers.

### NEW EASY ACCESS TO THE ENTIRE CASE COLLECTION AND TRAINING:

Our publisher, Emerald Publishing, has expanded collaboration with The Case Centre making access to our cases must simpler. Just click the link and our entire collection is now available! Here is the link information:

Emerald homepage on the Case Centre: [Case collection: CASE Association - The Case Centre](#).

Emerald created the new Cases Hub to provide continuous case writing instruction to our members and it's FREE! The Emerald Cases Hub is an interactive, free online resource designed to help case writers create and publish concise, quality, and nuanced teaching cases. By registering an account on the Hub, you gain access to three training courses designed alongside case-writing experts with authors and students in mind. These include;

- Writing a case study, covering all stages of the writing process from identifying a need, writing the case and teaching note, and evaluating your work;

- Teaching a case study, helping you feel confident using the case method in your classrooms; and

- Learning with cases, which you can assign to your students alongside any case to help them better understand and analyse the case.

Whether you are new to cases or an expert in your own right, the Hub provides helpful tips, tricks, and best-practice advice to help reach your goals. It also offers a number of videos, webinars, and guides created by the editors of our Emerald eCase collections to further your learning. For more information and to start exploring the Hub, visit: [bit.ly/caseslearninghub](http://bit.ly/caseslearninghub)

### WANT TO BE AN EDITOR:

Emerald is also looking to fill a paid Associate Editor position. Please contact Melissa Close for more details. [mclose@emerald.com](mailto:mclose@emerald.com)

### WELCOME TO OUR NEW BOARD MEMBERS

It is with great pleasure that we announce our new Board Members:

Vice President Programs Elect: Michael Lewis, Assumption University

Vice President Membership: Michael Grandinetti, Brown University

Secretary: Sarah Holtzen, Missouri Southern State University

We encourage all of our members to consider becoming more involved in the case writing community and our organization. Become part of the Board!

We look forward to continuing to cultivate our special relationship with our members. In order to remain strong and serve the community of scholars and case writers, we need your support. Please circulate this newsletter to your business school departments and encourage your colleagues to submit cases. The editor of The CASE Journal Rebecca Morris is hard at work to bring us another great issue.

We have an excellent Board and our team is on a mission! Our mission is to innovate in our program delivery and create new value-added programs and features to enhance the privilege of membership in our organization. Our membership continues to grow. Please encourage others to join us!

If you have any thoughts or ideas to make us a better organization, please send me an email at [mweisman@fiu.edu](mailto:mweisman@fiu.edu).

Many thanks.

Miriam F. Weismann

Clinical Professor of Business Law and Tax

Academic Director Healthcare MBA

Lean Six Sigma Black Belt

Florida International University

Miami, Florida



## REPORT FROM PORTLAND ~ CASE 2022

Every year I look forward to the CASE Annual Meeting and see colleagues who have become friends and meet new people who share a passion to help students apply theory through cases. This year was a very special year as we returned to an in-person conference after two years of only seeing each other through Zoom. It felt so good to see everyone and to be together. I absolutely enjoyed every minute of this opportunity to mingle with fellow case writers, collaborate to lift up everyone's cases and instructor's manuals through our roundtable discussions, and learn from seasoned case writers.

Our 2022 CASE Annual Meeting featured a total of 43 registrants, 19 accepted cases, and 4 insightful sessions, as well as our CASE Social. Every year we try to feature a hands-on session to enable participants to meet co-authors and go home with something tangible they can finish and submit to a journal. Usually Rebecca Morris leads a CASE Hackathon, but since she was unable to attend this year, we offered a hands-on session led by Gina Vega on how to turn an idea into a concise case and teaching note and get it published. I am happy to report that the attendees of the hands-on session are still working together under Gina's mentorship and currently have their case under second review at the International Journal of Instructional Cases.

One of my favorite parts of our Annual Meeting is to recognize excellent work in the case writing field. Every year during our Annual Meeting, Emerald Publishing awards the \$1,000 Emerald Best Case Award for the best case published in The CASE Journal in the prior year. The finalists for the 2021 Emerald Best Case Award were 1) "Peleton's Ride to Growth" by Christopher Winchester, Erin Pleggenkuhle-Miles, and Andrea Erin Bass, 2) "A Makeover for Dudley's Q+" by Caroline Glackin and Suzanne Altobello, and 3) "Abrupt Policy Reversal Amid Black Lives Matter: Starbucks' Grande Employee Dress Code Problem" by Megan Douglas, Sarah Holtzen, Sinéad Ruane, Kim Sherman, and Aimee Williamson. Melissa Close, the new Cases Commission Lead at Emerald Publishing who brings much new energy to The CASE Journal, presented the Emerald Best CASE award to the winner, "A Makeover for Dudley's Q+."



We also recognize the best conference case submitted in our Cases with Complete Instructor's Manual category. The Best Conference Case is selected by a committee of CASE fellows who read all cases with a complete instructor's manual using a blind review process. The nominees for the 2022 Best Conference Case Award were 1) Do Black Lives Matter At Pinterest, Inc.? by Janet Rovenpor, Rita Shea-Van Fossen, and Lisa Stickney, 2) Power To The People In Newport RI, by Patrick McHugh, Sidharth Gupta, and Bennett McCoy, and 3) Country Fresh Bread : Navigating A Red Ocean by Olugbenga Adeyinka. The winner of the 2022 Best Conference Case Award, awarded by our president Miriam Weismann, was "Do Black Lives Matter at Pinterest, Inc.?"

Running a conference is not possible without the help of our reviewers. I appreciate everyone who has volunteered time to review case submissions. I also want to recognize our outstanding reviewers, which are selected by the VP of Programs based on their willingness to perform at least two reviews for CASE, provide substantial feedback, and maintain a developmental approach. The CASE 2022 Outstanding Reviewers were Lucas Dille and Miriam Weismann. I thank them from the bottom of my heart for being willing to provide excellent reviews and serve as angel reviewers when I needed them.

During the actual conference many people stepped up to turn the conference into a success. I sincerely thank both returning and new volunteers who add tremendous value to our organization and Annual Meeting. A special thanks goes to Case Association President Miriam Weisman who was always willing to help and jump in where needed. I also want to thank our discussants who selflessly helped others turn their materials in the best cases and instructor's manuals they can be: Steven Congdon (Embryo Cases I), Pauline Assenza (Embryo Cases II), Margaret (Peggy) Naumes (Cases without a Complete Instructor's Manual I), Jiyun Wu (Cases without a Complete Instructor's Manual II), Bill Naumes (Cases without a Complete Instructor's Manual I), Miriam Weismann (Best Conference Case Finalists), and Heidi Bertels (Cases with an Instructor's Manual), as well as our session presenters Eric Litton (Sage Business Cases: Publish with Humanities and Arts in Business Series), Steve Congden, Laurie Levesque, and Miriam Weismann (Expert Case Writing Panel), Melissa Close (Resources for Writing Your Teaching Case with Emerald Publishing), and Gina Vega (How to turn an idea in a concise case and teaching note AND get it published?).

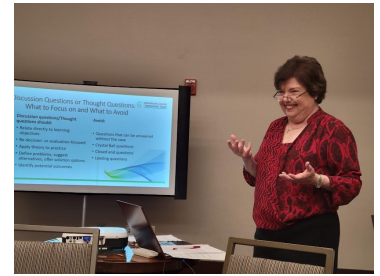
And last but not least, I want to welcome Michael Lewis as the incoming VP of Programs Elect. Mike and I have known each other for years by attending the CASE Annual Meeting, and I could not have wished for a better "teammate." I am looking forward to putting together another exciting program for 2023 with Mike!

Heidi Bertels

## An Innovation in Case Writing Workshops

Gina Vega, Editor-in-Chief, *International Journal of Instructional Cases*

I have always believed that one of the best ways to improve your case writing skills is to review the work of others, so that became the structure for a workshop at the 2022 CASE Conference. I provided some case basics, then delivered a student-written draft case to the tables of workshop participants. They edited and revised the case for an undergraduate audience. After sharing and debriefing their revisions, we began the real work of the workshop – designing the teaching note. I provided some guidelines and handouts from my book (*The Case Writing Workshop: A Guide for Faculty and Students*, 3/e), then had each table work on the various elements of the note. Subsequent to the workshop, the group met again via Zoom several times and updated/improved the case and TN, which they submitted to my journal, *International Journal of Instructional Cases* ([ijicases.com](http://www.ijicases.com)). It is currently out for review, and I am looking forward to seeing its continuing progress. You can read more about this process at <http://www.ijicases.com/blog-new-tricks/>.



### LOOK FOR THE CASE ASSOCIATION ON SOCIAL MEDIA!

Make sure to connect to our social media accounts to get the latest updates and expand your network with like-minded professionals.



Twitter: <https://twitter.com/CaseAssociation>

Linkedin: <https://www.linkedin.com/groups/4842074/>



### TIME TO SAY "THANKS"

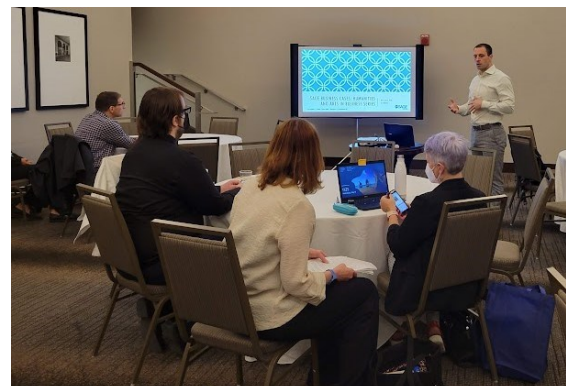
We need to thank everyone for attending the conference and supporting the mission of The CASE Association. I'd like to personally thank Heidi Bertels for planning and organizing another excellent conference. Heidi has become a pillar in our organization. I would also like to thank The CASE board for their many, many years of continued support, friendship and commitment: Margaret (Peg) Naumes, Bill Naumes, Steve Congden, David Desplaces, Daphne Berry, Heidi Bertels, George Moker, Weichu Wu, and Rebecca Morris.

We look forward to welcoming another community of case writers next year. Come and get published!

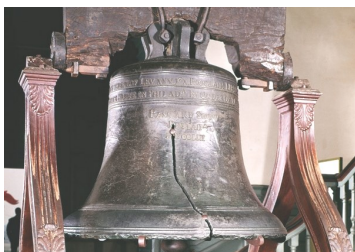
Again, many thanks.

Miriam F. Weismann

President and Fellow, The CASE Association







## Join us for CASE 2023 in Philadelphia!

Submission deadline is January 15, 2023

More detail can be found on the website of our partner, EAM,  
at <https://eaom.org/>

### Thank You to All 2022 CASE Annual Meeting Reviewers!

Olugbenga Adeyinka \* Jeffrey Alstete \* Pauline Assenza \* Nicole Bérubé \* Arlisa Campbell \*  
David Desplaces \* Lucas Dille \* Anthony Furnelli \* Felicetta Iovino \* Ashish Kumar \* Roland Kushner \*  
Laurie Levesque \* Patrick McHugh \* Rebecca Morris \* Sinead Ruane \* Sut Sakchutchawarn \*  
Marie Segares \* Priya Solomon \* Ann Varghese \* Miriam Weismann \* Gregory Zerovnik

