



Spring 2022 Newsletter

The CASE Association



Greetings:

It is truly an honor to be participating this year as the President of The CASE Association. 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. We also want to see you publish!!!! The editor of The CASE Journal Rebecca Morris is hard at work to bring us another great issue. Please circulate this newsletter to your business school departments and encourage your colleagues to submit cases.

This year's EAM/CASE conference in Portland MA will highlight guest speaker **Gina Vega**, author of the case writer's bible, The Case Writing Workbook, now in its third edition. Gina will have her new book available at the conference. This is an instruction session not to be missed for anyone interested in developing case writing and case instruction. Gina will also give valuable pointers on how to get your case published!!!

We hope that all of you will be attending the The CASE Association (TCA) /Eastern Association of Management (EAM) conference May 17-20 in Portland, ME to take advantage of the great learning opportunities offered by TCA and EAM. Here's the registration link: <https://www.eaom.org/EAM-2022> Remember those who attend the conference have an advantage in publishing in the journal. This is a "two for one conference." Registrants can attend both the EAM sessions as well as The CASE sessions. Also, feel free to check in at our website. <https://www.caseweb.org/> Use our blog page to share and communicate ideas to your colleagues. 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. 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



CASE Association Conference 2022

Portland, Maine
May 18—19, 2022



In conjunction with the Eastern Academy of Management

Register at

<https://www.eaom.org/EAM-2022>



Conference hotel: Westin Portland Harborview

CASE CONFERENCE 2022

The main conference day will be on Wednesday, May 18th. On Wednesday, the CASE Association will be hosting roundtable discussions for 8 embryo cases, 7 cases without complete instructor's manual, and 5 cases with complete instructor's manual. In this unique and collaborative format, our discussants Pauline Assenza, Steve Congden, Bill Naumes, Peggy Naumes, and Miriam Weismann, together with other case writers, will help case authors develop their work into excellent cases and instructor's manuals.

Also on Wednesday, CASE will also be hosting a panel on "Expert Case Writing Panel: Tips on case writing and how to get published!" with panelists Steve Congden, Laurie Levesque, and Miriam Weisman. We are also looking forward to raising a glass together for the first time since 2019 during our CASE Social Hour.

On Thursday, May 19th, Gina Vega is hosting a workshop on "How to turn an idea into a concise case and teaching note AND get it published?" This workshop will be an excellent opportunity for both new and experienced case writers to hone their skills and meet others passionate about case writing.

The cases that were nominated for the 2022 best conference case award were "Do Black Live Matter at Pinterest, Inc.?" by Janet Rovenpor, Rita Shea-Van Fossen, and Lisa Stickney, "Country Fresh Bread: Navigating A Red Ocean," by Olugbenga Adeyinka, and "Power To The People In Newport RI," by Patrick McHugh, Sidharth Gupta, and Bennett McCoy. Case Fellows Steve Congden, David Desplaces, and Miriam Weisman chose the best conference case award through a blind review process. Congratulations to all!

NOMINEES FOR 2022 BEST CONFERENCE PAPER AWARD, CASE ANNUAL MEETING

(To be presented at the CASE Meeting)



"Do Black Live Matter at Pinterest, Inc.?"

Janet Rovenpor, Manhatten College
Rita Shea-Van Fossen, Nova Southeastern University
Lisa Stickney, University of Baltimore

"Country Fresh Bread: Navigating A Red Ocean,"

Olugbenga Adeyinka, Manhattenville College

"Power To The People In Newport RI,"

Patrick McHugh, Brown University
Sidharth Gupta, University of Illinois at Urbana-Champaign
Bennett McCoy, Brown University

OUTSTANDING REVIEWER AWARDS

Miriam Weismann
Florida International University

Lucas Dille
Missouri Southern State University



TCJ Cases are now available at The Case Centre

Cases published in TCJ have been uploaded into the case catalog at The Case Centre (<http://www.thecasecentre.org>). Cases can be searched by the journal, the discipline, topics, locations and much more. TCJ cases are listed alongside those from Harvard Business Publishing, Ivey, Darden and many others. Once you register with the website, you will be able to review an educator copy of the case and create a coursepack for your students. Many of you have wanted to include cases from TCJ in your coursepack and The Case Centre provides a one-stop-shop for your convenience.

TCJ Compact Case Competition is Nearing Completion!

We received an unprecedented number of submissions to the Compact Case Competition. More than 40 submissions were received and reviewed through TCJ's blind review process. The winner will receive \$1,000 for the best case. Two finalist cases will be recognized with awards of \$500 each. The winners will be announced soon on The CASE Journal's website!

Emerald Best Case Award Winners & Finalists to be Announce in May 18 EAM Awards Luncheon

The best case as published in Volume 17 of TCJ will be awarded \$1,000 at the 2022 EAM/CASE Annual Meeting. As Editor-in-Chief, I nominate up to 8 cases from those published in the last complete Volume of the journal. Reviewers from the editorial board rank the cases and the top three cases are announced as finalists for the award. The finalists and the winner will be recognized at the 2022 meeting in Portland, ME. Celebrate the winners at the CASE Social!

TCJ Seeks Additional Associate Editors

TCJ is growing rapidly, and we are in need of more Associate Editors to shepherd cases through the review process. In this last year, we have added three new Associate Editors—Heidi Bertels, Keith Harris and Christopher Craig. We'd like to share the fun with 1-2 additional Associate Editors—especially ones whose specializations are in Accounting, Finance, or Supply Chain. If you are interested in being considered, please send your vita to TCJeditor@gmail.com. Please be sure to highlight your CASE, case writing, and case teaching experience.

Submitted by: Rebecca Morris, Editor-in-Chief, **The CASE Journal**

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/>