

Southeast CASE Research Association 15th Annual Conference
Myrtle Beach, South Carolina
Business Meeting
February 17, 2006

Robin Guill Liles, presiding

Present: Mick Fekula, Robin Liles, Caroline Booth, Chi Anyansi-Archibong, Betty Brewer, Ida Robinson-Backmon, Marty Hornyak, Lindsey Morrow, Mike Ritchie, Kitty Wates, Chris Cassiday, Greg Stone, Tim Redmer, Becky Oatsvall, Fred Ware, Tom Miller, Tim Burson, Bob McDonald, Keith Jones, Raphael Boyd.

- Welcome
- Discussion
 - By-laws; Mike Ritchie to follow up with by-laws committee; welcomed input from the group (via email); to bring committee report before the membership in 2008
 - Electronic newsletter and the SECRA website; Dave Tarnoff managing the website; Mike Ritchie to get in touch with Dave to discuss website future
 - SECRA's leadership structure (leadership); per executive committee decision in 2006, 2007-2008 officers: Robin Liles, president; Mick Fekula, program chair; Tim Burson, program chair-elect; Ida Robinson-Backmon, treasurer; Lindsey Morrow Hamill, site-coordinator. Further discussions related to future leadership followed in conjunction with Mick's survey report. (See below.)
- Survey
 - 2008 conference: date, price, holiday conflicts, weather, etc.
 - Becky Oatsvall asked for exec committee to make the decision re date and location.
 - Caroline suggested service could have been better at the Ocean Reef. Tom Miller made point that there may be better site options, but in the past, SECRA has held its conferences in different locations, yet has returned to the Ocean Reef. Further, price is so competitive, hard to think it could be better. At this point, Becky asked who would be serving as site coordinator in 2008. Lindsey agreed to take on site coordinator responsibilities.
 - Proceedings Editor: Becky Oatsvall willing to serve as proceedings editor if she can have someone facilitate printing; SECRA pays for printing.
 - Webmaster: No one volunteered; Dave Tarnoff is still maintaining the website; Chris Cassiday said he would follow up with Dave; USCA said they would host the website; Mick asked folks to let him know if we learn of anyone who may be willing to manage the website.
 - Communications Officer: Role defined as having someone to manage (be proactive with) organizational information. Discussion surrounding differences in role responsibilities between communication officer and e-letter editor.

- Ida recommended that the by-laws committee for a taskforce within the committee to structure information/communication management. Chi recommended that for now, Caroline should serve in both positions.
- Similarly, Miriam Wagner suggested we should analyze minutes and tally/note specific concerns and recommendations, which should then be forwarded to the by-laws committee.
- On-Line Registration: Mick explained On-line registration system; possible advantages (on-line submission of cases) and disadvantages. Topic tabled for future discussion.
 - At this point, Becky requested that case submission guidelines be clearly outlined and posted on the website and in the e-letter.
 - Bob McDonald interjected, saying he was impressed with the topic matrix (see Proceedings); in future, case writers could define their cases according to the matrix.
 - Chris Cassidy asked about on-line registration and methods for submitting and re-distributing (to reviewers) cases on-line. He also asked if the on-line capabilities could facilitate journal article submissions.
 - At this point, Mick reviewed cost of on-line registration.
- Track Chair: Mick reported folks were willing to serve as track chairs.
 - Greg Stone withdrew.
 - Raphael agreed to serve as ethics and law track chair.
 - Fred withdrew as interdisciplinary track chair.
 - Joyce Beggs agree to serve as organizational behavior.
 - Marty Hornyak, papers and symposia.
 - Miriam Wagner, social science and healthcare.
 - There was the decision to combine some tracks (e.g., information technology).
 - There was also the recommendation to split management and marketing tracks.
 - Keith Jones, marketing track; he also said we should consider putting in a non-profit track.
 - Ida then called for the number of tracks, and Mick stated that currently we have 12 tracks.
 - Becky Oatsvall made the point that there's an advantage to multiple tracks because folks woul submit cases who otherwise might not.
 - Betty Brewer indicated she had no problem with multiple cases; she had a problem with multiple tracks.
 - Mick pointed out that when tracks are broad, then the track chair is required to preside over multiple tables, giving him/her no opportunity to visit different tables.
 - Mick suggested that he contact Blaker Boling and ask him if he would take management.

- Treasurer's Report: Ida Backmon-Robinson prefaced the report by thanking Dr. Betty Brewer for her help with SECRA financial management.
- Mick returned to track chair; Tim Redmer would chair entrepreneurship and small business.
- Lindsey brought up the question of SECRA paying for journal publication, rather than the individual reimbursing for printing.
- Mick asked for the will of the body re possible increase in registration/membership fees.
- Miriam recommended that the exec committee should make recommendation.
- Best Case: Mick stated that method for choosing best case has varied from one year to the next; current procedure will be to decide after the conference; Becky suggested that the deadline date guide consideration for Best Case award.
- Certificates of Appreciation were disseminated.
- Meeting was adjourned.

Submitted by
Robin Liles