

From the Editor

It is with great memories, pride, and a little sadness that I write my last “From the Editor” letter for the Southeast CASE Research Journal. The members of SECRA have encouraged, prodded, and created this journal into a viable and sustainable publication. It is with your help that this endeavor was created and continued. There are too many people to thank here, but certainly most of the success of this journal rests with Kathleen (Kitty) Wates. Without her determination and organizational skills, this publication would have never become a reality. Her attention to detail and editing ability helped turn early chaos into a published work. Simply put, this journal would not exist without her involvement.

Over the years, the Southeast CASE Research Journal has published cases primarily in the area of business activity, however, there have been special editions on Education and Engineering. This journal has published cases on the funeral home industry, strategic planning, start-up operations and religious outreach organizations. By providing detailed accounts of these activities, including both successful and unsuccessful results, these cases have hopefully given students the opportunity to incorporate factual data into a decision making analysis. I would like to thank the many case authors that have published in this journal for their creative and difficult work.

I would also like to thank the University of South Carolina Aiken (USCA) and especially the School of Business Administration for their continued support for this journal. They have graciously provided resources which were essential to the continuation of the Southeast CASE Research Journal. By providing assistance in the area of editing, formatting, and printing of the publication, USCA has played an integral part in our success.

SECRA has meant much to my career. As a junior faculty member, it provided encouraging development for both my research and teaching activities. This organization has always provided a conducive format for young scholars to hone their craft and encouraged continued activity in case research. I have made deep and lasting relationships through my interaction with SECRA. I am confident that SECRA, as well as the Southeast CASE Research Journal, will continue to provide case writing scholars an encouraging and developmental resource as well as an outlet for scholarly case research.

Peace

Mike Ritchie – Editor

Southeast CASE Research Journal