

## ACA EXCHANGE

### American Creativity Association

your resource for learning about the latest work in  
applied creativity and innovative problem-solving

May 23, 2008

#### Contents:

1. ACA SEATTLE 2009: ACA 2009 Marketing
2. GET INVOLVED: Focus Proofreader
3. FREE SEMINAR: Creative Action in the Workplace
4. CALL FOR PAPERS: International Journal of Sport Management and Marketing
5. CALL FOR PAPERS: International Journal of Innovation and Regional Development

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### ACA SEATTLE 2009: ACA 2009 Marketing

Hello fellow ACA member,

We are beginning marketing and promotion of ACA in Seattle and introducing new plans for marketing ACA as an organization in the US and around the globe. We would like your help.

We will be broadcasting a series of PR and promotional articles between now and Seattle 2009. One of the strategies we are using for marketing the 2009 ACA conference and ACA in general is to collect:

1. Names of publications that our members read
2. Names of business and industry publications
3. Names of contacts in companies, universities, and agencies that ACA members know worldwide

\* What are the names of publications you read?

\* What organizations do you believe would gain from involvement in ACA and attendance at ACA 2009 in Seattle?

Please help us as we share the value of ACA throughout the US and around the world.

Alan Black  
ACA Director of Marketing  
[alan\\_cre8ng@yahoo.com](mailto:alan_cre8ng@yahoo.com)

For more information on the 2009 ACA conference, visit the conference site at:  
<http://amcreativityassoc.org/2009Conf-overview.html>

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## GET INVOLVED: Focus Proofreader

The American Creativity Association is seeking a volunteer proofreader. The successful candidate will play a supporting role in the final production of its newly launched bimonthly electronic magazine, *Focus on Creativity*. This publication helps fulfill the ACA mission of providing a forum for articles, reviews, and commentary to promote developments, knowledge, theory, practice, and applications for the growing field of creativity. The role of proofreader assures quality, consistency, and an effective style as ACA fulfills its goal of recruitment, membership networking, and idea generation at a professional level.

This position requires the following skills and experience:

- \* Close coordination with the publication editor, line editor, and contributing writers to assure correct mechanics as well as conformation of final copy to markup pages.
- \* Communication with contributing writers to secure their corrections and edits, working with Publications chair and editorial board as needed to finalize each bimonthly issue.
- \* Eye for detail and thorough knowledge of composition style and mechanics, including documentation formats, are basic requisites.
- \* Knowledge of creativity concepts and theory as well as general cultural knowledge at the level of the professional creativity reader.

Working editors and teachers of writing are logical candidates as the ideal candidate will have experience in publications along with a working knowledge of the creativity field. The proofreader should also have background in PageMaker and other electronic publication programs, as determined by the magazine editor. The successful candidate needs to show superior ability in proofing, text organization, and conforming to the magazine stylebook to deliver accurate and organized final copy.

This position will require approximately two to three days per month and occasionally a few hours in any given week in addition at press time. Work will be coordinated with the magazine editor and the editorial Board, and this position will report to the chair of the Publications committee. ACA membership is not required to apply, but the successful applicant will be expected to become a member.

This position offers the opportunity to work with an exciting, creative group as part of an innovative publication. For consideration, please submit resume and cover letter to:

William Wurtz  
President, American Creativity Association  
[william.wurtz@gmail.com](mailto:william.wurtz@gmail.com)  
The position will remain open until filled.

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## FREE SEMINAR: Creative Action in the Workplace

Participate in an Exciting Creativity Research Seminar!  
Creative Action in the Workplace: A Research Seminar for Managers

Come and be a part of a free one day seminar\* for managers which will include:

- \* Presentation on the current research in the areas of creativity and organizational systems
- \* Active participation in discussions on current workplace creativity practices
- \* Input into furthering the research on workplace creativity

\* Review and discussion of new creative arts based training model

Don't miss out on this opportunity to interact with other managers and discuss strategies to further enhance and foster creativity in your workplace.

Everyone is a creator – let's help others to reach their fullest potential!

When: May 29, 2008

Time: 9:00am-3:30pm

Where: New York University, School of Continuing and Professional Studies  
11 West 42nd Street, Room 1027, New York, NY 10036

Breakfast and lunch will be provided

RSVP by Friday, May 23 to Ana Chapman @ [saybrookchica@aol.com](mailto:saybrookchica@aol.com).

Please note: The seminar is a part of a required doctoral research practicum and all participants must complete a consent form in order to participate. Consent forms can be requested prior to the event or may be completed the day of the seminar.

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CALL FOR PAPERS: International Journal of Sport Management and Marketing (IJSMM)

Special Issue on "The Entrepreneurial Nature of Sports Marketing"

<http://www.inderscience.com/browse/callpaper.php?callID=920>

Guest Editors: Vanessa Ratten, Duquesne University, United States; Maryellen Kelly, Duquesne University, United States; & Dorene Ciletti, Duquesne University, United States

Sport is a billion dollar global industry. Globalization has presented challenges and opportunities in sport, and in a complex, changing environment, innovation and the way that advertisers market sports through the internet may hold the key to success. While sports marketing and entrepreneurship have not frequently crossed paths in academic research, as competition for consumer dollars increases, innovative marketing efforts must evolve to create competitive advantage for sports organizations and deliver value to consumers.

The aim of this special issue is to advance a body of knowledge that relates entrepreneurial innovation to sports marketing and team performance management. Quantitative analyses, qualitative studies, conceptual or theoretical research and cases studies are welcome. This special issue will focus on entrepreneurial marketing and team performance management efforts in sports, including, but not limited to, the following topics:

Entrepreneurial approaches to marketing the role of entrepreneurship in marketing innovation and team performance management Global marketing challenges and opportunities

Entrepreneurial firms and marketing policies Sponsorship initiatives New media and marketing innovation The role of social networks Social capital and entrepreneurial marketing Innovative brand initiatives in teams The role of sport in marketing social change Ethics, social responsibility and sustainability The role of technological innovation in marketing Targeting and segmentation strategies in sports-based team management Relationship marketing initiatives Positioning and competitive advantage in sports teams Media relationships and marketing success Marketing

metrics and assessment Sports marketing and entrepreneurship best practices in team performance

Manuscripts must be received by June 30th, 2008. Please submit manuscripts in a word-compatible format electronically to:

Vanessa Ratten  
Assistant Professor  
Leadership, Ethics & Global Business Division  
A J Palumbo & J F Donahue Schools of Business Administration  
464 Rockwell Hall  
Duquesne University  
600 Forbes Ave  
Pittsburgh, PA 15282  
Phone: 412-396-1907  
Email: [rattenv@duq.edu](mailto:rattenv@duq.edu)

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CALL FOR PAPERS: International Journal of Innovation and Regional Development (IJIRD)  
Special Issue on: "Community-based Entrepreneurship"  
Deadline: 30 June 2008

<https://www.inderscience.com/browse/callpaper.php?callID=899>

Guest Editors: Prof. Vanessa Ratten, Duquesne University, USA; Prof. Leo Dana, University of Canterbury, New Zealand; Prof. Isabell Welp, University of Munich, Germany; Prof. Mary Han, Ryerson University, Canada

Since Johannisson and Nilsson's (1989) seminal paper on community-based entrepreneurship, the literature on how regional development is facilitated by community interaction has grown. The increasing sentiment of people and businesses worldwide to "act locally but think globally" has meant that community-based entrepreneurship is becoming more important in encouraging businesses and public policy practitioners to focus on the significance of people working together to facilitate regional development (Kapelus, 2002; Lyons, 2002). In this special issue, we define community-based entrepreneurship as "a community acting corporately as both entrepreneur and enterprise in pursuit of the common good" (Peredo and Chrisman, 2006:310).

Thus, community-based entrepreneurship involves a process through which new enterprises are created and operate in a communities existing social structure (Peredo and Chrisman, 2006). The economic and social role of community-based entrepreneurship has been recognized by a growing number of disciplines, including sociology, management and urban studies (e.g., Bull and Winter, 1991; Johannisson and Nilsson, 1989; Light and Karageorgis, 1994; Mezas and Kuperman, 2001; Selsky and Smith, 1994). Community-based entrepreneurship is encouraged through personal networking that influence local venturing processes and regional development (Johannisson and Nilsson, 1989).

The special issue takes a multi-disciplinary perspective to help examine the role of community-based entrepreneurship in the international context. Thus, its aim is to study how community-based entrepreneurship is encouraging regional development as people become part of a number of different communities worldwide. We are looking for new theoretical insights and empirical studies that will contribute to the literature on community-based entrepreneurship.

Papers should address research questions in the field, including but not limited to the following topics:

- \* Market conditions for community-based entrepreneurship (openness of markets, regulations, transparency of market and resource mobilization).
- \* The importance of cognitions and emotions in community-based entrepreneurship.
- \* The role of human resource management practices and in community-based entrepreneurship.
- \* Public perception of community-based entrepreneurship.
- \* The antecedents and consequences of family participation in various aspects of community-based entrepreneurship.
- \* How has community-based entrepreneurship influenced regional development in global contexts and will this change in the future?
- \* Comparative differences in community-based entrepreneurship by countries, city, ethnic/national subgroup, sector and periods.
- \* The role of social capital and social networks in community-based entrepreneurship.
- \* The role of technological innovation in community-based entrepreneurship.
- \* The importance of communities for the perception, evaluation and exploitation of entrepreneurial opportunities.

Manuscripts must be received by June 30th, 2008. Please submit one copy in the form of an MS Word file attached to an e-mail to the following:

Vanessa Ratten  
Assistant Professor  
Leadership, Ethics & Global Business Division  
A J Palumbo & J F Donahue Schools of Business Administration  
464 Rockwell Hall  
Duquesne University  
600 Forbes Ave  
Pittsburgh, PA 15282  
Phone: 412-396-1907  
Email: [rattenv@duq.edu](mailto:rattenv@duq.edu)

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## USING ACA EXCHANGE

The American Creativity Association is committed to providing its membership with forums to present, test, and exchange ideas; opportunities for networking and fellowship; clearing house services for information on the state of the art in creativity research and practice; and means to link theorists and practitioners.

ACA Exchange distributes information ACA members want to share including:

- \* Messages from ACA's leadership;
- \* Suggestions and links to good reading and thought pieces;
- \* Employment opportunities;
- \* Program announcements;
- \* ACA members' news;
- \* Anything that serves the interests of ACA and its members.

To read recent issues of ACA Exchange online, visit  
<http://www.amcreativityassoc.org/ACAExchangePastIssues.htm>.

To submit information for distribution, send it to ACA Exchange Editor Tara Coste, at [tcoste@usm.maine.edu](mailto:tcoste@usm.maine.edu). Please be sure to include your contact information (name, e-mail, etc.).