

NEWS FROM THE PRESIDENT. . .

HAIL AUBERites!

The first duty of every new AUBER president is to thank the previous AUBER president for a job well done. This is an easy task since each of us builds on the foundation set by our predecessors. We are masters of accretion, the process of adding to that which already exists. In this way we resemble termites and other great builders.

Thus it is my pleasure and honor to thank Tim Hogan of Arizona State University for the additions of his term in office. With the usual good help of the Executive Committee, Tim carried AUBER forward another year. I hope to be as successful during my tenure in the office.

*Morton J. Marcus
1997-98 AUBER President*

However, upon my ascendancy to the presidency of our esteemed association, the Executive Committee immediately lost the services of Bill Strang, University of Wisconsin, who chose to resign for reasons of health. Some, quite naturally, suspect that Bill took this gracious out rather than face a year with the undersigned as president. We all wish Bill sustained good health and look forward to his return to the Executive Committee during a different regime.

With the advice and counsel of AUBER officers, I have appointed Carlene Hill of Wichita State University to serve the unexpired portion of Bill's term. We all hope Carlene will be able to endure the forthcoming year.

Your Help Solicited

On the occasion of my installation (inauguration? coronation?) at our most successful and delightful annual meeting in Monroe, Louisiana, I asked the assembled members to send me two items. Given the after-luncheon lethargy normally attendant at such events, it is with great pleasure I can report that several members did just that. For those who slept through my remarks, and for those unable to join us in Monroe, allow me to repeat my request.

Please, at your earliest convenience, send me a copy of the following:

1. the mission statement of your research unit, and
2. your most recent annual report.

I am interested in discovering how we view ourselves and how we present ourselves to our publics. These statements will be studied and I will report back to you in future newsletters on the results of my inquiry.

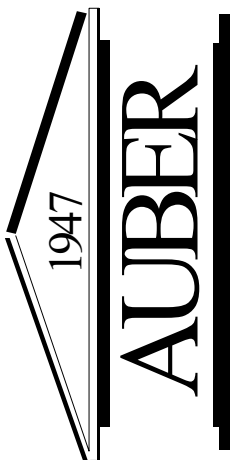
You can find my address in the handsome and useful AUBER directory. If, however, you have wrapped that volume for presentation to your dean as a Christmas present, here it is again:

Morton J. Marcus
Indiana Business Research Center
Kelley School of Business
Indiana University
801 W. Michigan St.
Indianapolis, IN 46202

Morton J. Marcus, AUBER President

Newsletter

ASSOCIATION FOR UNIVERSITY BUSINESS AND ECONOMIC RESEARCH



REGARDING FALL CONFERENCE 1998...

As you all know, the 1998 AUBER Fall Conference will be held in Portland, Maine from October 18th through October 21st. Preparation for the conference is progressing very well. The main theme of the conference is *Going Back to the Basics in a Global Environment*.

Our keynote speaker has accepted our invitation, thanks to Doug Laube of WEFA. The speaker is Peter Jacquette, Senior Vice President of WEFA for International Services, who will give the keynote speech on the Global Economic Outlook.

All session chairs have accepted their roles. Lorena Akioka and I are in the process of developing sessions for editors. I would still like to have some unsolicited papers from members, with emphasis on the following areas:

- survey research
- managing a database
- hands-on experience on forecasting
- issues of managing AUBER units, with emphasis on such topics as
 - affirmative action
 - symbiosis between AUBER units and local funding agencies
 - specific outreach activities
 - editors' marketing efforts
 - impact studies

Please let me hear from you. All members - directors and editors - who volunteered to work on the program will appear on the program, since this has been one of my goals in preparing it. Bob McMahon, who is doing a super job as host, will put the tentative program on the WWW early in 1998 at:

<http://www.usm.maine.edu/~cber/auber98.htm>

Semoon Chang
AUBER 1st Vice-President

1998 AUBER Spring Conference Information

The 1998 AUBER Spring Conference will be held Thursday, April 23 through Saturday, April 25, 1998. The conference site is the **One Washington Circle Hotel**, an all-suite hotel. This hotel is centrally located, with many sights and shopping areas within walking distance. Conference hotel rates for AUBER attendees is \$125.00 per night. This rate applies to early arrival (April 22) and weekend (April 25) as well. All rooms have areas for preparing meals and there are area grocery stores nearby.

Please make a note of the conference dates and plan to attend. For AUBER "early birds", a registration form is included in this newsletter.

Hope to see you in the Spring!!!



Happy Holidays to all of you. Hope everyone had an enjoyable Thanksgiving. I'd like to extend a hearty thanks to our gracious hosts at Northeast Louisiana University for a successful AUBER Fall Conference. Everything from the conference sessions to the many extras showed the painstaking care and effort Dr. Wall, Dee Jones and their hospitable staff of few exerted to ensure a quality conference.

We missed those of you who were unable to attend this fall's conference, and it was good to see old friends and meet new ones. Four editors' sessions ran the gamut of topics from the perpetually developing and evolving internet to the nuts and bolts of turning out readable copy.

I was disappointed that I was unable to attend the session on creating Websites, but I'm delighted that AUBER is able to enlist knowledgeable speakers on such cutting-edge topics to enlighten novices and provide useful tips and information to seasoned vets. The Web holds such potential for marketing and distributing our centers' research, and some of us just need a little (or a lot) more know-how to take advantage of a relatively new and economical tool.

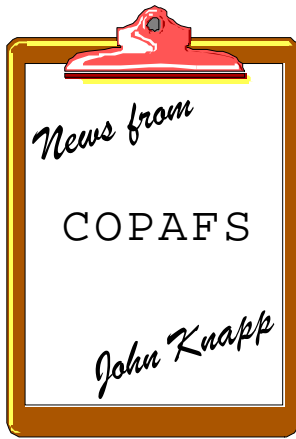
I hope editors who attended the session on preparing electronic files for prepress were able to take home some truly useful, money-saving tips. Presenter Ray Flatt literally wrote the book on preparing Computer Ready Electronic Files (CREF). He stressed that you, the editor, must be responsible for completely and accurately preparing electronic files for print. If the printer has to prepare or correct something, you pay for it! Among other tips, Mr. Flatt recommended including a laser hard copy with print jobs, marking up a proof, printing out a directory of the disk's contents, and holding a debriefing session to assess what went right and wrong with a print job and how to do it better next time. Editors posed specific challenges they have encountered and benefited from Mr. Flatt's expertise as well as that of other editors.

Editors attending the computer graphics and design session were wowed by Northeast Louisiana University's new state-of-the-art computer lab. We were privileged to take the lab on its maiden voyage led by the ever-flamboyant Bill Stratton of Digital Impact Design. Editors designed mastheads and front pages for a newsletter on individual computer terminals. Then the images were projected onto a large screen at the front of the room for Mr. Stratton and the assembly of editors to critique. Stratton emphasized his three C's of effective design: Content, Clarity and Charisma.

Janet Fitch of the University of Illinois, Urbana-Champaign and Charles Little of St. John's University conducted the "Writing and Editing for Readers" session and covered the basic and not-so-basic rules of grammar, punctuation, usage and style that routinely or periodically vex even the most seasoned editor. They provided a list of indispensable references on (technical) writing—tools that should be at the ready, sandwiched right between your dictionary and thesaurus. Editors posed challenges encountered on the job, and the group shared their been-there-done-that recommendations.

Overall, this year's conference proved informative and entertaining. I'm looking forward to seeing you all again next year in Portland.

Patti Carras
Arizona State University



*Status of 1998 Federal
Statistical Agency Budgets—
Year 2000 Census Impass*

As of October 29th only two federal statistical agencies had received their 1998 funding - Statistics of Income, part of the Treasury Department, and the Energy Information Administration. For a number of reasons, the rest of the budgets were either stalled in Congress and

had not even reached the President's desk, or had yet to be signed by the President.

The Commerce, State, Justice appropriations bill was held up due to differences between the House and Senate on the Census Bureau's plans to introduce statistical sampling to improve the count in the 2000 Census. The budgets for the Census Bureau, Bureau of Economic Analysis and the Bureau of Justice Statistics were included in this bill.

The President promised to veto any bill that did not allow the Census Bureau to test its sampling procedures in the 1998 Dress Rehearsal. Republicans were strongly opposed to any process that would adjust the next census for populations that had been historically missed in the past. The argument that was used by the Republicans was that the Constitution calls for an "actual enumeration", therefore making any sampling process which would supplement the count, unconstitutional. Others believe that the reason for Republicans attempting to stop sampling was a fear of losing two dozen seats in the House once inner city populations, which tend to vote for Democrats, were added to the count. Until the situation is resolved, the Census Bureau will be forced to operate with funds based upon its 1997 allocation. The Bureau must continue to operate at this funding level until the longer-term funding measure, which presumably will reflect the "ramp up" for 2000, is signed into law. As time goes by, key census preparatory activities scheduled for this year could be delayed. Most at risk is a timely start for a full-scale Census Dress Rehearsal, scheduled to begin in March 1998.

In the coming weeks, the Bureau must begin opening local offices and hiring temporary staff, nail down a contract for printing questionnaires, and purchase new electronic data capture equipment, in order to keep the dry run on schedule and allow for a thorough evaluation of all components of the census process. Other census activities planned for 1998 are the opening and staffing of the twelve Regional Census Centers, which will manage crucial work to complete the address lists (particularly in small and rural communities); production of maps for local and tribal governments to confirm geographic and political boundaries before the census; and final evaluation of the questions to be included on the census forms, which must be submitted to Congress by April 1, 1998. Failure to complete any of these essential building block activities on schedule (and completely) could jeopardize the quality of the entire data collection effort in the year 2000.

The Labor, Health and Human Services, Education bill has been held up by differences between the House and Senate over the President's plan for voluntary national student testing. This bill includes budgets for the Bureau of Labor Statistics and the National Centers for Health and Education Statistics. The Agriculture appropriations bill has been stalled because the White House has expressed concern about a provision in the Food and Drug Administration portion of the legislation. This bill includes the budgets for the National Agricultural Statistic Service and the Economic Research Service. Also included in the bill is major funding needed to conduct the Census of Agriculture.

The Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA) established the Bureau of Transportation Statistics. The Bureau receives its funding from the Highway Trust Fund, and is currently waiting for Congress to reauthorize ISTEA before it can receive its 1998 funding.

For the current status of the federal statistical agencies budgets see:

<http://members.aol.com/copafs/97table.htm>

1997 Economic Census Will Use NAICS

In December, five million American businesses will receive 1997 Economic Census forms including more than 1.8 million service businesses. The response to this Census is required by law, and the forms are due February 12, 1998. The Economic Census is taken every five years, and identifies national and local business trends. The Economic Census will be published entirely on the Internet. In early 1999, advanced reports will present data on the total economy. All data will be available on CD-ROMS, with highlights in printed reports. The Economic Census will be the first major statistical report based on the North American Industry Classification System (NAICS). The NAICS, which identifies 20 major sectors of the economy, replaces the Standard Industrial Classification System (SIC), and was developed in cooperation with Canada and Mexico. The Census Bureau will publish comprehensive tables interrelating data on the old SIC and new NAICS databases. The areas covered by the Economic Census include retail trade; wholesale trade; service industries; construction; finance, insurance and real estate; transportation, communications, and utilities; mineral industries; manufacturing, women-owned businesses; and minority-owned businesses. For further information contact the Census Bureau at: (301) 457-2547 or go to their web site at: <http://www.census.gov/econ97>.

New Federal Statistical System Legislation Introduced

Congressman Steve Horn (R-CA) has again introduced legislation (the week of November 3rd) to combine the Bureau of Economic Analysis, the Bureau of Labor Statistics and the Census Bureau. The target date for this consolidation of agencies is October 1, 2001. Last year Congress Horn introduced H.R. 2521 which would have consolidated these agencies into a Federal Statistical Service. The new bill is cited as the *Federal Statistical System Act of 1997*. A Federal Commission on Statistical Policy would be established and would submit a report within 18 months after enactment of

the Act which outlines recommendations on whether and how the Federal statistical system could be reorganized and consolidated into a Federal Statistical Service by October 1, 2001. If the Commission recommends the creation of a Service, and Congress then passes such legislation, the Commission would then have permanent advisory functions. The recommendations of the Commission on reorganization would be subject to fast tract approval by the Congress. Under this rule, no amendments to the bill would be in order in either the House or Senate. The proposed new agency would be an independent establishment in the Executive branch of the government.

New Race and Ethnicity Classifications

On October 30, 1997 the Office of Management and Budget (OMB) issued new Race and Ethnicity Standards for Federal Statistics and Administrative Reporting (Revised Directive 15). The new designations for Race are: White; Black or African American; Asian; Native Hawaiian or Other Pacific Islander, and American Indian or Alaska Native. For Ethnicity the designations are: Hispanic or Latino; and Not Hispanic or Latino. These categories will be the basis for just about all publications issued by the federal statistical agencies. There is an additional group, along with a number of name changes. OMB has decided to break apart the Asian or Pacific Islander category into two categories, one called "Asian" and the other, "Native Hawaiian or Other Pacific Islander".

The first name change consists of changing "Black" to "Black or African American." The second change is from "Hispanic" to "Hispanic or Latino." Perhaps the most important, and potentially most controversial decision, is to allow for the reporting of more than one race when self-identification is used on surveys or in other federal data collection. The alternative would be to have added a "multi-racial" category, which OMB does NOT recommend. Based upon research conducted for OMB, the two recommended forms for the instruction accompanying a multiple response question are "Mark one or more", and "Select one or more." If confidentiality criteria are met, OMB recommends that federal agencies should provide at a minimum the number of individuals identifying with more than one race.

The new standards will be used by the Census Bureau in the 2000 Census and the 2000 Dress Rehearsal scheduled for March 1998. Other federal programs should adopt the standards as soon as possible, but not later than January 1, 2003. For further information contact Suzann Evinger, Statistical Policy Office at OMB: (202) 395-7245. An electronic copy of the notice is available at:

<http://www.whitehouse.gov/WH/EOP/OMB/html/fedreg.html>

Bureau of Labor Statistics Releases: BLS Handbook of Methods

The BLS Handbook of Methods presents detailed explanations of how the Bureau of Labor Statistics (BLS) obtains and prepares the economic data it publishes. BLS statistics are used for many purposes, and sometimes data

well suited to one purpose may have limitations for another. The Handbook aims to provide users of BLS data with current information necessary to evaluate the suitability of the statistics for their needs. Chapters for each major BLS program give an account of the program's origin and development and then follow with comprehensive information on concepts and definitions, sources of data and methods of collection, statistical procedures, where the data are published, and their uses and limitations. Sources of additional technical information are given at the end of most chapters. For further information contact the BLS at: (202) 606-7828.

NCHS Releases: Atlas of United States Mortality

The National Center for Health Statistics has released the first atlas to map the leading causes of death by race and sex for small geographic areas throughout the United States. The Atlas identifies high risk areas for heart disease, cancer, stroke and violent deaths in America. The Atlas maps death rates from 1988-1992 for 805 Health Service Areas, which are clusters of counties defined on the basis of where county residents obtain hospital care. Key findings show important geographic patterns or shifts in the three top causes of death: heart disease, cancer and stroke. The Atlas can be used to determine the approximate death rates of an individual area; determine cluster of areas with similar rates; see broad geographic patterns, and compare regional differences by age, race and sex for each cause of death. The causes included in this Atlas account for more than 80 percent of all deaths in the United States. For further information contact NCHS at:
<http://www.cdc.gov/nchswww/nchshome.htm>
(Use the search option.)

Census Bureau Releases: Census Catalogue and Guide - 1997

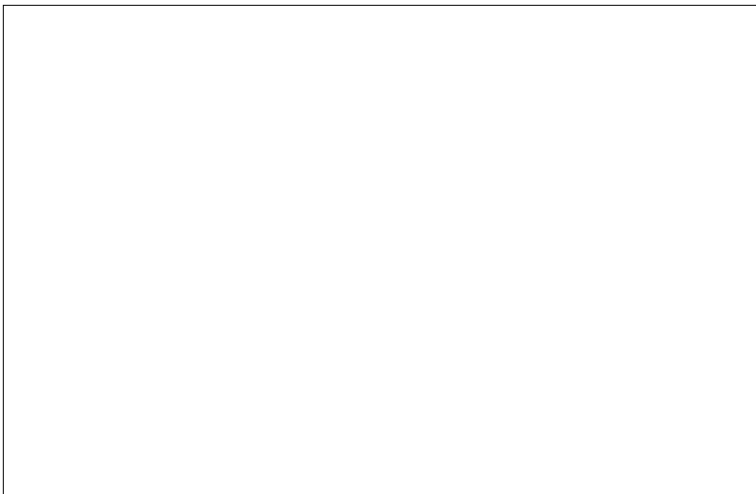
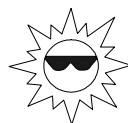
The 1997 guide describes or lists products such as reports and machine-readable files issued from mid-1993 through 1996. The guide also includes a number of features, such as a chart on product series and an appendix with extensive sources of assistance. Most products are organized by subject in chapters including agriculture, business and foreign trade. There is a special section for the 1990 Census of Population and Housing. For further information contact the Government Printing Office at: (202) 512-1800.

Announcement

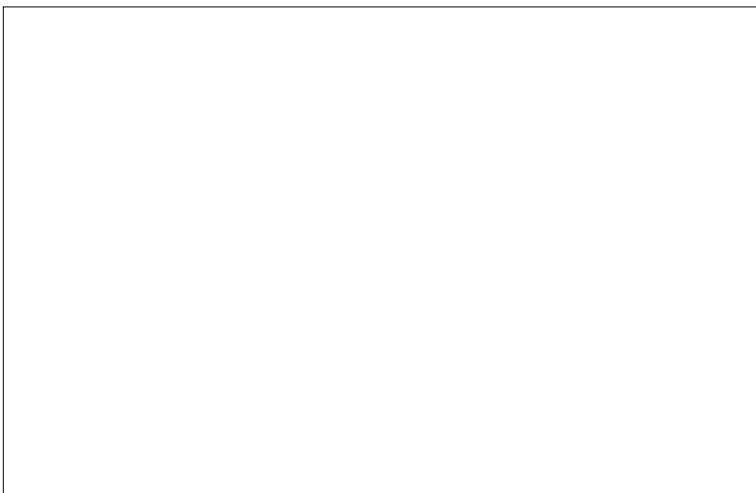
The Center for Economic Development and Research
at the University of Houston - Clear Lake
has a new Website. The URL is:

<http://www.cl.uh.edu/cedr>

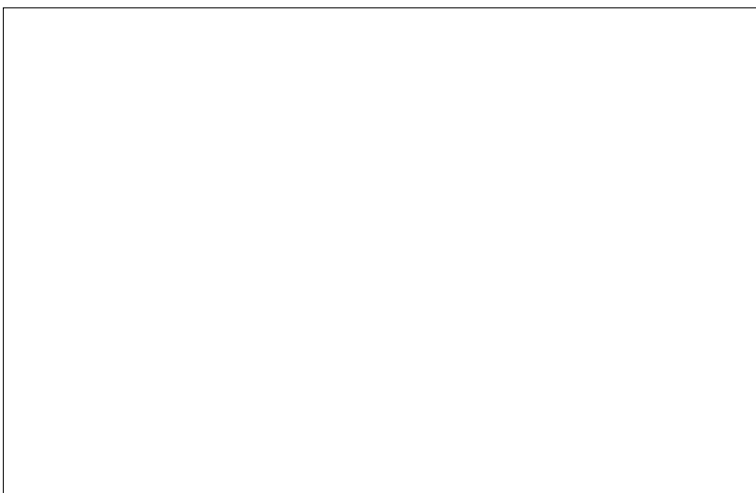
Why not drop Bob Hodgkin an email and let him know
what you think? His email address is:
hodgin@cl.uh.edu.



AUBERites toured one of the models at the U.S. Army Corps of Engineers Waterways Experiment Station in Vicksburg, Mississippi.



Lunch in Vicksburg was enjoyed at the Duff Green Mansion, home of the Salvation Army.

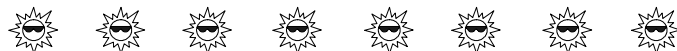


AUBERites visited the Vicksburg National Military Park where the "Siege of Vicksburg" took place during the Civil War.

As more and more AUBER units seek to provide their products and services on the WWW, they typically are faced with the question of how to promote their website. The site featured this month was created with that question in mind. The answer is, of course, through the Net. Titled as *How to Publicize a New Web Site Over the Internet*, this site provides the locations of a wealth of resources about search engines, newsgroups, listserv mailing lists, online newsletters and magazines, and directory listings. Furthermore, this site has extensive links to sites providing tips on marketing and promoting organizations doing business on the Net. And for those who are not sure what Mrs. Manners would say about how they intend to use the web, links are provided for those with Netiquette in mind. The site can be accessed at:

<http://www.samizdat.com/public.html>.

Jerry L. Wall
Northeast Louisiana University



The *AUBER Newsletter* is a quarterly publication of the **Association for University Business and Economic Research**.

1997-98 AUBER Officers

President
Morton J. Marcus
Indiana University

<i>First Vice President</i>	<i>Secretary - Treasurer</i>
Semoon Chang	Jerry L. Wall
University of South Alabama	Northeast Louisiana University

<i>Second Vice President</i>	<i>Past President</i>
Keith Schwer	Timothy D. Hogan
University of Nevada-Las Vegas	Arizona State University

1997-98 AUBER Directors

Lorena Akioka	Jerry Conover
University of Georgia	Northern Arizona University

Carlene Hill	Janet Fitch
Wichita State University	University of Illinois, Urbana-Champaign

William Huth	Charles E. Krider
University of Southern Mississippi	University of Kansas

Lois Shrout	Tom S. Witt
University of Texas, Austin	West Virginia University

Editor
Dee Jones

MEMBERSHIP SURVEY 1997

The findings of the 1997 Membership Survey add valuable data to preparation of the fall annual conference and the spring meeting in Washington, DC. I want to summarize highlights of the survey findings.

As we all know, most of our units are business & economic research centers. One difference of this year's survey findings from findings of past surveys is that several responses mentioned outreach either as a separate unit or as part of an expanding role of AUBER units. This probably means that a session or two may have to be allocated in future meetings to cover issues relating to outreach. Also, none of AUBER units is SBDC, but 5 of 41 units responded had SBDC within the unit.

Activities that are undertaken most frequently by AUBER units are impact studies, survey research, and public policy research. Many also have prepared feasibility studies and tourism studies. Most AUBER units maintain a data center and publish newsletters if not journals/magazines. This means that sessions on impact studies, database management, and publication of newsletters have to be offered every year during the annual fall conference. Other topics needed to be covered often include relation to local businesses, grant development of faculty, and economic forecasts. Based on past responses, the spring conference has to include a session on funding sources every year.

Many members expressed a show of support for developing a working relation with AACSB, NABE, SRSA, AEA, WEA, and SEA. It may be important to have a standing liaison to AACSB for regular reporting of activities of AACSB, and maintain volunteer liaison officers to NABE, SRSA, AEA, WEA and SEA for possible participation by organizing a session with AUBER members as participants. I noticed that Esmael Adibi, Tim Hogan, Carlene Hill and Keith Schwer organized one during the November 1997 SEA meetings in Atlanta. It is also important that those who volunteer to be liaison officers attend the AUBER meeting

regularly so that other members feel comfortable in having them as AUBER liaison officers.

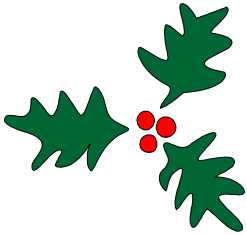
Members strongly suggested the AUBER newsletter to include articles of applied research and activities of member units, and supported AUBER as a unit to encourage publication exchange, develop collaborative efforts on joint projects, and develop a periodic summary of regional economic forecasts.

Regarding topics that are suggested for coverage at future AUBER meetings include (in order of popular votes): funding opportunities, publication issues, electronic communication technology & software, interaction & networking among members, organization/management issues, global business/economic issues, and training of applied research techniques in the areas of impact studies, forecasting practices, database maintenance/management, economic modelling, survey research, and tourism.

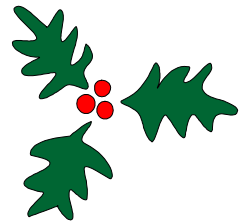
For those of you who volunteered to serve on AUBER committees, your names have been given to the executive committee. I strongly encourage many of you to continue to volunteer your services for AUBER. Regarding the spring meeting in Washington DC, 26 said to continue; 4 said not to continue; and 12 had no response.

Finally, the following names of software were recommended: Evolver by Robert Hodgkin of University of Houston at Clear Lake; MIG-IMPLAN by Cuddalore Sundar of Southeastern Louisiana University; EViews by Esmael Adibi of Chapman University; Loci 2 by William Huth of University of West Florida; and REMI by Patrick Barkey of Ball State University. It may be a good idea to invite these members to introduce us through the newsletter what these softwares can do.

Semoon Chang
University of South Alabama



HAPPY HOLIDAYS!!!



Center for Business & Economic Research
Northeast Louisiana University
700 University Avenue
Monroe, LA 71209-8046



AUBER 1998 Spring Conference Registration Form

1998 AUBER Spring Conference
April 23 - 25, 1998
One Washington Circle Hotel
Washington, D.C.

Name: _____

University: _____

City: _____ State: _____ Zip Code: _____

Spouse Registration: ___ NO ___ YES* Name of Spouse: _____

*Spouses are invited to the Thursday and Friday evening receptions as guests of AUBER. Please add an additional \$30.00 to your registration fee for the Friday luncheon if your spouse will be joining you.

Registration Fees: AUBER Member \$135.00 (\$165.00 with spouse at Friday luncheon)
Non-AUBER Member \$150.00

_____ Payment enclosed \$ _____

_____ Check to follow \$ _____

Refund Policy: Cancellations must be received by the Secretary-Treasurer's Office **no later than Friday, April 17th** in order to receive a full refund of the conference registration fee. The conference registration includes all conference materials, receptions, lunch, and refreshment breaks. Please make check payable to **AUBER Spring Conference**.

In order to get a count for the food arrangements, please mail the registration form as soon as possible, along with payment to:

AUBER Spring Conference
c/o Dee Jones
AUBER Secretary-Treasurer's Office
Center for Business & Economic Research
Northeast Louisiana University
Monroe, LA 71209-0101

