

## NEWS FROM THE PRESIDENT. . .

### AUBER AND THE PRESS

Visibility is a key to funding AUBER units. An AUBER unit that is invisible is at a competitive disadvantage to draw resources from its Dean, from government agencies, from private firms, or from foundations.

How does an AUBER unit gain visibility? Let me suggest that the flood of data from government agencies is a key to success. The Census Bureau, the Bureau of Economic Analysis, and the Bureau of Labor Statistics

*Morton J. Marcus  
1997-98 AUBER President*

provide regular reports at the state, county, and metropolitan area levels. These flows turn the turbines that generate power which can shine light on your Center or Bureau.

Descriptive reports, relating how your state or sub-state area compares with other places and /or has changed over time, can do marvels. Under a thousand words in length, with a few simple graphics, they will not win praise as scholarly contributions to the body of knowledge. But how many of your colleagues have or will ever augment that misshapen body?

Next you have to get your report into the hands of reporters and editors for newspapers as well as the TV and radio stations. Start locally and be prepared to say everything that your report says again ... in language that would not stress a patient in intensive care.

How do you get that attention? Do not depend on your university's public relations people. Use them to get names and telephone numbers. But do not depend on them to make useful introductions. The best way to get attention is to call an editor and ask a question about your subject. Tell them what you are working on and seek their knowledge.

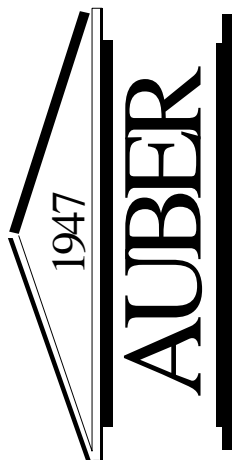
For example: "We are working on a report concerning the latest population figures for this county and wondered if you had any evidence of dramatic change in the numbers of people living here." Properly cast, this bait should bring about a request for you to share what you have done. Invite yourself to their offices to discuss it.

Don't offer too many qualifications about the data, but be ready with two plausible explanations for what you have observed. The press accepts the data. They want to know two things: "Why?" and "What should we do about it?" .... even if there is nothing to do about it.

Then make sure your Dean, President, Department Chair, and significant others know all about the contact (even if you never get on the air or in the paper). Then go back to your office and do it all again..... and again. Within a decade, you'll be better known than the pole vaulting coach and be reaching new heights in funding.

*Morton J. Marcus, AUBER President*

P.S. If you wish to offer either an endorsement or a contrary point of view, meet me in Portland (Maine), in October.



## LITTLE REMINDERS...

■ The contract with the Regency Hotel in Portland has rooms blocked for the AUBER Conference until September 17, 1998. If you have not made your reservations for the Fall Conference, please make sure you do so before this date. Otherwise, space may not be available (or if it is, it will most likely be quite a bit more expensive). From what Bob McMahon has related, it looks like AUBER will be occupying most, if not all, of the hotel space during the conference. All the more reason to make your reservations early!!!

■ Keith Schwer (University of Nevada-Las Vegas) reminds AUBER Directors to fill out and return the 1998 Membership Questionnaire to his office. It is not too late. If you have buried the questionnaire (using the "stack filing system") and cannot seem to locate it, please contact Keith at:

schwer@nevada.edu or voice 702-895-3191

and a copy will be faxed to you. The importance of completing the questionnaire cannot be stressed enough. Please make every attempt to do so. Thank you.

■ If you have not received a conference packet for the 1998 Fall Conference in Portland, Maine, please contact Dee Jones (brjones@alpha.nlu.edu or voice 318-342-1217) and she will make sure one is faxed to you.

The  
Editor's  
Edge



**DOES THIS SEEM FAMILIAR?** You've poured untold hours into producing that research publication; you know it's a winner, and you know that everybody ought to have a copy. But it doesn't sell, and your bureau's director reminds you that some return on all that investment would be welcomed.

Indeed, marketing and advertising is probably the weakest and most neglected part of our profession, and few of us have the expertise--and the budget--to develop a cohesive campaign to sell our bureaus' products and services. Sure, we can turn out a brochure or a mailer, but wouldn't it be great to know what really works?

If so, then you definitely should attend the upcoming meeting in Portland, during which all of the editors' sessions will focus on various strategies for marketing what our bureaus produce. The following is a brief synopsis of what the 1998 AUBER Conference plans to bring to the editors.

**1** Our first session on Monday, October 19, is a general roundtable to showcase examples of some of our PR/marketing activities, so please bring samples of your mailers, brochures, advertisements, press releases, etc. to share and discuss. Here's your chance to show your colleagues what worked, what didn't, and to share helpful tips gleaned from your experiences.

**2** On Tuesday, we'll hear more tips from marketing professionals, all of whom welcome lots of questions and discussion from us. Thanks to Eve Irwin, we'll lead off with Greg Tolman, senior marketing specialist associated with *e-business* Solutions, IBM's cyberindustry-leading Web magazine. After lunch, we'll hear different real-life perspectives from two media experts, Kimberly McCall of McCall Media (in Portland), and Betsy Vickers, who heads her own media business in Cambridge, Massachusetts.

**3** On Wednesday, some of our own will share their adventures in 'going multi-media.'

But the first session sets the tone for the program, so I urge you to attend, and more importantly, to participate. Remember, the registration deadline is approaching, so sign up now. The program committee and I look forward to seeing you in Portland.

Lorena M. Akioka, University of Georgia  
Editors' Program Chair

### SURVEY RESPONSE FROM THE EDA ...

The following is a progress report on the project to help federal statistical agencies better understand the uses of and need for socioeconomic data for understanding local and regional economies.

First, a new, improved and expanded sources website with links to more than one hundred data sites is now available at the following address:  
<http://www.hevanet.com/lad/sources.htm>.

Second, preliminary findings of the survey are available at <http://www.hevanet.com/lad/prelim.htm>.

Third, the final report is in the works. Two major products will be available. The first will be an Assessment of Practitioner Needs, a detailed technical report describing who uses socioeconomic data, which sources they use, the analytical methods applied and issues of access. The second product will be a Data Resource Guide for Practitioners which will lay out the habits of highly effective data analysts, identify the key data sources that every analyst should have on hand, give examples of best practices and relate concrete, real-world advice on the craft of data analysis.

Your comments and suggestions are encouraged by contacting Joseph Cortright via email at the following address: [jcortright@hevanet.com](mailto:jcortright@hevanet.com)

Andrew Reamer & Associates



#### CENSUS BUREAU RELEASES: PREPARING FOR THE CENSUS 2000

The Census Bureau has released *Preparing for the Census 2000* which covers the questions planned for the 2000 Census including the federal legislative and program uses. For each subject in the census, the report describes some of the ways federal programs use

census data. The data needs are classified according to legalistic groupings. Subjects for which there were federal laws that explicitly stated that decennial census data that were needed are classified as "M" for "mandatory." Those for which there are federal laws that explicitly require data (although not specifically decennial census data) and those for which decennial census data are the only or historical source are classified as "R" for "required." Items which are used for federal program planning, implementation, evaluation, etc. but whose underlying laws do not explicitly require the use of data, are classified as "P" for "programmatic." The report reviews the subjects planned for Census 2000 and shows facsimiles of the questions. A list of actual uses of census data is also shown. For further information about the report, or to obtain a copy, contact Louisa F. Miller at telephone number 301-457-2073, or by email: [lmiller@census.gov](mailto:lmiller@census.gov).

#### HOUSE AND SENATE COMMITTEES BEGIN WORK ON FY 1999 APPROPRIATIONS

The House and Senate have begun marking up appropriation bills for FY 1999. When COPAFS went to press, both Houses were in recess for the July 4<sup>th</sup> holiday and were expected to resume work on appropriations bills when they returned. The results to date were as follows for those agencies of most concern to AUBER members:

- Most of the funding for the Census Bureau is for the 2000 Census, which is the major part of the Periodic Programs budget. Of the \$1,111.9 million allocated by the House, \$956 million is for the Decennial Census. However, only half of the amount allocated would be available for the spending through March 31, 1999. The rest cannot be spent until the President formally requests the remaining funds and gives a cost estimate for completion of the census. The Senate allocation for the Decennial Census is \$848.56 million.
- The Bureau of Labor Statistics (BLS) has received full funding from the House. This level of funding will enable the BLS to continue on schedule with the six year process to revise the Consumer Price Index (CPI). BLS also plans to implement the new North American Industry Classification System by beginning the recoding of each work place in BLS' establishment list using the new classification.

#### KENNETH PREWITT NOMINATED AS DIRECTOR OF CENSUS BUREAU

On June 24<sup>th</sup>, President Clinton nominated Kenneth Prewitt to be Director of the Census Bureau. Prewitt is president of the Social Science Research Council, a private foundation in New York City. Prewitt noted that, "Given the very high stakes, it is unfortunate that Census 2000 has become prey to partisan disagreements." He stated that he would work closely with Congress to establish that the Bureau "is a nonpartisan agency obligated by law and guided by professional traditions to present the most accurate statistics technically possible, at a reasonable cost." He also stated that, "If the Bureau is precluded from sampling, it will do the very best job it can." Unfortunately, partisan politics has already surfaced. Congressman Dan Miller (R-Fla), chairman of the House Government Reform and Oversight subcommittee on the census questioned Prewitt's experience in running the "largest peace time mobilization in history." Some have pointed out that only former directors of the Census Bureau would have had that experience. Although Prewitt will face the Senate Governmental Affairs Committee chaired by Senator Fred Thompson (R-Tenn), GOP Senators are expected to confer on the issue with House GOP leaders, who are leading the battle against sampling. Confirmation hearings have yet to be scheduled.

In a related appointment, William G. Barron Jr. is leaving the Bureau of Labor Statistics (BLS) to become Deputy Under Secretary of Commerce for Economic Affairs at the Department of Commerce. Barron who has been at BLS for 30 years was Deputy Commissioner. His major task will be budget and management oversight of the 2000 Census.

#### OMB INTERAGENCY WORKING GROUP ON TABULATING RACE DATA CONTINUES WORK

In October of last year, the Office of Management and Budget (OMB) announced major revisions for classifying federal data on race and ethnicity. The biggest change, which will have major implications for tabulating race and ethnicity data, is that respondents will be allowed to select more than one category when responding to censuses and surveys. The change will mean a dramatic increase in the number of race categories that could appear in data products. It will also mean that there is the possibility of tabulations adding to greater than 100%. There have been many suggested solutions to this problem, including having more than one set of tabulations. One set might be a full distribution that preserves all multiple responses. Another might be based on allocating the larger set of categories into smaller groups based upon historical information. Another suggestion has been to reassign multiple race responses into major racial categories based upon computational procedures such as proportionality, weights, or random assignment. To date there has been no consensus from various advisory committees on this subject. Many, however, are concerned that it will be difficult to interpret tables with multiple responses.

## CENSUS BUREAU RELEASES DATA FROM THE AMERICAN COMMUNITY SURVEY (ACS)

The Census Bureau has released a CD-ROM which contains 1996 data for the first four sites to participate in the ACS. These sites are Portland/Multnomah County, Oregon; Brevard County, Florida; Rockland County, New York; and Fulton County, Pennsylvania. The disk includes a description of the ACS and information about how the data are collected and processed; a survey questionnaire; frequently asked questions about the ACS; data from the four sites shown as profiles, summary tables, and public use micro data. The CD-ROM includes "Beyond 20/20" software which enables the user to retrieve, browse, search, nest, chart and map the data. The ACS is a household survey developed to provide annually updated demographic, social, economic, and housing data. Over the next three years the Census Bureau plans to add new sites and to continue collecting data at the current sites. A national sample is also planned starting in 2000. If the ACS receives adequate funding from the Congress, by 2003, the ACS will provide data for areas with populations of 65,000 and over. For smaller areas, data will be based on two, three and five year averages. Ultimately, the plan calls for the ACS to replace the long form in 2010.

## CONFERENCE ON METROPOLITAN AREA REVISIONS SET FOR JANUARY 21 AND 22, 1999

Work on Metropolitan Area Standards moves along. The Office of Statistical Policy at the Office of Management and Budget (OMB) continues work on revising the Standards for Metropolitan Statistical Areas. There are a number of possible new approaches being considered. At the 1996 Metropolitan Area Conference, users of these areas suggested that the entire nation be covered by the classification scheme; that the sub-country criteria beyond commuting patterns be looked into; and that the classifications account for more detailed delineations within counties. These are just some of the issues being considered by OMB. Late this year, OMB will release a Federal Register notice which will review a set of approaches for revising the areas. The Federal Register notice will be the subject of a two day conference, in the Washington, D.C. area, on January 21 and 22, 1999 hosted by COPAFS. The conference is currently in the planning stages. If you are interested in attending, kindly contact the COPAFS office (email COPAFS@aol.com), and they will send you program and registration information when it becomes available.

## ANNIE E. CASEY FOUNDATION RELEASES 1998 KIDS COUNT DATA BOOK

The Annie E. Casey Foundation has released its annual Kids Count Data Book for 1998, which highlights State Profiles of Child Well-being. For each State, information is available on demographic, social, and economic characteristics. These include data on age, income, poverty, health insurance, immunization, child support, among others. For each State, there is also a set of indicators and rankings on subjects including birth-weight, infant mortality, child death rates, teen deaths, teen birth rates, juvenile crime arrest rates,

high school dropouts, and families with children headed by a single parent. Some of the highlights for the United States as a whole: 78% of 2 year-olds were immunized; 14% of all children under age 18 did not have health insurance, whereas 25% of children under age 18 in low-income working families did not have health insurance; the median income of families with children was \$38,100; and 63% of children under age 6 live with working parents. Information or copies of the report can be obtained from the Foundation by calling phone number 410-223-2890. The book is also available on the Internet at: [www.aecf.org](http://www.aecf.org).

## CENSUS BUREAU RELEASES A REPORT ON AUTOMATED DATA COLLECTION

The Census Bureau has released a report on Automated Data Collection to answer the question of how demographic surveys have fared thus far. The Bureau finds that computer-assisted interviewing (CAI) has broad-reaching effects on survey quality, the way surveys are managed, and their costs. CAI has achieved some of its potential for improving the quality of data and the survey operations used to produce them. However, the findings show that CAI poses continuing challenges to fully achieve its potential. The report includes chapters on how automated data collection affects survey quality, operations and organization, costs, and considerations for the future. In the technical appendix, these issues are covered in detail for twelve surveys: American Housing Surveys; American Travel Survey; Current Population Survey; Survey of Fishing, Hunting, and Wildlife; National Health Interview Survey; National Crime Victimization Survey; National Survey of College Graduates; Survey of Inmates in Local Jails; Survey of Income and Program Participation; Survey of Inmates of States and Federal Correctional Facilities; National Longitudinal Survey; and the Telephone Point of Purchase Survey. For further information or for a copy of the report contact: Ms. Pat Doyle at the Census Bureau, telephone number 301-457-3795, or email [patricia.j.doyle@census.gov](mailto:patricia.j.doyle@census.gov).

*John Knapp, University of Virginia*

## WHAT'S NEW?

**ROY PEARSON** returned as of July 1, 1998, to his faculty status as the Chancellor Professor of Business, giving up the position as Director of the Bureau of Business Research at the College of William & Mary after 14 years of service. He has a reduced teaching load to continue to serve as Editor of the *Virginia Outlook*, and produce state and metropolitan area forecasts. Rose Micou, Statistician for the Bureau of Business Research, is assigned full time to assist Roy. The Bureau will not have an official director, since forecasting publications and presentations will be its only future activities.

**B. WAYNE ROCKMORE**, Ph.D, APS, was recently appointed as the interim director for the Bureau of Business and Economic Research in the College of Business at East Tennessee State University. Dr. Rockmore has over twenty years of business, consulting experience, and university research in various areas of Human Resource Management. He succeeds F. Steb Hipple who served as acting director following Niles Schoening's return to the University of Alabama at Huntsville.

## EViews

AUBER has quite a few members who are very experienced in the use of EViews, a very powerful Windows-based econometrics package (see [www.eviews.com](http://www.eviews.com)). Modelers and database providers (such as Regional Financial Associates, Fairmodel, P/DRI, and The Conference Board, to name a few) increasingly are making their models or databases directly available in EViews format. Essie Adibi (Chapman University) literally wrote the book on using it (*The Practice of Econometrics with EViews*, by James Doti and Esmael Adibi). Roy Pearson (College of William & Mary) is teaching workshops for ALMIS (America's Labor Market Information System) to train state employment agency forecasters in using the 3.1 version of EViews for short-term employment forecasting. Roy and Essie think there may be enough AUBER members interested in learning how to use EViews and prepare forecasts with it to justify a two- to three-day AUBER workshop.

Roy has two questions he would like members to answer by email ([rlpear@dogwood.tyler.wm.edu](mailto:rlpear@dogwood.tyler.wm.edu)) or fax at 757-221-1982 before the October conference.

1. If you are not an EViews user, or are just a casual one, would you be interested in attending an AUBER Workshop on Regional Forecasting with EViews in which you will learn and use the basics of EViews and practice generating regional forecasts with national and regional data?
2. If you are an experienced EViews user, would you be willing to help teach such a workshop?

If Roy gets a fairly large response to the first question, and a handful of volunteers to help teach, then he will ask that such a workshop be put on the agenda for the October Executive Committee and General Business meetings for discussion, with a likely March or May 1999 target date. The workshop location would depend on who is interested and where the costs are lowest. If there is a large demand, it is possible that AUBER will be able to get a QMS (the EViews provider) expert also to participate. Let Roy hear from you!

## IMPLAN

IMPLAN -- a computer system for creating county level economic models and estimation of regional economic impacts -- along with the University of California, Berkeley, is having a one-day IMPLAN Workshop in Truckee, California (near Reno, Nevada) on September 16, 1998. Contact George Goldman at 510-642-6451 or Tom Harris at 702-784-1681. Also, the 1998 National IMPLAN Users' Conference will be held in Washington, D.C. For further information including schedules and the conference program, visit the Website at:

[www.implan.com/IMPLAN98](http://www.implan.com/IMPLAN98).

## REGIONAL ECONOMIC INFORMATION SYSTEM (REIS)

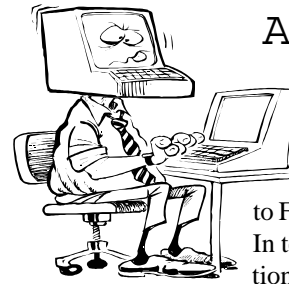
REGIONAL ECONOMIC INFORMATION SYSTEM (REIS) CD-ROM training classes will be held at the University of Southern Maine in Portland on October 16 and 17, 1998 (pre-AUBER conference, which begins October 18).

The REIS CD-ROM provides county level estimates of personal income, employment, transfer payments, and farm income and expenses, in addition to other regional estimates like Gross State Product and Journey-to-Work commuting information.

If you have any questions about the training classes, please contact Jeff Newman ([jeffrey.newman@bea.doc.gov](mailto:jeffrey.newman@bea.doc.gov)), Economist with the U.S. Department of Commerce, Bureau of Economic Analysis in Washington, D.C.

Telephone: 202-606-9265

Fax: 202-606-5322



## AUBER TECH TIPS

Following our tradition of providing you a site with a lot of potential for AUBER use, I would like to draw your attention to FedWorld (<http://www.fedworld.gov>). In terms of general technical information published by the U.S. Govern-

ment, this site was recently the recipient of the Hammer Award presented to federal employees who have made significant contributions in support of reinventing government principles. In essence, FedWorld can help you search for your choice among some 3 million federal information products going back over ten years. Furthermore, it lists even more information about some 370,000 publications published since 1990, with around 20,000 of these publications being business related. The information is collected in 13 product home pages such as business, environment, health and safety, and science and technology. The site is currently pushing the recently released North American Industrial Classification System (NAICS) that replaced the Standard Industrial Classification (SIC) system. Moreover, in an effort that is nearer and dearer to my heart, the site suggests that surfers sign up for the soon to be released latest edition of the National Oceanic and Atmospheric Administration's (NOAA) Diving Manual. As well, you can use the site to subscribe to six on-line publications and consult its Exhibits and Special Events calendar. Happy Surfing!!!

Jerry L. Wall, Northeast Louisiana University

The **AUBER NEWSLETTER** is a quarterly publication of the **ASSOCIATION FOR UNIVERSITY BUSINESS AND ECONOMIC RESEARCH**.

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# POSITION ANNOUNCEMENTS

**POSITION:** Director, Center for Business and Economic Research  
Department of Economics  
College of Business Administration  
University of Central Florida  
Orlando, FL 32816-1400

Applications are being accepted through December 1, 1998 for this position with a starting date of August 1999 or sooner. The position is a 12-month research/administrative appointment with the possibility of some teaching responsibilities. The minimum qualifications for the position are: three years experience as a director or associate director of an economics or business research center, a doctoral degree in economics or a closely related discipline, and proven experience in writing, obtaining and administering funded research grants. In addition to these minimum qualifications, preference will be given to applicants with experience in presenting applied research results to nonacademic audiences, developing and/or producing regional economic forecasting models, conducting regional economic development studies and developing on-line regional economic information systems for public access.

While the position is currently envisioned as a nontenure track post, a tenure track appointment will be considered for applicants with exceptionally strong academic research records. The Center for Business and Economic Research is housed in the Economics Department of the UCF College of Business Administration.

Applicants should submit a statement of qualifications and interest along with a current academic vita to Chair of the CBER Search Committee at the above address.

Interviews will be scheduled at the October 1998 AUBER Meetings in Portland, ME and the January 1999 ASSA meetings in New York.

The University of Central Florida is strongly committed to increasing the number of minorities and women on the faculty and encourages applications from people in these groups. UCF is an equal opportunity-affirmative action employer. Application materials, including transcripts, are public documents available for review upon request.

**POSITION:** Associate Dean for Research and  
Director of the Center for Business and Economic Research  
The University of Alabama  
Culverhouse College of Commerce and Business Administration

Requires at least five years experience in generating, supervising, and executing sponsored programs in a university or other nonprofit setting. Excellent communication and presentation skills, and strong leadership, facilitative and quantitative skills. Master's degree required, doctoral degree preferred, as is a combination of industry and academic experience.

Incumbent is responsible for providing research services to internal and external constituencies of The University of Alabama; will act as a facilitator in the development of the external contracts and grants; and administer the Center for Business and Economic Research (CBER), and its reporting divisions, and direction of CBER economic forecasting. Position is also responsible for coordinating cooperative outreach/research activities with other UA divisions, and may teach one course per year in the incumbent's academic specialty.

Send resume/vita by October 30, 1998, to the attention of:

Dr. Edward R. Mansfield, Search Chairman  
Department of Management Science and Statistics  
Box 870226  
The University of Alabama  
Tuscaloosa, AL 35487-0226

The University of Alabama is an equal employment/equal educational opportunity institution. Resumes/vitae must be received by October 30, 1998.

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



**AUBER 1998 FALL Conference Registration Form**

**1998 AUBER Fall Conference  
October 18 - 21, 1998  
Portland Regency Hotel  
Portland, Maine**

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

University: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Spouse/Companion Registration:  NO  YES Name of Spouse/Companion: \_\_\_\_\_

**Registration Fees:**

EARLY BIRD REGISTRATION - AUBER Member (Sun. thru Wed. only)	\$240.00
AUBER Member Registration postmarked after September 18, 1998	\$275.00
Multiple Registrations from same University (deadline applies)	\$240.00/\$275.00
Non-AUBER member - Registration Fee	\$290.00
Saturday trip to Portland Head Light, Bean Supper, LL Bean (per person)	\$ 20.00*
Spouse/Dependent: Sunday Reception and Dinner	\$ 40.00
Monday Boat Ride & Lobster Feed	\$ 70.00
Tuesday Luncheon	\$ 20.00
<b>ALL EVENTS</b> for Spouse/Companion including Early Bird (each)	\$150.00

**NOTE: PLEASE CIRCLE EVENTS SPOUSE/COMPANION WILL BE ATTENDING.**  
*\*Saturday Early Bird trip is NOT included in the MEMBER registration fees. Please indicate how many persons will be attending when registering.*

Member Payment: \$ \_\_\_\_\_ Spouse/Companion Payment: \$ \_\_\_\_\_ Non-Member Payment: \$ \_\_\_\_\_  
Payment enclosed \$ \_\_\_\_\_  
Check to follow \_\_\_\_\_

**Refund Policy:** Cancellations must be received **no later than Friday, September 18, 1998**, in order to receive a full refund of the conference registration fee. A partial refund will be issued 30 days post-conference for cancellations received after the deadline and will be based upon actual conference costs incurred. The conference registration includes all conference materials, Sunday reception/dinner, Monday boatripe and lobster feed, Tuesday luncheon, and refreshment breaks.

Please make check payable to **AUBER Fall Conference 1998** and mail payment with registration to:  
**AUBER Fall Conference 1998  
68 High Street  
Portland, ME 04101**

For the Portland Conference only, the following payment choices have been arranged:

If you prefer to e-mail your registration:  
**eamorin@usm.maine.edu**  
(Include credit card information if you choose to pay by credit card.)

If you prefer to register by fax:  
**(207) 780-5963**  
(Include credit card information if you choose to pay by credit card.)

**1998 AUBER Fall Conference Agenda**  
**October 18-21, 1998**  
**Portland Regency Hotel -- Portland, Maine**  
**“Back to the Basics in a Global Environment”**

**Sunday, October 18:**

- 9:00 - 12:00 Executive Committee Meeting  
2:00 - 6:00 Registration  
Publications Exhibit  
Art Exhibit: **Trilbie F. Knapp** and **Robert C. McMahon**  
6:00 - 7:00 Reception  
7:00 - 8:30 Opening Banquet  
Greetings: **Morton J. Marcus**, Indiana University, AUBER President  
Welcome: **John Burt**, Dean, School of Business, Economics & Management, University of Southern Maine  
Speaker: **Hon. Tom Kane**, Mayor, City of Portland  
8:30 - 11:00 Entertainment  
Magic Show, **Jerry Wall**  
Mystic Dance, **Trilbie Knapp** and **Katharine Wall**  
**Contradance Band**  
11:00 - 12:00 After-program Hospitality

**Monday, October 19:**

- 7:30 - 8:30 No Host Breakfast for All Members  
8:00 - 12:00 Registration  
Publications & Art Exhibits  
8:30 - 9:45 Keynote Address  
Presiding: **Douglas E. Laube**, The WEFA Group  
Speaker: **Staranczak Genio**, Director, U.S. Macro Long-Term Forecasting, The WEFA Group  
*U.S. Economic Outlook in a Global Environment*  
10:00 - 11:45 *Concurrent Sessions:*  
Session A: *Local and Regional Forecasting*, **Roy L. Pearson**, College of William & Mary, Chair  
Speakers: **Tracy L. Clark**, Arizona State University  
*The Accuracy of State-Level Forecasts: Multi-State/Multi-Forecaster Comparisons*  
**Roy L. Pearson**, College of William & Mary, and **R. Keith Schwer**, University of Nevada-Las Vegas  
*Regional Forecasting Approaches Incorporating Input-Output Economic Impact Models: Some Applications and Results*  
**Jared E. Hazleton**, Texas A&M University  
*Integration of Forecasting Models in Planning for Sustainable Development in the Binational  
Lower Rio Grande/Rio Bravo River Basin*  
**Charles Colgan**, University of Southern Maine  
*Use of REMI Model in Forecasting*  
Session B: *Creative Approaches to Tracking the Local/Regional Economy*, **Janet F. Speyrer**, University of New Orleans, Chair  
Speakers: **Douglas Woodard**, University of South Carolina  
*Regional Economic Indicator Models*  
**Cuddalore Sundar**, Southeast Louisiana University  
*Using Neural Networks to Forecast State and Local Personal Income*  
**Marshall J. Vest**, University of Arizona  
*How We Keep Track of State and Local Data in Arizona*  
**Janet F. Speyrer**, University of New Orleans  
*How We Track the New Orleans Economy*  
Session E: *Marketing Perspectives I: Marketing Our Bureau's Products and Services*, **Lorena Akioka**, University of Georgia, Chair  
A roundtable showcase of current promotional efforts  
12:00 - 1:15 Luncheon  
Presiding: **Morton J. Marcus**, AUBER President  
Introduction: **Robert C. McMahon**, University of Southern Maine  
Speaker: **Bill Shea**, Vice President for Retail Sales, L.L. Bean, *The L.L. Bean Story*  
1:30 - 7:30 Boat ride and Lobster feed  
9:00 - 12:00 After-program Hospitality

**Tuesday, October 20:**

- 8:00 - 5:00 Publications & Art Exhibits  
8:00 - 9:45 Annual Business Meeting  
Presiding: **Morton J. Marcus**, AUBER President  
10:00 - 11:45 *Concurrent Sessions:*  
Session A: *Data and Database Management for Applied Research*, **Sylvia Cook**, University of Texas-Austin, Chair  
Speakers: **Wayne Gray**, Clark University and NBER Research Data Center  
*Data and Database Management for Applied Research*  
**John L. Knapp**, University of Virginia  
*Accessing Federal Data Through Internet*

**Tuesday, October 20 (Cont'd):**

- Session A Speakers: **Vincent Maruggi**, University of New Orleans  
*North American Industrial Classification System (NAICS) v. Standard Industrial Classification (SIC)*  
**Sylvia Cook**, University of Texas-Austin  
*Database Management: The Case of University of Texas-Austin*
- Session B: *Successful Management of AUBER Units*, **Tom Witt**, West Virginia University, Chair  
Speakers: **William Gunther**, University of Southern Mississippi  
*Managing Change: The Evolution of Research Centers*  
**Darrell Parker**, Winthrop University  
*Performance Funding, AACSB, and AUBER*  
**John Gnuschke**, University of Memphis  
*Serving Different Masters: The Bureau's Dilemma*  
**Stanley K. Smith**, University of Florida  
*Responding to a Budget Crunch: Staying Alive in the 90s*
- Session E: *Marketing Perspectives II: Marketing Globally: Doing Business on the Web*  
**Eve Irwin**, University of Florida, Chair  
Speaker: Representative from IBM's e-business

12:00 - 1:15 Special Recognition Luncheon

1:30 - 3:00 Concurrent Sessions:

- Session A: *Dynamics of Global Economy*, **Perry B. Newman**, Executive Director, The Maine International Trade Center, Chair  
Speakers: **Brian Atchinson**, UNUM Corporation  
*How UNUM Accesses Markets for Expansion*  
**Stephen P. Brown**, Federal Reserve Bank of Dallas  
*Implications of the Kyoto Conference*  
**Ricardo Gazel**, Federal Reserve Bank of Kansas City  
*Strengths and Weaknesses of the MISER Data for Economic Analysis at the State Level*  
**R. Keith Schwer**, University of Nevada-Las Vegas  
*International Gamblers/Tourists in Las Vegas: Analysis by an AUBER Unit*  
**Perry B. Newman**, The Maine International Trade Center  
*What We Do at the MITC*

- Session B: *REMI & E-Views in Depth: New Versions of Powerful Analytical Tools*, **Roy Pearson**, College of William & Mary, Chair  
Speakers: **George Treyz**, REMI, Inc.  
*REMI*  
**Esmael Adibi**, Chapman University  
*E-View*

- Session E: *Marketing Perspectives III: Advice from an Expert*, **Charles Little**, St. John's University, Chair  
Speaker: **Kimberly McCall**, McCall Media, Portland, Maine

3:30 - 5:00 Concurrent Sessions:

- Session A: *Outreach Activities of AUBER Units*, **Carlene Hill**, Wichita State University, Chair  
Panelists: **John L. Knapp**, **Pat Barkey**, **Tom Witt**, **Carol O. Rogers**, **Ashvin P. Vibhakar**
- Session B: *Economic/Fiscal Impact Studies*, **Richard Wobbekind**, University of Colorado, Chair  
Speakers: **Brian Rungeling** and **W. Warren McHone**, University of Central Florida  
*Big Building, Small Impact: A Case Study of the Impact of a Performing Arts Center*  
**David Greenstreet**, West Virginia University  
*Impact of Electric Utility Restructuring on West Virginia*  
**Thayne Robson**, University of Utah  
**Laurie LeChance**, State of Maine  
*Estimating Project Impacts for Maine*

- Session E: *Marketing Perspectives IV: Advice from an Expert -- Another View*, **Charles Little**, St. John's University, Chair  
Speaker: **Betsy Vickers**, Media Consultant, Cambridge, Massachusetts

5:30 - 8:30 Reception, Portland Museum of Art, **Dr. Terry MacTaggart**, Chancellor, The University of Maine System

9:00 - 12:00 After-program Hospitality

**Wednesday, October 21:**

8:00 - 9:00 *Editors' Planning Session for 1999*, **Janet Fitch**, University of Illinois and **Neva Wayman**, University of Arkansas, Co-chairs

8:30 - 11:00 *Technology Workshop*, **Jerry Conover**, Northern Arizona University, Chair

- Speakers: **Gin Hayden**, University of Colorado  
*How to Make the Most Use of Internet*  
**Nicole Gislason**, University of West Florida  
*Macromedia/CD-ROM Development*  
**William Huth**, University of West Florida  
*Learning How to Set Up a Website*  
**Jerry L. Wall**, Northeast Louisiana University  
*AUBER Website: Progress Report*  
**Jerry Conover**, Northern Arizona University  
*Where Do We Go From Here: A Summary*

Session E: *Marketing Perspectives V: The Multi-Media Editor*, **Janet Fitch**, University of Illinois, Urbana-Champaign, Chair

- Speakers: **Lynn Price Reinke**, West Virginia University  
**Susan Hartter**, University of Illinois, Urbana-Champaign

11:00 Adjournment