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

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AUBER 2007

Pensacola, Florida

Beach or Bust

The University of West Florida Haas Center for Business Research and Economic Development is proud to be hosting AUBER's 61st annual fall conference. Full of culture, history, adventure, and 52 miles of beaches that have remained untouched through the centuries, Pensacola will be home to this conference October 13–16, 2007.

Pensacola Beach is the hub of Santa Rosa Island, one of the longest barrier islands in the world. The Gulf Islands National Seashore covers much of the island, keeping beaches accessible to the public and preserving the area's environment and history.

Let the Haas Center show you southern hospitality at the Hilton Garden Inn located directly on the gulf. You don't want to miss the crystal waters, the outstanding speakers, or the National Museum of Naval Aviation. Keep an eye on your e-mail box and AUBER.org over the next year for fast fun facts and clues as to what you should expect during the conference.

Don your flip flops and join us in the sand to find out why the Pensacola Bay Area is where thousands live the way millions wish they could.

Conference Program

As president-elect, Jim Kurre will chair the Program Committee for the 2007 AUBER fall conference in Pensacola, Florida, which will be hosted by Rick Harper and his group at the University of West Florida. Mark your calendars for October 13–16, 2007, and plan to get in some great beach time as well as AUBER's trademark networking and sessions, and, of course, a special Pensacola Event (with or without buses)! The Pensacola conference will follow the traditional plan with tracks for research communicators, researchers, and AUBER unit administrators. Jim and his committee invite you to share ideas for sessions. If you need to present a paper to attend the conference, let us know. There will be room for contributed papers and posters. If you know

of excellent speakers for our keynote and plenary talks, feel free to suggest them. We'll be looking for outstanding speakers to do the national and international forecast/outlooks, and perhaps other key topics. Ideas welcome! We ask you to consider explicitly inviting someone in a research unit near you who is not now a member of AUBER, or the dean of a nearby school who is thinking about creating an AUBER-type unit. They'll be hooked after they come to their first AUBER meeting, so let's make a point of getting new folks there. We know it'll be hard to improve on the conferences of the last few years, but we're sure going to try! Come be a part of it all! Contact Jim at k12@psu.edu with your ideas and suggestions.

AUBER 2007 Spring Conference

NABE/AUBER Washington Economic Policy Conference

The NABE/AUBER 22nd annual policy conference will be held March 11–13 at the Crystal City Marriott at Reagan National Airport in Arlington, Virginia. Additional information about the conference is available at www.nabe.com or 202-463-6223.

News from the Presidents



Paul Polzin
2006–2007
AUBER President

Incoming president Paul Polzin and outgoing president Jerry Conover discuss their goals and accomplishments as the association's top officer and how the organization has changed over the past few years.

What are your main goals for your term as AUBER president?

I am starting this job from a little different perspective. Most AUBER presidents begin their term relatively early in the career as a director. Me? Let's just say that I have promised not to suddenly retire and move to sunnier climes before my term expires.

My longer-run perspective gives me more experience to evaluate the current condition of AUBER. Borrowing from the U.S. President in his State of the Union Address, I can confidently say that "the state of the association is good." The number of attendees at our annual fall meeting has been increasing. Our treasury, although not bursting, is certainly in better shape than a few years ago. While the number of reported AUBER members has not regained its previous peak, our lower numbers are partially due to the changing nature of our association and the way that we count "members."

As you can probably guess, I'm not about to announce "a bold step in a new direction." Rather, I think we can continue to improve by doing better at the things we should be doing. I will be working with the old and new secretary/treasurer offices as we move this operation from the University of Colorado to Georgia Southern University.

We will continue to reach out to other organizations to create or grow strategic partnerships. I am now beginning discussions with the AACSB International—the accrediting body for business schools—to possibly arrange for an AUBER session at their meetings. Now may be a good time to build on the opportunities provided by our 2006 fall meeting. In addition, I will continue to nurture our relationship with NABE and participation in their spring conference.

How has AUBER changed since its 50th anniversary?

AUBER now has a much better idea of who we are and what we are about. It wasn't

too long ago we were bemoaning membership declines, and there were even concerns about the longevity of the organization.

Now, we better understand that we are an ever-changing organization that must continuously adjust to our environment. This means a continuous process of seeking out new members and quickly responding to inquiries from potential members. We also are better at serving our existing members—just compare the fall meeting programs of today with those of 10 years ago!

This adaptive and proactive posture will ensure that we will see our 70th, 80th, and even higher anniversaries.

What are the top three benefits of being an AUBER member?

The people, the people, the people. Economic researchers are a specialized crew. We can't just go over to the Student Union Building (or perhaps another local meeting spot) and discuss our issues and problems with like-minded colleagues. But it takes only a couple of minutes over coffee (or something else) at an AUBER meeting to realize that you are among friends. No matter what the problem, you quickly find others who are in the middle of the same issues or perhaps have already solved a similar problem.

What are your top three conference highlights since you've been an AUBER member?

- #1 (*absolutely #1*) 2002. The helicopter ride down the Las Vegas Strip arranged by Keith Schwer.
- #2. 2005. The privilege of inviting AUBER to Montana.
- #3. (It seems like decades ago) 1998. Eating lobster and corn in Portland, Maine.

Paul Polzin
The University of Montana
AUBER President 2006–07

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What were your major accomplishments as AUBER president?

I don't claim any accomplishments personally, as AUBER's achievements come from the combined efforts of many. I'm glad that during my term in office we got a new marketing effort going, we connected well with important partner organizations, our treasury grew significantly, and we added useful new features to the AUBER web site. I was honored to be able to stand in for Janet Speyrer at the start of my term when circumstances prevented her from attending the conference in Missoula, and to wrap up my term at the recent conference in Memphis. Thanks again to the Universities of Arkansas and Memphis for organizing a great experience and to the conference planning committee for putting together an outstanding program!

How has AUBER changed since its 50th anniversary?

Several new schools have joined in the past 10 years, and we've broadened membership outside of academic research units as well. We've had strong involvement from federal agencies and growing connections with private-sector economists. Our partnership with NABE has blossomed in the past decade, and we're cultivating relationships with other organizations that can bring value to our members and vice versa. The quality of our conference programs continues to strengthen; I think the conference programs of the past few years have been among the best we've offered.

What are the top three benefits of being an AUBER member?

The main benefits of AUBER membership derive from the opportunity to connect with

other members. I've always appreciated the access AUBER provides to others involved in work similar to my own. Many times I've found AUBER colleagues a great source of ideas on how to approach a given analysis issue, references for related work on a topic of interest, and the like. I also find insight and inspiration in learning how other AUBER units handle practical administrative and development issues that my unit faces. Finally, AUBER provides great opportunities to meet in the nation's capital (at our spring conferences) to stay current on the latest developments in policy and research, and especially with our fall conferences to enjoy fun, interesting experiences in places that we might otherwise not visit.

What are your top three conference highlights since you've been an AUBER member?

Top field trip: Behind the scenes at Walt Disney World in 1996.

Top seafood: Gulfport in 2001 (though Portland was certainly a top contender).

Top entertainment: This is a tough one (noting that the one conference I missed was Las Vegas, so I defer to Paul about the helicopter ride!). Might be a tie between the blues club in Chicago (2000) and the cowboy band under the desert sky in Tucson (2004).

**Jerry Conover
Indiana University
AUBER President 2005-06**



**Jerry Conover
2005-2006
AUBER President**

Thank you!

Many thanks to Past President Jerry Conover and outgoing board members Rajeev Dhawan, Phyllis Isley, Pia Montoya, and Eric Thompson for their hard work on behalf of the association. We deeply appreciate their contributions.

Fellow Award Recipients Announced at Conference

Two individuals were recognized as AUBER Fellows at the fall conference in Memphis for their exemplary service to the association and the excellence of their activities in business and economic research: **John Gnuschke** and **John Knapp**.

John Gnuschke served AUBER for many years in various capacities—as secretary-treasurer, board member, president, and host of the Memphis conference. His energy and prudent leadership helped keep AUBER vibrant.

John Knapp's service to AUBER includes chairing the spring conference for many years, serving as president and board member, and hosting an annual fall conference. He also worked on AUBER's behalf to support federal regional data agencies through COPAFS. ▲

Remarks from John Knapp:

I was very pleased with [the] news that I had been selected to be an AUBER fellow. AUBER is a great organization that over the years has provided a forum and place to network for leaders of university bureaus and institutes and their staffs. Consequently, although I gave numerous hours to the organization in many capacities, I always felt that I was more than repaid with the useful information I gained and the friendships I developed.

I regret that I was unable to attend the annual meeting in Memphis in order to accept this honor, to renew friendships, and to meet the new people in AUBER. Best wishes for the continuing success of the Association for University Business and Economic Research.

Warm regards,
John L. Knapp

New Honorary Members

Four individuals were awarded honorary membership in AUBER at the Memphis fall conference:

Terry Creeth (formerly of Indiana University)

Dee Jones (formerly of the University of Louisiana at Monroe)

Morton Marcus (formerly of Indiana University)

Brian Rungeling (formerly of the University of Central Florida)

Hearty congratulations and best wishes to all! ▲

Remarks from Dee Jones:

Dear AUBER Members,

The words "thank you" simply do not say enough for such an award as Honorary Membership to AUBER. To say I was humbled beyond words would be an understatement. The tears upon acceptance were genuine; my heart felt like it would burst; and feelings of gratitude overcame me.

When I think of AUBER, I think of the organization as part of my family. It has such a wealth of intelligence, knowledge, and compassion within it that many other groups lack. We really do "care" about one another—as units, as colleagues, but more importantly, as friends. Since my first conference in 1989, I have always felt that I was a part of the whole and not an outsider looking in. That is what being a member of AUBER is all about—feeling that we all contribute to make the organization better for everyone.

I am so very proud to be an Honorary Member of AUBER and will promise to continue to contribute to the organization as long as I am able. After all, we're family! And that's what families do!

With warmest personal regards,

Dee Jones, Office Manager/Agent
Prudential Cooper & Co. Inc., REALTORS(r)
Gulf Shores, Alabama
251-968-5925
deejones@prucooper.com

Thayne Robson Award Recipient

The Robson Award is named after one of AUBER's dearest friends and tireless supporters, R. Thayne Robson. Thayne joined the AUBER Board of Directors in 1976 and was president of the organization from 1985–86. He provided the association with strong leadership and wise counsel; he cared deeply about AUBER and showed a warm, genuine concern for others. An award was established in 2004 in his honor. Timothy Hogan was the first recipient. Keith Schwer became the second at the Memphis conference. Keith's remarks appear below.

Thank you for the honor of the Thayne Robson Award. This is special to me because of Thayne and you. I shall look on this award as a reminder that I need to provide the best available data, research findings, and policy recommendations for my community and state, to be sure. But, it is the affection of AUBER and the thoughtful, diligent, and hardworking people who make up AUBER that are the most touching.

Thayne considered AUBER his academic home; and as such, always made an effort to promote an inclusive sharing, caring home for research centers in university settings that were promoting relevant research and policy analysis for the betterment of communities and states. More than once, I remember a session enlivened by an eloquent voice asking a pointed question or rendering an opinion or two that would soon have minds engaged and discussion generating "take away" thoughts.

Thayne always knew he could get a few AUBERites to pick up on his pronouncement to enliven a conversation at our meetings, especially if the speaker had overstepped the boundaries of good research or, as we say, had laid an egg. I don't think I ever recall Thayne casting a shot across the bow without other AUBERites responding to the call to action. Or, stated differently, I never recall Thayne and Morton agreeing on anything. Or, Essie getting anything other than a caring, but pointed Thayne comment. And, of course, we all recall a Thayne first

greeting: "Is that the famous (fill in your name) . . ." We did not gather for a meeting of idleness—no, ideas and people are too important. Today, AUBER is stronger for Thayne's encouragement.

I wish to thank AUBER members over the years for sharing so many ideas that we have unashamedly copied and applied at CBER at UNLV. We have learned much from you on how to conduct successful survey research. You encouraged us to conduct an Economic Outlook conference, offering numerous suggestions; you encouraged academic research topics, enabling us to conduct useful, relevant research, as well as contributing to the academic literature.

AUBER has proved helpful in broadening one's understanding of evolving issues. This includes new data developments and economic-development topics. Technology shifts have proved useful for the dynamic environment we find ourselves in Las Vegas. And, since there is no learning program to become a director, the conference sessions on "Managing a Bureau" have proved immeasurably resourceful, yielding numerous tidbits that enable me to do more and to do it better.

I thank my staff. They have an ability to do more with less and to make the total greater than the sum of the parts. They uphold high standards and are a pleasure to be around. ▲

Keith Schwer

Secretary/Treasurer's Office Moving to Georgia Southern University

The AUBER Board of Directors selected Georgia Southern University as the new site of the Secretary/Treasurer's Office. Starting in spring 2007, AUBER's day-to-day operations will begin moving to the Bureau of Business Research and Economic Development. Watch your e-mail inbox and check the AUBER web site for updates about the transition.

Congratulations to the 2006 AUBER Award Winners!

Abstracts and Other Data Publications

San Fernando Valley Economic Report
San Fernando Valley Economic Research Center
California State University, Northridge

Magazines and Journals

InContext
Indiana Business Research Center
Indiana University

Newsletters, Brochures, and Other Promotional Materials

Alabama Business
Center for Business and Economic Research
University of Alabama

Special Studies, Technical or Contract Reports

2006 Orange County Executive Survey
A. Gary Anderson Center for Business and Economic Research
Chapman University

Web Site Award

Economic and Business Research Center
The University of Arizona

AUBER's 60th Annual Fall Conference Recap

AUBER's 60th annual conference was held in Memphis, October 14–17, and cohosted by the Sparks Bureau of Business and Economic Research at The University of Memphis and the Center for Business and Economic Research at the University of Arkansas. Conference highlights include presentations by Saul H. Hymans, University of Michigan; Gene Huang, FedEx Corporation; Bill Poole, St. Louis Federal Reserve; and Emily Kolinski Morris, Ford Motor Company. For networking events, attendees were treated to a BBQ dinner at the Rendezvous Restaurant, followed by music on Beale Street; a 60th anniversary reception and dinner on Sunday night, including an

AUBER-through-the-years photo PowerPoint presentation; the annual AUBER field trip (on buses, of course!) to the National Civil Rights Museum and the Gibson Guitar Factory; and the always popular AUBER hospitality suite.

Visit the AUBER web site (<http://www.auber.org/>) for conference presentations and photos.

Many thanks to our hosts for their warm southern hospitality and to the program organizers Paul Polzin, The University of Montana, and Pia Montoya, The University of Arizona, for an outstanding event! For those who couldn't attend, we hope to see you next year in Florida! ▲

AUBER Member News

The paper that AUBER member Carl Bonham presented at the Tourism Session at the 2005 AUBER conference in Montana (Tourism and the Regional Economy: Lessons from the Trenches) was published in a special issue of the *Journal of Travel Research (JTR)* as "The Impact of 9/11 and Other Terrible Global Events on Tourism in the United States and Hawaii" (cowritten with James Mak and Christopher Edmonds). As of mid-October, the paper was the second most read *JTR* article—out of a list of 50. See <http://jtr.sagepub.com/reports/mfr1.dtl>. ▲

The University of Texas at El Paso Border Region Modeling Project is now accepting subscriptions for *Borderplex Economic Outlook: 2006–2008*.

Already in print is *Borderplex Long-Term Economic Trends to 2025*. These reports are produced using the 208-equation UTEP econometric model for Las Cruces, New Mexico; El Paso, Texas; Ciudad Juárez, Mexico; and Chihuahua City, Mexico. Each report sells for \$10.

To order one of these reports, contact: Brian Kelley at bwkelley@utep.edu or at 915-747-7762. ▲

The Business Research Division at the University of Colorado at Boulder recently released the "Colorado Nanotechnology Roadmap." The project was designed for the purpose of leveraging existing nanotechnology investment, assets, research, and human capital in the state to facilitate the growth of this emerging cluster. Visit <http://leeds.colorado.edu/brd/interior.aspx?id=254,289,290,1971> for more information. ▲

Conference Kudos!

Many thanks to all those who helped put together the terrific 60th annual fall conference in Memphis!

Local arrangements,
The University of Memphis:

John Gnuschke
Lee Grehan
Stephen Smith
Shirley Stanphill

Conference planning committee:

Sherryl Barger, University of Arkansas
Jeff Collins, University of Arkansas
Cindy DiPersio, University of Colorado at Boulder
John Gnuschke, The University of Memphis
Pia Montoya, The University of Arizona
Paul Polzin, The University of Montana
Stephen Smith, The University of Memphis