President’s Report, Caron Gentry, Abilene Christian University
ISA-West’s Annual Conference was held for the first time in Los Angeles at the Westin Bonaventure on September 24th and 25th.

Last year the executive board of ISA-West made the decision to move the conference held each September from San Francisco to Los Angeles. In San Francisco, ISA-West never found an institutional home and had difficulty drawing in participants. Because many consistent conference participants are from the LA area, including but not limited to University of Southern California, Pepperdine University, and Loyola Marymont University, the executive board was hopeful that conference support, via sponsorship and increased participation, would be forthcoming. We were correct in this assumption.

The University of Southern California was instrumental in providing financial support and administrative and staffing support to run the conference. USC was key in bringing in Peter W. Singer from the Brookings Institute to be the Saturday luncheon speaker. Further, they provided monies that went towards the Friday night reception and Saturday luncheon, as well as helping with creation of programs. Additional funding for the reception came from Pepperdine University and Loyola Marymont.

Additionally, ISA-West introduced the first annual undergraduate paper award. There were two panels of undergraduate papers and from these papers, a winner was chosen: Rachel Ryan, 2010 graduate of Pepperdine University.

Overall conference participation increased. This year, 111 people pre-registered for the conference and an additional 14 registered at the conference. Please see the Program Chair’s report for the number of panels and papers given.

At the conference, the members-at-large as well as myself and Program Chair Doug Becker voted to create two new positions on the executive board: Treasurer and Communications Director. By unanimous vote, Laura Sjoberg, University of Florida, was named Treasurer and Lisa Burke, University of Denver, was named Communications Director. Robert Williams, Pepperdine University, was also voted in as Program Chair for 2011. Doug Becker, USC, became the President and I, Caron Gentry, Abilene Christian University, because Past-President.

There continue to be some challenges for ISA-West that we hope will continue to improve in the coming years. We are still struggling to reach critical mass for the conference and the hotel block. The lack of institutional support and home cost ISA-West dearly in San Francisco, mainly in participants. While institutional support has seemingly been found in LA, drawing large numbers of participants will probably be a challenge for the next several years. However, we are seeing participants who come back year after year and who have begun to bring/encourage other colleagues to join them at ISA-West. This year, we had far fewer last minute drop-outs or no-shows and had lively participation in most if not all panels. I am very hopeful that the situation will only improve.
Last year we negotiated a small hotel block with the Westin Bonaventure. At the last minute, we made the critical 80% of the hotel block, meaning ISA-West would not be charged. However, there were several cancellations between September 1 (the cut-off) and the conference (September 24 & 25). Because the hotel was filled, ISA-West was not held financially responsible for these cancellations. But this does indicate that ISA-West continues to need to negotiate small blocks until we draw a critical mass from outside the LA-area. I am confident that this will happen in the next couple of years.

From September 2009 to September 2010, ISA-West has seen dramatic improvement in participation in executive decision making, increased paper submissions, and increased participation in the conference. Further, ISA-West has seemingly found institutional support from multiple universities in the LA area, if not yet an official institutional home.

Program Chair’s Report, Douglas Becker, University of Southern California

The 2010 ISA-West Annual Conference was held at the Westin Bonaventure Hotel in downtown Los Angeles on September 24-25. The program included two innovative initiatives and two new themes.

The first of the innovative initiatives was the Inaugural Teaching and Learning workshop, held at USC on Thursday September 23. Participation was relatively small, with fewer than 10 at all sessions (plagued by no-shows who had paid for registration). Sessions included devising a syllabus and choosing books, several different sessions on teaching techniques, and a final section on deriving the evaluation tool for your classes. I would like to highlight the work of co-chair of this program, Jeanine Yutani of USC (and also the Graduate Fellow for USC’s Centre for Excellence in Teaching). Also, USC Professors Steve Lamy and Wayne Glass presented, as well as Aaron Taylor, another graduate student fellow for CET.

The second innovative initiative was the undergraduate student research competition. As Program Chair, I wanted to preserve a role for top undergraduate students to participate in ISA-West. But I was dismayed at their growing presence on regular panels. So I organized two panels just for undergraduates and announced the paper competition. I want to thank Caron Gentry of Abilene Christian, Robert Williams of Pepperdine, and Jennifer Ramos of Loyola Marymount for serving as judges and also serving as chairs and discussants.

We included two themes within the Program as well. The first was the ISA-West series on Methodology. This consisted of two panels. The first was a roundtable with David Lake of UC San Diego, Sandra Harding of UCLA, Patrick James of USC, and Fred Chernoff of Colgate University. The second was a traditional panel with Cecilia Lynch of UC Irvine and Fred Chernoff of Colgate chairing and Eric Blanchard of USC and Laura Sjoberg of the University of Florida presenting papers.

The second theme was on pedagogy. Coupled with the Teaching and Learning workshop was a traditional panel in which Wayne Glass served as discussant and presenters included Marcelo Valenca of PUC Rio, Jeanine Yutani of USC, and Juanita Darling of San Francisco State.
Finally, our invited author as a part of the author meets his critics series was John Odell. We discussed his book *Negotiating Trade* with critics Lui Hebron of California Maritime University and C. Roe Goddard of Thunderbird School of Management.

The Program ran 32 panels, of which only four of these were roundtables which did not produce papers. A total of 118 papers were presented.

The partnerships I developed for the program to control costs were numerous. First, Peter Singer, our Saturday speaker, asked for a rather significant honorarium. This cost was covered by USC’s College Commons Program. I have designed an entire year’s program around the impact of robotics and warfare, and Peter served as the keynote speaker. He was extremely gracious in agreeing to do the second talk for free once we booked him for USC. The College Commons told us we would have to provide travel funding, which was generously donated by Patrick James and the Center for International Studies at USC. Additionally, the Teaching and Learning Workshop cost ISA-West no money, even though we provided binders as well as lunch for the participants. The funding was provided by USC’s Center for Excellence in Teaching.

**Professional Development Fund Report, ISA-West 2010**

*Caron Gentry, ISA-West President 2010*

This year we applied the $2,000 from the Professional Development Fund towards our Saturday luncheon. Along with the University of Southern California, ISA-West was honored to have Peter W. Singer, Brookings Institute, as the guest speaker at the luncheon. It was held at the conference hotel, the Westin Bonaventure, Los Angeles, and the grant was used to off-set the cost of the lunch for our participants. On average about 50 people attend the lunch and this year it was no different. 53 people, faculty, graduate students, and undergraduate students were able to network with each other and listen to Singer. Singer’s paper title was taken from his book, *Wired For War*, and he spoke about the rapid advancement of technology and how this is impacting contemporary warfare. This thought-provoking paper also touched on the issues that ISA-West is focused upon: ethics and security.