

**PAN PACIFIC BUSINESS ASSOCIATION  
ANNUAL NEWSLETTER**

Dear Colleagues,

It seems like we just returned from our 24<sup>th</sup> annual Pan-Pacific Conference in Dunedin and Queenstown, New Zealand. The timely theme of the conference, *Digital Convergence and e-Globalization*, was most appropriate for New Zealand with its fast growing and globally integrated economy. We had two excellent keynote speakers who opened our conference on the campus of the University of Otago: Sir Tipene O'Regan, a dynamic political leader in New Zealand, and Mr. Robert Milligan, CEO of IM Industries in the U.S. Our participants enjoyed the train ride through beautiful, untouched landscape on our journey to Queenstown. We had one and a half days of breakout sessions in Queenstown, including the President's Luncheon. Professor André Everett of the University of Otago served as the able Chair of the Local Organizing Committee for the New Zealand conference.

Our 25<sup>th</sup> annual conference takes us to San José, Costa Rica **June 2 – 4, 2008**. The theme of this conference is *Free Trade Agreements in the e-Global Age*. This theme is especially appropriate as many Latin American countries are currently engaged in different phases of free trade agreements. The renowned INCAE Business School will be our partner institution, under the able leadership of Professor Guillermo Selva. We do expect some exciting tour opportunities, including a tour of one of the famed Costa Rican coffee mills. The welcome reception and a cultural show will be held on the campus of INCAE in the evening of June 1, 2008. The conference will be held at the convention center of the Ramada Herradura Hotel during June 2-4. It goes without saying that our usual timely sessions, plenary panels, and keynote speeches will make this another memorable conference.

I wish you a great fall season and look forward to seeing you in San José.



Sang M. Lee  
University of Nebraska Eminent Professor  
President, Pan-Pacific Business Association



## Conference Proceedings and Presentation of Submissions

Conference Proceedings will be published including selected papers which meet the following criteria:

- All submitted papers and proposals will be double blind reviewed by the Program Committee members and/or referees. Only accepted papers will be included in the Proceedings.
- Only registered authors can present their papers. The paid registration reflects acknowledgement that at least one author will be in attendance at the conference to present the paper.
- There is a limit of 3 over-sized pages for each paper published in the Proceedings. If the limit is exceeded, an additional \$100 per page will be charged to the author(s).
- There is a limit of 3 paper presentations per registered participant. If an individual presents more than 3 papers at the conference, an additional \$100 per paper will be charged to the presenter.

Only authors or co-authors, as listed in the Proceedings and in the Final Program, are eligible to present their papers at the conference. Please do not arrange for substitute presenters who are not co-authors of the paper. All conference participants must register.

### **Important!**

PowerPoint projectors are available in all of the session rooms. Files may be transferred via USB stick, CD or floppy disk. All presenters should bring their own laptops.

Please help us meet our external publishing and printing deadlines by submitting your paper(s) and registering for the conference before our designated deadlines as follows:

- Submission deadline for Abstract Reviews – Friday, January 18, 2008
- Submission deadline for papers accepted for publication in the Conference Proceedings – Friday, April 4, 2008
- Online registration on or before April 4, 2008 - \$330
- Online registration after April 4, 2008 - \$380

The Conference registration fee must be paid online by a major credit card (Visa or MasterCard).



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Pan Pacific Business Association

## Pan-Pacific Conference XV

### San José, Costa Rica

**Climate:** Costa Rica is located just north of the equator in a mild tropical climate represented by a Dry Season from November to April (winter), and a Wet Season which occurs from May to mid-November (summer). During the Wet Season, mornings are generally sunny with rain moving in during the afternoons. Temperatures range from 71°F (22°C) to 81°F (27°C) throughout the year.

**Language:** The official language of Costa Rica is Spanish although most Costa Ricans can communicate to varying degrees in English. There is a small minority of Jamaican descendants on the Caribbean coast who speak a local dialect of English known as "Patois." Recently, the public school system in Costa Rica added mandatory training in a second language as part of the regular curriculum.

**Electrical Current:** Electricity is supplied at 110 volts AC, the same as in the United States. If you have an electrical appliance with a 3-pronged plug, it is wise to bring along an adapter as there are few 3-pronged outlets in Costa Rican establishments.

**Currency:** Costa Rican National currency is the colon, which exchanges for roughly 515 per U.S. dollar. Dollars can easily be exchanged at all banks. Other foreign currency can be exchanged through private agencies. Major credit cards and Traveler's Checks are widely accepted.

The Universal Currency Exchange:  
<http://www.xe.com/ucc/>

Most banks in Costa Rica are open Monday through Friday from 9:00am to 3:30pm. Some banks have begun to offer extended hours. Offices are open Monday through Friday from 8:00am to 5:00pm, closing one hour for mid-day lunch. Shops are generally open Monday through Saturday from 9:00am to 6:00pm, closing one hour for mid-day lunch.

**Communications:** Postal offices are located in nearly every city, town and village throughout Costa Rica.

Individual companies provide various telecommunication services such as telex, fax, ITD, internet access, etc. Internet access is widely available although many locations are still using 'dial-up,' and connection speed can be slow. Calls made within Costa Rica are considered 'local.'



**Traveler Information:** U.S., Canadian and most European conference participants are not required to apply for a visa or pre-entry permission as long as they have a valid passport. Conference participants from other countries should research online for travel requirements pertaining to their respective nationalities. An informative website for such information is:

<http://www.costarica.com/Trip-Planning/Travelers-Info/Passport-&-Visa-Information/>

**All short-term (less than 90 days) visitors must pay a departure tax of \$26.00.** This tax is NOT included in the price of your airline ticket.

**Health:** There have been no recent reports of disease outbreaks. No inoculations are currently required to visit Costa Rica although you should make sure all of your standard inoculations, including tetanus, are up to date.

For participants who are considering outdoor adventures or travel in Costa Rica before or after the conference, it is advisable to read up on recommendations from local tourism establishments about the occurrence of any disease in the locations you plan to visit.

Water quality is excellent in Costa Rica and it is safe to drink water directly from the tap unless otherwise notified. Bottled water is also abundantly available.

**Transportation:** Most international air traffic in and out of Costa Rica goes through the Juan Santamaría Airport located about 10 minutes from the Ramada Herradura Hotel. Transportation to and from the hotel is free to hotel guests.

All transportation arrangements, except for scheduled tours and activities, are the responsibility of the conference participant. It is recommended that you check with the hotel at which you plan to stay to confirm your business and recreational transportation plans. Participants may wish to hire a rental car for sightseeing purposes and independent transportation during the conference. The majority of the highway network in Costa Rica is well paved with toll booths on the primary highways. Toll fees range from 75 to 275 colons (25 to 75 cents). The country is well supplied with full-service fuel stations, some of which are open 24 hours a day.

Domestic bus service is very good. A number of private companies provide service linking San José with provincial towns, cities, seaports and tourist attractions. Tourists may drive in Costa Rica with a valid driver's license and passport from his/her country of origin. Seat belts are required by law for drivers and front-seat passengers. Additionally, helmets are required for motorcycle drivers.



### CONFERENCE SCHEDULE & VENUE

Sunday June 1	Monday June 2	Tuesday June 3	Wednesday June 4
City Sightseeing Tour and/or Plant Tour	7:30 a.m. - 4:30 p.m. Registration	7:30 a.m. - 4:30 p.m. Registration	7:30 a.m. - 8:30 a.m. Registration
Golf Tournament	8:30 a.m. - 10:00 a.m. Opening Plenary Session	8:30 a.m. - 10:00 a.m. Concurrent Sessions	8:30 a.m. - 10:00 a.m. Concurrent Sessions
3:00 p.m. - 6:30 p.m. Registration	10:00 a.m. - 10:30 a.m. Coffee Break	10:00 a.m. - 10:30 a.m. Coffee Break	10:00 a.m. <b>CONFERENCE ENDS</b>
7:00 p.m. - 9:00 p.m. Opening Reception and Cultural Performance	10:30 a.m. - 12:00 p.m. Plenary Session	10:30 a.m. - 12:00 p.m. Concurrent Sessions	
	12:00 p.m. - 1:30 p.m. 25th Pan-Pacific Conference Celebration Luncheon	12:00 p.m. - 1:30 p.m. President's Luncheon	
	1:30p.m. - 3:00 p.m. Panels, Workshops and Concurrent Sessions	1:30 p.m. - 3:00 p.m. Concurrent Sessions	
	3:00 p.m. - 3:30 p.m. Coffee Break	3:00 p.m. - 3:30 p.m. Coffee Break	
	3:30 p.m. - 5:00 p.m. Concurrent Sessions	3:30 p.m. - 5:00 p.m. Concurrent Sessions	

**Accommodation in San José, June 1-4, 2008:** The Pan-Pacific Conference will be held at the Hotel Ramada Plaza Herradura Conference Center. Registered conference participants may reserve rooms at the exclusive conference rate. **Check-out is required by noon on Wednesday, June 4, 2008. Another event is scheduled at the hotel beginning directly after the Pan-Pacific Conference closes.** Reservations must be made directly through the hotel. PPC staff cannot make reservations for conference participants.

**To book rooms at the exclusive conference rate,** participants should click on the Hotel Reservation Form at [www.panpacificbusiness.org](http://www.panpacificbusiness.org) for the required reservation form and detailed instructions.

Hotel Ramada Plaza Herradura  
San José, Costa Rica

Hotel Sales Representative: Valent Guevara

Telephone: 506-209-98-00 ext. 7041 or 7183

Fax: 506-239-02-10

Email: [reservaciones@ramadaherradura.com](mailto:reservaciones@ramadaherradura.com)



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**Pan-Pacific Conference XV**  
**June 2-4, 2008**  
**San José, Costa Rica**

**Contact Us**

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**Pan-Pacific Study Tour**

Sponsored by the UNL College of Business Administration, the Department of Management and the Nebraska Center for Entrepreneurship along with Students in Free Enterprise (SIFE), this study tour offers a plethora of opportunities for international educational learning and cultural experiences.

Faculty who are interested in encouraging their students to join the study tour should visit the Pan-Pacific Study Tour website at:  
<http://www.cba.unl.edu/outreach/ppst>.

Please continue to watch the Pan-Pacific Business Association website for updates at:

<http://www.panpacificbusiness.org>

Updates will also be provided via email to corresponding authors and registered participants.

