

Spring 2007

## Editor's Forum

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**EDITOR'S FORUM**

As we complete another academic year we are pleased to put out our *JAAER* to complete our publication cycle for 2006-2007. We have had a very successful year with tremendous manuscripts and interesting forum articles. This spring we have a forum that should be interesting and informative.

Based on the CRM Vectors 2007 conference that was held in Daytona Beach in late February/early March, I have included a compilation of information presented at the conference. This compilation was put together by Professor Ted Beneigh whom was one of the co-chairs of the committee that hosted the conference. The committee began with a premise of "What is the future of CRM and CRM training?" Attended by industry and academic representatives on an international scale, the conference was beneficial in answering that question. Gathered from professional presentations and interactive workshops, the compilation will give you an idea of what ideas were gathered.

We also have two forums that present a point/counterpoint on the future of CRM. Dr. Cass Howell presents the point of "Is CRM Dead?" Dr. Howell professes some rather interesting points to support his question. We found many attendees agreed with this concept while others supported the opposite.

In the counterpoint, Adjunct Professor Leslie Gibson presents the idea that CRM is not dead and is in fact, "Alive and Well." I think you will find her points are equally supported by the industry in general.

Regardless of your views on the subject, I feel you will find this current issue interesting and informative. You may want to respond in writing or consider attending next year as we host "CRM Vectors 2008."

I hope you enjoy the forum section in the *JAAER* this spring and will respond by using the information in your daily performance of your job and write your interpretations and experiences so we can continue the dialog in the forum section of the *JAAER*.

Have a wonderful summer and we hope to see you all back next fall for the academic year and more interesting and educational writings in the fall edition of the *JAAER*.

Fly Safe

Bill Kohlruss  
Editor

