



BY-LAWS of the

MARKETING EDUCATORS' ASSOCIATION

Reviewed/Revised April 2010

**ARTICLE I
OFFICES**

SECTION 1. THE PRINCIPAL OFFICE

The principal office for the transaction of the business of the Association is hereby fixed and located at California State University, Northridge, in the City of Los Angeles, County of Los Angeles, State of California. The Directors of this Association are hereby granted full power and authority to change said principal office from one location to another in said state.

**ARTICLE II
MEMBERS**

SECTION 1. CLASSIFICATION OF MEMBERS

Members of the Association shall be designated as regular members, associate members, and student members.

SECTION 2. REGULAR MEMBERS (Amended April 2010)

Regular membership in the Association is open to individuals who currently are or have been or retired from teaching marketing full or part-time in any university, college, or community (junior) college and wish to subscribe to the purposes for which this Association is formed.

SECTION 3. ASSOCIATE MEMBERS (Amended April 2010)

Other individuals interested in marketing education may become associate members of the Association and shall enjoy all the rights and privileges of regular membership, except the right to vote.

SECTION 4. STUDENT MEMBERS

Students attending any university, college, or community (junior) college may join the Association as student members and shall enjoy all the rights and privileges of regular membership, except the right to vote.

SECTION 5. MEMBERSHIP DUES (Amended April 2010)

The registration fee paid by an eligible individual at the Associations' Annual Conference shall include membership in the Association for a period of one year, starting on the first day of said conference. Individuals eligible for membership but not attending the Annual Conference may join the Association by payment of a fee of \$50.00, or other amount determined by the Board, for each year of membership.

ARTICLE III DIRECTORS

SECTION 1. NUMBER

The number of directors shall be 25 (twenty-five). (Amended April 2007)

SECTION 2. QUALIFICATIONS

Directors must be regular members of the Association.

SECTION 3. ELEGIBILITY AND TENURE (Amended April 2007) (Amended April 2010)

Directors shall serve without liability for a term of three (3) years or until the election of their successors. The election of Directors shall be by majority vote of the regular members present at the Annual Meeting who participate in the session at which elections are held. Directors so elected shall commence their term of office on the first day of the month following the date of the meeting. Most Directors shall be elected to represent specific regions; however, there will be three (3) At-Large Directors. The number of regional directors and the regions are as follows:

- (4) Western Region: California and Hawaii
- (2) Northwest Region: Alaska, Idaho, Oregon, and Washington
- (2) Southwest Region: Arizona, New Mexico, Nevada, Oklahoma and Texas
- (2) Rocky Mountain Region: Colorado, Montana, Utah, and Wyoming
- (2) Southern Region: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia
- (2) Central Region: Iowa, Illinois, Indiana, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin
- (2) Eastern Region: Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, and Washington D. C.
- (2) International
- (2) Community College
- (3) At-Large

SECTION 4. EX-OFFICIO DIRECTORS

There shall be two (2) Ex-Officio Directors: The Immediate Past President of the Association (voting) and the Editor of the *Journal of Marketing Education* or his/her designee (non-voting).

SECTION 5. NOMINATIONS

The slate of candidates for Director shall be prepared by the President and other Association officers for submission to the membership at the Annual Meeting.

SECTION 6. REMOVAL

A Director may be removed at any time, with or without cause, by a two-thirds vote of the regular members of the Association at a special meeting called for that purpose.

**ARTICLE IV
ANNUAL MEETING**

SECTION 1. LOCATION AND FREQUENCY (Amended April 2010)

There will be a meeting of the regular membership of the Association to be held during and at the location of the Annual Conference.

SECTION 2. SPECIAL MEETINGS

Special meetings of the membership may be called at any time upon written request to the Secretary-Treasurer by a majority of the voting membership.

SECTION 3. QUORUM

The regular members attending a regularly called Annual Meeting shall constitute a quorum.

SECTION 4. NOTICE OF MEETINGS

Notice of all meetings shall be given to members at least 30 (thirty) days before such meetings. Regular meetings scheduled as part of the Annual Conference may be announced by inclusion in the conference brochure.

SECTION 5. PROXY VOTES

Proxy voting will not be permitted.

**ARTICLE V
DIRECTORS' MEETING**

SECTION 1. LOCATION AND FREQUENCY

The Directors shall meet at least once a year and that meeting shall generally be held at the location of and in conjunction with the Annual Conference.

SECTION 2. NOTICE OF MEETING

The meeting will be called by the President and notice of the meeting shall be given to the Directors by mail at least one month prior to the Conference.

SECTION 3. QUORUM

One-third of the Directors shall constitute a quorum.

SECTION 4. PROXY VOTES

Proxy voting shall not be permitted.

**ARTICLE VI
OFFICERS**

SECTION 1. OFFICERS

The officers of the Association shall be a President, a Vice-President, a President-Elect, an Immediate Past President, a Secretary-Treasurer, a Marketing Director, and a Web Master, and shall serve without liability and without bond. Vice-Presidents serve as officers for the duration of four (4) years:

Year one: Vice President
Year two: President-Elect
Year three: President
Year four: Immediate Past President

SECTION 2. ELECTION (Amended April 2010)

The Vice President shall be chosen annually for a four (4) year term by the Directors, acting as a nominating committee, at the Annual Meeting. The candidate so chosen shall be submitted to the membership at the same Annual Meeting for his or her confirmation, and take office on the first day of the month following the meeting. The Secretary-Treasurer, the Marketing Director, and the Web Master shall be chosen and confirmed in a similar manner for three (3) year terms.

SECTION 3. VACANCIES

If the office of any of the officers mentioned in SECTION 1 of this article become vacant, the remaining officers shall, within a reasonable time thereafter, appoint a successor who shall hold office for the unexpired term, subject to confirmation by the Directors.

SECTION 4. REMOVAL

Any officer of the Association is subject to removal by the Directors, with or without cause, by a two-thirds vote of the Directors at a special meeting of the Directors called for that purpose.

SECTION 5. REMUNERATION

The Officers and Directors of the Association shall serve without salary or other pecuniary remuneration for their services as such.

SECTION 6. DUTIES (Amended April 2010)

President: The President shall be the executive officer of the Association. (S)He shall preside at all meetings of the regular members, of the Directors, and of the Executive Committee and shall exercise general supervision of the affairs of the Association.

President-Elect: The President-Elect shall assist the President in the fulfillment of his/her duties. (S)He shall be responsible for the programmatic content of the Annual Conference.

Vice-President: The Vice-President shall assist the President-Elect with the program.

Immediate Past President: The Immediate Past President shall be responsible for determining the "Marketing Educator of the Year" and for assisting the President.

Secretary-Treasurer: The Secretary-Treasurer shall keep and maintain adequate and correct accounts of all business transactions of the Association.

Marketing Director: The Marketing Director shall be responsible for increasing the recognition of the MEA nationally and for membership issues.

Web Master: The Web Master shall be responsible for maintaining the hosting, appearance, and content of the website.

SECTION 7. EXECUTIVE COMMITTEE

The officers described in SECTION 1 of this article shall constitute the Executive Committee of the Association.

ARTICLE VII MISCELLANEOUS

SECTION 1. AUDIT

Upon election of a new Secretary-Treasurer, the accounts of the Association shall be submitted to audit.

SECTION 2. AMENDMENT OF BY-LAWS

The by-laws of this Association may be adopted, amended, or replaced with the approval of two-thirds of the Directors.

SECTION 3. *JOURNAL OF MARKETING EDUCATION*

The Association is a sponsor of the *Journal of Marketing Education*. Membership includes a subscription to the Journal.

SECTION 4. VESTED FUND

The Association shall maintain a vested fund in the amount of \$10,000 to \$15,000. Surpluses, if any, above the vested fund may be used to enhance the Annual Conference.

SECTION 5. AWARDS (Amended April 2010)

The Association will annually recognize the author(s) of the Best Article of the Year published in the *Journal of Marketing Education*, as selected by the Journal's Board of Directors, provided the author (or at least one co-author) attends the conference at which the award is to be made.

The Association will annually award a monetary sum and complimentary conference registration to the individual selected for recognition as the Marketing Educator of the Year, provided the awardee attends the conference at which the award is to be made. Such selection shall be made by a committee appointed and chaired by the Immediate Past President of the Association and shall be based on excellence in the teaching of marketing topics and research in marketing and marketing education.