Minutes of the Marketing Educators’ Association Board Meeting
April 14, 2005 – 12:30 to 2:30 pm, Hyatt Hotel, La Jolla, California

Prepared by Richard S. Lapidus


- The meeting was called to order at 12:40 pm.
- The agenda was approved as presented.
- The 2004 minutes were approved.

- **Committee Reports.**
  - New Market Expansion Committee – No formal report was made.
    - Bob Lupton reported that both new membership and conference attendance were down.
    - Chuck Patti suggested ads on the website
    - An international call for papers was suggested.
    - A PDF application form was suggested by Bob Lupton
    - An international conference was discussed. Chuck Patti and James Reardon were going to explore options in Singapore and Eastern Europe respectively.
    - A committee was formed to explore U.S. maintenance and international expansion (Charles Duke and Glen Brodowsky).
    - Other programs (doctorial sessions, teaching workshops & development workshops) were discussed.
  - Archivist Committee – No formal report was made.
    - Jack Schibrowsky proposed that Bruce Lammers be contacted to head this committee.
2005 Conference Reports

- Richard Lapidus, Vice President reported the following:
  - 54 papers submitted for the competitive sessions, 47 were accepted.
  - Lack of volunteerism resulted in no discussants this year.
  - The best paper was awarded to Dennis Clayson for his paper “Student Evaluation of Instruction: The Theoretical Effects of Leniency and Reciprocity.”

- Ken Chapman, President-elect reported the following:
  - 12 Special session papers were submitted, 9 were accepted.
  - There were no roundtable discussions at this year’s conference.

- Exhibits and Sponsors, Beverlee Anderson, President reported the following:
  - There were five publishers represented at the conference.
  - Sponsorship money was approximately $8225.

Marketing Educator of the Year

- Jack Schibrowsky, Immediate Past President announced that Nancy Frontczak would be this year’s recipient.

Life Time Achievement Award

- Jack Schibrowsky made the following comments regarding the award resulting from a long discussion that occurred prior to the meeting:
  - Formalized criteria for the award must be established.
  - Board agreed-upon criteria should be presented to the membership for inclusion in the bylaws.
  - Regina Schlee was suggested to serve as chair of a committee to explore this issue.

Treasurer’s Report

- Robert Lupton, Secretary Treasurer reported the following:
  - 108 participants had formally registered for the conference.
  - $28,000 was generated from registrations.
  - 52 people had purchased tickets for the Sea World dinner.
Nominations Of New Members Of The Board of Directors

- The following changes in the Board were proposed:
  - Brian Jorgenson – joined officer’s track – Vice President.
  - Rajiv Vaidyanathan – At Large Director stepping down.
  - Geoffrey deSilva joining as an International Director (Temasek Polytech)
  - Linda Wee joining as an International Director (Singapore Polytech)

JME Outstanding Paper Award

- Awarded to Bill Veranda - $250

JME Report

- Doug Lincoln, JME Editor presented the following information:
  - 70 manuscripts received.
  - 25 manuscripts desk rejected.
  - Acceptance rate was 14%.
  - 83% of reviews returned on time.

Web Master Position

- A recommendation to create a web master position was discussed.
  - Lars Perner’s name was suggested. He will be asked about his level of interest.

Announcements

- Ken Chapman announced that next years meeting would be held at the Hyatt at Fisherman’s Wharf in San Francisco on April 27-29, 2006.

Meeting Adjourned at 2:30 p.m.