



Marketing Educator's Association
Annual Board Meeting Minutes

April 8, 2010 1:00 PM
Renaissance Hotel Downtown
Seattle, WA

Present: Robert Lupton, Glen Brodowsky, Susan Cadwallader, Clay Daughtrey, David Ackerman, Barbara Gross, Claudia Bridges, Kenneth Chapman, Deborah Heisley, Rika Houston, Gary Karns, Wendy Wilhelm, Elise "Pookie" Sautter, James Reardon, Brian Jorgensen, Dennis Clayson, Gopala "GG" Ganesh, Ruth Taylor, Charles Comegys, Ed Petkus, Charles Duke, Charles Patti, Mark Young, Patricia Browne, Bernice Dandridge, Douglas Lincoln, Laurie Stehle

Not Present: Lars Perner, Richard Lapidus, Pola Gupta, Gerald Abergos

The meeting was called to order at 1:15 PM.

Agenda Approved

2009 Minutes

Motion: Accept the minutes of the 2009 Board Meeting. Passed.

2010 Conference Report

S. Cadwallader: Competitive Papers and Best Paper Award

68 papers submitted

62 papers accepted

102 reviewers

Judy Strauss, University of Nevada, Reno – Best Paper Award *Marketing Capstone Models 'The Apprentice' Television Show with Client-Sponsored Projects*. This was Judy's first submission to MEA.

G. Brodowsky: Special Sessions and Contemporary Issues

27 papers submitted

R. Lupton: Exhibits and Sponsors

Chapman and Associates is an exhibitor this year and a sponsor of the special sessions.

Wessex Publishing is an exhibitor this year and sponsored the Marketing Educator of the Year award.

Sage Publications sponsored the Saturday breakfast.

Journal of Marketing Education sponsored the Outstanding Article of the Year award.

Both Cengage publishing and McGraw-Hill publishing had to decline due to budget constraints.

B. Gross: Marketing Educator of the Year – Charles Duke, Clemson University

Lifetime Contribution Award – Irene Lange, California State University Fullerton

D. Lincoln: Outstanding Paper Award – Neil Granite, California State University Fullerton and Stephen K. Koernig, DePaul University

C. Daughtrey: Treasurers Report

The organization is solvent. The number of attendees at the 2009 conference was 165. This year 116 have registered so far with 110 attending the Friday night event at the Space Needle. Five hard-copy proceedings were ordered, therefore it will be phased out. May do online registration next year and add a service fee for the convenience.

R. Lupton: 2010 Conference Report

The Renaissance Hotel is excited we chose them. They have been very accommodating by providing free internet to all attendees and providing excellent service.

The Friday Night event is at the Space Needle with dinner and drinks featuring the Dave Rawlinson band. When asked if having a Friday night event should continue, the consensus was yes.

Nominations of new and existing members to the Board of Directors

Agreeing to renew their positions on the board:

D. Ackerman

K. Chapman

R. Houston

J. Reardon

C. Duke

Motion: Accept this list of nominations to the Board and present it to the membership for a vote. Passed.

Needing replacements:

R Lapidus – Southwest Director

E. Petkus – Eastern Director

P. Browne – International Director

At-large Director

Second Community College Director

Nominations for Replacements and Shifts

Ed Petkus, from Eastern to incoming 2013 MEA VP and Conference Co-chair

Christine Chung to replace to Ed Petkus in Eastern Region

GG from 'Southern' Region to the Southwestern Region (replacing Lapidas)
Charles Duke from 'At Large' to 'Southern' Region
Barbara Gross to replace Charles Duke as 'At Large'

The Board discussed realigning the districts. Charles Duke could become the Southwest Director. There would be more outreach if a Southeast position was created. Glen Brodowsky agreed to head a project with Clay Daughtrey to study the demographics of the membership to see if a Southeast position is needed.

Ken Chapman expressed concern about a conference on the East coast due to the cost. He would like to look at the number of people in the East and the results of a survey question concerning attendance at an East coast conference. Perhaps we could join with another conference in order to make the minimum requirement.

East: Christina Chung,

Motion: Move Texas and Oklahoma into the Southwest region. Passed.

Motion: Select Barbara Gross to fill the At-large Director position. Passed.

Southwest: Gopaloa "GG" Ganesh

International: Wendy Wilhelm and Charles Patti will contact some people. Any directors finding an interested person should contact Bob Lupton or Glen Brodowsky.

Community College Director: Continue the search for a person to fill this position.

JME Report

D. Lincoln: The circulation is up 2%. There were 58,000 downloaded articles. The number of pages per issue has increased to 120 pages. The Journal is still published three times a year.

Doug would like to know the names of international people to recruit for articles.

When referring to the Journal of Marketing Education in other journal articles, use the letters J M E D.

By-law Changes

Delete last sentence of first paragraph of SECTION 5. AWARDS: "Each author attending the Annual Conference will also receive a free registration to the conference at which the award is to be distributed."

Motion: Accept the changes to the by-laws as presented in Appendix C and include the verbal change shown above, which deletes the last sentence of first paragraph of SECTION 5, AWARDS. Passed. (See Appendix C)

IT Director

G. Brodowsky: An IT director is needed to provide continuity and assistance during the conference.

Motion: Create the Director position of IT Consultant and appoint David Rawlinson to the position. Passed.

Web Site

Web Master Report Handed out – sent by L. Perner: A redesign of the web site is planned next year.

Future Conference Locations

2011 Westin Hotel, San Diego, CA April 21 – 23

2012 Long Beach, CA April 18 - 22

The future of the Pre-Conference Workshop

The Pre-conference Workshop was conceived as a Master Teacher course. Gary Karns and Charles Duke would like to expand the scope of the workshop to include other areas of interest like technology. They would like to encourage others to become involved.

The Role of Directors

R. Lupton: The directors' role is to promote MEA and the annual conference in their regions.

Marketing Effort for Next Year

D. Ackerman:

Tactics:

- Personal Contacts #1
- Personal emails to colleagues
- Keynote Speakers (e.g., Clayson)
- ELMAR Posting
- Identify potential attendees state by state (Heisley)
- Thank the reliable attendees via email/letter (Houston)

Attendance Reports statistics needed to determine which tactics have been more successful.

- Attendees w/ or w/o Paper
- Attendees to Pre-conference Workshop (mentor/host)

- Former attendees

Other efforts proposed: MEA Facebook page, a letter to the Dean acknowledging each conference presenter and new attendee, a keynote speaker, a letter of acknowledgment to each attendee, person-to-person invitations is the most effective for gaining members.

New Awards Program

G. Ganesh: To acknowledge innovation in the classroom, a new award is proposed. He, Claudia Bridges, and David Rawlinson will chair a special session next year. A written proposal will be submitted by the end of summer.

By-law and Complementary Registrations

C. Daughtrey: Multiple authors on a paper cost the organization \$1,750. The award ends up rewarding the university for the conference expenses instead of the author.

The discussion offered suggestions such as limit the dollar amount of the award by splitting the award among all of the authors, secure a “sponsor” or “donor” for the specific award, recruit a director or member to raise funds for the conference and the awards.

The meeting was adjourned at 3:35 PM.

BY-LAWS of the MARKETING EDUCATORS' ASSOCIATION
Reviewed/Revised April 2009 10

Current - SECTION 2. REGULAR MEMBERS

Regular membership in the Association is open to all marketing faculty teaching full or part-time in any university, college, or community (junior) college who wish to subscribe to the purposes for which this Association is formed.

SECTION 3. ASSOCIATE MEMBERS

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.

Proposed Changes - SECTION 2. REGULAR MEMBERS

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

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.

Add text on membership dues amount....

SECTION 5. MEMBERSHIP DUES

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

Current - SECTION 1. LOCATION AND FREQUENCY

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

Proposed Changes - SECTION 1. LOCATION AND FREQUENCY

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

Add text to recognize web master....

SECTION 2. ELECTION

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 6. DUTIES

Add text to recognize web master duties...

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.