2012 MEA Board of Directors Meeting
Minutes
Thursday, April 19, 2012 1:00 pm – 3:00 pm
Equity Room, EMC
Long Beach Hilton and Executive Meeting & Conference Center
Long Beach, California USA

Present: Gopala “GG” Ganesh, Pola Gupta, Lars Perner, Glen Brodowsky, Susan Cadwallader, Ed Petkus, David Rawlinson, Elise “Pookie” Sautter, Charles Comegys, Barbara Gross, Ruth Taylor, Ken Chapman, Rika Houston, Brian Jorgensen, Christina Chung, James Reardon, Deborah Heisley, Clay Daughtrey, Gregory Black
Not Present: Charles Duke, Charles Patti, Deborah Brown McCabe, Doug Lincoln, Robert Lupton

Call to order: 1:04 pm
Agenda: approved
2011 Minutes: motion to approve--passed

2012 Conference Reports
-Competitive Papers, Susan Cadwallader, President
  50 papers accepted
  67 reviewers (each reviewer reviewed two manuscripts)

-Special Sessions: Ed Petkus, President-Elect and Program Chair
  26 accepted (plus two sponsor sessions)

-Sponsors, Susan Cadwallader, President, expressed thanks for the following:
  Mihaylo School of Business, California State University, Fullerton; Anil & Sharon Puri and Irene Lange
  (platinum sponsor)
  WARC (Michael Edmonds): silver sponsor
  McGraw-Hill Education (Donielle Xu): silver sponsor
  Journal of Marketing Education - Outstanding Article of the Year award
  Wessex/Axcess Capon Publishing – Marketing Educator of the Year award
  California State University, San Marcos (conference bags)
  special thanks to Clay Daughtrey and Glen Brodowsky for assistance in solicitation of sponsors

-Treasurer’s report, Clay Daughtrey, Secretary Treasurer
  133 registrants as of meeting time
  on pace to break even with on-site registrations
  Clay announced he is looking for a replacement as Secretary Treasurer
  Informed group of recent heart attack of Micol Maughn

-MEA 2012 Best Paper Award (Susan Cadwallader): Bringing Cultural Diversity into a Service Marketing Course: a SERVQUAL Exercise by Mark Rosenbaum and Ioana Moraru (Northern Illinois University)

-Marketing Educator of the Year presented by Glen Brodowsky, Immediate Past President:
  Helena Czepiec, California State Polytechnic University, Pomona

-JME Outstanding Paper Award presented by Don Bacon, JME editor
  Christopher Hopkins and Mary Anne Raymond, “Educating Students to Give Them a Sustainable Competitive Advantage”

-JME Outstanding Reviewer Award presented by Don Bacon, JME editor
  James Reardon, University of Northern Colorado

-2012 Board Report, Susan Cadwallader, President
  • Director Renewals Confirmed:
i. Dennis Clayson, Central
ii. Brian Jorgenson, Rocky Mountain
iii. Charles Patti, At-Large
iv. Wendy Wilhelm, Northwest

- Open Positions
  i. Director of Community Colleges (2) to replace Bernice Dandridge
  ii. International Director (1)
  iii. Ad Hoc Director (1) to replace Mark Young

- Nomination of Glen Brodowsky as 2013-14 Director at large: passed
- Nomination of Gregory Black to the officer’s track as 2012-2013 VP & Program Co-Chair: passed

**Task Force Reports** (est. MEA 2011)

1. **New Faculty and Doctoral Student Outreach task force**, Pookie Sautter, Chair
   Task force meeting attended by GG Ganesh, Bob Lupton, Glen Brodowsky, Pookie Sautter
   Discussion of possible MEA poster session for 1st year doctoral students; later deadline than papers and session proposals; poster session could be up before President’s reception on Thursday evening; possibility of internal MEA sponsorship funded by members donating $50
   Discussion of formation of permanent committee

2. **Web Presence and Social Media task force**, David Ackerman, Chair
   Task force meeting attended by Lars Perner, Christina Chung, Rika Houston, & David Ackerman
   Discussion of goals for social media presence: present & potential MEA members; new Ph.D.’s; possibility of using social media to establish teaching “boot camp”; links to job openings from ELMAR, Chronicle, etc.
   Discussion of challenges in maintaining Facebook page

**Webmaster Report**, Lars Perner, Webmaster
5,500 visits to MEA website in past year
Visits peak at paper submission deadline, pre-conference, and post-conference
Discussion of search challenges (esp. National Marketing Educators’ Association issue)

**JME Report**, Don Bacon, JME editor
- 2010 acceptance rate = consistent w/ previous
- 2011 submissions = 27 (similar to last year)
- Discussion of need for more submissions
- Discussion of competition from MER and JAME; positioning issues
- Discussion of possibility of publishing essays, interviews with practitioners, cases
- Use of JME article results for assessment (trusting the literature)

**Pre-conference Workshop Report** – Gary Karns
Five attendees
Discussion of need for future PCW leaders

**2013 MEA Conference**, Ed Petkus
  i. April 18-20, Portland, Oregon; hotel contract with The Nines
  1. Marketing Campaign – David Ackerman, Marketing Director: everyone invite one person

**Proposals and Other New Business**
   Discussion of offering Professional Development Workshops on conference Thursdays; Pola Gupta offers to hold workshop on using Qualtrics online survey software; general discussion of differentiation from current Pre-Conference Workshop; how much to charge for workshops and how to schedule them
   Motion (Glen Brodowsky): offer two Thursday afternoon Professional Development Workshops
   Counter-motion (James Reardon): leave to discretion of officers: passed
2. Proposal: Formation of new Board of Directors category, Recent Past Presidents: Ed Petkus: passed

Meeting adjourned at 3:10 pm.