



Minutes of the Marketing Educators' Association Board Meeting

April 10, 2003 - 2 to 4 pm, Marquis Room, Radisson Resort, Scottsdale,
Arizona

Prepared by Beverlee Anderson

Attending: Beverlee Anderson, Nathan Cling, Chuck Comegys, Debit Cours, Larry Couture, Chuck Harrington, Rika Houston, Brian Jorgensen, Gary Karns, Dave Kurtz, Craig Kelley, Doug Lincoln, Robert Lupton, Mike Mejza, Shekhar Misra, Jack Schibrowsky, Regina Schlee, Richard Scott, Rajiv Vaidyanathan, Stuart Van Auken,

1. The Meeting was called to Order at 2:15 PM
2. The Agenda was approved as presented.
3. The 2002 Minutes were approved.
4. Committee Reports
 - ✚ MEA Vision Statement: Nathan Kling and Debra Cours

Nate and Debra presented two alternatives for the Mission statement.

There was much discussion regarding the focus and emphasis.

After several suggestions and iterations, Nathan and Debra accepted as a friendly amendment the following:

Marketing Educators Association is the premiere international organization for faculty development of the marketing professoriate. The organization's mission is to provide worldwide leadership in promoting the development and sharing of scholarship that enhances marketing education and advances marketing knowledge and practice.

Motion passed unanimously.

Pre-Conference Workshops: Jack Schibrowsky and Beverlee Anderson

XanEdu did not want to have a pre-conference workshop this year. They preferred to have their session during the regularly scheduled session times. Two sessions were scheduled for their presentations.

Jack approached this as a discussion topic. We sold session space to XanEdu this year. Do we want to continue doing this? We may want to rename them as "Sponsored" workshops. We wanted to stay in black so sponsored sessions are good, but they should not be confused with academic Special Sessions.

5. 2003 Conference Reports

Competitive Papers and Outstanding Conference Paper:

Beverlee Anderson, Vice President and Program Co-Chair reported that there were 30 competitive papers submitted this year.

Twenty-seven members participated as reviewers.

Nine members are participating as session chairs

30 individuals served as discussants.

The outstanding paper is “The Role of Published Course Evaluations in Students’ Class Selection Decisions: An Exploratory Study Using Choice-Based Conjoint Analysis” by Wendy Bryce Wilhelm. It will be presented in Session 2A.

✚ Special Sessions and Contemporary Issues:

John Schibrowsky, President-Elect and Program Co-Chair reported:

17 Special Session this year. Some were moved around

✚ Exhibits and Sponsors: Regina P. Schlee, President

✚ \$12,900 was raised through sponsorships. Meals are very expensive this year

Sponsors:

XanEdu \$1500

ASU Dept. of Marketing \$1000

Direct Selling Foundation- \$500

McGraw-Hill/Irwin - \$1000

Southwestern - \$500

Central Washington University - \$250

Seattle Pacific University - \$200

JME - \$250

Exhibitors

McGraw-Hill/Irwin - \$1,500

Prentice-Hall - \$750

The New York Times - \$750

South-Western - \$750

EdVenture Partners - \$600

XanEdu - \$750

Atomic Dog - \$900

Advertisers

Prentice-Hall - \$850

South-Western/Thomason Learning - \$850

■ Irwin

✚ Marketing Educator of the Year: Stuart Van Auken, Immediate Past-President

Created a committee - Joe Belch, Steve Achtenhagen, Shirley Stretch Stephenson, Greg Gazda and Stu Van Auken evaluated individuals for the honor.

Katrin Harich is the 2003 Marketing Educator of the Year

✚ JME Outstanding Paper: Douglas Lincoln, JME Editor

Outstanding Article - 3 co-authors

“The Professional School Approach to Marketing Education” in the April 2002 issue.

authors are: Jack Schibrowsky, James Peltier and Thomas E. Boyt.

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✚ Treasurer’s Report: Robert Lupton, Secretary-Treasurer

Total revenue - \$32,029

Conference . registration - . \$24,079. - 118 pre-registered

6. 2004 Conference Report: Jack Schibrowsky, President-Elect

We are going to Las Vegas next year. Jack distributed coffee cups for everyone.

Jack has 3 contracts right now. Concerned about state budgets next year - Many concerns, don't want to get us overcommitted. Small room blocks require costs for meeting rooms.

Embassy Suites - across from the University serve breakfast every morning, would not charge us. All suite hotels. Dates will be 15th-17th of April 10, 2003

Discussion concerned dates of conference - are these the right ones. Should we try Wed., Thurs. Friday? After discussion, we agreed that the Thursday - Saturday is probably the best schedule for our membership.

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7. Nominations of new members for Board of MEA Directors

Debi Cours, CSU Northridge - new VP for programs.

Western Directors - Claudia Bridges, CSU Sacramento

Glen Brodowsky, CSU San Marcos

Northwest - Wendy Wilhelm, Western Washington University

Southwest - Rich Lapidus, UNLV

Rocky Mountain - Brian Jorgensen, Westminster College

Central Director - Dennis Clayson, Montana State University

International - Sitting President of Philippine Marketing Association

Community College - Bernice Dandridge, Diablo Valley College

At-Large Director - Chuck Patti, Queensland University of Technology, AU

8. JME Report: Douglas Lincoln, JME Editor

Sage has been publisher and each year they put together a report. Doug distributed copies.

Good retention of subscriptions - library around 500 - individual 200-250.

Acquisition editor good to work with. In future, Doug would like to have a meeting of the editorial review board at the conference. Beverlee confirmed that this could be arranged for next year.

Acceptance rate - 11.5%

Two special call for papers are being distributed at the conference.

Wants to expand number of manuscripts from international sources. Doug is going to Ireland this summer. Some international manuscripts come in, but authors have little access to previous issues of JME.

9. New Business

✚ Marketing MEA

Difficult this year. Poor mail and email list. Need list of suggestions to give to Craig Kelley. We must get more competitive paper submissions. Maybe we should get Ph.D. students involved - Get doctoral students to come to think about teaching their first year.

✚ MEA partnerships

No movement in this area.

✚ Use of MEA database and email addresses

There will be no free usage of our database. Organizations are willing to pay for use of our email addresses.

\$200 for first use, \$100 for more usage.

Should charge about \$1 per name.

Clarification of Complementary Registrations for Award Winners

Only one person gift - for registration, regardless number of co-authors.

✚ Award for Best Reviewer

Nathan suggested we have this award.. Gary Karns suggested that the award be just a recognition, no cash.. One awardee who will receive a certificate and letter of recognition.

✚ Criteria for Marketing Educator of the Year Award

Shirley Stretch-Stephenson, Gary Karns, & Rika Huston will work with Regina.

✚ Misuse of MEA name/legal actions

Will send letter to advise unauthorized users not to use. Service mark - Prohibited from using.

11. Miscellaneous

Suggestion that we hold workshop for new Ph.D.'s and invite Pokie Sautter to give that session (Jack & Debi will follow up on list of Ph.D.'s.)

This year we are giving out 3 free drink tickets.

12. The meeting was adjournment at 4:15 p.m.