



## 2018 MEA Board of Directors Meeting Minutes

Thursday, April 19, 2018, 1:00-2:30pm  
Drury Plaza Hotel, Boardroom  
Santa Fe, NM, USA  
Minutes Approved May 22, 2018

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### MEA Board Members Present:

- **MEA Executive Board and Officers (voting):**  
Chrisann Merriman (President), Mindy Welch (President-Elect and Program Co-Chair), Sarah Fischbach, (Vice President and Program Co-Chair), Robert Lupton (Co-Secretary-Treasurer), Barbara Gross (Board Chair), David Ackerman (Marketing Director), Lars Perner (Web Master), Jennifer Zarzosa (Incoming Vice President and Program Co-Chair)
- **Regional, At-Large, and International Directors (voting):**  
Vilte Auruskeviciene, Christina Chung, Dennis Clayson, Suzanne Conner, Gopala Ganesh, Deborah Heisley, Rika Houston, Rex Moody, Emi Moriuchi, Kristen Schiele, Ruth Taylor
- **MEA Past-President Directors (voting):**  
Glen Brodowsky, Barbara Gross, Brian Jorgensen, Robert Lupton
- **Ex-Officio Directors:**  
Donald Bacon, *Journal of Marketing Education* Editor
- **Guest:**  
Rachel Peterson White

### MEA Officers and Board Members Not Present:

- Michelle Nelson (Immediate Past President), Clay Daughtrey (Co-Secretary-Treasurer), Sally Baalbaki, Lori Braunstein, Kirti Celly, Nathalie Chinje, Magali Dubosson, Sabine Emad, Pola Gupta, Wade Halvorson, Debbora Whitson

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1. **Welcome and Introductions – Barbara Gross**, MEA Board Chair, called the meeting to order at 1:00PM. The MEA Officers and Directors introduced themselves.
  2. **Board Approval of New MEA Officers – Mindy Welch**, MEA President-Elect & Program Co-Chair, announced nomination of **Jennifer Zarzosa** of Henderson State University in Arkadelphia, AR as incoming MEA Vice President and program Co-Chair. The nomination was **approved through vote** by the Board, subject to ratification by the general MEA membership at the Annual Business Luncheon.

### 2. 2018 Conference Reports:

**President's Report – Chrisann Merriman**, MEA President, thanked the Board for approving the change in conference location for the 2018 conference from Texas to accommodate travel prohibitions for State employees from California. She thanked **Robert Trumpy** for securing the Drury Plaza Hotel as the conference site and for working with the hotel. Robert Trumpy discussed hotel amenities and the excellent cooperation received from the hotel staff. He announced that the Thursday night Awards Dinner would include a talk on the history of Santa Fe. Chrisann Merriman discussed the electronic system for submission of papers used for the first time for the 2018 conference. The system worked

quite well with just a few glitches that are solvable, and reduced the labor required for keeping track of submissions and reviews.

**2018 MEA Marketing Educator of the Year Award – Chrisann Merriman**, MEA President, announced that the 2018 MEA Marketing Educator of the Year Award recipient is **Glen Brodowsky** of California State University, San Marcos.

**Lifetime Contribution Award – Chrisann Merriman**, MEA President, announced that a recipient for the Lifetime Contribution Award was selected. She reminded the Board that this is not an annual award and the award is bestowed only when deemed appropriate. The recipient is **Curt Dommeyer** of California State University, Northridge.

**Special Session and Position Paper Submissions – Mindy Welch**, MEA President-Elect & Program Co-Chair, announced that there are 17 Special Sessions and 22 Position Papers. She discussed some of the changes to be implemented next year to improve the submission process, such as including definitions within the electronic submission system (i.e., defining Special Sessions versus Position Papers versus Competitive Papers). She confirmed that the system had worked well overall.

**Competitive Paper Submissions – Sarah Fischbach**, MEA Vice President & Program Co-Chair, announced that there are 24 accepted Competitive Papers. When a paper was not accepted as a Competitive Paper, authors were invited to submit as a Position Paper. However, that was not always of interest to authors as some were required to have an accepted Competitive Paper in order to receive funding to attend the conference. She suggested proposed improvements to the electronic submission process to be implemented next year.

**Best Conference Paper Award – Sarah Fischbach**, MEA Vice President & Program Co-Chair, announced that the Best Conference Paper Award recipient is **Regina Schlee, Vicki Eveland, and Katrin Harich**, “Effects of Social Styles on Student Attitudes about Team Projects: Changes between 2005-2007 and 2017.” Regina Schlee and Vicki Eveland are from Seattle Pacific University and Katrin Harich is from California State University, Fullerton. There is also an Honorable Mention, **Gauri Kulkarni, Gema Vinuales, Sarah Magnotta, and Erin Steffes**, “A Comparison of Technology-Based Pedagogies: Smartphone Photography vs. Publisher-Developed Online Assignments.” The four authors of the Honorable Mention Competitive Paper are from Towson University in Towson, MD.

**Sponsors – Robert Lupton**, MEA Co-Secretary-Treasurer, substituting for Immediate Past President **Michelle Nelson**, announced the contributions of the following sponsors: **Knowledge Matters, Inc., Master Marketing Principles, Wessex/Axcess Capon, LINKS Simulations, Stukent Inc., and MBTN (Management by the Numbers)**. Knowledge Matters, Inc. and Master Marketing Principles are new sponsors this year.

Knowledge, Matters, Inc., Master Marketing Principles, LINKS Simulations, Stukent, and MBTN will present Special Sessions during the conference, and Board members were encouraged to attend as well as spend time at all sponsors’ exhibits. Wessex/Axcess Capon sponsored the Marketing Educator of the Year Award. Knowledge Matters, Inc. is a “Gold Sponsor” and sponsored the Annual Business Luncheon. Additionally, **SAGE Publishing** sponsored the *Journal of Marketing Education* Outstanding Article of the Year Award.

4. **Treasurer’s Report – Robert Lupton**, MEA Co-Secretary-Treasurer, announced that MEA will continue to have a reserve balance after all conference bills are paid sufficient to cover the approximate cost of one conference. It worked well to include the cost of a Friday night dinner within the conference registration fee, in lieu of an optional Friday night event. It was decided at last year’s Board meeting that this is an option which may be implemented at the discretion of the Executive Board while planning the annual conference.
5. **JME Reports – Donald Bacon**, *Journal of Marketing Education (JME)* Editor, announced that the impact factor for *JME* has increased substantially over the past few years (.12 in 2014, .17 in 2015, .82

in 2016, and 1.5 in 2017). *JME* is not yet indexed in the Social Sciences Citation Index (SSCI) because fewer than 20 papers per year have been published. This is one reason *JME* has recently offered special issues. Including recent special issues, the acceptance rate for *JME* is 15-20% (at the low end if special issues are excluded and at the high end when special issues are included).

*JME* published a two-part special issue on “The ‘Work Ready’ Marketing Graduate” (Volume 39, Issue 2, August 2017, and Volume 39, Issue 3, December 2017) and a special issue on “Retail Management Education” (Volume 40, Issue 1, April 2018). There is a Call for Papers for a special issue on “Digital Disruption in Marketing” (submission deadline June 2018)” and a Call for Papers for a special issue on “Diversity in Marketing Education” (submission deadline February 2019). There is enough interest in topics pertaining to digital that there may be a special issue on digital every other year. Finally, Donald Bacon said there will be a special issue on sales education training, with February 2020 as the deadline for submission.

There will be two *JME* outstanding paper awards presented at the 2018 conference. **James Peltier**, Director of the Institute for Sales Excellence at the University of Wisconsin-Whitewater and President of the University Sales Center Alliance (USCA), was able to get the USCA to sponsor an award for Best Sales Education Paper. The recipient is **Duleep Delpechitre and David S. Baker**, “Cross-Cultural Selling: Examining the Importance of Cultural Intelligence in Sales Education,” (Volume 39, Issue 2, August 2017). Duleep Delpechitre is from Illinois State University in Normal, IL. David S. Baker is from University of Louisiana in Lafayette, LA. The annual *JME* Outstanding Paper Award recipient is **Heather Honea, Iana A. Castro, and Paula Peter**, “Evidence Items as Signals of Marketing Competencies and Workplace Readiness: A Practitioner Perspective,” (Volume 39, Issue 3, December, 2017). The three authors are from San Diego State University in San Diego, CA. The annual *JME* Outstanding Reviewer Award recipient is **Shannon Cummins**, from University of Wisconsin-Whitewater. She will be moving soon to the University of Nebraska Omaha.

**6. Board Report – Barbara Gross**, MEA Board Chair, thanked the MEA Board for their assistance in finalizing updates/amendments to the MEA Bylaws and voting approval via email in April 2017. She also thanked them for approving the Minutes of the 2017 Board Meeting via email in April 2017.

**Board Member Renewals and Vacancies -- Barbara Gross**, MEA Board Chair, noted that many Board member and officer terms are concluding in 2018 and some were concluded earlier but the vacancies were not filled at the time of the 2017 Board Meeting or yet submitted to the MEA membership at the Annual Business Luncheon.

The following officers agreed to additional 3-year terms and were renewed in March 2018 via email vote of the MEA Executive Board:

- **David Ackerman**, MEA Marketing Director, California State University, Northridge, 2019-21
- **Lars Perner**, MEA Web Master, University of Southern California, 2019-21

The following MEA Board members agreed to additional 3-year terms:

- **Kirti Celly**, Western Region Director, California State University, Dominguez Hills (2019-21)
- **Deborah Heisley**, Western Region Director, California State University, Northridge (2019-21)
- **Lori Braunstein**, Northwest Region Director, Central Washington University (2019-21)
- **Gopola “GG” Ganesh**, Southwest Region Director, University of North Texas (2019-21)
- **Dennis Clayson**, Central Region Director, University of Northern Iowa (2019-21)
- **Pola Gupta**, Central Region Director, Wright State University (2019-21)
- **Ruth Taylor**, Southern Region Director, Texas State University, San Marcos (2019-21)
- **Vilte Auruskeviciene**, International Director, ISM University of Management and Economics, Lithuania (2018-20)
- **Nathalie Chinje**, International Director, University of Witwatersrand, Johannesburg, South Africa, (2018-20)
- **Wade Halvorson**, International Director, University of Western Australia (2017-19)

The following vacancies were filled by new MEA Board members:

- **Robert Trumpy**, Northwest Region Director, Central Washington University (2018-20)
- **Rex Moody**, Southwest Region Director, Angelo State University (2018-20)

The following vacancy was filled by a current Board member who has moved from At Large to Eastern Region Director:

- **Emi Moriuchi**, Eastern Region Director, Rochester Institute of Technology (2016-19)

The MEA Board has the following current vacancies. MEA Board members were encouraged to recruit MEA members to fill these Board vacancies during the 2018 conference if possible:

- Rocky Mountain (1)
- At-Large (1)
- Community College/High School Directors (2)

**Barbara Gross** noted that her term as Board Chair will conclude with the 2019 Conference and follow-up (i.e., Board Meeting minutes, MEA Membership Directory). She suggested a successor be identified soon to ensure a smooth transition. The MEA Bylaws state that the Board Chair, “must have served as a Director and/or Officer for at least 5 years.” Thus, eligible MEA members are Past Presidents, other officers, and Board Members who have served more than one term.

**7. Marketing Report – David Ackerman**, MEA Marketing Director, reported that he promoted the 2018 MEA Conference through ELMAR and the ACR Listserv as he has done for past conferences. He has also started contacting smaller teaching-oriented schools directly. He asked if more information could be provided from registration records about how first-time attendees learned of MEA. His informal inquiry suggests that the most frequent basis is through personal contacts. He suggested that MEA should be linked more clearly to the *Journal of Marketing Education (JME)*. *JME* is among the top business education journals across disciplines and could count as a publication for RTP for potential attendees. MEA sponsors *JME*, but this is not widely understood. Donald Bacon noted MEA papers often undergo revision for eventual publication in *JME*, and those receiving the Best Conference Paper Award are usually fast tracked. David Ackerman encouraged Board members to collaborate with colleagues to co-author papers and special sessions for MEA and to invite their colleagues to attend.

**8. Web Master’s Report – Lars Perner**, MEA Web Master, noted that the MEA website has been redesigned under the leadership of **Robert Lupton** and **Rachel Peterson White** of Central Washington University. He encouraged MEA Board members to link the MEA website to their own and departmental websites to improve visibility and search engine rankings. For example, members could link out to MEA from their professional bios. He noted that a key for search engine rankings is the number of incoming links from highly ranked sites.

## 9. Items for Discussion:

**New MEA Website, E-Commerce Capabilities, Proceedings - Robert Lupton**, MEA Co-Secretary-Treasurer and **Rachel Peterson White** of Central Washington University, reported that the MEA website redesign is complete. The website host is Wix, a third-party platform which includes built-in apps and drag and drop interface for ease of use and functionality. Conference proceedings/papers are searchable on the website. Wix provides good synergy with e-commerce. MEA is using Stripe to process transactions. Processing fees are lower than with the previously-used system and MEA can now process refunds digitally. Email sent through the website goes to the current MEA President.

**Self-Archiving of MEA Conference Papers to Date and Plans for the Future - Robert Lupton**, MEA Co-Secretary-Treasurer and **Rachel Peterson White** of Central Washington University reported that proceedings from past MEA conferences are self-archiving and searchable on Google by title, author, year, etc. Approximately 90 percent of the website has been indexed by Google.

**10. 2019 MEA Conference – Mindy Welch**, MEA President-Elect and Program Co-Chair, reported that the 2019 MEA Conference will be held in Scottsdale, Arizona, April 4-6, 2019. She has secured the Camby Hotel as the conference venue. The Camby is a themed boutique hotel. MEA will be the only conference

on site. Conference room rates are \$169, comparable to the rates secured during recent years. The location is a short drive from the airport and walking distance to local shopping and attractions. The hotel has an onsite spa, and will provide a discount on food for conference attendees.

**11. Proposals and Other New Business** – none.

**The 2018 MEA Board Meeting was adjourned at 2:20 PM.**