

**Minutes of the Marketing Educators' Association Board Meeting**  
**April 26, 2007, 12:00-3:00 PM, Hyatt Regency San Antonio on the Riverwalk**  
**San Antonio, Texas**

Prepared by Barbara L. Gross

**Attending:**

**Executive Board and Officers:**

Richard Lapidus (President), Brian Jorgensen (President Elect and 2007 Program Co-Chair), Barbara Gross (Vice President and 2007 Program Co-Chair), Ken Chapman (Immediate Past President), Lars Perner (MEA Web Master), Robert Lupton (Secretary-Treasurer and incoming Vice President), Lori Braunstein (incoming Secretary-Treasurer)

**Board:**

Claudia Bridges, Dennis Clayson, Robert Collins, Charles Comegys, Bernice Dandridge, Rika Houston, Gary Karns, David Kurtz, Doug Lincoln, Shekhar Misra, Charles Patti, James Reardon, Wendy Wilhelm, Mark Young

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1. The meeting was called to order at 12:10 p.m. The officers and board members introduced themselves.
  2. The 2007 agenda was approved.
  3. The 2006 minutes were approved.
  4. 2007 conference reports:
    - Conference submissions, reviewing, and MEA Conference Paper of the Year Award:

Barbara Gross reported the 2007 program includes:

- 48 competitive papers accepted, to be presented in 16 competitive paper sessions (3 papers per session)
- 3 roundtable/contemporary issues sessions (5 were submitted and accepted but 2 groups, from Mexico and the Philippines, were unable to attend the conference due to travel problems)
- 8 regularly submitted special sessions
- 5 invited *Journal of Marketing Education* special sessions
- 1 special session sponsored by McGraw-Hill/Irwin
- There are more competitive papers than last year, largely due to the extended due submission deadline. (There were 39 accepted papers by

the first due date). There are fewer special session submissions and the reasons why are not known.

Volunteers include 62 reviewers of competitive papers, 16 competitive paper session chairs, and 16 competitive paper discussion leaders.

The MEA Conference Paper of the Year is to be awarded to Donald R. Bacon, Theresa Conley, Carol Johnson, and Pallab Paul, all of the University of Denver, for “Improving Writing through the Marketing Curriculum: A Longitudinal Study.” The selection committee assisting Barbara Gross in reviewing nominated papers was Ken Chapman, Brian Jorgensen, and Richard Lapidus.

- Exhibitors and sponsors:

Richard Lapidus reported the sponsors of the 2007 conference are:

- University of Nevada Las Vegas, who sponsored the President’s reception and the award’s banquet
- Central Washington University, who sponsored the program binders
- *Journal of Marketing Education*, who sponsored the *JME* Outstanding Article of the Year Award
- Sage Publications, who sponsored the Saturday lunch
- The Direct Selling Foundation, who sponsored the Saturday breakfast
- McGraw-Hill/Irwin, who sponsored the Marketing Educator of the Year Award and a special session, and was an exhibitor
- Interpretive Simulations, an exhibitor
- Pearson Education/Prentice-Hall, an exhibitor

Richard Lapidus reported there are only three exhibitors this year. It was difficult to generate interest based on past history and conference size. Potential and past exhibitors indicated it is not cost effective to exhibit given the anticipated attendance at MEA. Costs to exhibitors include the exhibitor fee, plane tickets, hotel, and shipping.

Though the number of sponsors is fewer, McGraw-Hill/Irwin and UNLV were particularly generous, and the 8 sponsors contributed a total of \$10,500 which is slightly higher than the total last year when we had 14 sponsors.

The board members suggested several potential sponsors, but Richard Lapidus had contacted all suggested (e.g., the Direct Marketing Association, the *Wall Street Journal*, and others). It was suggested that conference fees be increased to compensate for declining sponsor interest and rising costs.

- Marketing Educator of the Year Award:

Ken Chapman announced the award will go to Charles Patti. The selection committee assisting Ken Chapman in reviewing nominations was Beverlee Anderson, Gary Karns, Doug Lincoln, Shekhar Misra, and Stuart Van Auken.

- Journal of Marketing Education Outstanding Paper Award:

Doug Lincoln announced that the 2007 award goes to Donald R. Bacon and Kim A. Stewart for, "How Fast Do Students Forget What They Learn in Consumer Behavior? A Longitudinal Study," published in the December 2006 issue.

- Treasurer's Report:

Robert Lupton announced there were 103 registrations to date, and 12 new memberships. However, officers and board members were aware of several who intended to register on site. Prior to the beginning of the conference, \$27,237.50 was collected in conference and membership fees. Several "extra page fees" have yet to be collected.

5. 2007 President's Conference Report:

Richard Lapidus reported that the Hyatt Regency Hotel has been very accommodating of our conference needs. We have 239 room nights, including shoulder nights. The hotel sold out due to Fiesta and other conferences. Several conference attendees attempted to reserve a room in the Hyatt but had to stay in other hotels or room with colleagues. Other than the board meeting, President's reception, and Awards Dinner, the conference will be held in the Conference Center. We are to be the only occupants of the Conference Center.

The cost for audio-visual equipment is prohibitive, not only at the Hyatt but at other hotels. Officers brought laptops and projectors from their universities to minimize cost. The Hyatt has allowed us to use our own equipment, but other hotels may not, so the cost of AV is of concern.

A small number of presenters inquired prior to the conference about Internet access in the meeting rooms. The hotel charges \$500 per day per meeting room, and these requests were declined because of the cost. Finding a way to afford this in the future is of concern.

One presenter requested use of an overhead projector. The hotel indicated these projectors had not been used in some time, and were willing to allow our use without charge. MEA should not expect access to overhead projectors in the future, and should indicate to authors that they should not depend on transparencies.

Attendees of this year's conference are geographically diverse, coming from seven (7) nations and 25 states.

6. Nominations of new members and renewal of existing board members:

Robert Lupton was introduced as the new member of the officer track. To enable Robert to serve as 2007-08 Vice President and Program Co-Chair, Lori Braunstein of Central Washington University will serve as Secretary-Treasurer in 2007-08, which is the final year of Robert's second 3-year term as Secretary-Treasurer. Lori volunteered for this role and because Robert and Lori are at the same institution and in the same department, Robert can provide her direct training and mentoring. The Executive Board hopes she will consider a 3-year term as Secretary-Treasurer beginning with the 2008 conference. The board approved this.

Board members whose 3-year terms expire in 2007 are Rika Houston, Charles Duke, Shekhar Misra, Larry Couture, Richard Scott, Chuck Harrington, and Charles Duke. The following was discussed:

- Rika Houston will continue as a Western Director for another 3-year term, and Charles Duke will continue as an At-Large Director for another 3-year term.
- Shekhar Misra has nominated Ken Chapman to replace him as a Western Director, and he has agreed to serve. Larry Couture has nominated Patricia Brown to replace him as an International Director, and she has agreed to serve. These terms expire 2010.
- The Southwest Director position being vacated by Richard Scott remains vacant, and nominations are sought.
- No one has heard from Chuck Harrington. It is not known if he will continue to serve as a Community College Director.
- It was clarified that Mark Young is currently serving as an At-Large Director. His term began in 2006 and expires in 2009.
- It was clarified that Bernice Dandridge and Charles Patti agreed to additional 3-year terms in 2006. Their terms expire in 2009.

MSP - A motion was introduced by Doug Lincoln, proposing that three (3) new Director positions be added – one each for the Central, Southern, and Eastern regions, resulting in these regions being represented by two director positions, on parity with other regions (with the exception of the Western region which is represented by four director positions). This is reflective of MEA's commitment to serving as a national/international association, rather than as a western regional association. The motion was passed with a unanimous vote, raising the total number of director positions to 25. The bylaws will be amended to reflect this change.

7. Journal of Marketing Education Report:

Doug Lincoln reported that between January and December, 2006, 75 manuscripts were submitted, not including those submitted for a special issue/section. Twenty percent (15) were desk rejected because they were a poor fit for the journal.

Seventeen percent of those submitted have been accepted, and some are still out for review or in revision. Over the past years, of those that were invited for revision, approximately 75% eventually are published. The flow of manuscripts has increased this year, with 30 manuscripts submitted January-April, 2007. Ten (10) new review board members were installed this year.

8. Other business:

- Proposed bylaw change regarding the presence of award recipients at conference:

MSP that the bylaws be amended to reflect that a person will not be selected for Marketing Educator of the Year Award in a year s/he cannot attend the conference. This change was proposed by Ken Chapman following from questions surrounding the selection process.

A Bylaws Committee, consisting of Ken Chapman and Robert Lupton, will craft bylaw language and bring to the board meeting next year. This criteria shall also be made clear in the call for nominations.

- International conference:

Charles Patti reported on an opportunity to partner MEA with the Australia-New Zealand Marketing Academy (ANZMA), which is the equivalent of AMA in Australia and New Zealand and also has relationships with European and Southeast Asian marketing groups. The ANZMA conference draws from 350-500 attendees. The 2007 ANZMA conference is to be held December 3-5, with a doctoral colloquium preceding the conference. ANZMA can provide rooms for MEA sessions and visibility for MEA in an international setting.

Board members and officers expressed reservations about the timing of the conference in December. General concerns about an international conference were raised and discussed, including value added, limited association resources, and possible cannibalization of the US conference.

It was suggested that a self-selected subcommittee or two or three people with a strong interest in pursuing an international conference continue to investigate and bring back additional proposals they deem promising. It was suggested that the subcommittee might include Glen Brodowsky and Charles Patti.

- Pre-conference workshop:

Gary Karns proposed having pre-conference workshops as a value added for the annual conference, and positioning MEA as a conference

contributing to professional development. Earlier in the meeting, Lars Perner also suggested this as a form of value added which might attract junior faculty, doctoral students, and others who desire practical ideas for effective teaching of a particular type of class.

Gary Karns and Charles Duke will develop a proposal for a pre-conference workshop for next year.

o The role of directors:

This scheduled item was postponed due to time. There may be communications by e-mail.

o Discussion regarding the financial future of the organization (conference price, exhibitors, etc.):

Given the high costs of AV (including Internet access, laptops, projectors, and microphones), rising hotel and food costs, declining numbers of sponsors, and stagnant membership numbers, MEA's financial future is of concern. For the past few years, the number of attendees and amount of sponsorship money has sometimes been just enough to break even, and sometimes required a drawdown from reserves.

It was noted that, though the number of attendees has trended downward in recent years, the 2007 conference attracted quite a few new attendees, and is the most geographically diverse conference to date. MEA leadership must make efforts to retain new attendees and market to potential attendees, as well as retain our core members.

Wendy Wilhelm had earlier suggested bringing in well-known speakers. This would require covering their expenses, but could provide value added that might attract new attendees and members. Lars Perner suggesting offering a pre-conference workshop on teaching a particular course, suggesting this may be particularly attractive to junior faculty and doctoral students.

o Marketing effort for next year:

This discussion was postponed because Ludmilla Wells was delayed in travel. However, there was general agreement that MEA must give more emphasis to marketing to faculty members interested in professional development in teaching and in pedagogical research. Bernice Dandridge noted the declining participation of community college faculty. Others noted the necessity of retaining those who have attended this and past conferences, and encouraging attendees to share the benefits of MEA with colleagues.

○ Webmaster report:

Lars Perner reported that he plans to redesign and update the website. There have been some problems with the server and some files were corrupted. In redesign he proposes to add links to content of interest, and to create forums so that members may exchange teaching questions and ideas, identify potential coauthors, and the like. Lars Perner, Bob Lupton, and Lori Braunstien are considering other content that could add value for MEA members, including making proceedings available to members online (with password protection).

○ Other business not on printed agenda:

• Proposed bylaws change on mandatory membership:

Charles Comegys proposed a bylaws amendment specifying that authors, co-authors, and presenters whose names appear in the annual conference program (competitive tracks and special sessions) or in the annual conference proceedings must be paid members of MEA. He offered proposed language and information from the Society for Marketing Advances (SMA) which has this stipulation. The Bylaws Committee (Chapman, Lupton) will consider further and make a recommendation at the 2008 board meeting.

• Lifetime Achievement Award:

A draft proposal, “Criteria for the Marketing Educators’ Association Lifetime Achievement Award” was distributed. The draft was prepared by Jack Schibrowsky following board discussion at previous annual meetings. The award has been given in the past to Bruce Stern.

Discussion clarified the nature of the award. It is not redundant with the Marketing Educators of the Year Award. Rather than honoring contribution to marketing education, it is more focused on honoring contribution to the organization. It was noted that past president Regina Schlee envisioned it as honoring a major contributor to the organization as s/he nears or reaches retirement. Thus, there may be multiple awards given in some years and none in others.

The Bylaws Committee (Chapman, Lupton) will consider further and make a recommendation at the 2008 board meeting.

9. The meeting was adjourned at approximately 3:15.