



Minutes of the Marketing Educators' Association Board Meeting  
April 14, 2005 – 12:30 to 2:30 pm, Hyatt Hotel, La Jolla, California

Prepared by Richard S. Lapidus

Attending: Beverlee Anderson, Glen Brodowsky, Kenneth Chapman, Robert Collins, Chuck Comegys, Bernice Dandridge, Charles Duke, Chuck Harrington, Rika Houston, Brian Jorgensen, Gary Karns, Dave Kurtz, Richard Lapidus, Doug Lincoln, Robert Lupton, Shekhar Misra, Charles Patti, James Reardon, Jack Schibrowsky, Richard Scott, Wendy Wilhelm

- The meeting was called to order at 12:40 pm.
- The agenda was approved as presented.
- The 2004 minutes were approved.
- **Committee Reports.**
  - New Market Expansion Committee – No formal report was made.
    - Bob Lupton reported that both new membership and conference attendance were down.
    - Chuck Patti suggested ads on the website
    - An international call for papers was suggested.
    - A PDF application form was suggested by Bob Lupton
    - An international conference was discussed. Chuck Patti and James Reardon were going to explore options in Singapore and Eastern Europe respectively.
    - A committee was formed to explore U.S. maintenance and international expansion (Charles Duke and Glen Brodowsky).
    - Other programs (doctorial sessions, teaching workshops & development workshops) were discussed.
  - Archivist Committee – No formal report was made.
    - Jack Schibrowsky proposed that Bruce Lammers be contacted to head this committee.

➤ **2005 Conference Reports**

- Richard Lapidus, Vice President reported the following:
  - 54 papers submitted for the competitive sessions, 47 were accepted.
  - Lack of volunteerism resulted in no discussants this year.
  - The best paper was awarded to Dennis Clayson for his paper “Student Evaluation of Instruction: The Theoretical Effects of Leniency and Reciprocity.”
- Ken Chapman, President-elect reported the following:
  - 12 Special session papers were submitted, 9 were accepted.
  - There were no roundtable discussions at this year’s conference.
- Exhibits and Sponsors, Beverlee Anderson, President reported the following:
  - There were five publishers represented at the conference.
  - Sponsorship money was approximately \$8225.

➤ **Marketing Educator of the Year**

- Jack Schibrowsky, Immediate Past President announced that Nancy Frontczak would be this year’s recipient.

➤ **Life Time Achievement Award**

- Jack Schibrowsky made the following comments regarding the award resulting from a long discussion that occurred prior to the meeting:
  - Formalized criteria for the award must be established.
  - Board agreed-upon criteria should be presented to the membership for inclusion in the bylaws.
  - Regina Schlee was suggested to serve as chair of a committee to explore this issue.

➤ **Treasurer’s Report**

- Robert Lupton, Secretary Treasurer reported the following:
  - 108 participants had formally registered for the conference.
  - \$28,000 was generated from registrations.
  - 52 people had purchased tickets for the Sea World dinner.

➤ **Nominations Of New Members Of The Board of Directors**

- The following changes in the Board were proposed:
  - Brian Jorgenson – joined officer's track – Vice President.
  - Rajiv Vaidyanathan – At Large Director stepping down.
  - Geoffrey deSilva joining as an International Director (Temasek Polytech)
  - Linda Wee joining as an International Director (Singapore Polytech)

➤ **JME Outstanding Paper Award**

- Awarded to Bill Veranda - \$250

➤ **JME Report**

- Doug Lincoln, JME Editor presented the following information:
  - 70 manuscripts received.
  - 25 manuscripts desk rejected.
  - Acceptance rate was 14%.
  - 83% of reviews returned on time.

➤ **Web Master Position**

- A recommendation to create a web master position was discussed.
  - Lars Perner's name was suggested. He will be asked about his level of interest.

➤ **Announcements**

- Ken Chapman announced that next years meeting would be held at the Hyatt at Fisherman's Wharf in San Francisco on April 27-29, 2006.

➤ **Meeting Adjourned at 2:30 p.m.**