



Minutes of the Marketing Educators' Association Board Meeting

April 15, 2004 - 2 to 4 pm, Embassy Suites Hotel, Las Vegas, Nevada

Prepared by Kenneth J. Chapman

Attending: Beverlee Anderson, Claudia Bridges, Glen Brodowsky, Kenneth Chapman, Dennis Clayson, Robert Collins, Chuck Comegys, Larry Couture, Bernice Dandridge, Chuck Harrington, Rika Houston, Brian Jorgensen, Gary Karns, Dave Kurtz, Craig Kelley, Nathan Kling, Richard Lapidus, Doug Lincoln, Robert Lupton, Shekhar Misra, Charles Patti, Jack Schibrowsky, Regina Schlee, Richard Scott, Wendy Wilhelm, Rajiv Vaidyanathan

- The meeting was called to order at 2:38 pm.

- The agenda was approved as presented.

- The 2003 minutes were approved.

- Special Announcement - Beverlee Anderson announced that the board meeting was being held on Jack's birthday. The board proceeded to sing an extremely foul sounding version of Happy Birthday. It was not a pretty sight.

- Committee Reports – no reports to be made.

➤ 2004 Conference Reports

- Beverlee Anderson, President-elect reported the following:
 - 55 papers submitted for competitive sessions.
 - 44 papers were accepted for the competitive sessions.
 - 7 papers were submitted and all were accepted for the special sessions.
 - Best paper awarded to Nancy T. Frontczak and Clay Daughtrey for their paper “An application of critical thinking principles to marketing education: The student-driven syllabus.”

- Exhibits and Sponsors, Jack Schibrowsky, President
 - Jack noted we had four main sponsors, had about \$7,500 in exhibit sponsors.
 - Sponsorship money was down a bit.
 - Noted XanEdu was not going to be an exhibitor.
 - Noted that he had gone to AMA to pursue exhibitors.

➤ Marketing Educator of the Year, Regina Schlee, Immediate Past President

- Had four candidates, all extremely qualified.
- She contacted numerous long-standing MEA members to get a better sense for the objectives of the award.
- Debated issue of letting nominees know they had been nominated and perhaps establishing more concrete criteria for the award – no resolution on the issues, left as is.
- Doug Lincoln going to be given the award.

➤ JME Outstanding Paper Award, Douglas Lincoln, JME editor

- Reviewed process for selecting paper.
- Didn't reveal winner of paper. Left board in complete suspense.

- Treasurer's report, Robert Lupton, Secretary Treasurer
 - At time of board meeting, had 119 conference registrations
 - Noted that in some years registration has been for a 2 year membership. Do we want consider this? No. Staying with registration comes with one year membership.
 - Noted we are solvent.

- 2004 conference report, Jack Schibrowsky, President
 - At time of board meeting, had 116 people at conference, also 12 employees from exhibitors for a total of 128 people currently at the conference. Expected number to go up to around 140 attendees.

- Nominations of new members of the board of directors.
 - Current list of board members was distributed.
 - Asked for those whose terms were up if they would renew their term
 - The following renewal and changes in the board were proposed:
 - Deborah Cours being replaced by Ken Chapman as new President-elect.
 - Rika Houston, Western Director – renewed
 - Shekhar Misra, Western Director – renewed
 - Gary Karns, Northwest Director – renewed
 - Richard Lapidus, Southwest Director – stepping down, moving into officers track, new Vice President
 - Robert Collins, New Southwest Director – replacing Richard Lapidus

- Richard Scott, Southwest Director – renewed
 - Nathan Kling, Rocky Mountain Director, - stepping down, will be taking over Craig Kelley’s position as Marketing Director
 - Jim Reardon, New Rocky Mountain Director – replacing Nathan Kling
 - Larry Couture, International Director – renewed
 - Charles Harrington, At Large Director – renewed
 - Kenneth Chapman, At Large Director – stepping down, becoming new President –elect. Replaced by Charles Duke.
 - Jack Schibrowsky asked for a motion to approve the new slate of board members. Beverlee Anderson seconded the motion. Board approved new slate of members.
- JME report, Douglas Lincoln, JME editor
- Noted that JME was rated as the top journal in marketing education with second place going to JM.
 - Having the first annual review board meeting at the conference. Will be discussing the journal, reviewing process, and the criteria for new associate editor.
 - 22 reviewers are registered for the conference
 - Presented statistics on the manuscript flow for JME.
 - Noted that total number of submissions are down a bit from last year.
 - Acceptance rate for 2002 was 11.5%, acceptance rate for 2003 was 21.4%
- New business
- Want to have all papers submitted to conference go to both the VP and the President-elect. Everyone appeared to agree this was a good idea. Going to have all papers electronically stored with the VP and the Pres-elect. In this fashion, should anything happen to the VP’s computer or to the VP, another person can make sure the process keeps moving forward.

➤ Reassignment of duties

- Debated the wisdom of having the VP do all the proceedings and competitive session work, whereas the President-elect does special sessions and program, makes arraignments for location and facilities for next conference. No concrete decision. Going to keep same for now, but want to have greater coordination between officers.
- Regina Schlee proposed that MEA have an “Archivist” or “Historian”
 - Discussed where to house proceedings and historical documents
 - Bob Lupton noted that MEA hasn’t been very diligent about keeping historical records.
 - Jack Schibrowsky suggested we email senior members of MEA to see what historical documents (old proceedings) they might have sitting around.
 - Jack Schibrowsky proposed a committee to consider idea of having an “archivist” and to look into how to gather and house our historical documents
 - Jack nominates Gary Karns to head the “archivist” committee. Gary is to find two other members to join his committee.
- Bob Lupton purposed that we should consider having a new position, “Web Master.” Currently, the sec/treasurer position is also managing the website and as more material is moving to the web, that it is becoming a bit overwhelming. No resolution, but most board members felt this needed to be seriously considered, especially if we start to house historical documents on the web.

➤ Marketing the conference to new markets

- Bob Lupton noted that we need a more tangible value proposition. We only had seven new members. We need to think about if we want to be more than just a conference. Do we want to expand or not?
- Nathan Kling is the new Marketing Director.
 - Developing a new committee to look at expansion into new markets, perhaps a more directed effort at international expansion.
 - New Market Expansion Committee includes:

- Nathan Kling, Glen Brodowsky and Charles Patti

➤ Relationship building with current members – nothing discussed at length.

➤ Other business

- Regina Schlee proposed a new award, the MEA Lifetime Service Award.
- Award meant to recognize a long-standing/retiring member that has been active in MEA.
- Regina is going to develop some specific criteria for this new award.
- First award going to be given out at conference to Bruce Stern.

➤ Other business

- Beverlee noted next year's conference will be at the Hyatt Regency in La Jolla, April 14 - 16th.

➤ Meeting adjourned at 4:05