

## ACKNOWLEDGMENTS

The Marketing Educators' Association (MEA) conference and these proceedings would not be possible without the voluntary efforts of many people. We would like to thank the authors who submitted manuscripts for review and the reviewers who lent their expertise and their time by providing thoughtful feedback. Additionally, we would like to thank the volunteers serving as session chairs at the MEA 2018 conference.

Special acknowledgment goes to our President, Dr. Chrisann Merriman, who coordinated and organized the 2018 42nd Marketing Educators' Association Conference. Thank you again for leading MEA this year!

Thank you to President Elect, Dr. Mindy Welch whose has been a conduit for the papers that the great marketing educators of MEA have submitted to this conference. We are all looking forward to Dr. Mindy Welch's selection of the next person to be in the officer's track and the location of the 2019 MEA Conference.

We thank Dr. Bob Trumpy for his continued support and help in finding the New Mexico venue after the need to shift locations mid-planning.

Thank you to Dr. Barbara L. Gross for her leadership this year as the MEA Board Chair. We are very excited and look forward to what her next year brings.

Thank you to Dr. Sarah Fischbach who served as the Vice President and who collected all the competitive papers. She also organized and led the reviewers and we thank her greatly for this.

Our Immediate Past President, Dr. Michelle Nelson was there for us throughout the year as an advisor and mentor. Additionally, thank you for continuing to build relationships with our sponsors

Thank you to Dr. Clay Daughtrey and Dr. Bob Lupton for acting as co-treasurer and secretary for MEA. .

Dr. David S. Ackerman has continued to help keep MEA strong through his marketing communications and promotions efforts. A special thank you to Rachel Petersen for all her support with the MEA Conference page and her continued assistance with MEA 2018 registration.

Thank you to our reviewers for the competitive papers.

Susan Brudvig	Indiana University
Susan Cadwallader	Cal State Fullerton
Theresa Conley	University of Denver
Curt Dommeyer	CSUN
Sarah Fischbach	California Lutheran University
Donna Green	Ferris State University

Minna-Maarit Jaskari	University of Vaasa
Sean Keyani	CSUN
Kalyani Menon	Lazaridis School of Business & Economics, Wilfrid Laurier University
Adam Mills	Loyola University New Orleans
Rex Moody	Angelo State University
Elvis Ochoa	Texas A&M University Central Texas
Amy Parsons	King's College
Vladimir Pashkevich	St. Francis College
Leyland Pitt	Simon Fraser University
Judith Richards	California Lutheran University
Dalila Salazar	Texas A&M University-Central Texas
April Schofield	Metropolitan State University of Denver
Thomas Tanner	Bloomsburg University
Takisha Toler	Stevenson University
Nicole Vowles	Metropolitan State University of Denver
Mindy Welch	University of Mary Hardin-Baylor
Jennifer Zarzosa	Henderson State University