



2012 MEA Board of Directors Meeting Minutes

Thursday, April 19, 2012 1:00 pm – 3:00 pm
Equity Room, EMC

Long Beach Hilton and Executive Meeting & Conference Center
Long Beach, California USA

Present: Gopala “GG” Ganesh, Pola Gupta, Lars Perner, Glen Brodowsky, Susan Cadwallader, Ed Petkus, David Rawlinson, Elise “Pookie” Sautter, Charles Comegys, Barbara Gross, Ruth Taylor, Ken Chapman, Rika Houston, Brian Jorgensen, Christina Chung, James Reardon, Deborah Heisley, Clay Daughtrey, Gregory Black
Not Present: Charles Duke, Charles Patti, Deborah Brown McCabe, Doug Lincoln, Robert Lupton

Call to order: 1:04 pm

Agenda: approved

2011 Minutes: motion to approve--passed

2012 Conference Reports

-Competitive Papers, Susan Cadwallader, President

50 papers accepted

67 reviewers (each reviewer reviewed two manuscripts)

-Special Sessions: Ed Petkus, President-Elect and Program Chair

26 accepted (plus two sponsor sessions)

- Sponsors, Susan Cadwallader, President, expressed thanks for the following:

Mihaylo School of Business, California State University, Fullerton; Anil & Sharon Puri and Irene Lange (platinum sponsor)

WARC (Michael Edmonds): silver sponsor

McGraw-Hill Education (Donielle Xu): silver sponsor

Journal of Marketing Education - Outstanding Article of the Year award

Wessex/Axcess Capon Publishing – Marketing Educator of the Year award

California State University, San Marcos (conference bags)

special thanks to Clay Daughtrey and Glen Brodowsky for assistance in solicitation of sponsors

-Treasurer’s report, Clay Daughtrey, Secretary Treasurer

133 registrants as of meeting time

on pace to break even with on-site registrations

Clay announced he is looking for a replacement as Secretary Treasurer

Informed group of recent heart attack of Micol Maughn

-MEA 2012 Best Paper Award (Susan Cadwallader): *Bringing Cultural Diversity into a Service Marketing*

Course: a SERVQUAL Exercise by Mark Rosenbaum and Ioana Moraru (Northern Illinois University)

-Marketing Educator of the Year presented by Glen Brodowsky, Immediate Past President:

Helena Czepiec, California State Polytechnic University, Pomona

-JME Outstanding Paper Award presented by Don Bacon, JME editor

Christopher Hopkins and Mary Anne Raymond, “*Educating Students to Give Them a Sustainable Competitive Advantage*”

JME Outstanding Reviewer Award presented by Don Bacon, JME editor

James Reardon, University of Northern Colorado

-2012 Board Report, Susan Cadwallader, President

- Director Renewals Confirmed:

- i. Dennis Clayson, Central
 - ii. Brian Jorgenson, Rocky Mountain
 - iii. Charles Patti, At-Large
 - iv. Wendy Wilhelm, Northwest
- Open Positions
 - i. Director of Community Colleges (2) to replace Bernice Dandridge
 - ii. International Director (1)
 - iii. Ad Hoc Director (1) to replace Mark Young
- Nomination of Glen Brodowsky as 2013-16 Director at large: passed
- Nomination of Gregory Black to the officer's track as 2012-2013 VP & Program Co-Chair: passed

Task Force Reports (est. MEA 2011)

1. *New Faculty and Doctoral Student Outreach task force*, Pookie Sautter, Chair

Task force meeting attended by GG Ganesh, Bob Lupton, Glen Brodowsky, Pookie Sautter

Discussion of possible MEA poster session for 1st year doctoral students; later deadline than papers and session proposals; poster session could be up before President's reception on Thursday evening; possibility of internal MEA sponsorship funded by members donating \$50

Discussion of formation of permanent committee

2. *Web Presence and Social Media task force*, David Ackerman, Chair

Task force meeting attended by Lars Perner, Christina Chung, Rika Houston, & David Ackerman

Discussion of goals for social media presence: present & potential MEA members; new Ph.D.'s; possibility of using social media to establish teaching "boot camp"; links to job openings from ELMAR, Chronicle, etc.

Discussion of challenges in maintaining Facebook page

Webmaster Report, Lars Perner, Webmaster

5,500 visits to MEA website in past year

Visits peak at paper submission deadline, pre-conference, and post-conference

Discussion of search challenges (esp. National Marketing Educators' Association issue)

JME Report, Don Bacon, JME editor

-2010 acceptance rate = consistent w/ previous

-2011 submissions = 27 (similar to last year)

-discussion of need for more submissions

-discussion of competition from MER and JAME; positioning issues

-discussion of possibility of publishing essays, interviews with practitioners, cases

-use of JME article results for assessment (trusting the literature)

Pre-conference Workshop Report– Gary Karns

Five attendees

Discussion of need for future PCW leaders

2013 MEA Conference, Ed Petkus

i. April 18-20, Portland, Oregon; hotel contract with The Nines

1. Marketing Campaign – David Ackerman, Marketing Director: everyone invite one person

Proposals and Other New Business

1. Proposal: Marketing Math Workshop: GG Ganesh: passed

Discussion of offering Professional Development Workshops on conference Thursdays; Pola Gupta offers to hold workshop on using Qualtrics online survey software; general discussion of differentiation from current Pre-Conference Workshop; how much to charge for workshops and how to schedule them Motion (Glen Brodowsky): offer two Thursday afternoon Professional Development Workshops

Counter-motion (James Reardon): leave to discretion of officers: passed

2. Proposal: Formation of new Board of Directors category, Recent Past-Presidents: Ed Petkus: passed

Meeting adjourned at 3:10 pm.