

**Minutes of the Marketing Educators' Association Board Meeting**  
**Salt Lake City Marriott City Center, Salt lake City, UT**  
**April 24, 2008, 12:00-3:00 PM**

Prepared by President-Elect Barbara Gross, substituting for Vice President Robert Lupton

**Attending:**

**Executive Board and Officers:**

Brian Jorgensen (President), Barbara Gross (President-Elect and 2008 Program Co-Chair), Richard Lapidus (Immediate Past President), Glen Brodowsky (incoming Vice President and 2009 Program Co-Chair), Lori Braunstein (Secretary-Treasurer), Lars Perner (Webmaster)

**Directors:**

Gerald Abergos, Claudia Bridges, Patricia Brown, Kenneth Chapman, Dennis Clayson, Charles Comegys, Bernice Dandridge, Clay Daughtrey, Rika Houston, Doug Lincoln, Ed Petkus, James Reardon, Wendy Wilhelm, Mark Young

Charles Duke and Gary Karns attended during Pre-Conference Workshop breaks. They team taught the Pre-Conference Workshop from 9am-4pm.

**Not Attending:**

David Ackerman, Robert Collins, David Kurtz, Robert Lupton, Charles Patti

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1. President Brian Jorgensen called the meeting to order at 12:10 p.m. The officers and directors introduced themselves.
  2. The 2008 agenda was approved.
  3. The 2007 minutes were approved.
  4. 2008 conference reports
    - Conference submissions, reviewing, and MEA Conference Paper of the Year Award

President-Elect and Program Co-Chair Barbara Gross reported the 2008 program includes:

- 48 competitive papers accepted, to be presented in 16 competitive paper sessions (3 papers per session).
- 4 contemporary issues/breakfast roundtable sessions accepted.

- 18 special sessions accepted, with one withdrawn due to travel restrictions.
- There were more competitive papers and special sessions submitted this year than last year.

Volunteers included 66 reviewers of competitive papers, 16 competitive paper session chairs, and 16 competitive paper discussion leaders.

Those contributing papers and sessions are geographically diverse, coming from 7 nations (Australia, Belgium, Finland, Germany, the Philippines, the United States, and the United Kingdom). 12 attendees are expected from the Philippines. Submissions were received from Argentina and the United Arab Emirates, though the authors ultimately were not able to attend. U.S. participants are from at least 24 states, representing all geographic regions. There are attendees from Canada.

The MEA Conference Paper of the Year is to be awarded to Regina Schlee (Seattle Pacific University), Mary Curren (California State University, Northridge), and Katrin Harich (California State University, Fullerton) for “Building a Marketing Curriculum to Support Courses in Social Entrepreneurship and Social Venture Competitions.” Executive Board members, in blind review, assisted Vice President and Program Co-Chair Robert Lupton in selecting among nominated papers.

- Exhibitors and sponsors

President Brian Jorgensen reported the sponsors of the 2008 conference are:

- Westminster College (President’s reception and awards dinner)
- Central Washington University (conference binders)
- *Journal of Marketing Education* (JME Outstanding Article of the Year Award)
- The Direct Selling Foundation (Friday lunch)
- Sage Publications (Saturday breakfast)
- Interpretive Simulations (advertiser)
- Chapman and Associates (exhibitor)

Brian briefly explained recent difficulties attracting exhibitors and sponsors. (Additional explanation and discussion followed in the 2008 Conference Report.) Over the past year, Brian has talked with all past and several potential exhibitors and sponsors. Some are hopeful they will be able to participate in the future.

- Marketing Educator of the Year Award

Immediate Past President Rich Lapidus announced the Marketing Educator of the Year Award will go to Jack Schibrowsky. A call for nominations went out to the membership, and the selection committee chose from among three nominees.

- Journal of Marketing Education Outstanding Paper Award

*Journal of Marketing Education* Editor Doug Lincoln announced that the 2008 Outstanding Paper Award will go to Praveen Aggarwal, Rajiv Vaidyanathan, and Linda Rochford for, "The Wretched Refuse of a Teeming Shore? Critical Examination of the Quality of Undergraduate Marketing Students," published in the December 2007 issue. The process involved assessments from 42 of the journal's 80 regular reviewers.

Linda Rochford will attend the conference and accept the award on behalf of the three authors.

- Secretary-Treasurer's Report

Secretary-Treasurer Lori Braunstein announced 115 conference registrations to date and several planning to register on site. The 2007 conference broke even, and this year's conference also is expected to break even. In response to questions, Lori explained that the bylaws require MEA to maintain a money market account with a specified cushion.

## 5. 2008 President's Conference Report

President Brian Jorgensen reported that he chose Salt Lake City for the 2008 conference because it is his home and there has never before been an MEA conference in Utah. The Marriott City Center Hotel is new and appropriate to MEA's needs, and the staff has been very helpful. The Friday Night Event is the annual Tulip Festival at Thanksgiving Point.

Returning to the topic of exhibitors and sponsors, Brian noted it has become increasingly difficult to generate interest. Potential and past exhibitors indicate their participation is not cost effective given the anticipated attendance at MEA. Costs include the exhibitor fee, plane tickets, hotel, and shipping.

The membership continues to support the conference, and it was suggested that conference fees be increased somewhat to help compensate for declining sponsor interest and rising costs. Several board members suggested making concerted efforts to attract more attendance, particularly among community college instructors and doctoral students. Varying opinions were expressed around the likelihood of attracting doctoral students. It was suggested that doctoral students be offered differential pricing.

In a later discussion pertaining to nominations of board members, Community College Director Bernice Dandridge emphasized the benefits of MEA to community college instructors, noting in particular networking opportunities. She explained that community colleges frequently provide funding for staff development opportunities.

In response to questions, President-Elect Barbara Gross announced that the 2009 conference will be at the Fairmont Hotel in Newport Beach, California; and that the Friday Night Event will be a dinner cruise on Newport Harbor aboard the yacht *Mojo*. Barbara explained that the hotel is a full-service conference hotel and has been very accommodating, reducing the room rate to \$175, which is especially reasonable for the quality and location of the hotel. Meeting space is complimentary provided we meet our room minimums, which are contracted at the same level as in previous years.

Bernice Dandridge, Glen Brodowsky, and others recommended that a special effort be made to contact community college instructors in Southern California to invite them to the 2009 conference in Newport Beach.

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

- Procedures for renewals and open positions

President Brian Jorgensen explained there had been uncertainty as to the process for appointing new board members and/or asking existing board members to renew. The bylaws state that, “the slate of candidates for Director shall be prepared by the President and other Association officers for submission to the membership at the Annual Meeting.” As a result, next year Barbara Gross, as President, in consultation with the other the Executive Board officers, will contact people in advance of the board meeting and then submit names to the board and finally to the general membership at the Friday business lunch.

- Nominations, discussion, selection

Brian Jorgensen noted that Ed Petkus was invited at last year’s conference to serve as an Eastern Director. He was recognized as being present at the 2008 meeting. His name was inadvertently omitted from the board member lists in the Conference Program and Membership Directory.

It was confirmed that Lori Braunstein agreed to serve as Secretary-Treasurer for a three-year term from 2007-2010.

The board affirmed Glen Brodowsky as the new member of the officer track, serving in 2008-2009 as Vice President and 2009 Program Co-Chair. The board then discussed board appointments, term expirations, and vacancies region by region.

#### Western Region – 4 directors

- Glen Brodowsky’s appointment to the officer track created a vacancy. Brian Jorgensen and Barbara Gross reported that Deborah Heisley

volunteered to serve. The board affirmed her appointment for a three-year term (2008-2011).

- Claudia Bridges' term expires in 2009. (She expressed interest in advance in serving an additional three-year term.)
- Rika Houston's term expires in 2010.
- Ken Chapman's term expires in 2010.

#### Northwest Region – 2 directors

- Gary Karns' term will expire with the end of the 2008 conference. He agreed to serve an additional three-year term (2008-2011).
- Wendy Wilhelm's term expires in 2009.

#### Southwest Region – 2 directors

- Robert Collins' term will expire with the end of the 2008 conference. He has chosen not to renew as he is retiring.
- A second director position created at the 2007 board meeting remained vacant as of the 2008 conference.
- Richard Lapidus volunteered to serve. (His *Ex-Officio* appointment as Immediate Past President will expire with the end of the 2008 conference.) The board affirmed his appointment for a three-year term (2008-2011).
- Nominations for the second position were briefly discussed. The board agreed to invite Pookie Sautter. Doug Lincoln volunteered to contact her after the conference. She agreed to serve a three-year term (2008-2011).

#### Rocky Mountain Region – 2 directors

- Clay Daughtrey's term will expire with the end of the 2008 conference. He agreed to serve an additional three-year term (2008-2011).
- Jim Reardon's term will expire with the end of the 2008 conference. He agreed to serve again but volunteered that it could be a two-year term in order to stagger the expiration of terms in the Rocky Mountain Region. He agreed to serve a two-year term (2008-2010).

#### Southern Region – 2 directors

- David Kurtz' term will expire with the end of the 2008 conference. Brian Jorgensen contacted him prior to the conference. He is willing to serve an additional term but also volunteered to let a new person serve.
- A second director position created at the 2007 board meeting remained vacant as of the 2008 conference.
- The board agreed to invite Gopala "GG" Ganesh and Ruth Taylor to serve three-year terms (2008-2011). Subsequently both were contacted at the conference and both agreed to serve.

#### Central Region – 2 directors

- Dennis Clayson's term expires in 2009.

- A second director position created at the 2007 board meeting remained vacant as of the 2008 conference.
- The board agreed to invite Pola Gupta to serve a three-year term (2008-2011). Subsequently he was contacted at the conference and agreed to serve.

#### Eastern Region – 2 directors

- Charles Comegys' term will expire with the end of the 2008 conference. He agreed to serve an additional three-year term (2008-2011).
- Ed Petkus' was appointed at the 2007 conference and his term expires in 2010.

#### International – 2 directors

- Patricia Brown was appointed at the 2007 conference and her term expires in 2010.
- Gerald Abergos, the Association of Marketing Educators' (AME) Director of International Linkages, reestablished relations between the Philippines-based AME and MEA in 2008. Previously, the President of AME served as an International Director. Gerald explained that the President position changes yearly, whereas the Director of International Linkages position involves more continuity. The board agreed this director position may be held by the AME President or designee.

#### Community College – 2 directors

- Bernice Dandridge's term expires in 2009.
- A second position remains vacant.
- Subsequently Barbara Ching was contacted at the conference and agreed to serve a one-year term (2008-2009).

#### At-Large – 2 directors

- Charles Patti's and Mark Young's terms expire in 2009.
- Charles Duke's term expires in 2010.

It was confirmed following the meeting that Lars Perner has agreed to serve an additional three-year term (2008-11) as web master.

### 7. Journal of Marketing Education Report

*JME* Editor Doug Lincoln reported that in January-December, 2007, 89 manuscripts were submitted, representing a sizable increase over 2006. The overall acceptance rate for 2007 was 15.2 percent, which is comparable to the past few years. To date this year, 15 manuscripts have been submitted as of April 9, 2008.

Subscriptions are up by 39 percent, not counting those through MEA. Institutional subscriptions account for 88 percent of the total. Library consortium subscriptions are up by 50 percent.

Approximately 46 percent of subscriptions come from the U.S., 27 percent from Europe, and 9 percent from South America. Rich Lapidus suggested that the MEA officers obtain from Doug the list of institutions that represent heavy on-line readership and target those schools for MEA participation and membership.

*JME* is currently published 3 times per year. SAGE Publications hopes to expand the journal to quarterly publication.

## 8. Other business

### o International conference

In December 2007, Doug Lincoln attended the Australia-New Zealand Marketing Academy Conference (ANZMAC). It was well-organized, attended by 700-800 people, and had 12 concurrent tracks including a Marketing Education track. 60 papers were submitted to the Marketing Education track, and 40 were accepted. Doug identified 12 papers with potential for *JME* publication. MEA sponsored a Marketing Education paper award (\$250), and the winning paper will be published in *JME*.

Doug reported that Australian schools no longer pay for travel for conference presentations. He therefore does not encourage further MEA involvement with ANZMAC, though his involvement as *JME* editor is beneficial to the journal.

Directors observed that pedagogical research is less valued by Asian universities but is quite valued by European universities. European universities also appear to support travel. Implications for attracting new MEA participants were discussed.

### o Pre-conference workshop

Gary Karns and Charles Duke presented a pre-conference workshop from 9:00 a.m.-4:00 p.m. Officers and directors who had spoken with attendees reported very positive feedback.

Board members offered suggestions for future pre-conference workshops, including targeting professionally qualified faculty (Mark Young); promoting to Deans and Associate Deans concerned with recruiting and offering professional development opportunities (Glen Brodowsky); covering more targeted topics such as team teaching, internships, and

conjoint analysis (Lori Braunstein, Wendy Wilhelm, Charles Comegys); and creating a certification (Jim Reardon).

○ New award for *JME* Reviewer of the Year

*JME* Editor Doug Lincoln proposed offering an annual *JME* Reviewer of the Year Award, with the winner to be announced at the annual Thursday awards dinner and presented with an MEA-provided plaque. The board approved.

○ Bylaw suggestions from last year

- Ken Chapman presented proposed changes to the bylaws pertaining to awards.

Following discussion, the following changes to the bylaws were approved (language removed is indicated with a strikethrough and new language is underlined):

**Section 5: Awards**

The Association will annually ~~award a sum of \$250 to~~ recognize the author(s) of the Best Article of the Year published in Journal of Marketing Education, as selected by the Journal's Board of Directors, provided the author (or at least one co-author) attends the conference at which the award is to be made. Each author attending the Annual Conference will also receive a free registration to the conference at which the award is to be distributed. The Association will annually award ~~the sum of \$500 a monetary sum~~ and complimentary conference registration to the individual selected for recognition as the Marketing Educator of the Year, provided the awardee attends the conference at which the award is to be made. Such selection shall be made by a committee appointed and chaired by the Immediate Past President of the Association and shall be based on excellence in the teaching of marketing topics and research in marketing and marketing education.

- Ken Chapman led discussion of a proposal, presented by Charles Comegys at the 2007 board meeting, to require all competitive paper authors and special session panelists whose names appear in the annual conference program and proceedings to be paid members of MEA. The board reviewed the following proposed language, modeled from the Society for Marketing Advances (SMA):

“MEA rules require that all authors of accepted manuscripts must be paid members of MEA. Registration for the conference includes membership in MEA. In addition, at least one author of each accepted manuscript must attend the conference. Authors that cannot attend the conference, yet are being published in the proceedings must be current members of MEA.”

Discussion followed regarding difficulty and desirability of enforcement. It was suggested that MEA specify this expectation in the Call for Papers. It was suggested that MEA send letters to co-authors including registration and membership information.



The board agreed to table the discussion but report next year on how many people listed as authors and panelists in the 2008 program and proceedings did not attend the 2008 conference.

- Ken Chapman led a discussion revisiting a previously proposed Lifetime Achievement Award. As distinguished from the Marketing Educator of the Year Award, which recognizes contribution to marketing education, the proposed award would honor contribution to the Marketing Educators' Association organization.

The board voted to change the title to "Lifetime Contribution Award" and to include the following language on the MEA website, but not include new language in the bylaws:

"The Association may, as appropriate based on nominations, recognize and provide complimentary conference registration to individuals (no more than two in any given year) selected for the Marketing Educators' Association Lifetime Contribution Award. The awardee must attend the conference at which the award is granted. Such selection shall be made by a committee appointed and chaired by the Immediate Past President of the Association and shall be based on long-term service and support for the Association."

The board approved the following language for use in calls for nominations:

#### **Criteria for the Marketing Educators' Association Lifetime Contribution Award**

This award is bestowed upon members of the Marketing Educators' Association (MEA) who have provided long-term service and support for the organization above and beyond the ordinary. The award will be presented whenever the occasion arises, and will be used to honor members who have had a significant and long-term influence on the organization.

#### **Selection criteria:**

- Years as a member of MEA (normally a minimum of 20 years)
- Number of conferences attended (normally a minimum of 15)

#### **Other factors to influence selection for the Lifetime Contribution Award include:**

- Service to the organization
  - Board of directors
  - Officer
  - Reviewer
  - Session chair
- Financial support
- Number of presentations made
- National exposure for the organization
- Other activities that support and enhance MEA

#### **Procedure:**

Any member with the minimum requirements can be nominated by a current MEA member. The nomination must include a minimum of two letters of support from current or past MEA members along with any supporting documents. Nominations are made to the Immediate Past President.

Upon receiving a nomination(s), the Immediate Past President will convene a panel of two or more MEA members to review the nomination(s) and make a recommendation. The award presentation will be made at the annual MEA conference. Nominations received but not resulting in an award in the immediate year shall roll over indefinitely into subsequent years.

- Board members noted that the procedures for the Marketing Educator of the Year Award require that nominations received but not resulting in an award in the immediate year be rolled over indefinitely into subsequent years.

- Role of directors

President Brian Jorgensen noted that one of the key roles of the directors is to attend and participate in the annual board meeting. It is also hoped that the board will be instrumental in growing the membership of the organization. Further discussion was postponed until the discussion of marketing activities.

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

President Brian Jorgensen reiterated that there were few sponsors and exhibitors for the 2008 conference, and this continues the trend that Rich Lapidus as president discussed with the board in 2007. The board supported the idea of gradually increasing registration fees.

- Conference registration payment policies

Secretary-Treasurer Lori Braunstein emphasized the need for accurate estimates of attendance prior to the conference in order to avoid under- or over-contracting for meals, proceedings, programs, binders or bags, and the like. MEA incurs substantial costs in anticipation of attendance. Some walk-in attendees do not pay. Further, we have offered an early payment discount, but participants who miss that deadline then have no further incentive to pay prior to the conference.

It was suggested that those who wait until within one week of the conference pay a significantly higher fee, and walk-ins pay a higher fee yet.

Lori noted that MEA will have the ability to accept credit cards next year, alleviating the problem of people sending in registration without payment, or asking for the early registration fee after the early registration deadline.

- Marketing effort for next year

Marketing Director David Ackerman was not able to attend the board meeting. President-Elect Barbara Gross explained that David initiated marketing efforts over the past year, including identifying people with interest in pedagogical research and writing personal emails to introduce MEA. Following this effort, the Executive Board invited David to serve as Marketing Director and he accepted.

His efforts to contact people with interests in pedagogical research have resulted in some new participants, and David intends continue this effort. He also intends to contact previous attendees, sending a Call for Papers and inviting them to renew their membership and participation. At Friday's business lunch, he intends to ask this year's attendees to each invite at least one new person to attend next year's conference. Following the conference, he intends to provide directors with template language (which can be modified to suit the director's personal style) for use in inviting colleagues from their regions. David did this last year and some directors invited new participants. Barbara thanked those who helped in this effort.

- Increasing community college involvement in MEA

Community College Director Bernice Dandridge noted that she had discussed this earlier in the meeting. The board expressed general agreement that efforts should be made to contact community college instructors. The suggestion will be conveyed to Marketing Director David Ackerman. Officers and directors were encouraged to contact community college instructors in their regions.

- Webmaster report

Webmaster Lars Perner distributed a written report, noting his intention to add a links section, a collaborative forums or blogs section, and generally provide a greater assortment of resources. Lars has moved the website to a new server that provides improved functionality. He intends this year to redesign the site to create a more consistent appearance and to facilitate easier updating. Lars seeks input from the board members as to layout, organization, content, and features.

All conference proceedings are now posted on the website. Bob Lupton scanned in the proceedings from 1981-2007 and they are posted in pdf format. The 2008 conference proceedings are based on actual text rather than scanned pages, which will facilitate search engine referrals.

- Logo

Brian Jorgensen noted observations that the logo looks outdated and is difficult to work with. Directors supported the creation of a new logo. It was suggested that a new logo might result from a competition or student project at someone's university.

- o Other business

None.

9. Adjournment

The meeting was adjourned at approximately 3:15 p.m., with a reminder that the President's reception would begin at 6:00 p.m. and an announcement that tickets were still available for the Friday Night Event.