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**2019 MEA Board of Directors Meeting**

## Minutes

### Thursday, April 4, 2019,1:00-2:30pm

### The Camby, Autograph Collection

### Patina Room

### Phoenix, AZ, USA

**MEA Board Members Present:**

* **MEA Executive Board and Officers (voting):**

Mindy Welch (President), Sarah Fischbach (President-Elect and Program Co-Chair), Jennifer Zarzosa (Vice President and Program Co-Chair), Chrisann Merriman (Immediate Past President), Barbara Gross (Board Chair), Clay Daughtrey (Co-Secretary-Treasurer), Robert Lupton (Co-Secretary-Treasurer), David Ackerman (Marketing Director), Darrin Duber-Smith (Incoming Vice President and Program Co-Chair)

* **Regional, At-Large, and International Directors (voting):**

Sally Baalbaki (via Zoom), Kirti Celly, Christina Chung, Suzanne Conner, Magali Dubosson, Darrin Duber-Smith, Sabine Emad, Vicki Eveland, Marla Friedman, Erik Holstrom, Gopala Ganesh, Pola Gupta, Deborah Heisley, Rika Houston, Rex Moody, Emi Moriuchi, Kristen Schiele, Robert Trumpy, Debbora Whitson, Kathleen Zumpfe

* **MEA Past-President Directors (voting):**

Susan Cadwallader, Clay Daughtrey, Barbara Gross, Brian Jorgensen, Robert Lupton

* **Ex-Officio Director (voting):**

Donald Bacon, *Journal of Marketing Education* Editor

* **Guest**

Victoria Crittenden, incoming *Journal of Marketing Education* Editor, effective September 2019

**MEA Officers and Board Members Not Present:**

* Lars Perner (Web Master, could not attend meeting but sent written “Web Master Report” via email), Vilte Auruskeviciene, Lori Braunstein (tried to attend via Zoom but connection did not work), Nathalie Chinje, Dennis Clayson, Ruth Taylor, Wade Halvorson

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1. **Welcome and Introductions – Barbara Gross,** MEA Board Chair, called the meeting to order at 1:00 PM. The MEA Officers and Directors introduced themselves.

**2. Board Approval of New MEA Officers** – **Sarah Fischbach**, MEA President-elect and Program Co-chair, announced the nomination of **Darrin Duber-Smith** of Metropoiitan State University for incoming MEA Vice President and Program Co-chair. The nomination was **approved through vote** by the Board, subject to ratification by the general MEA membership at the Annual Business Luncheon. Darrin Duber-Smith’s appointment to the officer track creates a vacancy for Rocky Mountain Region Director.

1. **2019 Conference Reports:**

**President’s Report** – **Mindy Welch**, MEA President, thanked the Board for their service and support. She reported that the Camby Hotel offered excellent cooperation and that hotel staff are willing to accommodate our needs throughout the conference, such as by adjusting meeting room temperatures. She noted that meeting rooms are all on the same floor with sponsors’ exhibits directly outside the meeting rooms.

**2019 MEA Marketing Educator of the Year Award – Mindy Welch**, MEA President, announced that the 2019 MEA Marketing Educator of the Year Award recipient is **Gopala “GG” Ganesh** of the University of North Texas in Denton, Texas.

**Lifetime Contribution Award** – **Mindy Welch**, MEA President, announced that a Lifetime Contribution Award will be presented this year. She reminded the Board that the Lifetime Contribution Award is not an annual award and is bestowed only when deemed appropriate. The recipient is **Barbara Gross** of California State University, Northridge.

**Special Session and Position Paper Submissions – Sarah Fischbach**, MEA President-elect and Program Co-chair, announced that there are 9 Special Sessions and 30 Position Papers on the 2019 conference program. She discussed the MEA officers’ efforts to increase email outreach to past MEA attendees. Further, announcements were posted on the MEA Facebook page and a Facebook page for “Teaching Resources for Marketing Educators.”

**Competitive Paper Submissions – Jennifer Zarzosa**, MEA Vice President and Program Co-chair, announced that there are 24 accepted Competitive Papers on the 2019 conference program.

**Best Conference Paper Award – Jennifer Zarzosa**, MEA Vice President and Program Co-chair, announced that the Best Conference Paper Award recipient is: **Christopher T. Kondo**, **Olga Di Franco**, and **Susan Cadwallader**, “Revisiting … Marketing: The ‘Rebound’ Major.’” All authors are from California State University, Fullerton. Best Conference Paper Award authors will each receive a plaque at the annual awards dinner.

Two other competitive papers will receive special recognition. Certificates will be awarded for “First Runner-up,” to **David Ackerman** and **Qin Sun** of California State University, Northridge for their paper, “Why Did My Classmate Get a Better Grade than Me, It’s Not Fair!,” and for “Second Runner-up” to **Gema Vinuales** and **Gauri Kulkarni** of Towson University in Towson, Maryland, for “Student Perceptions of Quantitative Marketing Courses.”

**Sponsors – Chrisann Merriman**, MEA Immediate Past President, announced the contributions of the following sponsors: **GreenFig Partners** (Gold Sponsor),and **Hubro Education, Interpretive Simulations, LINKS Simulation, MBTN (Management by the Numbers), StratX Simulations**, and **Stukent Inc.** (all Silver Sponsors). All sponsors except GreenFig Partners will present Special Sessions during the conference. Board members were encouraged to attend these sessions as well as spend time at the sponsors’ exhibits. Additionally, as in past years, **SAGE Publishing** sponsored the *Journal of Marketing Education* Outstanding Article of the Year Award.

**4. Treasurer’s Report** – **Clay Daughtrey** and **Robert Lupton,** MEA Co-secretaries/treasurers, announced that MEA will continue to have a reserve balance after all conference bills are paid sufficient to cover the approximate cost of one conference. Clay Daughtrey noted that sponsor donations were critical this year due to increased costs, and further encouraged Board members to attend sponsor-presented special sessions and visit their exhibits. A strong show of interest in the products and services of sponsors will encourage their return in future years.

**Clay Daughtrey** and **Robert Lupton** noted that their 3-year terms conclude with the 2019 conference. They encouraged Board members to consider service in the important role of Secretary/Treasurer or to nominate others qualified and willing to serve. **Suzanne Conner** of Georgia Southwestern University (currently a Southern Region Director) and **Rex Moody** of Angelo State University (currently a Southwest Region Director) volunteered to serve and agreed to serve together as Co-secretary/treasurer. **The Board approved these appointments through vote**, subject to ratification by the general MEA membership at the Annual Business Luncheon.

**5. *JME* Reports** – **Donald Bacon,** *Journal of Marketing Education (JME)* Editor, announced awards that will be presented at the 2019 conference. The JME Reviewer of the Year Award will go to **Abigail (Abby) Schneider** of Regis University in Denver, Colorado. There is no monetary award but SAGE pays for the award plaque. The JME Outstanding Article of 2018 Award will go to **Andew (Andy) Dahl**, **James (Jimmy) Peltier**, and **John (Jack) Schibrowsky** for “Critical Thinking and Reflective Learning in the Marketing Education Literature: A Historical Perspective and Future Research Needs,” published in August 2018. Andy Dahl and Jimmy Peltier are from the University of Wisconsin-Whitewater and Jack Schibrowsky is from the University of Nevada, Las Vegas. The authors share a $500 monetary award from SAGE.

Two papers tied for the Best Sales Paper of Year Award. The two teams will each share a $500 monetary award provided by the University Sales Center Alliance. One winning paper is, “An Examination of High School Students’ Perceptions of Sales as an Area of Study in College, and Factors Influencing their Interest in Sales as a Career to Pursue after College,” published August 2018 by authors **Scott A. Inks** of Kennesaw State University in Kennesaw, Georgia, and **Ramon A. Avila** of Ball State University in Yorktown, Indiana. The other winning paper is, “An International Study of Culture, Gender, and Moral Ideology on Sales Ethics Evaluations: How Should Educators Respond?” published in December 2018. The authors are **Youngsu Le**e, **Timothy Heinze**, and **Casey Donaho**, all of California State University, Chico, **Christophe Fournier** of the University of Montpellier in Montpellier, France, **Ahamed A. F. M. Jalal** of Binus University International in Senayah, Jakarta, Indonesia, **David Cohen** of Lincoln University in Canterbury, New Zealand, and **Eike Hennebichler** of the University of Montpellier in Montpellier, France.

*JME* has three special issues forthcoming. A special issue on “Diversity in Marketing Education” had a submission deadline of February 1, 2019, and at least 11 papers have been received. The special issue editors are **Victoria (Vicky) Crittenden** of Babson College in Babson Park, Maryland, **Cassandra Davis** of Utah State University in Logan, Utah, and **Rebecca Peren** of California State University, San Marcos. A special issue entitled “Sales Education and Training 2.0” has a submission deadline of February 1, 2020. The special issue editors are **Dawn Deeter-Schmelz** of Kansas State University in Manhattan, Kansas, and **Jimmy Peltier** of University of Wisconsin-Whitewater. A third special issue on “Consumer Insights, Marketing Research, and Marketing Analytics” has a tentative submission deadline of June 1, 2020. The special issue editors are **Joseph (Joe) Hair** of the University of South Alabama in Mobile, Alabama, and **Adam Mills** of Loyola University New Orleans in New Orleans, Lousianna.

**Don Bacon** announced that there will be a *JME* Editor-in-Chief transition. Beginning September 1, 2019, **Victoria (Vicky) Crittenden** of Babson College will receive all new manuscripts and move into the role of Editor-in-Chief. Don Bacon will continue to process papers that enter the pipeline before September 1 and will ramp down as the processing of those papers subsides. MEA Board Members welcomed Vicky Crittenden and thanked Don Bacon for his years of outstanding service as Editor of the *Journal of Marketing Education* as well as his service on the MEA Board.

**6. Board Report** – **Barbara Gross,** MEA Board Chair, thanked the MEA Board for **voting approval of the 2018 minutes via email in May 2018**, and made the following announcements regarding officer and board member renewals, appointments, and vacancies. Board member and officer renewals and appointments are subject to ratification by the general MEA membership at the Annual Business Luncheon.

**Officer Appointments –** The terms of Co-secretaries/treasurers **Robert Lupton** and **Clay Daughtrey** conclude with the 2019 conference. The following Board members volunteered to serve the term 2020-2022 as Co-secretaries/treasurers and were **approved by the Board through vote**, subject to ratification by the general MEA membership at the Annual Business Luncheon:

* **Suzanne Conner**, Georgia Southwestern University (currently a Southern Region Director)
* **Rex Moody** of Angelo State University (currently a Southwest Region Director),

These appointments create vacancies for Southern Region Director and Southwest Region Director. Additionally, the appointment of **Darrin Duber-Smith** to the Officer Track additionally creates a vacancy for Rocky Mountain Region Director. Board Members were encouraged to recruit MEA members to fill these Board vacancies during the 2019 conference. Subsequently, **Adam Mills** of Loyola University, New Orleans in New Orleans, Louisiana, agreed to serve as Southern Region Director, for 2020-2022. Additionally, **Mark Rosenbaum** of the University of South Carolina in Columbia, South Carolina, agreed to serve as an At-large Director. The vacant Rocky Mountain Region Director position and the vacant Southwest Region Director positions were not filled during the 2019 conference.

The following officer appointment was announced:

* **Barbara Gross** concludes her 3-year term as Board Chair with the 2019 conference and conference follow-up (i.e., Board Meeting minutes, MEA Membership Directory). **Brian Jorgensen** of Westminster College in Salt Lake City, Utah (currently a Past President Director) agreed during the 2018 conference to serve as the next Board Chair for a three-year term from 2020-2022. Board members **approved this appointment through vote**, subject to ratification by the general MEA membership at the Annual Business Luncheon. Barbara Gross reminded the Board that the MEA Bylaws state that the Board Chair,”must have served as a Director and/or Officer for at least 5 years.” Thus, eligible MEA members are Past Presidents, other officers, and Board Members who have served more than one term.
* **Victoria Crittenden** of Babson College in Babson Park, Massachusetts, will replace **Don Bacon** as Ex-Officio Director in the role of *Journal of Marketing Education* Editor in September 2019.

**Board Member Renewals** -- the following MEA Board members have agreed to additional 3-year terms from 2020-2022. Their renewals must be ratified by the general MEA membership at the Annual Business Luncheon.

* **Rika Houston**, Western Region Director, California State University, Los Angeles
* **Debbora Whitson**, Western Region Director, California State Polytechnic University, Pomona
* **Sally Baalbaki**,Rocky Mountain Region Director, Metropolitan State University of Denver
* **Christina Chung**,Eastern Region Director, Ramapo College of New Jersey
* **Emi Moriuchi**, Eastern Region Director, Rochester Institute of Technolgy
* **Sabine Emad**,International Director, University of Applied Sciences Western Switzerland
* **Wade Halvorson**,International Director, University of Western Australia
* **Magali Dubosson**, At-Large Director, University of Applied Sciences Western Switzerland
* **Kristen Schiele**, At-Large Director, California State Polytechnic University, Pomona

The following new MEA Board members agreed to 3-year terms from 2019-2021 to fill board vacancies. These new MEA Board members were identified during the 2018 conference or shortly thereafter. Their appointments must be ratified by the general MEA membership at the Annual Business Luncheon:

* **Marla Friedman**, Community College Director, Palm Beach State College
* **Erik Holmstrom**, Community College Director, United Tribes Technical College
* **Vicki Eveland**, At-Large Director, Seattle Pacific University
* **Kathleen Zumpfe**, At-Large Director, Doane University

The MEA Board has the following current vacancy:

* Rocky Mountain Region Director, to replace **Darrin Duber-Smith** who will serve on the officer track.
* Southwest Region Director, to replace **Rex Moody** who will serve as Co-Secretary-Treasurer.

**7. Marketing Report** – **David Ackerman,** MEA Marketing Director, reported that he promoted the 2019 MEA Conference through ELMAR and the ACR Listserv as he has done for past conferences, as well as by encouraging Board members to promote the conference in their regions through personal contacts. He asked that his efforts and those of the officers be coordinated for better effect.

**8. Web Master’s Report** – **Lars Perner,** MEA Web Master, was delayed in his arrival and so was not able to attend the Board meeting. He sent a written report via email to all Board members prior to the meeting and these were also distributed as hard copy at the meeting. He recommended that MEA members be asked to “like” the MEA Facebook page and also ask their colleagues to do so, and that MEA establish an Instagram page where images illustrating marketing phenomena and current events relevant to marketing can be posted. Board members agreed with these recommendations and this was reported back to Lars Perner.

**9. 2020 MEA Conference** – **Sarah Fischbach,** MEA President-Elect and Program Co-Chair, reported that the 2020 MEA Conference will be held in Seattle, Washington, April 2-4, 2020, at the Seattle Renaissance Hotel. The 2010 MEA Conference was held at this location. The hotel is very accommodating to MEA needs, and the location is proximate to Pike’s Market, downtown Seattle retailers, and other area attractions. Conference room rates are $159, comparable to or lower than the rates secured during recent years. For the Friday Night Event, Sarah Fischbach is exploring the possibility of touring a Seattle-based company such as Amazon, Starbucks, Costco, or REI.

**10. Proposals/Items for Discussion:**

**Using CRM Capabilities of MEA Website for Marketing/Recruiting** **- Robert Lupton,** MEA Co-Secretary-Treasurer noted that in redesigning the MEA website, MEA purchased a Customer Relationship Management (CRM) package. Although it was used somewhat this year to promote and manage the 2019 conference, MEA has not yet fully utilized the CRM capabilities to assist with recruiting and retention of conference attendees or to otherwise increase the visibility of MEA. After discussion it was concluded that an ad hoc **Communications Task Force** will explore the CRM cabilities and coordinate efforts for marketing and communication during 2019-2020. The Task Force will report back at the 2020 MEA conference. Task Force members are: **Mindy Welch** (current President and incoming Immediate Past President, who will take the lead), **David Ackerman** (Marketing Director), **Sarah Fischbach** (current President-Elect and incoming President), **Jennifer Zarzosa** (current Vice President and incoming President Elect), **Darrin Duber-Smith** (incoming Vice President), and **Rachel Peterson White** who manages the website and has utilized its CRM capabilities to assist MEA officers in communications for the 2019 conference.

**11. Other New Business** – none.

**The 2019 MEA Board Meeting was adjourned at 2:30 PM.**