

A Short...Very Short Reflection on 15 Years as Executive Officer of SCP  
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### A Personal...Very Personal and Heartfelt Thanks

I must start out any reflections I might share by thanking the people with whom I have worked with over the past 15 years. What an amazing group of scholars who devoted their time, intellect and commitment with little to show for their efforts except the amazing legacy they left behind in the form of a stronger, more responsive and all around better SCP. You know who you are. Thank you.

### A Little...Just a Little Background

Most people think that my affiliation with SCP started when I named Executive Officer in late 2001. However, my connection to SCP goes all the way back to 1988 when I was one of the first members to join the SCP which came with the lauded distinction of being a “Founding Member.” I have never heard that term ever used again. It only appeared in that first letter soliciting membership.

My next major SCP experience occurred when I joined Madhu Viswanathan and Manoj Hastak to chair the 1999 SCP Annual Conference being held in St. Pete Beach. This was back when the SCP conference was a one day affair that was attached to the AMA conference.

It was at an AMA conference in 2001 in Scottsdale that Dave Schumann and John Mowen approached me with the proposal that I should consider taking on the new position of Executive Director. I said I would give it some thought, but I was just really buying time. After a few exchanges, I thanked them for their consideration of me, but told them that I didn't think it was a good fit. John Mowen, not to be derailed, kept lobbying me for several weeks until, once again I turned down the offer. Again, not to give up, he wore me down over the next several weeks, and after doing some research, I thought I might be able to assist SCP to become a more stable, professional and helpful association for its members. Finally I said yes--blame Mowen and Schumann--BUT, only for 2-3 years to help get it organized and then, I'm out.

And, I insisted that my title be Executive Officer, not Executive Director. I felt it was more in keeping with the strategic role I was asked to do rather than a purely administrative role.

Over fifteen years later, I'm still here, but SCP has changed dramatically.

### A Brief...Very Brief Look at Some Pretty Impressive Stats

When I started my gig as Executive Officer of SCP on January 1, 2002 we had exactly \$66,280 in the bank and 564 members. A couple of financial hits and we would be more than broke. We spent a whopping \$19,296 on our 2001 winter conference. As of December 31, 2015 SCP had a total of \$574,466 in all bank accounts including endowments and 728 members. And, in my first year as Executive Officer attendance at our 2002 Annual Conference in Austin was a whopping 130. Last year attendance was 425. So, while we still remain a fairly intimate organization, our fortunes have risen considerably—and in my mind, that's a good thing. Financially, we can easily weather almost any financial storm.

So, what has changed over the years from a financial perspective? Well, to begin with, I was a bit tight-fisted at first. I knew we needed to increase our fund balance and do it quickly to make the organization stable financially. We were relentless in cutting costs across the board, and we were still able to put on conferences at some of the best venues ever including higher end hotels like Omni, Four Seasons, Intercontinental and the Ritz-Carlton. We also increased revenues through increases in memberships and, the major factor, negotiating a new publisher agreement for JCP.

#### JCP Steps...nay, Leaps Forward

In 2001 when we were with Erlbaum, total JCP revenues were \$19,244 but our expenses were \$21,163. We were losing money on our journal.

Erlbaum was sold to Taylor & Francis, which made us think that maybe JCP was a much more valuable asset. Fortunately for SCP, and maybe unfortunately for Laura Perrachio, Laura had just come off her year as President, and as Immediate Past President, automatically became the Chair of the Publications Committee. And, who was charged with the task of seeking out and finding a new publisher? That right, the Publications Committee. So much of this onerous task fell on Laura's shoulders. Thank goodness. Isn't timing everything in life?

Laura was, as always, relentless, tenacious, and devoted to this charge. With an eye for detail and organizational skills I will put up against anyone's, Laura and the Publications Committee sought proposals, evaluated them intensely, vetted the publishers, chose a publisher, Elsevier, and negotiated an amazing contract. In our first year with Elsevier, our JCP revenues reached \$105,109 and our expenses were \$27,500, making a contribution of over \$77,000. Nice.

In my 15 years at SCP, I would judge this change in publisher as the one event that had the greatest impact on SCP as an organization. Speaking of major events...

#### A Short...Very Short List of Major Events: The Good, The Bad, and The Ugly

Below, I list what I consider to be the major events during my 15 years as Executive Officer...well, as best as I can recollect. Apologies for any I may have let slip. It is also important to note that this list could be several pages long since so much has been accomplished, but I will stick to my word and make it a short...very short list. Finally, I will not judge as to whether they are the good, the bad, or the ugly. Only you can make that judgment.

- 2001 Hired Executive Officer
- 2003 First independent SCP annual conference in New Orleans
- 2006 The SCP Cruise Conference  
Completion of Strategic Plan  
SCP Website Launched
- 2007 Changed JCP publisher with much more lucrative contract
- 2009 First Doctoral Consortium  
Inaugural JCP Park Awards with support from C.W. Park  
Hired Professional Conference Coordinator  
Added membership renewal & conference registration processing to website

- 2010 Schumann support for doctoral consortium  
Small Grants Program started
- 2012 First international conference in Florence, Italy
- 2015 Death of the annual Advertising & Consumer Psychology Conference and book series  
Annual SCP Boutique conference is established  
New SCP journal, *Review of Consumer Psychology*, initiated

So there you have it.

Back to the future...near future

So what's in store for SCP over the next few years? I think SCP is poised to take even a more prominent position in the world of consumer psychology. JCP continues to gain in reputation, respect and visibility. We will be launching the annual *Review of Consumer Psychology* sometime next year. Our annual conference continues to grow in both attendance and quality while still offering up some of the best venues/locations. SCP continues to launch new initiatives to support the profession such as travel diversity grants, boutique/international conferences, and the small grants program. I'm certain new initiatives are in the minds of members and officers waiting to be launched. Finally, our financial position is very strong.

Thank you to all that I've had the pleasure to work with over the past 15 years. What a treat.