

Gene Topper, APA Div. 23 Consumer Psychology President 1985

1. What is your most enduring APA Division 23 or SCP memory?

YOU MAY NOT KNOW BUT IN MY ELECTION WE ACTUALLY HAD A TIE...I RAN AGAINST GEORGE SZYBILLO, A FRIEND AND FELLOW PRACTITIONER AND THE ELECTION ENDED IN A TIE. WE HAD DISCUSSIONS ON HOW TO HANDLE IT...DRAW STRINGS, SHORT STRING BECOMES PRESIDENT, HAVE EACH SERVE A HALF A YEAR..IN THE END WE DECIDED TO JUST SHARE THE PRESIDENCY FOR THE YEAR.

FYI, DURING THOSE YEARS WE TRIED TO ALTERNATE WITH PRACTITIONER CANDIDATES ONE YEAR AND ACADEMIC FOLKS THE NEXT YEAR. I ALSO REMEMBER AT THE END OF THE TERM GEORGE AND I CONDUCTED A MEMBERSHIP SURVEY ON PRACTICES/ATTITUDES AND PRESENTED THE SURVEY RESULTS IN OUR FINAL MEETING..I BELIEVE AT THE APA CONVENTION.

2. How would you describe the state of the organization during your presidency? (Size, formality, organization, characteristics of members, etc.).

AT THE TIME OF MY PRESIDENCY ONE OF THE BIGGEST ISSUES WAS SURVIVAL..APA WAS DISCUSSING MINIMAL MEMBERSHIP/VOTES CAST REQUIREMENTS TO REMAIN A DIVISION IN APA. TO GUARD AGAINST THIS WE DECIDED TO INCORPORATE TO PROTECT OUR EXISTENCE APART FROM APA.

3. Were there any key initiatives or accomplishments during your presidency?

INCORPORATION WAS PROBABLY THE BIGGEST ACCOMPLISHMENT...I STILL FUNCTION TODAY AS THE REGISTERED AGENT AS WE INCORPORATED IN ILLINOIS WHERE I LIVE.

4. Were there any significant developments or activities related to the main conference during your presidency? Other conferences such as Advertising and Consumer Psychology or APA?

I WORKED AT AN AD AGENCY DURING MY PRESIDENCY AND DID HOLD A CONSUMER PSYCHOLOGY CONFERENCE AT MY OFFICE.

5. Were there any significant developments or activities related to the journal (*Journal of Consumer Psychology*) during your presidency? Other publications?

THE JOURNAL WAS FAIRLY STABLE AT THIS POINT...OUR ONLY CONCERN WAS WHO WOULD BE EDITOR IN THE COMING YEAR.