

## Call for Nominations

The Society for Consumer Psychology is seeking nominations of qualified individuals for SCP Fellow status. The criteria, as established by the SCP Board of Directors, are:

### Minimum standards for SCP Fellowship:

- 1) Current and prior SCP membership of at least one year;
- 2) Active engagement at the time of nomination in the advancement of consumer psychology in any of its aspects;
- 3) Five years of acceptable professional experience subsequent to the granting of the doctoral degree; and
- 4) Evidence of unusual and outstanding contribution or performance in the field of consumer psychology.

### Additional criteria:

THE MOST DIFFICULT JUDGMENT THAT MUST BE MADE IN CONNECTION WITH NOMINEES FOR FELLOW STATUS IS TO DETERMINE WHETHER THERE HAS BEEN “UNUSUAL AND OUTSTANDING CONTRIBUTION OR PERFORMANCE IN THE FIELD OF CONSUMER PSYCHOLOGY.”

- The existence of relevant publications is not enough. Publications must report impressive work, have an impact upon others, and have been refereed appropriately;
- Citation of the nominee’s work by others is an important indicator of the impact of a contribution;
- Long-term SCP membership and activity (e.g., conference participation and leadership roles) are highly desirable;
- Accumulation of impact and performance over time must be demonstrated;
- Evidence of steady and continuing competence does not in itself meet the criterion of “outstanding and unusual.”

### Nomination procedure:

The nominating member must be a member in good standing of the Society for Consumer Psychology. The nominator is responsible for preparing a letter of nomination, not to exceed three typewritten pages, that addresses the nominee’s qualifications vis-à-vis the SCP Fellow criteria listed above. The letter must be accompanied by the nominee’s current *curriculum vitae*. Both the letter and the CV must be submitted via email to the chair of the Fellows Committee.

Nominations should be submitted in confidence, without informing the prospective Fellow. This avoids embarrassment should the nominee not be accepted. Unsuccessful nominations will automatically be re-considered for up to two additional years.

**Nominations are due June 4, 2012.** The current Fellows Committee is Richard J. Lutz (chair), Joseph W. Alba, and Frank R. Kardes. Nominations should be sent to [richard.lutz@warrington.ufl.edu](mailto:richard.lutz@warrington.ufl.edu).