

Frank Kardes, Society of Consumer Psychology, APA Div.23, President 1995

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

Over the years, we've had fantastic key note speakers at our conference. I also like getting together with former students and classmates from Indiana.

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

We were a lot smaller back then. Paul Herr and John Kim co-chaired the conference and did a great job.

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

The most important thing we were working on was JCP. Right after my presidency, Paul Herr and I became co-editors of JCP. It was great working with Paul and I think we increased JCP's emphasis on experimental psychological research methods.

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?

Not that I recall. JCP was the most important thing everyone was working on.

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

Dipankar Chakravarti and John Lynch were the co-editors during my term, and I believe that they were able to convert JCP into an A journal. This was an important development for JCP and for SCP.