

**Dave Schumann, Society of Consumer Psychology, APA Div.23, President
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Dave Schumann's Thoughts:

Thank you for reaching out to past SCP presidents. My term in office was a while back and I honestly don't recall much about my presidency. What the executive committee worked on within the 10 years surrounding my presidency was a set of strategic plans for SCP. This included time within the presidencies of Carol Macklin and John Mowen.

One of my most interesting memories actually occurred when I served as secretary-treasurer, two years before my presidency. Marty Fishbein and I were running around the streets of Toronto at the APA conference trying to get things copied for the executive committee. I just remember enjoying that time with him and I also remember how much he smoked (a true chain smoker). But he was a really thoughtful person.

Thank you for taking this on. I spent nearly two decades in service roles with the organization and I really enjoyed my interaction with our membership and leaders of our discipline. SCP greatly helped forward my career. I don't recall how many members we had during my presidency, I want to say between 450-550, but you shouldn't rely on my memory. It may have been less.