

**Laura Peracchio, Society of Consumer Psychology, APA Div.23, President
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Laura Peracchio's Thoughts:

During my term as SCP President, much of our efforts focused on JCP. Our JCP Publisher from the time of the journal's inception, Erlbaum, sold his business to Taylor & Francis -- JCP was sold along with all of the other Erlbaum journals. We evaluated our publishing contract with Erlbaum/Taylor & Francis and realized that the terms of the contract were not favorable to SCP and Erlbaum legally held the copyright to all back issues of the journal. Our team successfully negotiated the rights to the JCP copyright, including all JCP back issues, at no cost to the journal and then moved JCP to another publisher under much more favorable terms, Elsevier. (We had nerves of steel!)