

Hans Baumgartner, Society of Consumer Psychology, APA Div.23, President 2009

Hans Baumgartner's Thoughts:

The thing that I probably remember the best is that I almost didn't make it to the conference at which I was to deliver my presidential address. The conference was at St. Pete Beach, FL, and I was supposed to catch a flight out of State College first thing in the morning on Thursday. However, there was a major snow storm and my flight was canceled. Eventually, I rented a car and drove to Dulles and eventually made it to St. Pete Beach, although I did miss the Executive Committee meeting that afternoon.

Harish Sujana chaired the SCP Summer conference for me, and Meg Meloy and Adam Duhachek were in charge of the winter conference at Trade Winds. I'm very grateful to them for the fine job they did organizing these events. Swine Flu was a big worry at the time, and I remember we were discussing taking out insurance in case people wouldn't come to the conference because of a possible epidemic. Now it seems weird that we were concerned about it at the time, but it was a worry.

I don't know how the nomination process works these days, but after consulting with my predecessor (Steve Posavac) and some others, I nominated Amna Kirmani and L. J. Shrum to run for president. L. J. won. Amna eventually was elected president of ACR, so I guess that was a good consolation prize.

Other than that, I don't remember a lot of things. There were many organizational things to take care of, such as soliciting nominations for the Park Outstanding Contribution Award or the JCP Young Contributor Award, putting together award committees, finding chairs for various other committees (e.g., the Ethnic Minority Affairs Committee or the Fellows Committee), and even organizing that everybody got their plaques.

I enjoyed meetings lots of new people during the three years on the board, many of whom I didn't know before. Larry was great to work with, and in general it was a dedicated bunch of volunteers.