

L.J. Shrum, Society of Consumer Psychology, APA Div.23, President 2010

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

There were lots of them. One is the search for a *JCP* editor. It was not an easy process given confidentiality issues and the need to be discrete (not necessarily one of my best traits).

Overall, it is the fun I had working with the next two presidents, Vicki Morwitz and Michel Pham, as well as the Executive Officer Larry Compeau, as part of the SCP Executive Board. Together, we brainstormed a number of issues and helped each other solve at times sticky problems; this teamwork I think led to a more functional SCP and produced a number of new initiatives.

But by far the most enduring, and still highly accessible memory, is the abject terror I felt having to give the SCP Presidential Address. I still have mental scars.

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

The state of the organization, at least as I perceived it, was one in which the specific officers (President-Elect, President, Past-President) tended to work independently on duties and tasks specific to that office. It was also one that was run fairly informally in a manner consistent with a small organization, despite the fact that SCP had been growing steadily.

I, along with others (primarily Vicki Morwitz) worked to make it run a bit more formally, and to initiate tedious but important tasks such as compiling and archiving historical records, recording content and output of meetings, and so forth, which allows for the compilation of a historical history of SCP.

That said, although some aspects of the organization were became more formal, the communication and camaraderie were distinctly informal and free-flowing, making sometimes onerous tasks much easier to deal with.

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

As I noted before, one of the initiatives was to institute a more team-based approach to the tasks that involved the President-Elect, President, and Past-President. This worked quite well. However, one of the downsides (if it even qualifies as one) is that it makes it remarkably difficult, at least for me, to separate many of the things we accomplished over the 3-year period, and in particular to isolate who was primarily responsible for what. So I will simply note that over the course of my three-year term, we as a team selected a new Editor for *JCP* (Connie Pechmann) and conducted a search for a publisher. In addition, we worked together to try to increase SCP's international presence. Vicki Morwitz was the primary mover on this initiative, and it culminated in an incredibly successful first international SCP conference in

Florence in 2012. That success allowed SCP to make an international SCP conference a bi-annual event.

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?

Other than initiating or at least participating in discussions to increase SCP's international presence, resulting in the first international SCP conference in Florence in 2012, it was pretty much business as usual with the annual winter conference, the summer conference that is part of APA, and the ACP conference. We purposefully kept the size of the program small despite increased membership, conference submissions, and conference attendance. This resulted in higher quality papers and presentations, but with the downside of also excluding very good work.

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

As noted before, we selected a new editor for JCP and conducted a search for a publisher, eventually renewing with Elsevier.