

## **Vicki Morwitz, Society of Consumer Psychology, APA Div.23, President 2011**

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

I think this had to be the 2012 SCP Florence conference. This was SCP's first major international conference and there were a lot of uncertainties and worry about whether people would attend, regarding the financials, and how people would react when they learned they could only attend if they were presenting, after we learned that the fire laws had changed in Italy and that this would have to be a small select conference. Of course I am biased since I was one of the three co-chairs (along with Simona Botti and Stefano Puntoni), but I believe it turned out to be a great success. The venue was beautiful and just far enough from city central that, combined with the extremely high quality of the research presented, people stayed at the conference all day. The social events were also very well received and I think helped both to build community and strengthen the SCP brand. And the conference ended up making a small amount of money and increased SCP's member base.

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

The membership and conference size was increasing so there was tension between keeping things small and informal vs. bringing some structure and greater organization to SCP. We worked hard to try to organize and centralize SCP record keeping. We purposely decided to keep SCP conferences small and manageable since some research we conducted with different segments of SCP members (doctoral students, young scholars, long time members) suggested everyone liked the smaller size and the less formal nature of SCP conferences.

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

We put in place our first ethics committee, formalized our fellow criteria, planned our first international conference, put together a design committee who developed a new logo, journal cover, and new look for our website, and conducted an editor and publisher search for JCP.

### **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?**

As stated above, we purposely kept the main conference small and reduced the number of concurrent tracks. We started a track called conversations to mirror what was happening in JCP's research dialogues and as a way to get senior scholars to attend and present at SCP. There were also summer APA and Advertising and Consumer Psychology conferences during this time. As stated above we also ran SCP Florence in 2012 - SCP's first major international conference.

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

We had an editor search that brought us Connie. We also implemented a much needed cover redesign (the previous cover was very difficult to read as the font was extremely small). We also worked hard to actively manage and push our relationship with Elsevier as there were many problems with them during this time period. We renewed our contract with them just at the start of my term. This turned out to be a bad decision, but we did so with the best of intentions = we wanted to minimize change as Connie started her term to make things as easy as possible for her. However she was the first editor to use Elsevier's manuscript submission system fully and this led to significant problems that took much time to resolve.