

Darren Dahl, Society of Consumer Psychology, APA Div.23, President 2013

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

My most enduring memory is the people I worked with during my term. The small executive group was such a delight to work with - each member of the team added something unique to our efforts. There was little disagreement amongst us and everyone had the right attitude and desire. The people were the best part.

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

The organization was stable. There was no big crises that we had to deal with - typical issues and problems arose and were met.

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

The biggest initiative that I focused on was improving the PR component of the organization. We had some success in building a newsletter, enhancing web presence, and a bit of news coverage. I also surveyed the membership on a number of issues - data that was subsequently used in decision-making.

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?

The [Miami] conference during my presidency was a success (in my opinion). The other conferences maintained during my term, but the questions on the value of the ACP conference started to brew as I left office. I also was helpful in bringing about our 2nd European conference [2015] in Vienna - which was a smashing success by all accounts (not just my opinion!).

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

The journal was just coming out of its suppression for citation abuse and we weathered that storm effectively. Amna Kirmani took the helm of the journal as I stepped down and was effective right out of the gate. I had a small role in bringing her on as the new editor - for once we had a relatively smooth editor search.