

## **John Cacioppo Society of Consumer Psychology, APA Div.23, President 1990**

### **John Cacioppo's Thoughts:**

It has been awhile since I was president, but I remember several new initiatives that I succeeded in implementing the year I was president. These include the following:

- 1) The conceptualization, contract negotiation (with Larry Erlbaum over dinner), and establishment of the Journal of Consumer Psychology.
- 2) The establishment of Division 23's Distinguished Scientist Award.
- 3) The establishment of a Committee on Minority Affairs to increase diversity within consumer psychology (both women and ethnic minorities).