

## **Minutes of the 2013 CHARM Association Board Meeting**

The meeting was called to order by Blaine Branchik, CHARM President, at 12:30 p.m. (local time).

CHARM members in attendance were:

Lisa Baillargeon, Susan Bishop, Blaine Branchik, David Clampin, Robert Crawford, Valérie-Inés de La Ville, Bruce S. Elliott, Patrice Gélinas, Philippa Haughton, Richard Hawkins, Brian Jones, Maria Kalamas, William Keep, Roger Layton, Kim McKeage, Bill Merrilees, Dale Miller, Jonathan Morris, Nina M. Ray, Jacqueline Reid Wachholz, Daniel Robinson, Stefan Schwarzkopf, Mark Tadjewski, Neil Tyler, Kazuo Usui, Pierre Volle, Richard Whitfield, Terry Witkowski.

### **Order of Business**

#### **I. Approval of the Minutes of the 2011 CHARM Association Board Meeting**

The President asked if there were any changes to the minutes from the 2011 CHARM Association Board Meeting. Kim McKeage requested her name be spelled correctly.

Lisa Baillargeon made a motion to approve the minutes pending the amendment. Richard Hawkins seconded the motion. The minutes of the 2011 CHARM Association Board Meeting were unanimously approved (pending the amendment).

#### **II. Unfinished Business Arising from the Minutes**

There was no unfinished business arising from the minutes of the 2011 CHARM Association Board Meeting.

#### **III. New Business**

##### Election of CHARM Officers

Brian Jones is chair of the nominating committee. Peggy Cunningham and Robert Tamilia are members of the nominating committee.

The nominating committee recommended the removal of Lydia McKinley-Floyd from the board (since she has not attended the last two meetings). The committee also suggested that individuals be nominated from the floor and that one nominee be put forth for each position.

#### Election of CHARM officers:

In 2013, the positions of President, Vice President, Secretary, and Treasurer were open for election.

Terry Witkowski suggested that the association choose board members among those who regularly attend the meetings (versus those who do not).

Brian Jones nominated Blaine Branchik (President), Leighann Neilson (Vice President), and Maria Kalamas (Secretary) for two-year appointments. There were no other nominations from the floor. Terry Witkowski moved to close the nominations. Bill Keep seconded the motion. All those in attendance were in favor and the nominations were closed. All three aforementioned nominees were elected by acclamation.

Brian Jones nominated Jacqueline Reid Wachholz (Treasurer) for a two-year appointment. There were no other nominations from the floor. Kim McKeage moved to close the nominations. Terry Witkowski seconded the motion. All those in attendance were in favor and the nominations were closed. The aforementioned nominee was elected for a two-year term by acclamation.

#### Report of Doctoral Workshop Co-Organizers

Stefan Schwarzkopf and Maria Kalamas reported that the first doctoral workshop was a success. Based on feedback from participants, the event was a rewarding experience for both students and speakers and should therefore be offered again.

According to the co-organizers, the doctoral workshop served to create a bridge between history and marketing and they recommended this interdisciplinary link be further explored. They also suggested that there be a better match between students' interests and the topics covered by the speakers.

#### Comments from the audience regarding the doctoral workshop:

Brian Jones mentioned that we will likely get more marketing students because CHARM 2015 will be in the United States. He also suggested that we draw speakers from those who will attend the conference.

Philippa Haughton mentioned that the speakers were genuinely interested in the doctoral students' topics and they took the time to mentor the students. She also said that although the history majors did not know the speakers, they learned a lot from them. Philippa added that the feedback on individual projects was very helpful.

Dale Miller mentioned that there was good interaction between the students and the speakers.

Brian Jones congratulated the Michael J. Coles College of Business at Kennesaw State University for sponsoring the first ever doctoral workshop.

Maria Kalamas added that it would be beneficial to pursue additional funding sources for the next doctoral workshop.

### CHARM 2015

Terry Witkowski gave a presentation on CHARM 2015. He said that the conference will be held May 28-31, 2015 on the Queen Mary in Long Beach, CA. Deluxe twin or king state rooms would be offered at \$125 USD (\$9.95 facility fee + 15% tax). He also discussed transportation to the venue.

Brian Jones asked whether three rooms had been reserved for CHARM 2015. Terry Witkowski replied in the affirmative.

### Future CHARM Conferences

Blaine Branchik suggested that we alternate the conference between the United States and Europe (or Asia). He asked the audience to think about possible venues for 2017.

### New Webmaster/Social Media Director

Blaine Branchik suggested that we put out a call for someone to house the Website and/or run it. Jonathan Morris asked if any doctoral students would be interested in this position. No volunteers came forth.

### Other New Business

#### a. Lessons learned from CHARM 2013

Stefan Schwarzkopf suggested that participants receive the proceedings on a jump drive. He also proposed that we include a brief description (i.e., two lines) of each paper in the program and post this on the Website.

Mark Tadajewski suggested that we keep sustainability issues in mind.

Jacqueline Reid Wachholz suggested that we include the authors' affiliations in the program. She also pointed out that having no speakers during lunch encouraged discussion among participants.

#### b. Outreach Efforts for CHARM 2015

Nina M. Ray asked which tools were used to promote CHARM. Blaine Branchik replied that presenters were listed in the proceedings. He also said that so far Facebook had not been used as a recruiting tool. Jacqueline Reid Wachholz asked whether CHARM should do a newsletter or a blog. Blaine Branchik suggested that Facebook would be a better outreach tool. Stefan Swartzkopf mentioned the difficulty of regularly updating Facebook and that perhaps an archive, like the one used in business history (i.e., *The Exchange*), would be a better idea. Blaine Branchik commented that it would be hard to find someone to do it.

#### c. JHRM Membership

Jonathan Morris asked whether CHARM attendees could get a two-year JHRM membership. Blaine Branchik said he would look into the feasibility of doing so.

### IV. Treasurer's Report

Brian Jones, CHARM Treasurer, gave a detailed report. He said that seventy people had registered for the conference and that the host institution, Copenhagen Business School (CBS), subsidized part of the conference.

Brian noted that the association had received \$12,900 from Quinnipiac University and \$500 from EMERALD in 2011. He said that another \$6,130 was available for the Stanley C. Hollander Best Paper Award and anonymous funding was provided for the David D. Monieson Best Student Paper Award. Following the 2011 conference, the association's bank balance was approximately \$21,400 (including the funds set aside for the Stanley C. Hollander Best Paper Award). Since all the receipts had not yet been received, he projected to break even for 2013 or end up with a surplus of \$3,000. The goal for 2015 was to break even.

Blaine Branchik asked the audience if they had questions about the treasurer's report. None came forth.

### V. Announcements

In 2015, David Clampin and Richard Hawkins will serve as the Program Chair and Proceedings Editor respectively. Maria Kalamas will serve as the Doctoral Workshop Organizer.

Brian Jones made a motion to adjourn the meeting. Terry Witkowski seconded the motion. All those in attendance were in favor and the meeting was adjourned at 1:24 p.m. (local time).

The 2013 CHARM Association Meeting Minutes were recorded by Maria Kalamas.