

MINUTES

of the CHARM Association Board Meeting
May 22, 2011
held at the Helmsley Hotel, New York, NY, USA

The meeting was called to order by CHARM President, Eric Shaw, at 12:02 p.m.

CHARM members in attendance were:

Lisa Baillargeon, Alan Bradshaw, Blaine Branchik, David Clampin, Robin Croft, Judy Foster Davis, Karen Fox, Masaru Hatasaki, Richard Hawkins, Marilyn Liebrez-Himes, Randy Jacobs, Brian Jones, Maria Kalamas, Ann-Marie Kennedy, Kim McKeague, Leighann Neilson, Stefan Schwarzkopf, Eric Shaw, Yumiko Toda, Richard Whitfield, Terry Witkowski.

Order of Business

I. Approval of Minutes

The President asked if there were any changes to the minutes from the CHARM Association Board Meeting of 2009. There being no changes necessary, the minutes were approved as presented.

II. Unfinished Business Arising from the Minutes

There was no unfinished business arising from the minutes.

III. New Business

Election of CHARM Officers

It was explained to all in attendance that CHARM Officers are elected for a two year term with the possibility of a two year extension. At each CHARM meeting, the term of half the officers expires (e.g., President and Treasurer; Vice-President and Secretary). This year, the positions of Secretary and Vice-President were open for election.

Blaine Branchik nominated Leighann Neilson for the position of Secretary. Based on a show of hands, Leighann was elected for a two year term.

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Brian Jones nominated Blaine Branchik for the position of Vice-President. Based on a show of hands, Blaine was elected for a second two year term.

Brian Jones explained that there was also a vacant position on the CHARM Board. He nominated Stefan Schwarzkopf to fill this position. Stefan was unanimously elected to the position.

Proposal to host CHARM 2013

Stefan Schwarzkopf presented a proposal to host CHARM 2013 at the Copenhagen Business School, in Denmark. He explained the school's track record for successfully hosting academic conferences, and the proximity of facilities to air connections and sites of interest, such as the Old City Centre, Carlsberg archives and museum, Nordisk Film archives and movie sets, Maersk archives, etc. He anticipates being able to obtain accommodation at the rate of approximately \$220/night. The proposed registration fee of \$480 would include the cost of hiring student helpers, and the travel expenses of a keynote speaker. Also included is a one-year subscription to the Journal of Historical Research in Marketing (JHRM).

The discussion which ensued included the members' desire to ensure that the timing of the next CHARM would not overlap with the Academy of Marketing Science and/or Macromarketing conferences.

Stefan's proposal was approved by the members in attendance and the 16th biennial CHARM will be held in Copenhagen, Denmark.

IV. Treasurer's Report

Brian Jones, CHARM treasurer, presented his report. He explained that CHARM funds are currently held at Quinnipiac University. The 2009 post-conference balance in the account was \$6,920. In May, 2010, Bob Nason transferred to CHARM the fund endowed to pay for the Stanley C. Hollander Best Paper Award, in the sum of \$6,780. This brought the CHARM account balance to \$13,700 (although it should be noted that the funds endowed to support the Hollander Award are to be used only for that purpose).

For the 2011 CHARM conference, revenues received included \$25,000 from registrations, a \$12,900 donation from Quinnipiac University and a donation of \$500 from Emerald, bringing total budgeted revenues to \$38,400.

Budgeted expenses included: \$23,000 to the Helmsley Hotel, \$2500 for the reception at the Top of the Tower, \$5000 for the banquet at the Penn Club, \$1500 for audio equipment rental, \$4750 for JHRM subscriptions, \$650 for the Hollander award (including plaque) and approximately \$500 in miscellaneous expenses, bringing the total expenses to \$37,400. The budgeted surplus from CHARM 2011 is \$1000.

Given that there are still some expenses to be accounted for after the conference has ended, there should be an amount of \$5000 to \$7000 available to start planning for CHARM 2013.

Additional New Business

Promotional Efforts to Increase Attendance/Participation in CHARM 2013

The floor was opened for a general discussion of ideas to increase participation in the next CHARM Conference.

- a. Brian Jones suggested that we need more online promotion and that it would be helpful if one of the CHARM members took on the task of identifying potential sites to publicize (e.g., blogs, listservs, etc.) in time for the Call for Papers release next summer.

Robin Croft volunteered to handle CHARM social media oriented promotions and expressed interest in taking over the role of CHARM webmaster from Blaine Branchik.

- b. Brian also asked if someone would be willing to collect information on doctoral programs in Marketing that include a seminar in marketing theory, marketing history or the history of marketing thought. It was thought that providing information to these schools would be a good way to publicize CHARM and JHRM.

As a follow-up to this, Judy Foster Davis suggested we considered other PhD programs that might also have an interest in the subject matter, for example, Mass Communications or Business and Economic History doctoral programs.

- c. Marilyn Liebrez-Himes inquired of Richard Whitfield whether Emerald would be attending other marketing conferences over the summer and whether this might be a good way to promote CHARM and JHRM. Richard explained the Emerald attends a selection of conferences each year and this year is scheduled to attend: the World Marketing Congress, EMAC, Academy of Marketing, and ANZMAC.
- d. Stefan Schwarzkopf raised the possibility of having a flexible pricing structure for CHARM which would include the option of paying for either a 1 or 2 year subscription to JHRM, or possibly not subscribing at all, rather than the current practice of automatically including a one year subscription in the registration fee. We currently offer a discounted registration fee for students. This could continue but might also include the option of including/not including a subscription to JHRM.

Brian Jones, JHRM Editor, was in agreement with Stefan on this point and will recommend to Emerald and to CHARM that we offer *the option* to subscribe to the journal for either a one or two year period.

- e. Maria Kalamas suggested that CHARM investigate the possibility of including a doctoral student track, session or workshop. There was discussion from the members regarding what form this might take, including: separate sessions where doctoral students present their research in a less competitive environment and a half-day, 1-day or 2-day preconference workshop on historical research methods.

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Alan Bradshaw suggested that it might be possible to collaborate with the researchers involved with the Consumer Culture Theory workshop.

Stefan Schwarzkopf suggested that depending on the form the workshop took it might be possible to use facilities at the Copenhagen School of Business at very low cost.

Maria Kalamas, Ann-Marie Kennedy, and Stefan Schwarzkopf will form the nucleus of a committee to investigate this idea for CHARM 2013.

Discussion Regarding CHARM 2013 and future conferences

- a. Feedback from CHARM 2011 participants indicated that the ‘Meet the Editors’ session was much appreciated. The recommendation was made to include a similar session in CHARM 2013.
- b. Terry Witkowski asked about possible venues for future CHARM Conferences. Brian Jones advised that there has been initial interest expressed by the Hartman Centre (Duke University, Durham, North Carolina, USA), Dalhousie University (Halifax, Nova Scotia, Canada) and Carleton University (Ottawa, Ontario, Canada) in hosting CHARM 2015.

V. Announcements

The following resources are or will soon be available through the CHARM website:

- a. Materials from Don Dixon’s course on the History of Marketing Thought
- b. A digitized version of an oral history of E.T. Grether
- c. Robert Tamilia’s extensive bibliography on the history of retailing

There being no further business, the meeting was adjourned at 1:07 p.m.

Minutes recorded by: Leighann Neilson