

Minutes of the 2017 CHARM Association Meeting

Blaine Branchik, CHARM President, called the meeting to order at 10:45 a.m. (local time).

Listed in alphabetical order, CHARM members in attendance were:

Maria Elena Aramendia-Muneta, Klara Arnberg, Elin Åström Rudberg, Blaine Branchik, David Clampin, Robert Crawford, Karen Fox, Graham Gladden, Richard A. Hawkins, Charles A. Ingene, Brian Jones, Maria Kalamas Hedden, Eminegül Karababa, William Keep, Erik Lakomaa, Marilyn Liebrez-Himes, Charles L. Martin, Anthony J. McMullan, Yuko Minowa, Leighann C. Neilson, Susan Ohmer, Keiko Okamoto, Jacqueline Reid Wachholz, Robert D. Tamilya, James Taylor, Pierre Volle, Jeanie Wills, Terry Witkowski.

Order of Business

I. Old Business

There was no unfinished business arising from the 2015 CHARM Association Meeting.

II. New Business

a) Acknowledgment of the 2017 Host Committee

Blaine Branchik thanked the host committee for their efforts and especially Richard Hawkins, David Clampin, Anne-Marie Kennedy, and Leslie Swift who served as the Program Chair, Arrangements Chair, Proceedings Editor, and JMLU's Corporate Events Coordinator respectively.

b) Election of CHARM Officers

Blaine Branchik explained that according to the CHARM bylaws, the President along with the Board of Directors choose the nominating committee. He also stated that in 2017, the positions of President, Vice President, Secretary, and Treasurer were open for election.

Blaine Branchik nominated David Clampin (President), Richard Hawkins (Vice President), Maria Kalamas Hedden (Secretary), and Jacqueline Reid Wachholz (Treasurer) for two-year appointments. There were no other nominations from the floor. Leighann Neilson moved to close the nominations. Bill Keep seconded the motion. All those in attendance were in favor and the nominations were closed. All four aforementioned nominees were elected by acclamation.

c) CHARM 2019

Leighann C. Neilson gave a presentation on CHARM 2019. She said that the next conference will be held May 15-19, 2019 in Ottawa, Ontario (Canada). After showing a promotional video, Leighann covered the numerous tourist attractions of the nation's capital. She mentioned Parliament Hill, the Rideau Canal (a UNESCO World Heritage Site), the Canadian Tulip Festival, the Byward Market, the Peace Tower, and the plethora of museums, concerts, and exhibits (e.g., the Canadian War Museum, the National Gallery of Canada, The Diefenbunker–Canada's Cold War Museum, etc.). Leighann also mentioned Ottawa's proximity to other major Canadian cities like Montreal and Toronto, and the fact that Ottawa is a pedestrian- and family-friendly city. Leighann then covered the conference logistics. A summary follows:

- Registration Fee: Regular attendees will pay the same fee as in 2017 and doctoral students will pay a lower fee.
- Accommodations: On campus at Carleton University (\$115CAD) or downtown at the Westin Ottawa (\$255CAD).
- Sessions: On campus or at the hotel. Hosting sessions on campus will be more affordable.
- Doctoral Workshop: On campus or at the hotel.
- Food: Possibly host a gala dinner at Le Cordon Bleu Ottawa Culinary Arts institute.
- Transportation: Use buses to transport conference participants to and from venues.

Blaine Branchik asked the audience if they had questions about CHARM 2019. Brian Jones noted that using buses to transport attendees between venues is not a good idea. Leighann agreed with his point. Jacqueline Reid Wachholz asked whether other cheaper accommodations were available. Leighann explained that it would be hard to find a comparable hotel at a cheaper rate. Jaqueline asked whether the normal registration fee would be \$350USD and the late registration fee would be \$400 USD. Leighann replied in the affirmative.

Blaine asked the audience if they had any further questions about CHARM 2019. None came forth.

III. Treasurer's Report

Jacqueline Reid Wachholz, CHARM Treasurer, gave a detailed report. She said that sixty-two people had registered for the conference in 2017 and that the host institution, Liverpool John Moores University (LJMU), subsidized part of the conference and funded the dinner at Tate Liverpool (Liverpool's art gallery and museum). Jaqueline noted that expenses were relatively low at LJMU.

Jacqueline stated that the association had received \$19,596 from registration fees in 2017. She said another \$1,000 was forthcoming from the Coles College of Business at Kennesaw State University. Jaqueline also acknowledged Eric J. Shaw's contribution to CHARM via the Don Dixon Scholarships. Following the 2015 conference, the association's bank balance was approximately \$22,676 (including the funds set aside for the Stanley C. Hollander Best Paper Award). For 2017, revenues were approximately \$21,596 and expenses were around \$9,930. Although all the receipts had not yet been received, she projected to end up with a sizable surplus.

Jaqueline espoused the benefits of using Wufoo, an electronic registration system. She said it made the registration process easier and allowed CHARM to save valuable data. Jaqueline mentioned that CHARM's website would now be registered with GoDaddy.

Blaine Branchik asked the audience if they had questions about the treasurer's report. Robert Tamilia inquired about CHARM's nonprofit status. Jacqueline replied that it is not a 501(c)(3) (tax-exempt organization) and that CHARM's account is at Wells Fargo (not Duke University). Blaine said that the 501(c)(3) status was something to look into in the future. Robert also commented on the fact that registration fees are high because they are in USD. Jacqueline and Blaine stressed the need for registration fees to remain in USD.

Brian Jones stated that Michigan State University started the Stanley C. Hollander fund. He and Bill Keep said that they may contribute to it in the future. Robert Tamilia mentioned the possibility of donating to CHARM to support doctoral students.

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

IV. New President's Address

Blaine Branchik introduced David Clampin as the new President. David highlighted the positive feedback he had received about the conference in Liverpool. He noted that his first CHARM conference was in Long Beach, California in 2005 and that he had attended every conference since then. David mentioned the nurturing and supportive nature of CHARM and the high-quality research output produced by participants, appearing in JHRM and elsewhere. David also mentioned how vested CHARM members are in the organization.

In his new role as the association's President, David outlined his vision for CHARM. In particular, he mentioned the need to:

- Get more doctoral students involved in CHARM
- Harness the international nature of the conference
- Connect to key archives (e.g., John W. Hartman Center for Sales, Advertising and Marketing History at Duke University, Unilever Art, Archives and Records Management, etc.) and other data sources
- Champion and develop marketing / business history

David thanked the conference participants. He said he looked forward to seeing everyone in Ottawa, Canada in 2019.

V. Announcements

In 2019, Jeanie Wills, Leighann Neilson, and Val Larsen will serve as the Program Chair, Arrangements Chair, and Proceedings Editor respectively. Richard Hawkins expressed an interest in serving as the Doctoral Workshop Organizer.

Blaine Branchik encouraged participants to follow CHARM on Facebook. He also thanked Liverpool John Moores University (LJMU), the Coles College of Business at Kennesaw State University, and Eric J. Shaw for their generous support.

Terry Witkowski made a motion to adjourn the meeting. Robert Tamilia seconded the motion. All those in attendance were in favor and the meeting was adjourned at 11:33 a.m. (local time).

The 2017 CHARM Association Meeting Minutes were recorded by Maria Kalamas Hedden.