

# AAA Newsletter

March, 2003

An Official Publication of the American Academy of Advertising

## Welcome our New President: Dr. Joseph Pisani!

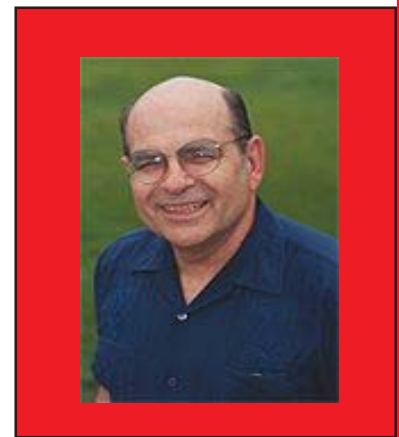
For AAA members who may not know me, allow me to introduce myself. I am bit older than the average AAA president, 65 this June 25<sup>th</sup> to be exact, but with age comes wisdom and I hope to put all that I have learned in my 40-year career as an advertising educator to good use as your 2003 president. In June 2001, I stepped down as Chairman of the Department of Advertising at the University of Florida after a 19-year tenure. I came to Florida in 1973 after four wonderful years at the University of Texas. Yes, I am old enough to remember Ernie Sharpe, Bill Mindak, Frank Pierce, Norris Davis and Dewitt Reddick. I began my teaching career in 1963 as a part-time lecturer with the University of Maryland European Division while serving in the U.S. Army in Bad Kreuznach, Germany. Fortunately, when I returned to the States, the University offered me a full-time position as an instructor in the College of Business and Public Administration on the College Park campus that started me on my career path and towards the completion of my Ph.D.

John Mertes was AAA President when I joined the Academy in 1966. In 1969, he offered me a position at the University of Tennessee but I turned it down to go to UT Austin. I am privileged to have known personally every Academy president since John Mertes—31 in all. I watched the Academy grow and prosper under the leadership of these dedicated individuals. Over the years, I served on most of the Academy Committees as a member or a chair.

In 1998, Dick Beltramini, the AAA president, asked me to chair the Finance Committee and encouraged me to move up in the AAA leadership hierarchy. a two-year term and in 2002, president-elect.

Carol Macklin succeeded Dick as president and asked me to serve a second year as Finance Committee chair. In 2000, I was elected treasurer for a two-year term and in 2002, president- 2003. I want to take this opportunity to thank Dick, Carole and Herb Rotfeld for their encouragement and support me to lead the Academy in and to everyone who has helped me along the way.

No leader can hope to succeed without a great supporting cast. At Florida, I had outstanding faculty and excellent students. Within the Academy I am fortunate to have the help and wisdom of talented and dedicated people like Joe Phelps, president-elect; Les Carlson, vice president; Ray Taylor, treasurer; Carrie LaFerle, secretary; Mary Alice Shaver, immediate past-president; Dennis Martin, Executive Secretary;



Bob King, Director of Conference Services; Russ Lacznik, past-president and editor of the *Journal of Advertising*; Kim Sheehan, AAA *Newsletter* editor; and, Joe Bob Hester, webmaster. Needless to say, I am proud to serve you as the 40<sup>th</sup> president of this outstanding organization. I hope that I can live up to your faith in me.

As president, I have several goals that I plan to accomplish this year. **The first is to strengthen the financial position of the Academy.** In 2001, the Academy experienced a deficit and almost certainly will do the same when the accounts are completed for 2002. The dues increase this year will move the Academy into the black for 2003. **The second is to assure the success of our contract with M.E. Sharpe, the new publisher of the *Journal of Advertising*.**

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To this end I plan to work closely with the Publications Committee and Harry Briggs, our link to Sharpe and a member of the Academy, to build a long-term win-win relationship. Harry recently informed me that Russ Lacznik delivered the first issue of 2003 for publication on time and the second issue is well under way.

**The third is to encourage the use of the Academy Web Site** [www.americanacademyofadvertising.org](http://www.americanacademyofadvertising.org) **as the primary source of timely information for Academy members and nonmembers.** With the aid of Joe Bob Hester, my plan is to keep the information current and make the site as user-friendly as possible. For example, all of the information and registration documents for conferences can now be downloaded directly. If you have suggestions for improving the Academy Web Site, please let me know.

**The fourth is to make a serious effort to increase our membership.** It is especially important for the Academy to attract young advertising teachers and scholars and to encourage them to become involved. Every organization needs new blood and we are no exception. **The fifth is to strengthen our ties to the advertising industry.**

**The sixth is to put on two of the best AAA Conferences ever, the annual Conference in Broomfield, Colorado and the second Asia-Pacific Conference in Kisarazu, Japan.**

By the time you read this message, the annual AAA Conference (March 27-30) at the Omni Interlocken Resort in Broomfield, Colorado will be a few weeks away.

I visited the venue last September for the meeting of the Executive Committee and it is first rate. Depending on which side of the hotel you are on, you will have a view of Boulder and the Rocky Mountains or downtown Denver and the Rockies.

**Get out and play!** If you are golfer, bring your clubs and play a round or two on the Omni's outstanding course. If you are a runner like me, you'll have a blast running through the office park where the Omni Resort is located. The hotel concierge can supply a jogging map that features short and long courses. I did a ten miler there in September, much of it straight uphill, so I can assure you that the courses are challenging—almost as tough as running across the Acosta Bridge over the St. John's River in Jacksonville last year. If you like to swim or work out, there is a heated pool, exercise room and spa. And if you like to shop, there is a huge shopping mall down the hill from the hotel. All of this for a room rate of \$99 daily. Bob King has demonstrated his negotiation skills once again. Take a look at his letter on the AAA Website for more detailed information.

This year's Conference features an outstanding program of refereed papers and special topics sessions thanks to the excellent work of Les Carlson (competitive paper sessions) and Joe Phelps (special topics sessions) and their cadres of volunteer reviewers. Again this year the International Advertising Education Committee is sponsoring an all-day pre-conference session on Thursday, March 27<sup>th</sup> (separate registration required).

This year's theme for the International Advertising Education Conference is "**International and Intercultural Communication: What is the Difference, if Any?**" The Committee has put together an outstanding program that is not to be missed if you are involved or just interested in international advertising, marketing, and cultural issues.

#### **You are cordially invited.....**

The AAA Conference opens officially at 5 p.m. on Thursday with a welcoming reception sponsored by the Omni Interlocken Resort. This is a wonderful warm up for the days ahead and a great time to meet old friends and find new ones. If this is your first AAA Conference, don't miss the First Timers' Breakfast on Friday morning hosted by the Membership Committee. Meet other first timers, AAA officers and members in an informal setting to chat, share ideas, and ask questions.

**Honor Our Best!** Our awards presentation will take place at the Friday luncheon and the introduction of the 2004 Academy officers is scheduled for the Saturday lunch. The annual business meeting follows immediately after lunch on Friday. Your participation is invited to hear the reports of the Executive Committee, the *Journal of Advertising* editor, the various committee chairs, and the executive secretary. Your opinion matters and the AAA leaders want to listen.

**Get Your Caffeine Fix!** The Friday and Saturday coffee breaks are scheduled in the exhibit area. Use the time to visit with other participants, but take the time to

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peruse the book vendors' and others' exhibits. Please talk to these people, many of whom are good friends and/or members of the Academy, and remember to thank them for their sponsorships.

AAA Conferences usually range from 160 to 180 attendees. The smaller numbers lead to a more collegial atmosphere. It's not very difficult to get to know nearly everyone who attends the Conference. This year, in addition to the coffee breaks, there are two lunches two dinners and three receptions to mingle with colleagues.

**Join in a Chorus of "Rocky Mountain High!"** Our Saturday event is a bus tour through a portion of scenic Rocky Mountain National Park followed by dinner and entertainment at the Estes Park Conference. In addition to some of the most beautiful vistas you will ever see, you'll have the opportunity to get up close and personal with the resident elk herds. View the complete Conference program on this Web Site.

**The Academy will host its second Asia-Pacific Conference (May 27-30) at the Kazusa Akademia Center near Kizarazu, about an hour from Tokyo.** The first Asia-Pacific Conference was held at the same venue in May 2001 and attracted about 90 registrants. The Conference represented our first attempt at hosting an International Conference outside of North America and it proved to be a great success. Our Japanese hosts were eager to have us return, so we decided to take them up on their offer.. The Okura Akademia Hotel is a modern, first class hotel located directly across from the conference center. The rooms are clean and comfortable and the food is excellent. What I remember most from my last trip was breakfast..

You had your choice of a traditional Japanese breakfast, a traditional American breakfast or a combination. The hotel and conference center is located in a pastoral setting and is truly an attractive venue.

**Kudos to Pat and Bob!** Pat Rose has put together an excellent program and Bob has arranged some exciting social and cultural events. For those who did not get to go the first time, I encourage you to take advantage of this wonderful opportunity to mix business with pleasure. If possible, bring your family for an extended stay and visit other parts of this beautiful nation. Complete information about the conference and how to register is also on this Web site.

Some of you may have followed the controversy at the University of Colorado reported in Rance Crain's column in the October 7, 2002 issue of *Advertising Age*. The media studies committee decided to eliminate the IMC graduate program. Tom Duncan, long-time head of the IMC program at Colorado, recently informed me that the program will move to the University of Denver/Daniels College of Business in fall 2003. Students can choose between two degrees: an M.B.A. with an IMC area of specialization or an M.S. in IMC. Tom has been named Director of the IMC area.

I want to thank those who agreed to serve as committee chairs and all the members who volunteered to become members of committees. This is a volunteer organization and the response I received from the membership proved that. This "volunteer spirit" is what makes the Academy such a wonderful organization. To be its president is truly an honor and a privilege.

Here are some interesting facts about the host state for the 2003 AAA Conference!

Colorado means 'colored red' in Spanish

Menu alert: Rocky Mountain oysters are actually fried bull testicles

Colorado was the second state that passed a law allowing women to vote.

Boulder's water, said to be the cleanest and the purest in the nation, comes from a glacier.

Katherine Lee Bates was inspired to write "America the Beautiful" by the views from Pikes Peak.

A sitzmark is when a skier falls backwards in the snow.

The University of Colorado, Boulder, opened its doors in 1877 with two teachers and 44 students.

The University of Colorado's first class of graduates, in 1883, consisted of seven students.

The thirteenth step of the state capitol building in Denver is exactly one mile above sea level.

The state fossil of Colorado is the stegosaurus.

## Executive in Residence Program Benefits Faculty, Professional Community, and Students

**Charlie Frazer, University of Oregon**

The University of Oregon's School of Journalism & Communication completed its second annual Richard Ward Executive in Residence Program during Fall term. This year's visitor was Charlie Robertson, brand research consultant and principal in the Red Spider consultancy.

Robertson, whose name is synonymous with advertising strategy development internationally, spoke to classes, critiqued assignments and met with advertising and marketing faculty for informal discussions during his week in residence. In addition, Robertson traveled to Portland for a reception and dinner with advertising professionals hosted by the School of Journalism & Communication.

A Civil Engineering graduate, Robertson began his career at Boase Massimi Pollitt in London as a trainee planner. In 1983 he moved to Bartle Bogle Hegarty as Head of Planning. He returned to his native Scotland in 1991 and, after commuting to Soho for a year, he left BBH to set up the planning department for The Leith Agency in Edinburgh.

In 1994 Charlie Robertson founded Red Spider, an independent international network of planners who advise brand owners and their advisers on how to improve their brand and communications strategies. Red Spider is a web company linked by a server in London with a network of consultants capable of working anywhere.

Robertson is past Chairman of training courses for the Institute of Practitioners in Advertising. He continues to lecture, tutor and coach on training courses in Europe and the USA, and recently in Japan and Australia.



**Charlie Robertson**

Among the valuable experiences he provided to students was a challenging research assignment given in one weekly class meeting, with findings and insights critiqued in the next class session. Students rose to the challenge. Ad Student Megan Harris reflected, "Mr. Robertson made us step outside our comfort zones by questioning ways we research consumer lifestyle. Examining consumer interests and values through techniques such as writing a consumer pen portrait and creating a map of a consumer's daily life showed all of us how important it is to not only become familiar with a consumer, but to understand what motivates people to connect with advertising."

The Executive in Residence program was endowed by former AOL executive (and Oregon alum) Richard Ward in order to bring a distinguished advertising practitioner to campus each year to enrich classes for advertising students. The executive in residence in 2001 was Robin Hafitz, chief strategic officer of Mad Dogs and Englishmen, New York.



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## People News

Québec Superior Court judge André Denis recently upheld the constitutionality of the Tobacco Act, which severely restricts the advertising media and types of advertisements that can be used to promote tobacco brands. The judge referred to UBC professor Rick Pollay as "a virtual living encyclopedia on tobacco advertising and a scrupulously rigorous marketing researcher." He cited his findings from industry documents at length, indicating a great receptivity to the Canadian government's argument that the industry has been marketing to youth for decades and is not spending mega tens of millions of dollars merely to pick up a few adult brand-switchers.

**Tom Reichert** at University of Alabama is co-investigator on a recently funded \$1.45 million social marketing grant to promote organ donation. The three-year Federal grant involves interventions at six university sites (Alabama, Arizona, Penn State, Rutgers, Texas A&M, and UNC-Charlotte).

Terry Daugherty has recently joined the faculty of the University of Texas-Austin as an Assistant Professor. Congratulations to Terry!

Dr Kara Chan obtained a Faculty Research Grant of USD22,000 from Hong Kong Baptist University to research on a project 'Rural Chinese children as consumers: media usage and new product information sources'.

## Call for Proposals

### 2004 Research Grant for Promotional Products Competition

The American Academy of Advertising is pleased to announce its Promotional Products Research Grant Competition, funded by the Promotional Products Association International. The competition exists to promote research in the promotional products area. A total of \$2,500 is available to fund research proposals. Awards will be based on a competitive review of proposals.

Only members of the American Academy of Advertising at the time of submission of the proposal are eligible for these awards. Proposals must reach the Chair of the Research Committee by **December 15, 2003**.

Possible research topics include but are not limited to:

-The effects of promotional products on consumer attitudinal and behavioral change;

-Comparisons of the use of promotional products versus other media in terms of their relative effectiveness on specific respondent groups; promotional products' relative impact on consumers, business persons, students, etc.; and alternative methods of assessing promotional effectiveness using marketplace metrics.

If you have other ideas that don't fit into the above categories, but that you feel will somehow benefit the promotional products industry, please feel to submit those.

Detailed requirements regarding contents, organization and format of the proposals are available by contacting the AAA Research Committee Chair (Kristina Frankenberger, contact details on page 5 of this newsletter), or by visiting the AAA website.

**IMC CONFERENCE CANCELLED:** The IMC conference, announced in the December issue of the AAA news, has been cancelled. We regret any inconvenience this may cause.

**CONFERENCE UPDATE:** There is still time to join in AAA's Second Asia-Pacific Conference near Tokyo, May 27-30, 2003. But you must respond quickly to assure availability of your preferred type of guest room at the conference hotel. See AAA's web site for a schedule of the professional portion of the program and for a copy of the conference registration form. Or contact Bob King (rking@richmond.edu) for more specific information about the conference.

## Call for Proposals

### 2004 AAA Doctoral Dissertation Competition

The American Academy of Advertising is pleased to announce its 2004 Doctoral Dissertation Competition. The competition exists to promote doctoral research in advertising. Each award is in the range of \$1,000 to \$2,000. In addition to the standard awards, the Dunn Award is given for outstanding proposals in the area of international advertising.

Awards are based on a competitive review of dissertation proposals. Topics shall be directly relevant to the field of advertising. Winners must grant the *Journal of Advertising* right of first refusal on any papers resulting from the dissertation.

Only members of the American Academy of Advertising working on their dissertation at the time of submission of the proposal are eligible for these awards. Proposals based on completed dissertations are not eligible. Applicants must be currently enrolled in a graduate program.

Proposal packages must reach the Chair of the Research Committee by **August 15, 2004**. Detailed requirements regarding contents, organization and format of the proposals are available by contacting the AAA Research Committee Chair, or by visiting the AAA website. The Academy's website is at <http://www.americanacademyofadvertising.org>; click on "Updates."

### Call for Nominations: 2004 Outstanding Contribution to Research on Advertising

The American Academy of Advertising Outstanding Contribution to Research on Advertising Award is designed to honor an individual who has made an outstanding contribution to the discipline of advertising through a systematic and sustained program of published research. The award carries a one thousand dollar prize. This award will be given *only to active and contributing AAA members for exemplary research on advertising* and is not necessarily awarded every year.

Nomination materials must reach the Research Committee Chair by **November 1, 2003**. (Please note that this is a *received* by, not a postmarked by, deadline. Faxed or e-mail submissions are not allowed.) The winner will be notified prior to the AAA Conference and is required to attend the conference to receive the award. The award will be announced at the 2004 AAA Conference and communicated to the membership through the AAA Newsletter.

Detailed requirements regarding criteria for this award are available by contacting the AAA Research Committee Chair, or by visiting the AAA website. The website is <http://www.americanacademyofadvertising.org>; click on "Updates."

For more information on any of these awards, please contact Kristina Frankenberger, Chair of the AAAs Research Committee. Her contact information is:

Western Oregon University, Division of Business and Economics

345 N. Monmouth Avenue

Phone: (503) 838-8720

Monmouth, OR 97361

Email: [frankek@wou.edu](mailto:frankek@wou.edu)

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## Call for Papers

### **Journal of Business Ethics Special Issue: Advertising Ethics**

Special Issue Editor: Dr. Richard F. Beltramin Wayne State University  
(R\_BELTRAMINI@WAYNE.EDU)

The Journal of Business Ethics invites authors to submit papers for review and potential publication in an upcoming issue devoted to Advertising Ethics. In this era of ethical lapses and corporate scandals, consumers have taken a hard look at business practices. The institution of advertising, as one of the most visible elements of business practices, has often been the target of such criticism. The primary goal of this special issue is to enhance our current understanding of how advertising practitioners today do (or do not) follow ethical business practices, and what new ethical challenges continue to emerge. Authors from a variety of disciplines and methodological approaches are encouraged to submit their work.

Potential topics include, but are certainly not limited to:

How do consumers view potential privacy intrusions produced by advertising “creep”? What has been the impact of commercial spamming? How has the advertising industry self-regulated to ensure codes of ethical conduct? What future challenges can be anticipated to challenge advertising ethical practices in the future?

Authors wishing to submit manuscripts for review should email them as Microsoft Word attachments to: Dr. Richard F. Beltramini (R\_BELTRAMINI@WAYNE.EDU). All papers will follow the same double-blind review process regularly used by the Journal of Business Ethics, and all manuscripts must conform to the style requirements published in the Journal.

**Manuscripts are due no later than May 30, 2003**

*Journal of Internet Marketing and Advertising* “Future Directions for Digital Business Management”

**Guest Editors: Richard F. Beltramini, Wayne State University; Kenneth R. Evans, University of Missouri-Columbia; Robert E. Kleine, III, Ohio Northern University**

The *Journal of Internet Marketing and Advertising* is pleased to announce a special issue addressing future directions for digital business management scheduled for publication in the July 2005 issue. The pace of change in internet marketing and advertising leaves many other areas of business management at the starting gates. While many marketers are well into their first or multiple generations of various applications of internet marketing and advertising, the real questions that seems to be left on the board room table is where are these applications going and what will be the landscape of internet assisted/integrated/dominated business practice five to ten years from today. What is going on now in terms of breakthrough academic and/or practitioner conceptual frameworks/research/practice that is likely to play a dominant role in determining business performance in the future?

Examples of Topics Include: New performance metrics and/or approaches to using performance metrics; Approaches to market opportunity analysis; Innovative techniques for identifying unmet/underserved needs; Alternative e-business classification schemes; New approaches for customer - e-business interface (e.g., design, customization, community).

Submission Instructions: Electronic submissions are required. Manuscripts in MS-Word or PDF format may be e-mailed to Dr. Rob Kleine, Guest Editor, E-Mail: [R-Kleine@ONU.edu](mailto:R-Kleine@ONU.edu) Each paper will undergo two rounds of double-blind reviews. Any paper that fails to meet the required revision after two rounds of reviews will be rejected unless only minor changes are needed. A submitted paper must not be under the review of any other journal. Please specify “DBM Submission” in the “Subject” of your e-mail message to which your submission is included as an attachment..

Due date is December 8, 2003 for full-paper submissions.

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## Call for Proposals

### 2004 Research Fellowship Competition

The American Academy of Advertising announces its 2004 Research Fellowship Competition. AAA members are asked to submit research proposals on topics related to advertising. Any topic that is appropriate for potential publication in *Journal of Advertising* is eligible for the competition. Each award, typically, is in the range of \$1,000 to \$3,000.

The American Academy of Advertising Research Fellowship Competition exists to promote the continued scholarship of professors and advertising professionals who have completed their education and are doing research in advertising. Doctoral students are not eligible to participate in this competition, and joint research with doctoral students is likewise specifically excluded, unless that research will not be part of the student's dissertation.

Awards are based on a competitive review of research proposals. Any person submitting a proposal must be a current member of the American Academy of Advertising. Proposals must reach the Chair of the Research Committee by **November 1, 2003**. (This is a received by, not a postmarked by, deadline. Faxed or e-mail submissions are not allowed.) Winners will be notified prior to the AAA Conference. The awards will be announced at the 2004 AAA Conference and communicated to the membership through the AAA Newsletter.

Researchers who previously have received an AAA Fellowship are eligible for the award. Researchers who have submitted proposals that have not been awarded support in the past may resubmit proposals for similar projects. Detailed requirements regarding contents, organization and format of the proposals are available by contacting the AAA Research Committee Chair, or by visiting the AAA website at <http://www.americanacademyofadvertising.org>; click on "Updates." Direct inquiries to Dr. Kristina Frankenberger; contact info on page 5 of this newsletter.

## Tenure-track position in Advertising

### Chapman University, Orange, CA

Chapman University seeks a full-time, tenure-track faculty member to teach advertising in its Public Relations and Advertising degree program housed in the nationally recognized School of Film and Television. This unique program introduces students to the fields of both public relations and advertising and then allows them to specialize in one or the other following completion of a set of core courses. There are approximately 200 students in the program.

**Qualifications:** The successful candidate will have a master's degree or Ph.D. in advertising, communications, film and television or a related area and/or significant direct professional experience in some aspect of advertising, preferably at a major agency or on a national level. Previous college teaching and scholarship or creative activity will be considered a bonus, as will the ability to teach in more than one area of the advertising program. The successful candidate will be committed to teaching as well as continuing his or her own professional work. Faculty who are able to bridge the practice of advertising with film and television production are highly desirable.

**Duties:** Faculty duties include teaching advertising management and/or creative courses, academic advising, advising the student advertising club, program development and service to the school and university. The teaching load is three courses per semester in addition to continued professional work and/or research and scholarship.

**Application deadline:** Interested parties should submit a letter of interest, *Curriculum Vitae*, and three references to Dean Bob Bassett, School of Film and Television, Chapman University, One University Drive, Orange, CA 92866. Review of applications will begin in February, 2003, and continue until the position is filled.



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University of Florida*

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Southwest Texas State  
Si*

## Join the AAA

Interested in joining the AAAs? The application form is available at our website:

[www.americanacademyofadvertising.org](http://www.americanacademyofadvertising.org)

Membership includes an annual subscription to the Journal of Advertising, AAA Conference Proceedings, and all member mailings. You will also have voting privileges in all official AAA elections.

Dues are \$60 per year in US, Canada, Mexico and all international destinations. If you live outside US, Canada and Mexico and wish the Proceedings to be delivered to you via airmail, dues are \$70 per year. Student memberships are \$30; \$40 outside of US., Canada and Mexico. Retired memberships are also \$30.

For more information, contact

**Professor Dennis Martin**  
**AAA Executive Secretary**  
801-455-6845 OR [dmartin@cougar.netutah.net](mailto:dmartin@cougar.netutah.net)