



**Marketing Management Association  
2005 Educators' Conference Proceedings**

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## ACKNOWLEDGMENTS

### *Marketing Management Association Educators' Conference September 24–27, 2005, Kansas City, Missouri*

We are grateful for the financial support provided to the conference by our co-sponsors, McGraw-Hill/Irwin and South-Western/Thomson Learning. We also appreciate the time and effort expended by the 2005 Program Committee in order to make this year's program successful: John Cherry, Michelle Kunz, Marie Steinhoff, and Judy Wiles. The Harrison College of Business, Southeast Missouri State University continues to provide support to this conference and we are grateful for their participation. Finally, we greatly appreciate all those who are participating in this year's conference as presenters and participants; thank you! Founded by Peter Gordon ten years ago, the primary focus of the Fall Educators' Conference has been and continues to be to enhance the quality of teaching in all business disciplines in an informal atmosphere, conducive to discussion.

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