

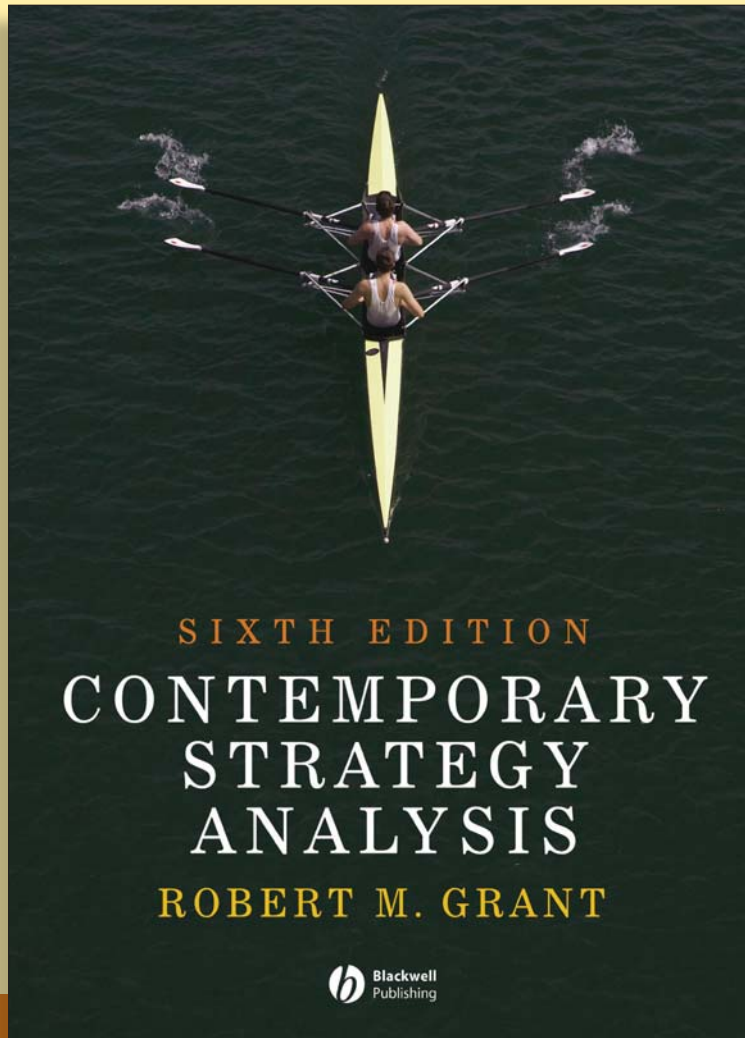


**Marketing Management Association  
2007 Educators' Conference Proceedings**

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## 2007 Fall MMA Conference – Special Speakers

**CHARLES L. DRURY** is Chairman of the Board of Drury Development Corporation, a privately-held corporation, which in turn is a major shareholder of Drury Industries, Inc. and Drury Inns, Inc.

The Drury Company began in the Bootheel region of southeast Missouri shortly after World War II. Since celebrating its 25th anniversary in 1998, the chain has grown to more than 100 hotels operating in 18 states. Mr. Drury has been instrumental in converting several significant historic buildings which had been earmarked for demolition, into hotels, such as the Drury Plaza hotel which is hosting the 2007 conference.

Drury Hotels have won national acclaim by being ranked #1 Overall Hotel by Market Matrix, beating such well-know chains as the Ritz Carlton, Le Meridian, Omni, and Four Seasons Hotels. Drury Hotels have also been recognized by J.D. Power and Associates as the #1 hotel – highest in guest satisfaction among mid-scale hotels, for the past two years.

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**GREGG BILLMEYER** has primary responsibility for Brand Management – New Product Development for Anheuser Busch. Employed at A–B for 22 years, he has help various positions, including Sales Director of the former subsidiary company, Eagle Snacks.

Gregg is a 1993 alumnus of Southeast Missouri State University, and earned a MBA from Lindenwood University in 1988.

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**KIM JENNE** is Account Director, Schupp Company, a St. Louis-based advertising agency with multi-national and national clients like Medicine Shoppe International, Miller Brewing Co., and Beech-Nut baby food.

As account director, her brand experience includes Sprint PCS, Beech-Nut baby food, American Association of Orthodontists, St. Louis Blues, Bud Light, Miller Lite, High Life, Foster’s, and Peroni. In addition to her agency job, Ms. Jenne has taught advertising creative strategy development at Maryville University and Lindenwood University.

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**JOHN SCHERMERHORN** is the Charles G. O’Bleness Professor of Management in the College of Business at Ohio University, where he teaches graduate and undergraduate courses. Highly dedicated to serving the needs of practicing managers, Dr. Schermerhorn continually focuses on bridging the gap between the theory and practice of management in both the classroom and in his textbooks.

An enthusiastic scholar, Dr. Schermerhorn is a member of the Academy of Management, where he served as chairperson of the Management Education and Development Division. In addition, educators and students alike know him as author of Management 8e (Wiley 2005) and senior co-author of Organizational Behavior 9/e (Wiley 2005), and Core Concepts of Organizational Behavior (Wiley 2004).

## ACKNOWLEDGMENTS

### *Marketing Management Association Educators' Conference September 26–28, 2007, St. Louis, Missouri*

The Marketing Management Association is grateful for the financial support provided to the conference by our sponsor, John Wiley & Sons, Inc.. We also appreciate the time and effort expended by the 2007 Program Committee in order to make this year's program successful: Michelle Kunz for organizing the Early Career Professors Consortium, and Marie Steinhoff for her invaluable administrative assistance. The Harrison College of Business, Southeast Missouri State University continues to provide support to this conference and in particular the assistance of John Cherry and Judy Wiles. Finally, we greatly appreciate all those who are participating in this year's conference as presenters and participants; thank you!

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