



30TH ANNUAL FALL EDUCATORS' CONFERENCE

Awards Luncheon

*September 17-19, 2025
Las Vegas, Nevada*

A decorative graphic on the left side of the slide, consisting of several overlapping diagonal bands in various shades of blue, creating a geometric, abstract pattern.

Welcome to All Attendees

MMA 1st Time Attendees

MMA Board Members

MMA Officers & Directors

MMA Fellows & Past Leaders



BOARD MEMBERS

Rebecca Dingus, Ohio University

Jennifer Espinosa, Rowan University

Pam Kennett-Hensel, University of New Orleans

Michael Messina, Gannon University

Chad Milewicz, University of Southern Indiana

Jeananne Nicholls, Slippery Rock University

Eric Rhiney, Webster University

Jen Riley, Vanderbilt University

Hank Roehrich, Park University

Brian Rutherford, Kennesaw State University

Debika Sihi, Southwestern University

Jeanetta Sims, University of Central Oklahoma

Ursula Sullivan, Northern Illinois University

Adrienne Wallace, Grand Valley State University

Hannah Walters, Northern State University

Mark Wolters, University of Illinois

Brooke Reavey, Dominican University (JAME Editor)

Laura Muñoz, University of Dallas (MMJ Editor)

PRESIDENT RECOGNITION

DALILA SALAZAR MORNINGSTAR, MMA PRESIDENT

MMA 2024–2025 PRESIDENT

Takisha Toler

Stevenson University

*Professor & Program Administrator of
Marketing*



TREASURER RECOGNITION

DALILA SALAZAR MORNINGSTAR, MMA PRESIDENT

MMA Treasurer (2019 to 2025)

Gail Zank

Texas State University
Professor of Marketing



FALL CONFERENCE COMMITTEE

Fall Conference Program Committee

Mary Martin, Program Chair

Brian Vander Schee, Conference Chair

Beth Houran, Proceedings Editor

Competition Coordinators

Adrienne Wallace, Teaching Innovation Competition

Mark Wolters, Master Teacher Award Competition

Judges, Paper Reviewers, Session Chairs

Listed in Conference Proceedings



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DOCTORAL CONSORTIUM

HANNAH WALTERS AND BRIAN RUTHERFORD, CO-CHAIRS

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OF MARKETING

Consortium Faculty

Douglas Amyx
Vicky Crittenden
Beth Houran
Md Shahidul Islam
Jen Riley
Dalila Salazar Morningstar
Marla Stafford

Consortium Students

Jonathan Barnes
Stephany Castruita
Zerui (Jeritory) Chen
Gerold Delgado-Dermid
Mohammad Fathi
Craig Hartberger
Kim Nehls
Walker Pearson
Boheng Xu
May Yu-Harper

PRE-CONFERENCE WORKSHOPS

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Incorporating Text Analytics and AI Tools in Teaching and Research

Brooke Reavey, Dominican University

Incorporating Artificial Intelligence in Marketing Education

Jeremy Kagan, Columbia University

Exploring Inclusive Strategies and Emerging Technology Using UDL

Diane Santurri, Johnson & Wales University

MARY MARTIN, CONFERENCE PROGRAM CHAIR

2025 MMA FALL EDUCATORS CONFERENCE BEST REFEREED PAPER AWARD

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2025 MMA FALL EDUCATORS CONFERENCE BEST REFEREED PAPER WINNER

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**The Class is the Crowd: Exploring the
Potential of Crowdsourcing in Large Classes**

Jane Machin, Willamette University



2025 MMA MASTER TEACHER AWARD COMPETITION

Judges

Pam Kennett-Hensel
University of New Orleans

Steve Raquel
University of Illinois

Don Roy
Middle Tennessee State University

Finalists

Stefanie Boyer
Bryant University

Chris Huseman
Liberty University

Lisa Troy
Texas A&M University

MARK WOLTERS, COMPETITION COORDINATOR



2025 MASTER TEACHER AWARD COMPETITION

Stefanie Boyer
Bryant University



2025 MMA TEACHING INNOVATION COMPETITION

Judges

Rebecca Dingus
Ohio University

Jane Machin
Willamette University

Jen Riley
Vanderbilt University

Finalists

Stefanie Boyer (Bryant University) &
Michael Rodriguez (East Carolina University)

Laura Kelly
University of Mount Union

Cecilia Ruvalcaba (University of the Pacific) &
Jennifer Zarzosa (Wingate University)

ADRIENNE WALLACE, COMPETITION COORDINATOR



2025 MMA TEACHING INNOVATION COMPETITION

Cecilia Ruvalcaba

University of the Pacific

&

Jennifer Zarzosa

Wingate University



FELLOWS OF THE MARKETING MANAGEMENT ASSOCIATION, PAST RECIPIENTS

2024: Debbie DeLong, Chatham University
2023: Ursula Sullivan, Northern Illinois University
2022: Jeanetta Sims, University of Central Oklahoma
2021: Susan Geringer, Fresno State University & Gail Zank, Texas State University
2019: Pamela Kennett-Hensel, University of New Orleans
2018: Brian Vander Schee, Indiana University
2017: Lyle Wetsch, Memorial University of Newfoundland
2016: Michael Messina, Gannon University
2015: Tim Graeff, Middle Tennessee State University
2014: Michelle Kunz, Morehead State University
2013: Don Roy, Middle Tennessee State University
2012: John Cherry, Southeast Missouri State University
2011: Sue Petroschius, Bowling Green State University
2010: Fred Hoyt, Illinois Wesleyan University
2009: Judy Wiles, Southeast Missouri State University
2008: Eleanor Maliche, West Virginia State University
2007: Brian Engelland, Catholic University of America

2006: Bob Erffmeyer, University of Wisconsin – Eau Claire
2005: Julie Toner, Bellarmine University
2004: Gene Wunder, Washburn University
2003: Ron Taylor, Mississippi State University
2002: Jim L. Grimm, Illinois State University
2001: Charles Pettijohn, Southwest Missouri University & John Summey, Southern Illinois University – Carbondale
2000: Mike d’Amico, University of Akron
1999: Carol Anderson, Rollins College & Peter Gordon, Southeast Missouri State University & Joyce Grahn, University of Minnesota – Duluth
1998: Bert Kellerman, Southeast Missouri State University & Paul Thistlethwaite, Western Illinois University
1997: Lyn Abercrombe, Memphis State University
1996: Bud Spalding, Bellarmine University
1995: Paul Arney, Bradley University, John Berens, Indiana State University, Don Muvihill, Kent State University & Don Shawver, University of Missouri



2025 FELLOW

Chad Milewicz

University of Southern Indiana

Service to the MMA:
Former President

- Current Board Member
- President, Immediate Past President, VP of Marketing, President-Elect, Spring Conference Chair
- Fall Program Chair, Session Chair, Track Chair, Competition Coordinator, Paper Reviewer, Faculty Colleague of the Doctoral Student Consortium





2026 SPRING *Virtual* CONFERENCE

NISHA RAY-CHAUDHURI & DON ROY
CONFERENCE CO-CHAIRS

March 19-20, 2026





2026 FALL EDUCATORS' CONFERENCE

Mary Martin, Conference Program Chair
Brian Vander Schee, Conference Chairs

September 23–25, 2026
Drury Plaza Hotel, New Orleans





THANK YOU FOR ATTENDING

*Enjoy the remainder of the
conference!*