



Fairfield Dolan is ACME 2023 Golden Jubilee Sponsor

**ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS
FEDERATION OF BUSINESS DISCIPLINES**

As we are approaching the deadline of early registration for ACME, we like to bring your attention to the following issues:

First, the early-bird conference registration will end on Feb 13, 2023. We encourage you to register at least a few days before the deadline. The registration instructions are available on ACME website ([CLICK HERE](#)) or you can directly register through the FBD website: [CLICK HERE](#).

Second, the ACME 2023 program is now available on FBD website, and you can view the program on FBD website or [CLICK HERE](#) to access the program. The conference will use Whova for conference management platform, and we also encourage you to download Whova to keep updated with the conference, please see Whova instruction [here](#).

Third and most exciting, ACME 2023 conference will welcome two high-profile keynote speakers on Friday, March 10, at 10:30AM, followed by ACME business lunch where we will celebrate the 50 year anniversary of ACME together.

1. Dr. Gerald Zaltman, the Joseph C. Wilson Professor of Business Administration Emeritus at [Harvard Business School](#), and previously co-director of The Mind of the Market Laboratory at HBS. He has authored over 20 books. His work has been featured in The New York Times, Fortune Magazine, Forbes, US News & World Report, Time, Fast Company Magazine, American Demographics, and other major publications. He has received three patents for market research tools used around the world by major firms and international agencies. For more information about Dr. Zaltman, please [CLICK HERE](#).
2. Mr. Simon El Hage, Executive Group Account Director, Lopez Negrete Communications. With 30-plus years of experience managing and leading strategic advertising and marketing programs for multicultural agencies in the U.S., Simon is a passionate, dynamic brand steward and consumer advocate. He brings together broad-based strategic planning, account management, consumer promotions, public relations, and creative expertise. Distinguished by imagination, insight, and innovative thought, Simon has exceptional ability to create rapport with people from diverse backgrounds and cultures, building trust and confidence among both clients and associates. For more information about Lopez Negrete, please [CLICK HERE](#).

Finally, we would like to send you a gentle reminder to make your hotel reservation as soon as possible, as the conference hotel is selling out fast. Please [CLICK HERE](#) to make your hotel reservation.

With your help and participation, we are looking forward to another engaging and productive

conference. Thank you for your support, and we are looking forward to seeing you in Houston!

Be sure to register soon. We are excited to see you in March!

Sincerely,

Lilly Ye, Ph.D.

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