

THANK YOU, KEITH!

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I first attended the CS/D&CB Conference when it was held at UNLV, my home university, in the late 1990s. It was, and remains until today, the most enriching conference experience imaginable. This is all a credit to H. Keith Hunt, or just simply, Keith. Keith insisted that a conference dedicated to satisfaction and complaining behavior research should be a satisfying experience which left no room for complaints. Keith delivered on that promise. Over the years, Keith and his successors have planned informative, thought-provoking conferences along with interesting, unique experiences.

Keith developed and nurtured the culture of the CS/D conference. Conferences, in theory, should promote, refine and stimulate ideas. Presentations should open new ways of thinking and inspire new ideas. Whether scholars are seasoned, or new to the field the benefits of a conference should be positive and provide constructive feedback to the speakers. Keith designed and modeled conferences which accomplished all of these goals. He has left a legacy that has continued to this day.

Beyond the academic aspects of the conference, Keith deserves a big thank you for a format that incorporated fun experiences and deep connections among participants. The tradition of including interesting activities which promote bonding is going strong. I have many memorable experiences from both Keith's years and subsequent conferences. White water rafting, the Farley Family reunion, touring Mardi Gras World, and a scavenger hunt in New York City are just a few of many delightful experiences I've partaken in over the years. There are many participants who have come to all, or most of the conferences since the 1990s. The friendships and associations we've formed are priceless.

The focus of the journal, likewise, has been dedicated to promoting and developing research in the post-consumption domain. When Keith was the editor he was always supportive of my research endeavors. Further in my career, he often sent me manuscripts of new scholars. He stressed the importance of being constructive and positive. The focus was to critique not criticize. His goal was to help authors to develop and better their research. When I was editor, Keith would regularly reach out to share past memories of conference experiences and offer support.

As we look forward, the culture of the journal and conference lives on thanks to Keith's commitment to both. Thank you, Keith! You have enriched so many.