

## **A New ASA Section The Sociology of Consumers and Consumption**

As of last August (2011) Consumers and Consumption has been granted “Section-in-Formation” status in the American Sociological Association. This is a major step in becoming a full-fledged Section that will be able to be able sponsor sessions at the annual conference, elect leaders, hand out awards, have receptions and the like.

**Increased membership is needed to become a fully-fledged section**, ideally by September 30, 2012, so the Section can be included in the 2013 annual meeting in New York.

It is important that everyone remain vigilant about membership. **Become a member. Contact students and colleagues who may be interested. Let people know. Be active.**

**The ASA in August 2012 in Denver is an important time for the Section effort.** Those attending need to be active in getting the word out about the section. There will be a business meeting at ASA to organize efforts as well as other things, as well as discussion/planning at the **pre-ASA consumption meeting on August 16 in Denver (see below).**

**Have prospective members check out our website**

<http://www.asanet.org/sections/consumers.cfm> where they can find the approved proposal as well as links to participate through social media:

**Twitter:** @SocConsumption

**FaceBook** <http://www.facebook.com/pages/ASA-Section-in-Formation-on-Consumers-and-Consumption/213716178701560>

**LinkedIn:** <http://www.linkedin.com/groups?about=&qid=4163749>

There is also a dedicated listserv for Section members.

To become an official member, you **must add Consumers and Consumption** to your Section membership when you renew your ASA membership. Right now it costs **only \$5/year**—in the future, we expect the dues to remain at \$5 for students and probably \$12 for faculty. But right now it is \$5 for everyone.

<http://www.asanet.org/members/join.cfm>.

**Please be active and recruit members so we can “seal the deal!”**

## **Pre-ASA Conference in Denver**

“Global Consumption: Politics, Culture, Practice”

August 16, 2012  
University of Denver

Registration is now open for the conference. All presenters and organizers must register by June 30, so we can plan meals and space. To register, go to <https://www.brownpapertickets.com/event/247159>.

Additional updates about the program, Invited Panel and accommodations will be forthcoming in May. Check back to either the Consumers and Consumption website <http://www.asanet.org/sections/consumers.cfm>, or the Consumer Studies Research Network website <http://csrn.camden.rutgers.edu/> for updates.

As always, you can contact Dan Cook [dtcook@camden.rutgers.edu](mailto:dtcook@camden.rutgers.edu) if you have any questions.