

Announcements

At the suggestion of a MASB guest, meeting “banquet” charge of \$45.15 will be posted to your room by Islander Food & Beverage...

6:30 PM

**Van will leave Islander Lobby
Cocktails...Sunset...Dinner
At/on the Blair's**

Second trip 6:45

Van available till 10:00 to bring you back when ready

(305) 664-4585

Announcements cont



New MASB Charter Member!
3/11/08

Announcements cont

Bill Bean is disappointed...sends his regrets:

“I sincerely regret to let you know that I shall be allocating my expected time in paradise with valued colleagues working on important stuff...

instead to lovely Topeka, KN working with people I don't know on problems of minimal importance.

Please continue to keep me associated with this work...I was looking quite forward to being there...

I am disappointed.

Please give my regrets to the other attendees.”

Announcements cont

**Dr. Anca Micu got it all together at the last minute,
is here, and ready to**

“change the world” with us!



MASB Spring Summit and Board Meeting

Introduction

March 13 & 14, 2008
Islamorada, Florida
David Stewart



Marketing Accountability Standards Board
of the Marketing Accountability Foundation



David W Stewart, MASB Chair
Dean and Professor of Management and Marketing
Gary Anderson Graduate School of Management
University of California, Riverside
March 13, 2008

**“Welcome to the 2008 Spring Summit of the
Marketing Accountability Standards Board
(MASB)”**



MASB began as The Boardroom Project, a visionary initiative begun by industry professionals and academics that saw an opportunity to increase the contribution of the marketing function through the development of standard metrics and processes that link marketing activities more objectively and more closely to the financial performance of the firm.

The absence of well-accepted and uniform definitions of constructs, measures and processes within marketing has hampered the ability of the discipline to be a full partner in the strategic decisions of the firm.



Much as operations was hampered by idiosyncratic processes and the lack of standards prior to the advent of the quality movement, the marketing discipline stands at a crossroad where it can take a leadership role in the development of standard metrics and processes or be reduced to the role of tactical implementation of the strategies designed by others.



The marketing discipline can learn much from the history of the quality movement.

For more than fifty years the quality movement has developed, applied and proven standard metrics and processes that are common to very diverse types of business.

Six-sigma has been applied in businesses ranging from high technology to financial services to the automotive industry to pharmaceuticals.



The development of generally accepted and common standards for measurement and measurement processes will significantly enhance the credibility of the marketing discipline, improve the effectiveness and efficiency of marketing activities, and enable continuous improvement over time.

MASB represents an important step in this direction.

I invite you to engage and contribute to this important initiative.”

Dave Stewart, MASB Chair
March 13, 2008