
**MASB 2012
Winter Board Meeting
and Summit**

Housekeeping

**February, 2012
St Pete, FL**



**Marketing Accountability Standards Board
of the Marketing Accountability Foundation**

Igniting the Transformation (Overview)

- ❑ Kimberly Clark is in...BIV trials will commence
- ❑ Straw man MD&A section of AR: “Value of our Brands”
 - ❑ Absolute, Change & Why
- ❑ Clarity accounting presenters provided re
 - ❑ FASB resistance to change...but no tax implications
- ❑ MMAPing both Brand & Customer “Equity” metrics
- ❑ Language Project major & achievable

Reminders

- ❑ **Decks will be made available to all attending**
 - ❑ **Guests (One Month w/Link)**
 - ❑ **Members (Forever w/Key)**

Remaining MASB Meetings 11/12*

October 13	Virtual (Plan Review/Project Review)
November 10	Virtual (Project Review)
December 8	Virtual (Project Review; Summit Preview)
January 12	Virtual (Summit Agenda Prep)
February 16 & 17	Summit (St Pete, FL)**
March 8	Virtual (Summit Shakedown/Prioritization)
April 12	Virtual (Plan Review/Project Review)
May 10	Virtual (Project Review)
June 14	Virtual (Project Review; Summit Preview)
July 12	Virtual (Summit Agenda Prep)
August 16 & 17	Summit (Chicago)**
September 13	Virtual (Summit Shakedown/Prioritization)

*2nd Thurs Each Month (12-1 ET) Except Feb & Aug Summits

** Preceding AMA Educators Conference

Thank-you!

**For your commitment to MASB and to
a better future for those who follow...**



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Summit History

	<u>Dates</u>	<u>Location</u>	<u>Dir/Adv</u>	<u>Guests</u>	<u>Total</u>
Summer 07	Aug 16-17	Chicago	10	1	11
Winter 08	Mar 13-14	FL Keys	9	7	16
Summer 08	Aug 14-15	Chicago	12	4	16
Summer 09*	Aug 6-7	Chicago	13	15	28
Winter 10	Mar 11-12	Chicago	15	15	30
Summer 10*	Aug 12-13	Boston	20	21	41
Winter 11*	Feb 17-18	Austin	24	10	34
Summer 11	Aug 11-12	Chicago	18	22	40
Winter 12*	Feb 16-17	St Pete FL	21	15	36

* Attached to AMA EDU Conference

Attendance less staff (JEM.KMH.LHB)