# **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)

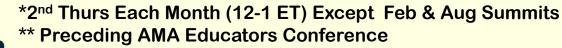
**May 10 Virtual (Project Review)** 

June 14 **Virtual (Project Review; Summit Preview)** 

**Virtual (Summit Agenda Prep) July 12** 

August 16 & 17 Summit (Chicago)\*\*

September 13 Virtual (Summit Shakedown/Prioritization)





# Thank-you!

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



## **Summit History**

	<u>Dates</u>	<b>Location</b>	<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

