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# **Welcome to the Winter 2017 MASB Board Meeting & Summit**

**Allan Kuse  
Founding Executive Director of MASB**

**February 2017  
Orlando**



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

# Welcome All!

- **MASB Directors**
- **MASB Advisors**
- **Foundation Trustees**
- **MASB Member Reps**
- **Guests**

**Announcements...since August Summit**

# Newest Charter Members



Willard  
Enterprises

Ogilvy**RED**



# Advisory Council Meeting (Here @ 5 PM)

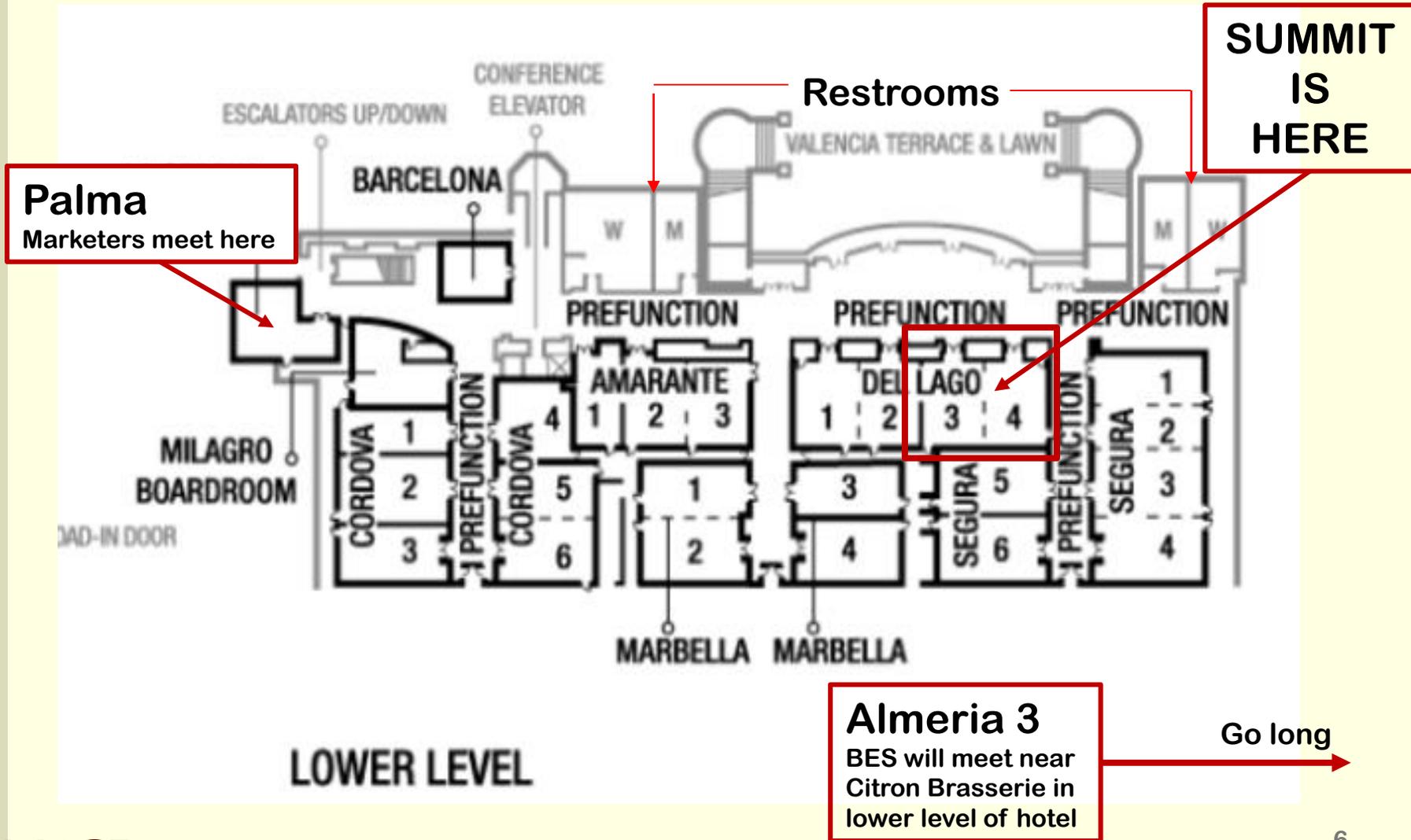
- Sunny Garga (Chair)
- Greg Banks
- Edgar Baum
- Neil Bendle
- Bobby Calder
- Tim Gohmann
- Art Klein
- Chris Murphy
- Kathy Newton
- Vithala Rao
- Mollie Rosen
- Joanna Seddon
- Greg Silverman
- John Willard
- Allan Kuse (Admin)
  
- Invited guest: Tony Pace (MAF/MASB)

# Other Announcements

- Cocktails & dinner at 6:30 tonight
- Wi-Fi connection is masb2017
  - Note: please connect only one device – access is limited
- Marketer Networking Breakfast at 8am (Palma)
  - MillerCoors
  - General Motors
  - PepsiCo
  - ESPN
  - SC Johnson
  - Tyson
- BES Project team at 8am (Almeria 3)



# Where to meet tomorrow morning?



# Other Announcements

- Decks will be available on MASB website (via email link)
- 45-minute lunch (~12:50 PM)
- 15-minute breaks (~10:35 AM & ~3:00 PM)
- Need help? See our gracious hostesses



# Thank-you!



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