

# **Welcome to the Winter 2018 MASB Board Meeting & Summit**

**Frank Findley  
MASB Executive Director**

**February 2018  
New Orleans**



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

# Welcome All!

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

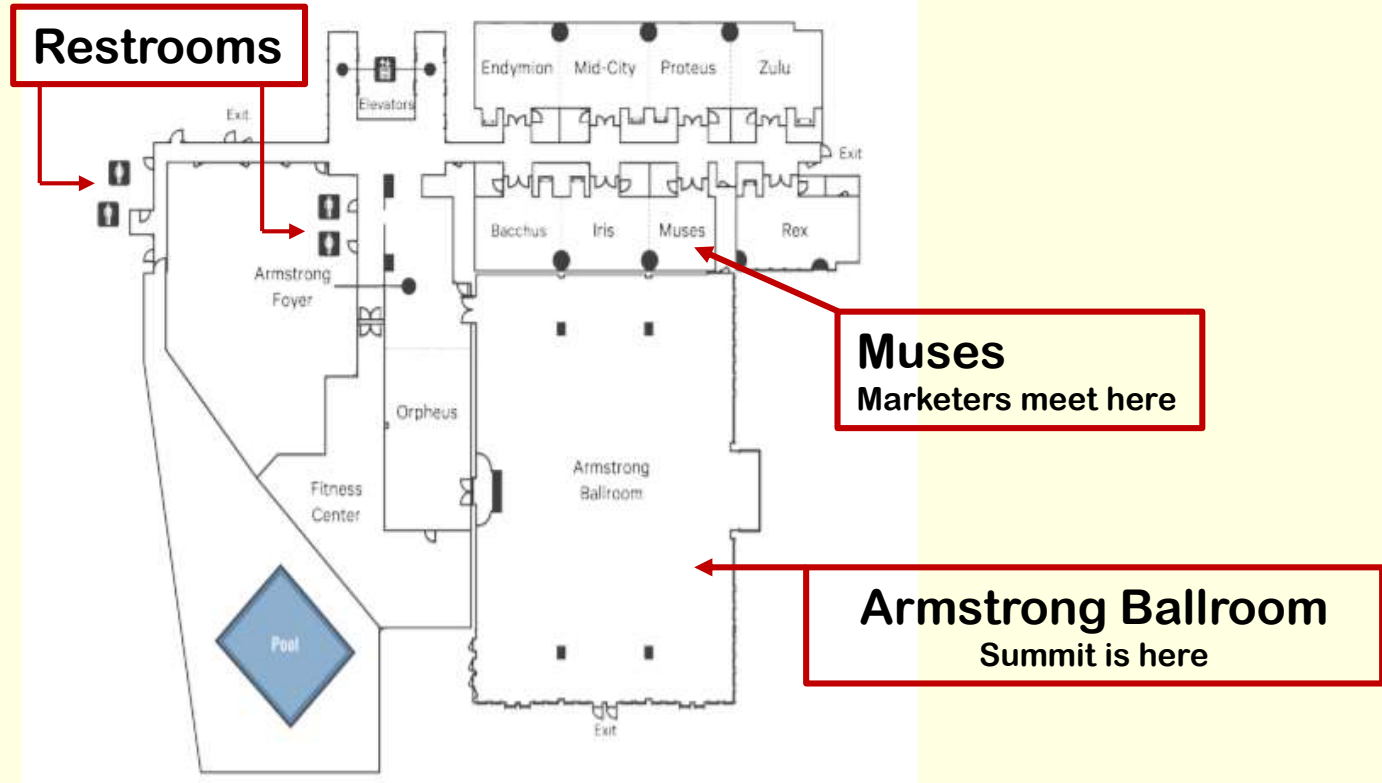
**Announcements...**

# Conference WIFI



- Network: **Sheraton-MeetingRooms**
- Password: **MASB2018**

# Locations of Sessions



# Advisory Council Meeting (Armstrong @ 5PM)

- Neil Bendle (Chair)
- Greg Banks
- Bobby Calder
- Henrik Christensen
- Sunny Garga
- John Gaski
- Tim Gohmann
- Jim Gregory (Emeritus)
- Tom Gruca
- Art Klein
- Christopher Murphy
- Joanna Seddon
- Frank Findley (Admin)

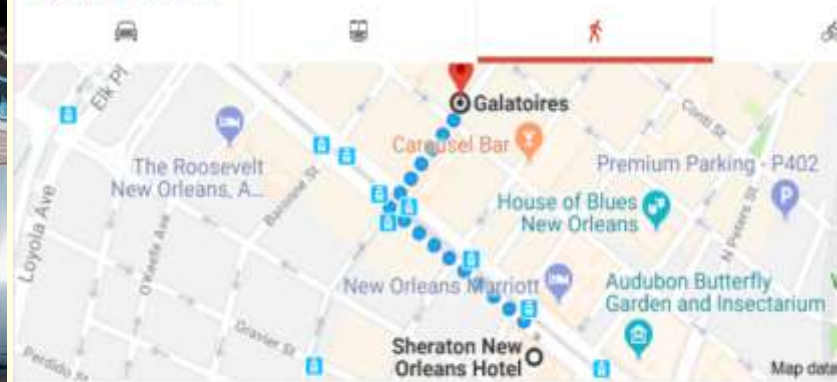
# Cocktails & Dinner (Galatoire's @ 6:30 PM)



○ Sheraton New Orleans Hotel, 500 Canal St, New Orleans, LA 70130

📍 Galatoires, 209 Bourbon St, New Orleans, LA 70130

Opens at 11:30 AM



6 min (0.3 mi) via Canal St and Bourbon St

**Galatoire's, 209 Bourbon Street**

**Cocktails: Bienville Room, Dinner: Bourbon Room**

**Dress Code for Men: Long Pants, Collared Shirt & Jacket**

# Marketer Networking Breakfast (Muses @ 7:45 AM)

- MillerCoors
- ESPN
- Disney

# Final Notes...

- Decks will be available on MASB website (via email link)
- Snacks w/breakout session (10:00)
- 55 Minute Lunch (12:05)
- 15-minute afternoon break (3:30)
- Need help? See our gracious hostess



**Thank-you!**



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