

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

**Frank Findley  
MASB Executive Director**

**August 2018  
Boston**



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

# Welcome All!

- **MASB Directors**
- **MASB Advisors**
- **Foundation Trustees**
- **MASB Reps**
- **Forbes CMO Practice**
- **Guests**

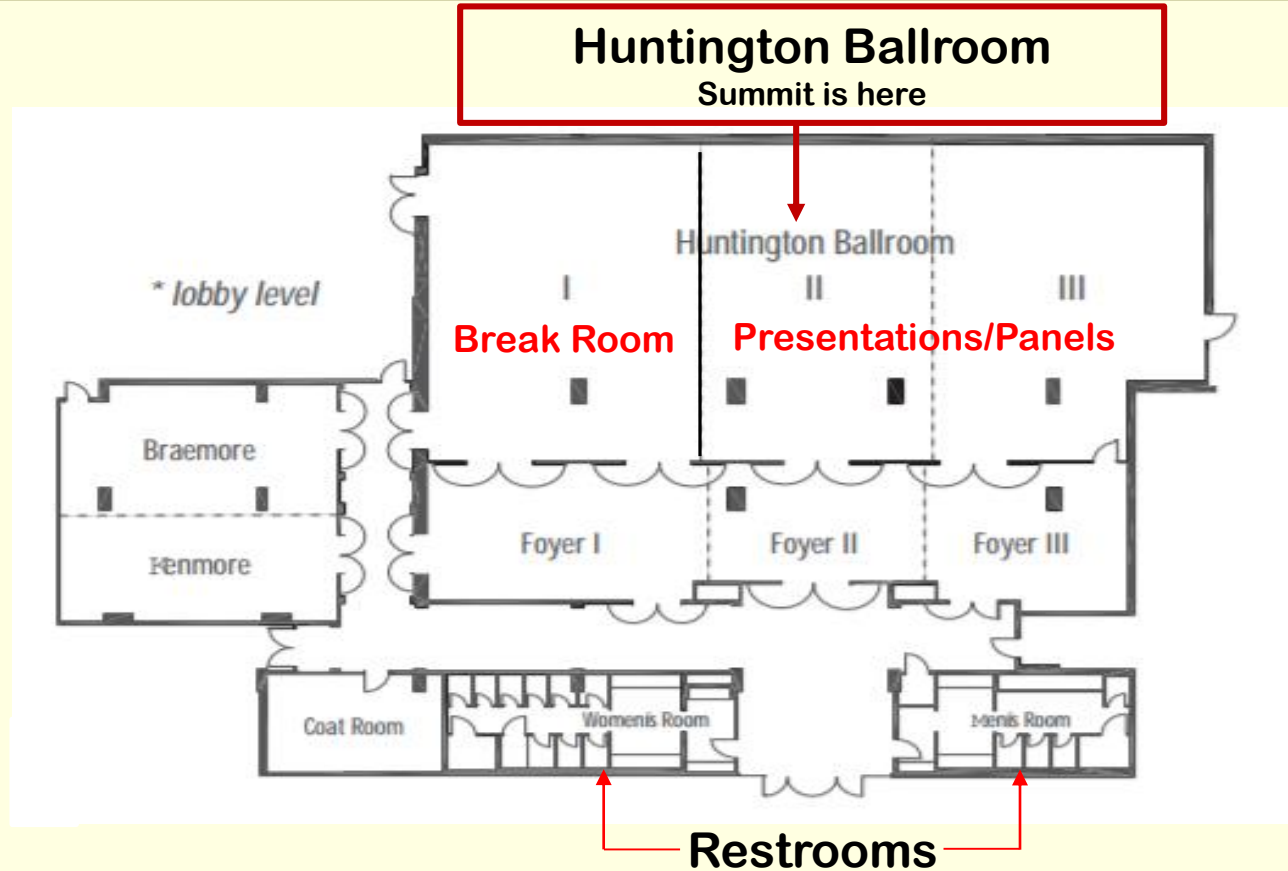
**Announcements...**

# Conference WIFI



- **Network:** [Colonnade\\_Conference](#)
- **Password:** [events2018](#)

# Locations of Sessions



# Advisory Council Meeting (Here @ 5PM)

- Neil Bendle (Chair)
- Bobby Calder
- Charles Cantu
- Henrik Christensen
- John Gaski
- Tom Gruca
- Craig Gugel
- David Haigh
- Art Klein
- Seth Leeds
- Scott McDonald
- Christopher Murphy
- Robert Pitts
- Vithala Rao
- David Reibstein
- Mollie Rosen
- Káre Sandvik
- Joanna Seddon
- Michiel van de Watering
- Jerry Wind
- Frank Findley (Admin)

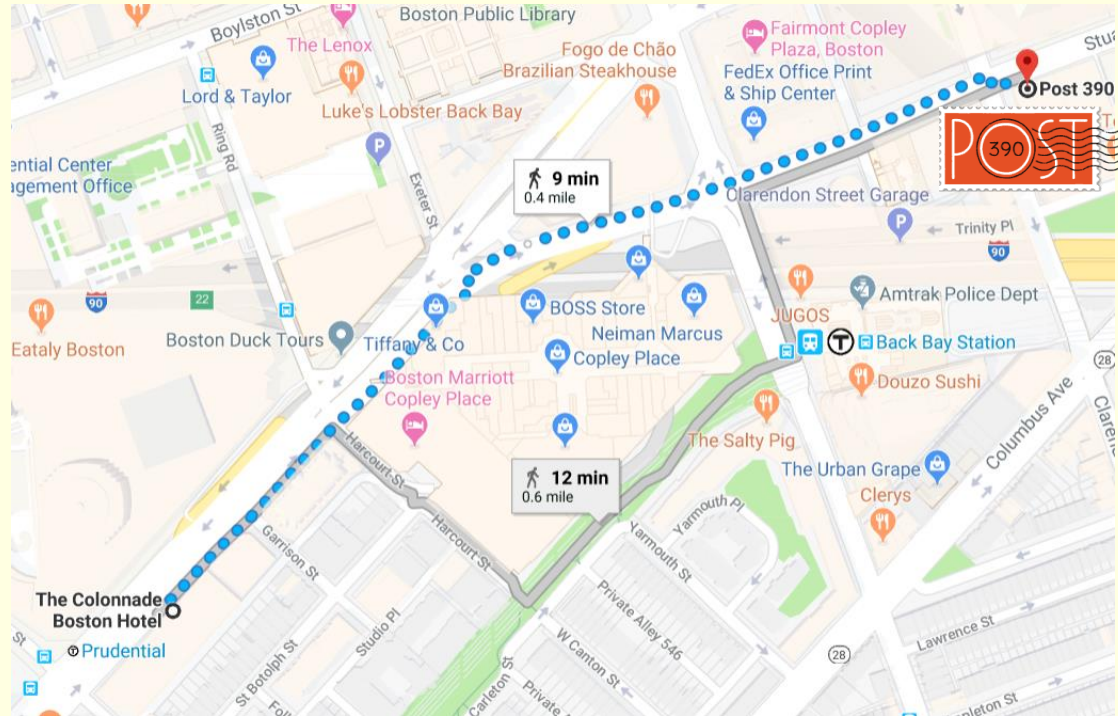
# MAF (Trustees) Meeting (Break Room @ 5PM)

- Pam Forbus (Treasurer)
- Kathleen Hunter (representing ANA)
- Ann Mukherjee (Trustee)
- Tony Pace (MASB President/CEO)
- Don Sexton (Secretary)
- Dave Stewart (MASB Chair)

# Cocktails & Dinner (Post 390 @ 6:30 PM)



**406 Stuart Street  
(corner of Clarendon St.)  
617.399.0015**



# Final Notes...

- Seating arrangement has changed but not the desire for dialog!
- Please signal for a microphone for questions
- Decks will be available on MASB website (via email link)
- #MASBSummit
  
- 15 Minute Networking break (~ 10:30)
- 60 Minute Lunch (~12:00 noon)
- 30 Minute Networking break (~ 3:15)



**Thank-you!**



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