

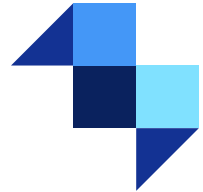
# MASB WINTER SUMMIT 2026

## Conclusion

A decorative graphic consisting of four squares: a light blue square in the top-left, a dark blue square in the bottom-left, and a medium blue square in the bottom-right. The top-right position is empty.

**Frank Findley**  
MASB Executive Director

February 18 – 19 *on Zoom*



**Marketing  
Accountability**  
Standards  
Board

# Final Reminders

- **Select decks are available to all attending**
  - **Guests (for one month – link will be emailed)**
  - **Members (forever – on Members-only Summit pages)**
  - **Select summit video excerpts will be posted on the MASB YouTube channel: [youtube.com/c/masbmarketingaccountabilitystandardsboard](https://youtube.com/c/masbmarketingaccountabilitystandardsboard)**
- **You will receive a follow-up survey on the summit via email**
  - **We appreciate your candid feedback and suggestions!**
  - **We are especially interested in your thoughts on the Winter Summit continuing to be an online virtual event**



## MASB on The Internet:

LinkedIn: Marketing-Accountability-Standards-Board  
[linkedin.com/company/2910876/](https://www.linkedin.com/company/2910876/)

Instagram: [instagram.com/marketing.accountability/](https://www.instagram.com/marketing.accountability/)

YouTube: [youtube.com/c/masbmarketingaccountabilitystandardsboard](https://www.youtube.com/c/masbmarketingaccountabilitystandardsboard)

Finance in Marketing Library [themasb.org/finance-in-marketing-library/](https://www.themasb.org/finance-in-marketing-library/)

*Use #MarketingAccountability*



***Great Job!***  
***Thank You!***

