

to members and friends of **MASB**

September 2011

4A'S JOINS MASB

We are pleased to announce that the industry association American Association of Advertising Agencies (4A's) has become the newest Charter Member of MASB. 4A's Executive Vice President Mike Donahue will take a seat on the MASB Advisory Council.

Founded in 1917, the 4A's (<http://www.aaa.org>) is a U.S. trade association for advertising agencies. The 4A's website states that its membership "produces approximately 80 percent of the total advertising volume placed by agencies nationwide."

At the 4A's, Mike is responsible for overseeing the Member Information Services, Professional Development, Production, and Media Services divisions. He serves as staff officer on several special projects and committees, including the Value of Advertising, Creative, Large Agency Management, Interactive Agency Management Committees, and *Advertising Week* in New York City.

FOUNDING MEMBERS RENEW FOR 3 MORE YEARS

MASB is also pleased that all of our current Founding Members—The Nielsen Company, Starcom MediaVest Group (SMG), University of California Riverside (UCR), UCLA, Columbia University, the Advertising Research Foundation (ARF), and Marketing Science Institute (MSI)—have renewed membership for another three years.

The Marketing Accountability Standards Board (MASB) is the independent, private sector, self-governing body authorized by its membership constituency to establish marketing measurement and accountability standards across industry and domain, for continuous improvement in financial performance and for the guidance and education of business decision makers and users of performance and financial information.

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