

# to members and friends of **MASB**

---

January 2011

## **ANA'S MICHAEL PALMER JOINS MASB**

---

With great pleasure we announce that Michael Palmer, Executive Vice President of the Association of National Advertisers (ANA), is joining the MASB Board of Directors and will take an active role in the Game Changing, Brand Investment Model Project.

Michael relayed the following in his email to MASB: "Bob (Liodice, ANA CEO) . . . is fully committed to this project but needed someone to manage it to ensure it moves forward. After lobbying, I have been able to convince him that I am that guy. I look forward to working with you to bring the forces/resources needed to move this project forward . . . and look forward to working with you to make a real difference." Michael's addition to our Board and to the Brand Investment Model Project Team will bring ANA's C-Level marketing constituency (with finance counterparts) into MASB.

The ANA (<http://www.ana.net/about>) is the advertising industry's oldest trade association, founded on June 24, 1910. It currently leads the marketing community by providing its members insights, collaboration, and advocacy. ANA's membership includes 400 companies with 9,500 brands that collectively spend over \$100 billion in marketing communications.

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.

website: [www.theMASB.org](http://www.theMASB.org) | contact: [info@theMASB.org](mailto:info@theMASB.org)