World Social Marketing Conference
Canada:
- Jay Kassirer, Cullbridge Marketing & Communications
- Jim Mintz, Centre of Excellence for Public Sector Marketing

Central America/Caribbean:
- Alleyne Regis, PCI Media Impact

Mexico:
- Dulce Espelosin Aguilar, Rare
- Tessa Swigart, The National Institute of Public Health in Mexico

United States:
- Brian Birosca*k, Yale University
- Kacey Wetzel, Chesapeake Bay Trust

At-Large:
- Abigail Fredenburg*, Ketchum
- Andrew Lentini, University of Georgia
- Karen Madore, JSI
- Kelley Dennings*, Action Research
- Laura Warner, University of Florida

* = Officer
In One (Busy) Year, We’ve…

- Incorporated
- Partnered with iSMA
- Conducted membership survey
- Built member benefits
- Created a brand and website
Get Involved

- Attend a networking event
- Join an “Ask the Expert” session
- Use the social marketing listserv
- Volunteer for a committee
Join today!

Come by our booth or visit our website at

www.SMANA.org