



It Has Been My Privilege, Pleasure, and Honor to Serve.

About every two months, I worked with the webinar team to present the iSMA webinar. It was such an easy job for me as the iSMA president. All the work had been expertly done by the all-volunteer webinar team, first led by Jay Kassirer and now Christene Jennings. We joined online 30 minutes before the appointed time just in case. But almost always, everything was done. All I needed to do was greet the participants with my scripted opening remarks. One phrase always sticks with me—“**it is both my privilege and pleasure to introduce the ...**” and then I would say the name and number of the webinar.

I think that this phrase nicely sums up how I feel about my time serving as the president of the iSMA for the past three years—it has been my privilege, my pleasure, and, I must add, my honor to serve you all. Together, we have accomplished much. With the remarkable leadership and contributions of an engaged and dedicated group of volunteer board members, we have been able to

- **Provide strategic guidance** to recast iSMA into a federation of regional member associations with a strategic business plan and constitution
- **Improve governance** of the association with annual elections for new board members, annual reports, and an annual general meeting
- **Increase integration** with the social marketing and behavior change communication communities by partnering with the Global Alliance for Social and Behavior Change, the World Social Marketing Conference, and Social Marketing Quarterly
- **Streamline access** to iSMA resources with a new and updated website that incorporates responsive design and a consolidated database that provides better integration with regional member associations, and, finally
- **Expand professional development opportunities** by offering our new online course, Introduction to Social Marketing and expand and improve the always popular webinar series.

Perhaps my only regret? That there is still more to be done. But I have no doubt that this work will continue as the current Board and new president will be able to realize our next set of goals, including

- Increasing and adding new revenue streams to ensure the expansion of our federation of social marketing associations
- Expanding professional development opportunities for members to include more diverse offerings that lead to certification opportunities
- Streamlining membership offerings across regional member associations so it is “fun, easy, and popular” to join our professional community of social marketers, and
- Launch, as Nancy Lee likes to say, social marketing into orbit.

I look forward to being along for the ride on this voyage, back there in cabin but no longer in the cockpit.