



2020 has been a year of change. With the birth of my son it became clear that I no longer had the time needed to be VP of iSMA. I leave this position but will remain on the board, and will continue to work towards strengthening iSMA's role in the social marketing and the social and behavior change arena.

These last two years have marked a coming of age for iSMA, with:

- The development of a membership database for all associations
- The creation of the new website
- The expansion of online capacity building opportunities.

I look forward to working with the new President and Vice President to continue pushing forward the application of social marketing.