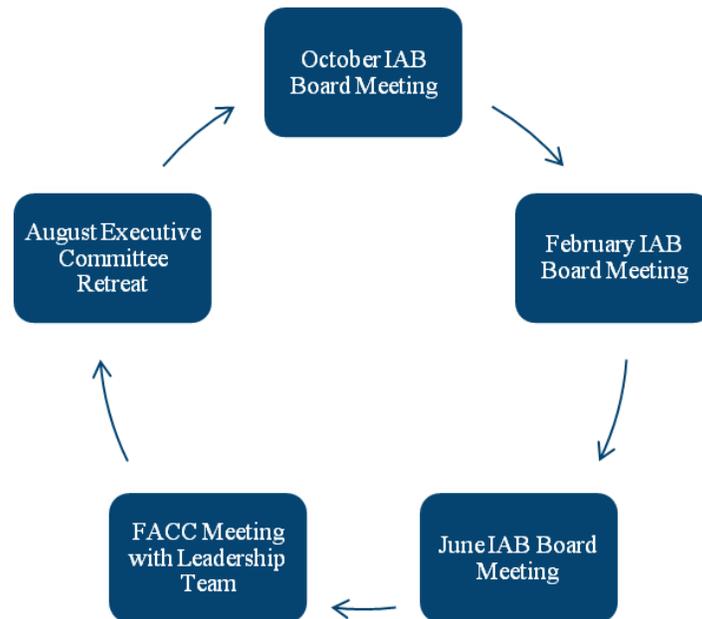


IAB Fiscal Year Business Cycle



- 1. October IAB Board Meeting: “Set the Agenda”**
 - a. New Fiscal Year (FY) begins; confirmation of new FY priorities
 - b. Previous FY end-of-year deliverables
 - R&D and Demographics survey analysis and presentation
 - Annual Report/SEL review
 - a. Annual Report/SEL finalized, produced, and distributed by end of calendar year
- 2. February IAB Board Meeting: “Status Check”**
 - a. Working session on established priorities
 - b. Development and launch of Demographics survey (April timeframe)
 - c. Development of priorities for R&D survey
- 3. June IAB Board Meeting: “Reporting”**
 - a. New Leadership and Co-Chair votes
 - Even years: Chair, Deputy #1, State/Local Co-Chair
 - Odd years: Deputy #2, Federal Co-Chair
 - b. SubGroup analysis of current FY priority accomplishments
 - c. Development of new work plan priorities for next FY
 - d. Development and launch of R&D survey (July timeframe)
 - e. Begin content development for current FY Annual Report/SEL
- 4. FACC Meeting with Leadership Team**
 - a. Analysis of current FY priority accomplishments
 - b. Review of proposed work plan priorities for next FY; FACC priority alignments
- 5. August Executive Committee Retreat**
 - a. Collective analysis and review of FACC comments
 - b. Continue to finalize priorities for new FY
 - c. Review outreach efforts (conferences, committees, VIP visits)
 - d. Membership review and confirmation