

**VP Marketing & Communications Report
Summer 2018, ISDC Iceland
5 August, 2018**

Marketing and Communications activities during the past several months have been focused on supporting the Home Office transition to Capitol Hill Management Services. The majority of this work focused on the conversion of the Society's website content to the new platform.

In addition, because of the importance of social media in today's world of communication options, Rafaat Zaini, who has embraced such communications tools, has been appointed to the position of Assistant Vice President of Marketing & Communications. I am looking forward to working with Rafaat to accomplish Society goals.

Going forward, the task will be to design an efficient working relationship with the many resources at Capitol Hill so that new marketing and communication activities can be accomplished. Determining marketing and communication goals in support of the Society's overall mission will be a top priority.

Warren Farr
VP Marketing & Communications
System Dynamics Society