



Association of  
Medical Media

## **PRESIDENT'S LETTER – MAY 2011**

I am pleased to announce that the AMM Board of Directors has revised its bylaws to allow for any membership category to be eligible to serve on the Board of Directors. Because of this change, the Board of Directors has elected Dave Emery, Kantar; Jack Angel, Coalition for Healthcare Communications; Lisa Healy, RCW Group; and Johanna Tompetrini, SSCG Media Group, to serve on the 2011 Board of Directors. Also elected was Charlie Hunt to the position of Secretary. Congratulations to AMM's new Board Members. We are especially pleased to add the voice of the media buyers to the governing body.

On June 14 the AMM Board of Directors will meet in New York City to develop a new Strategic Plan. The agenda will focus solely on membership. Areas of discussion will include the value of AMM membership as well as recruitment, retention, strategies, and goals. Our main objective is to increase the value of membership for existing members as well as utilizing the value to recruit new members. You can expect to see big changes in the coming months.

With the coming changes, it is more important than ever to become a member of AMM. Our Association acts on behalf of the entire medical media industry. Your membership with AMM plays a part in the education and betterment of the entire community. If you are interested in joining, please contact Sarah Gazi, AMM's Executive Director at [sgazi@ammonline.org](mailto:sgazi@ammonline.org) or 856-380-6814.

I look forward to announcing our initiatives and plan in the coming months.

Sincerely,  
Richard Roash  
AMM President