



PRESIDENT'S LETTER – April 2011

On April 6, 2011 the Association of Medical Media (AMM) presented the AMM Nexus Awards at the Manhattan Club in NYC. The AMM Nexus Awards honor two advertising sales representatives -- one from a primary care or multi-specialty publication and one from a specialty publication -- who this year have demonstrated an extraordinary ability to keep advertisers connected to all that's new in the industry, the market, and the media. This year's winners were two very deserving individuals. The awards were presented to David Horowitz of Harborside Press and Lew Wetzel of the *New England Journal of Medicine* as the winners of the 19th Annual AMM Nexus Sales Representatives of the Year Awards. Congratulations!

In addition to recognizing these two individuals, this year's Nexus Awards was an extremely successful event. The venue was a huge hit and the networking was unbeatable. I can not stress the importance of this event enough as it is one of the last two Industry wide events of its kind, the other being the AMM Doctors Choice Awards. If you were not able to attend this year, I urge you to make every attempt to attend in 2012.

AMM staff and volunteers are currently working on coordinating our upcoming fundraising event. Last year's Bowling for Breast Cancer was fantastic and we are hoping to put on a similar event in July. Information will be forwarded to you as it becomes available.

I continue to urge you to join AMM if you are not currently a member. It is now more important than ever to band together with others in your industry. Please go to www.ammonline.org for more information.

Thank you,
Richard Roash
AMM President