



Association of
Medical Media

PRESIDENT'S LETTER – MARCH 2011

It is my honor and privilege as AMM President to invite each of you to attend the AMM Nexus Awards on April 6 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. The event is going to be great and you won't want to miss it.

The Nexus Awards, like all other AMM events and programs, would not be possible without our dedicated volunteers. A huge thank you is due to the Nexus Committee for their time and efforts. If you are interested in becoming an AMM volunteer, please contact AMM Headquarters at info@ammonline.org. Volunteerism is a great a great way to network with your peers and give back to your industry.

The medical media industry has evolved and AMM must evolve with the industry. Changes are ahead for this Association. The AMM Board of Directors will be working hard in 2011 in an effort to bring this change. Our goal is to bring increased value to our members and of course the medical media industry as a whole. If you are not currently a member of AMM, please take this time to join. The cost of dues may be lower than you think especially after the dues structure was revamped in 2010. With all the changes currently happening in our industry your company *needs* to be a member of AMM!

I look forward to seeing each of you at the upcoming Nexus Awards.

Thank you,
Richard Roash
AMM President