



PRESIDENT'S LETTER – DECEMBER, 2010

Good Greetings!

Around this time last year we were taking proactive steps to shake off the effects of the economic dark cloud and embrace the evolution of the publishing world. Looking back over the year it's obvious that AMM has succeeded...and then some! Looking forward to 2011, we see the promise of even more success and inspiration for our members.

We are already creating an exciting and stimulating series of educational sessions for the coming year. This year's curriculum was pretty impressive. Here's a recap:

- The Economics of Promotion: Understanding & Projecting the Impact of Promotion
- The Current Regulatory and Political Landscape of Pharmaceutical Marketing & Education
- Evolving Challenges in Medical Communications: Eight Trends that Matter
- Global Trends in Scientific Content Dissemination & Distribution: How Translation Opens New Markets
- Does Your Digital Reach Its Target?
- Opting into the Current Media Environment Together
- The 2009 SDI Year in Review
- Evolve or Perish! -- Building the New Medical Publishing Models
- Bringing Journals to Life with Enhanced Engagement
- Medical Communications 2011: Options and Opportunities
- Reality Check: What information sources do doctors and other healthcare professionals really rely on today?
- A Novel Approach to Gaining Custom Insights into Physicians' Preferences and Behaviors

And in 2010 we brought back The Doctors' Choice Awards, raised a lot of money with Bowling for Breast Cancer, and honored the best of the best media sales reps with the AMM Nexus Awards.

AMM membership is back on the upward track. We gained some new, first-time members, and some old members re-enrolled, realizing the importance of solidarity, education and engagement in the structured organization AMM provides. Also we instituted a new policy that allows individuals to join at an affordable rate if they are employed by pharmaceutical and medical device companies, healthcare ad agencies and other related organizations.

Our committees have worked diligently and energetically to carry out their missions to reinforce the internal structure and functions of AMM and enhance our interaction with other organizations in our industry.

So I've had a great year as AMM President, thanks to the efforts of our board, our committees, and the staff, including MaryBeth Kurland, our Executive Director, Alison Bohn, our Membership Manager, and BreAnne Clarke, our Meetings Manager. Special thanks to Frank Iorio for coordinating the speakers for our meetings.

I hope that over the next few weeks you will reflect on all we've accomplished this year and how you and your company can join with AMM in making 2011 even more spectacular. Please check our website, www.ammonline.org, to explore sponsorship opportunities for your company and committee service opportunities for yourself. And make a resolution to mark your calendar and attend as many AMM educational sessions as possible.

Thank you for being a member of AMM. I look forward to working with the new officers next year as I pass the presidential gavel to the very dedicated and able Richard Roash.

Sincerely,
Tino DeCarlo
2010 AMM President

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