



Association of
Medical Media

PRESIDENT'S LETTER – SEPTEMBER, 2010

Good Greetings!

AMM is bursting into the fall season by hosting the 2010 **Doctors' Choice Awards** reception this Thursday from 3:30 to 6:30 p.m. at Comix in Manhattan. We've collected the data and announced the finalists. You can see who they are when you visit our website. If you missed the online registration deadline, you can still join us for an exciting afternoon of networking, drinks and great food... just register at the door. We'll be honoring our friends and colleagues at the awards presentation and celebrating the winners at a decadent dessert reception with drinks. If you have questions please contact BreAnne Clark, Meeting Coordinator: 856-380-6814 or bclark@ammonline.org.

In October we're offering our members another fun opportunity, this time a charitable one, **Bowling for Breast Cancer**, on Thursday, October 7th, 6 to 8 p.m. at Leisure Time Bowling in the Port Authority district. Details are available on our website and registration is now open.

Don't forget to mark your calendar for the AMM educational meeting at the Ney Center on Thursday, October 14th at 9 a.m. We're planning a great program! Details and registration will be available as soon as they're finalized.

Have you received your copy of the Kantar Media study? It's solid documentation to show your clients that *journal ads enhance the impact of detailing*, and it's available on the AMM website. The study was conducted by 2010 AMM Gold Sponsor **Kantar Media** and provides valuable data for you to present to your clients. Visit the AMM home page to download a copy, or send email to info@ammonline.org to order prints for sales calls.

If you've been wondering how to become more engaged in AMM's activities, maybe you'd like to join one of our committees. Visit the Committees page on our website to see descriptions and current members, with contact information for committee chairs.

If you can't find time to work on a committee, maybe your company would like to show its support by becoming an AMM sponsor! We have several different levels, annual sponsorships and individual event or event segment packages. Visit www.ammonline.org for details.

See you at Doctors' Choice!

Please visit our website: www.ammonline.org to keep up with what's going on. We're glad you're with us!

Sincerely,

Tino DeCarlo
2010 AMM President

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