

AMERSA Development Committee 2024 Annual Report

The development committee was hard at work this year to establish a financial plan specific to increasing revenue for AMERSA, diversifying the various sources of revenue, and ultimately ensuring that AMERSA has adequate fiscal resources to secure its growth. In part, the committee recruited two new members, led efforts to increase sponsors and exhibitors for the annual meeting, led strategic conversations about the revenue mix including AMERSA's long held value of not accepting income from pharmaceutical companies, and began drafting plans for 2025 revenue growth alongside AMERSA's strategic planning process.