

## **Global Chief Executive's New Year Message**

As we enter 2014, DIA marks its 50th anniversary; this year, we will also celebrate the 25th anniversaries of our annual Pharmaceutical Marketing and Medical/Scientific Communication forums in North America. When DIA was founded in 1964 by a handful of pharmaceutical industry professionals and executives, their main focus was on drug discovery, clinical development and regulatory approval in the US on the heels of the Kefauver-Harris ruling; thus, the name Drug Information Association.

What a difference a half century has made! DIA, as we are now known, has increased its breadth and focus to include all regions of the globe and significant topics in the discovery, development and market distribution of medical products, including drugs, devices and diagnostics.

As we look back over five decades of providing excellent educational opportunities globally through our meeting and training portfolio, as well as our publications and website, we are proud of our past accomplishments but so excited about our future endeavors.

We will do more in 2014 to chart our course for the next 50 years than look back at our stellar history. Our first DIA Strategic Plan, adopted last November by our Board of Directors, will guide our programming, publications, digital initiative, membership and volunteer activities and you will see exciting enhancements to each of these areas as this plan unfolds over the next few years.

We encourage you to stay engaged with DIA. Attend a meeting, submit an article, sign up for a webinar or training- we know you will be impressed with our offerings. Together, we can continue to grow and help DIA keep pace with the ever evolving health care market. We welcome you to join us as we celebrate our past and invent our future together.