

Southwest Chapter News

2000-2001 Chapter Officers

- **President**
Ellen Koch, PhD
(713) 522-2477
ebkoch@aol.com
- **President -Elect/Program
Chair**
Lorraine Cherry, PhD
(713) 868-1549
lcherry@netropolis.net
- **Assistant Program Chair**
Thomas Gegeny, ELS
(713) 527-8219
tom@centerforaids.org
- **Treasurer**
Chris Wogan, ELS
(713) 792-3160
cwogan@mdanderson.org
- **Past President**
Sherri Bowen, ELS
(512) 445-3461
sbowen@austin.rr.com

Directors-at-Large

Angela Lorio, ELS
(504) 328-3348
loriocom@ix.netcom.com

Diane Hackett
(713) 794-6628
dhackett@mdanderson.org

Jason Moore
(281) 367-1666
jmoore@aronex-pharm.com

Barbara Gastel, MD
(979) 845-6887
b-gastel@tamu.edu

Janet Yagoda Shagam, PhD
(505) 298-2163
shagam.abq@worldnet.att.net

Newsletter Editor

- Leigh Fink
(713) 838-2795
zazi@io.com

January Meeting: McGovern Award Banquet Thursday, January 18, 2001, Houston, Texas

This year's McGovern Award recipient will be Walter J. Pagel, ELS(D), Director of Scientific Publications at the University of Texas M. D. Anderson Cancer Center. At the annual award banquet, Mr. Pagel will present a lecture titled "Not Just the Facts, Ma'am: Ideas for Engaging Readers in the Story of Your Science." The presentation will explore the theory that accuracy and clarity are not enough to engage readers of scientific and medical papers and will present ideas for doing so. According to Mr. Pagel, when the writer assumes the reader cares only about the findings, engaging writing often goes out the window.

Mr. Pagel will discuss ideas on how to engage the readers of your technical manuscripts such as

- Starting at the beginning, no later, no earlier
- Predicting the future thoughtfully, not obviously
- Arraying the evidence in a consistent form, to facilitate comparisons
- Inviting the reader to help solve dilemmas
- Trimming the excess
- Uncovering powerful verbs in noun disguises
- Respecting the patient
- Respecting the reader

Mr. Pagel has made many significant contributions to the field of medical communications. At M. D. Anderson, he oversees the publishing activities of the institution, which each year include 510 books, 800 submissions to the professional literature, 150 grant activities, electronic publishing, a monthly newsletter to physicians, and 5 peer-reviewed journals. In addition, he has trained and developed numerous scientific editors, many of whom are AMWA members. He was instrumental in the development of the certification exam for the Board of Editors in the Life Sciences and has achieved Diplomate status as an editor in the life sciences. Mr. Pagel is a past member of AMWA and currently serves as the Book Review Editor for *Science Edi-*

tor, the journal of the Council of Science Editors.

Please join us in honoring Mr. Pagel as this year's recipient of the McGovern Award at the Houston Plaza Hilton hotel. For details on the banquet dinner, please see the box below.

The John P. McGovern Award was established in 1982 by the Southwest Chapter of the American Medical Writers Association to recognize excellence in the field of medical communications. The award is named for John P. McGovern, MD, founder and director of the McGovern Allergy Clinic in Houston and a noted educator, author, and medical historian. Dr. McGovern is a past member of the Southwest Chapter of AMWA and has been an AMWA Fellow since 1967.

McGovern Award Banquet

We will be meeting at 6:00 p.m. for registration and socializing. A cash bar will be available throughout the evening. Dinner will be at 6:30 p.m. A choice of two entrees both accompanied by salad, a side dish, dessert, and iced tea/coffee will be served. The entrees available are: pecan-crust chicken breast with roasted poblano cream sauce, or grilled vegetable enchiladas with ricotta. Our McGovern Award recipient will speak at 7:30 p.m. Dessert and coffee only will be available for those who are unable to join us for dinner but would like to come later for the speaker.

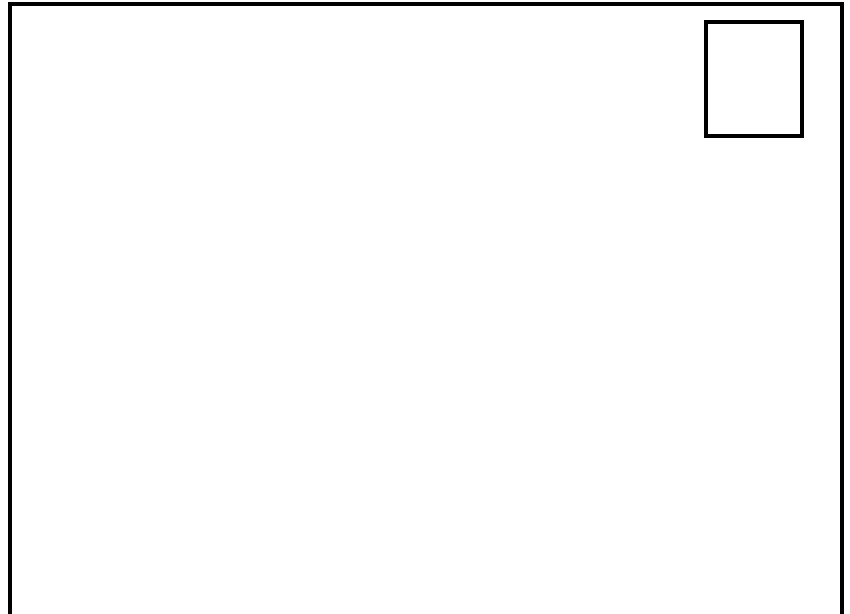
Directions: The Houston Plaza Hilton hotel (713-313-4000) is located at 6633 Travis Street, which runs south to north, parallel to and one block west of Main Street. Coming from West Holcombe Boulevard, proceed north on Main Street to Dryden. Turn left (west) on Dryden and left on Travis. The hotel will be on your left. There will be complimentary parking available in the building.

AMWA Southwest Chapter News
Leigh Fink, Editor
4055 South Braeswood #204
Houston, TX 77025

Phone: (713) 838-2795
E-mail: zazi@io.com



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Writers' Block

Passed on without Comment...

News from the occupied territories: "... a disease that has occupied physicians since antiquity: nasal polyps."

"In general, most of the patients were well tolerated."

Interim Thoughts

"Nearness to nature...keeps the spirit sensitive to impressions not commonly felt, and in touch with the unseen powers."

—Ohiyesa, 1911

Send Writers' Block entries to zazi@io.com

Meeting Reservation Form

McGovern Award Banquet and Lecture

Thursday, January 18, 2001, at the Houston Plaza Hilton hotel

Dinner: Members \$27; Guests \$29

Coffee and Dessert Only: Members \$5, Guests \$8

Indicate your choice of fare x number:

- Pecan-crust chicken x _____
- Roasted vegetable enchiladas x _____
- Dessert and coffee only x _____

Name:

Daytime Phone:

Guest Name(s):

You must send a check to reserve your place.

Please send your reservation form and check, payable to AMWA Southwest, to Tom Gegeny at 1205 Banks St, #1, Houston TX 77006 by January 12. For further information please contact Tom Gegeny at (713) 527-8219 or Lorraine Cherry at (713) 868-1549.

Please RSVP by Friday, January 12, 2001.