



Southwest  
Chapter

2005-2006 Chapter Officers

**President**

Christine Wogan, MS, ELS  
713.792.3160  
cwogan@amwasouthwest.org

**Program Chair**

Stephen Palmer, PhD, ELS  
832.355.8902  
spalmer@amwasouthwest.org

**Assistant Program Chair**

Anita Frijhoff, PhD  
512.323.5171  
afrijhoff@amwasouthwest.org

**Treasurer**

Alison Woo, ELS  
713.563.3432  
awoo@amwasouthwest.org

**Secretary**

Jude Richard, ELS  
512.747.6546  
jrichard@amwasouthwest.org

**Past President**

Natasha Calder  
281.228.7519  
ncalder@amwasouthwest.org

**Directors-at-Large**

Lorraine Cherry, PhD  
713.868.1549  
lcherry@amwasouthwest.org  
Thomas Gegeny, MS, ELS  
713.527.8219  
tgegeny@amwasouthwest.org  
Jane M. Krauhs, PhD, ELS  
281.212.1470  
jkrauhs@amwasouthwest.org  
Penny Logan, MS  
281.863.3260  
plogan@amwasouthwest.org

**Membership Chair**

Ann Sutton  
713.745.2205  
asutton@amwasouthwest.org

**Publicity Chair**

Pierrette Lo, ELS  
713.794.1906  
plo@amwasouthwest.org

**Newsletter Editor**

Hanson Yu, PhD  
915.276.8288  
hyu@amwasouthwest.org

## Seventh Annual Career Roundtables Meeting

**Date:** May 27, 2006 (Saturday)

**Time:** Noon – 2:00 p.m.

**Place:** Baba Yega Restaurant  
2607 Grant Street  
Houston, Texas

Join us on Saturday, May 27, for AMWA Southwest's Seventh Annual Career Roundtables Meeting, to be held in the Jasmine Room of the Montrose district's Baba Yega restaurant. This brunch meeting will give attendees the opportunity to participate in one of five roundtable discussions of topics important to medical writers and editors. Each discussion will begin with a short presentation by the roundtable leader or leaders, followed by a discussion with the participants.

To participate, please register on or before Thursday, May 25. When registering, please include the following information:

- Your name
- Your email address and/or daytime telephone number
- Whether or not you are a member of AMWA
- Your first and second choices of roundtable discussion topics.

This year's roundtable topics will be

**1. Ghostwriting and Guest Authorship**, with Herbert L. Fred, MD, MACP, and Natasha Calder, MA. Issues surrounding the acknowledgment of contributors to medical publications are gaining ever more prominence in the media, and some of this attention has fallen squarely onto medical writers. This roundtable discussion will be focused on when and how the contributions of medical writers should be acknowledged in publications and on the role medical writers may play in authorship decisions. Dr. Fred, Professor of Internal Medicine at the University of Texas (UT) Health Science Center at Houston, has published 400 articles, six chapters, and three books. He has served as Editor-in-chief of *Houston Medicine* and on the editorial boards of *Circulation*, *Annals of Sports Medicine*, and *Medicine and Science in Sports and Exercise*. He has also received numerous teaching awards.

Ms. Calder, the immediate past president of AMWA Southwest, has worked in the academic world as an editor in the Division of Immunology and Organ Transplantation at UT Health Science Center at Houston. She now works in the private sector as a medical writer for the medical device company Cyberonics, Inc., in Houston.

- 2. Education for Medical Communicators**, with Ann Jennings, PhD, and Laurel Prokop, ELS(D), MT(ASCP). Medical writers and editors take many different career paths and come from a variety of educational backgrounds, from the journalistic to the scientific. As a result, they vary in the type of training they may want or need to further their careers. The emphasis of this discussion will be placed on educational and certification opportunities available to medical writers and editors, including requirements and merits for medical communicators in different fields, such as pharmaceutical, academic, and freelance work. Dr. Jennings, Associate Professor of English at the University of Houston-Downtown (UHD), directs UHD's Professional Writing Program and has taught courses in business and technical report writing, technical editing, desktop publishing, and writing for the web.

Ms. Prokop is President and Chief Executive Officer of Techstyle Group LLC, a research and communications consulting firm that serves life sciences companies and other businesses by providing information research and documentation, including scientific articles, manuals, textbooks, marketing pieces, business plans, and financial proposals. Ms. Prokop also teaches classes in plain-language writing and speaking. She is one of only 18 people in the world (three in Houston) to have earned the Diplomate credential from the Board of Editors in the Life Sciences.

- 3. Interpretation and Presentation Issues of Statistical Results**, with Myrna Khan, PhD, MBA. All too often, seemingly important clinical trial data are reported in the medical

literature only to be contradicted by subsequent research. In this discussion, participants will have an opportunity to examine the ways in which the meaning of results can be misinterpreted or inappropriately presented in reports of clinical trials and the approaches medical writers and editors should take in reading, writing, and editing such reports. Dr. Khan is an assistant professor of medicine in the section of Health Services Research at Baylor College of medicine and is a statistician at the Houston Center for Quality of Care and Utilization Studies at Houston's Michael E. DeBakey VA Medical Center. She has been involved in the analysis and reporting of data from many published clinical studies in several areas of medicine.

- 4. Getting More from Microsoft Word**, with Stephen Palmer, PhD, ELS. Ever feel less like the user and more like the used when working with Word? This discussion will address ways to make Word do more of what you want and less of what you don't want by customizing it to your preferences, automating actions you perform frequently, and turning off features you don't need. Dr. Palmer is currently a scientific medical writer in the section of Scientific Publications at the Texas Heart Institute, where he uses Microsoft Word on a daily basis and collects useful tips about Word from conferences, discussions, and web resources.
- 5. Producing a Physician-targeted Newsletter**, with Jude Richard, ELS. This roundtable will begin with the case history of a physician-oriented newsletter produced for a major tertiary care center by a small editorial office, from initial conception to first publication. Participants will be invited to discuss their own experiences with similar projects and lessons learned. Topics to be discussed include identifying the audience, setting the budget, assembling the editorial team, designing your publication's overall format, setting production and publication schedules, working with content, and distributing the final product. Mr. Richard has worked as a medical editor

since 1990. He spent five years as the managing editor of and a writer for the Texas Heart Institute's institutional newsletter *Heart Watch*, which is written primarily for cardiovascular surgeons and cardiologists. He now works for PPD, Inc., a contract research organization that specializes in drug development services.

In addition to the roundtable discussions, the May meeting will include the annual chapter business meeting and the election of new chapter officers. If you are unable to attend this meeting, please complete the absentee ballot printed in this newsletter and send it by Thursday, May 25, 2006, to Anita Frijhoff, 2905 Dover Place, Austin, TX 78757-4351, or [frijhoff@sbcglobal.net](mailto:frijhoff@sbcglobal.net).

We will gather at noon at Baba Yega for socializing, with the brunch buffet and business meeting beginning at 12:30 p.m. The price is \$23 for AMWA members and \$26 for guests and nonmembers. The buffet will include vegetable frittatas, home-fried rosemary potatoes, grilled ham,

fresh seasonal fruit, and an assortment of fresh-baked breads and muffins. Coffee, herbed tea, sodas, and fresh-squeezed orange juice will also be served. Mimosas will be available for \$2.

Baba Yega is located at 2607 Grant Street (two blocks east of Montrose Boulevard and between Westheimer and Fairview). Directions:

- From the Museum District, travel north on Montrose and pass Westheimer. The second street after Westheimer is Missouri Street; turn right and go two blocks. The restaurant is at the intersection of Missouri and Grant.
- From I-10 (the Heights area), travel south on Montrose and pass Fairview. The second street after Fairview is Missouri Street; turn left and go two blocks. The restaurant is at the intersection of Missouri and Grant.

A map will be emailed to all registered persons before the event. For more detailed directions, please call the restaurant at 713.522.0042.

## **Conference Carpool System to Austin**

Do you plan on attending the May 19 Medical Communications Conference, and do you live in the Dallas/Fort Worth, Houston, or San Antonio areas? The conference carpool system, planned by chapter officers Steve Palmer and Alison Woo, will match you up with nearby conference attendees. If you would like to carpool, please contact Steve ([spalmer@amwasoutwest.org](mailto:spalmer@amwasoutwest.org)) or Alison ([awoo@amwasouthwest.org](mailto:awoo@amwasouthwest.org)) by Friday, May 5.

## **Annual Membership Appreciation Event and Jeanie Woodruff's Presentation on PowerPoint®**

AMWA Southwest's annual membership appreciation event was held on Tuesday, March 14, at Majors Books in Houston. During networking time, attendees enjoyed sandwiches, cheese, fruit and veggies, mini-eclairs and cream puffs, and beverages including wine, courtesy of the chapter. Jeanie Woodruff, from the Department of Symptom Research at M. D. Anderson Cancer Center, then gave a presentation titled "Using Microsoft PowerPoint to Your Best Advantage" using PowerPoint, of course.

Ms. Woodruff emphasized the underlying principles of slide and title masters, how they are different from ordinary slides and titles, and how to use them to make your presentations consistent and professional-looking. She described Autolayout areas, which are simply text boxes on a slide, and the masters that operate on these areas to perform functions such as formatting and adding design elements throughout the presentation.

She went on to explain how the masters can simplify editing by making global changes, reducing file size, and applying themselves to inserted slides that were formatted differently. Don't know how to design a presentation or add visual interest to slides that are mostly words? Ms. Woodruff showed a variety of pre-set layouts and design templates, which can be modified with personal touches.

Ms. Woodruff described how to be more adventurous by importing slides, using more than one master in a presentation, and overriding templates. She used her own presentation to demonstrate "bells and whistles," such as animation and transitions, and shared her words of wisdom from more than 20 years of experience in scientific editing. Those included "Simplest is best," a good point to remember when using bells and whistles.

She provided attendees with handouts with space for notes on each slide, one of PowerPoint's useful capabilities. In addition to creating handouts for an audience, PowerPoint can be used to print speaker notes ("Notes Pages" on the print menu). Both handouts and notes can be formatted using masters and can be sent to Microsoft Word as an easily manipulable table.

Are you ready to show your presentation? Ms. Woodruff explained how to package the file for CD, set up the slide show, and save the presentation as a webpage. She mentioned that PowerPoint can even record narration for a presentation on your computer, and uses clickable action buttons to play a movie or sounds.

Ms. Woodruff's presentation was professionally prepared, highly readable, well organized and easily understood. As a practical guide to software that many of us encounter in our work, it was very appropriate for a member appreciation meeting.

Many attendees took advantage of the bookstore location to browse the shelves of Majors, which has more than 50,000 medical books and other resources. The Southwest Chapter is most grateful to the bookstore's management for allowing us to meet there and add to our resource collections while networking and learning some PowerPoint tricks.

## Ballot

### AMWA Southwest Chapter Officer Candidates for 2006-2007

- President:* Stephen Palmer
- Program Chair:* Anita Frijhoff
- Assistant Program Chair:* Ruth SoRelle
- Treasurer:* Alison Woo
- Secretary:* Jude Richard
- Newsletter Editor:* Hanson Yu
- Director-at-Large:* Martha Morrison
- Director-at-Large:* Diego Pineda
- Director-at-Large:* Natasha Calder

If you will not be attending the Seventh Annual Career Roundtables Meeting on May 27, 2006, please complete and send this ballot by Thursday, May 25, to Anita Frijhoff, 2905 Dover Place, Austin, TX 78757-4351, or [frijhoff@sbcglobal.net](mailto:frijhoff@sbcglobal.net).

## AMWA Southwest Chapter Newsletter

Hanson Yu, Editor  
 P.O. Box 12286  
 El Paso, TX 79913  
 Phone: 915.276.8288  
 Email: [hyu@amwasouthwest.org](mailto:hyu@amwasouthwest.org)

