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Association Southwest Chapter

Website: www.amwasouthwest.org



AMWA Southwest 12th Annual Career Roundtables

Join AMWA Southwest at Baba Yega Restaurant in Houston, Texas, on Saturday, May 14, 2011, for a delicious brunch and learning and networking opportunities at our 12th Annual Career Roundtables meeting.

Roundtables (please choose one):

The New NIH Grant Format: Is It Really New?

Michele Zacks, MS, PhD
Scientific Grant Writer,
Research Administration, Texas
Heart Institute

Best Practices for Networking on LinkedIn

Jennifer Texada
Digital and New Media
Program Manager, Office of
External Communications, The University of Texas MD Anderson Cancer
Center

Booster Breaks: Improving Employee Health One Break at a Time

Wendell Taylor, PhD, MPH
Associate Professor of Health Promotion and Behavioral Sciences, The
University of Texas Health Science Center at Houston, School of Public
Health, Center for Health Promotion and Prevention Research
Karen Pepkin, MA
Education Specialist, Region 4 Education Service Center

One Story, Many Audiences: Tailoring a Story for Different Media

Mary Brolley, BS, MA
Senior Communications Specialist, Office of External Communications, The
University of Texas MD Anderson Cancer Center

AMWA Southwest Chapter 12th Annual Career Roundtables

**10:00 a.m.-1:00 p.m.
Saturday, May 14, 2011
Baba Yega Restaurant
Houston, Texas**

**Registration deadline:
May 11, 2011**

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To reserve a seat, please choose a roundtable from the list below and RSVP to Jeanie Woodruff at jwoodruff@amwasouthwest.org by Wednesday, May 11. Payment (\$23 for members or \$27 for nonmembers) is required for each registration received. You may mail your check (payable to AMWA Southwest) in advance to Jeanie Woodruff at 18216 Bal Harbour Drive, Nassau Bay, TX 77058, or pay by cash or check at the door.

The registration fee covers 1 roundtable and a buffet meal. The buffet will include vegetable frittatas, home-fried potatoes, grilled ham, seasonal fresh fruit, freshly baked breads and muffins, coffee, tea, sodas, and orange juice. Mimosas will be available for \$2.

When registering, please provide the following information:

- Your name (and guest, if applicable)
- Your e-mail address or daytime phone number
- Your AMWA status (member or nonmember)

Baba Yega Restaurant (www.babayega.com, 713.522.0042) is located at 2607 Grant Street, 2 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 2 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 2 blocks. The restaurant is at the intersection of Missouri and Grant.

For more information about this event, contact Jeanie Woodruff by email at jwoodruff@amwasouthwest.org or by phone at 713.745.1981.

2011-2012 AMWA Southwest Chapter Officer Candidates

AMWA Southwest's Annual Career Roundtables meeting also serves as its annual business meeting. If you are unable to attend the meeting, please complete and send a copy of this ballot to Jennifer Garcia (jgarcia@amwasouthwest.org) by Friday, May 13, 2011. Please note that only Chapter members may vote. Remember, AMWA Southwest—and AMWA national—are always on the lookout for volunteers!

- | | |
|--|--------------------|
| <input type="checkbox"/> <i>President:</i> | Jeanie Woodruff |
| <input type="checkbox"/> <i>Program Chair:</i> | Hilary Graham |
| <input type="checkbox"/> <i>Asst. Program Chair:</i> | Lenore Pfutzner |
| <input type="checkbox"/> <i>Treasurer:</i> | Jane Krauhs |
| <input type="checkbox"/> <i>Secretary:</i> | Cassidy Terrell |
| <input type="checkbox"/> <i>Newsletter Editor:</i> | Ann Sutton |
| <input type="checkbox"/> <i>Director-at-Large:</i> | Susan Bairnsfather |
| <input type="checkbox"/> <i>Director-at-Large:</i> | Hope Lafferty |
| <input type="checkbox"/> <i>Director-at-Large:</i> | Marion Stafford |
| <input type="checkbox"/> <i>Director-at-Large:</i> | Hanson Yu |
| <input type="checkbox"/> <i>Director-at-Large:</i> | Michele Zacks |



AMWA Southwest Launches New Website

The AMWA Southwest Chapter launched an updated version of its website (www.amwasouthwest.org) on April 19, 2011.

What's new?

The most obvious change may be the overall layout, including the top navigation, design elements, and page background.

The site also has a new banner, which was changed to be compliant with AMWA's logo guidelines. It now highlights some of the scenic beauty of each of the Chapter states (Arkansas, Louisiana, New Mexico, Oklahoma, and Texas).

Another change is "under the hood": it now uses a cascading style sheet (CSS), in which the site's styles are defined separately from the content for easier editing and faster loading.

The Chapter's social media links (LinkedIn, Twitter, and the Yahoo Group) are featured more prominently. A Twitter button has been added to the Events page so that members can tweet the Chapter's upcoming meetings. Similar buttons may be added elsewhere as needed.

The events and newsletter are now listed on every page, and the About Us page includes information that used to be elsewhere, such as links to other organizations. The site also features a few more photos for visual interest.

More to come

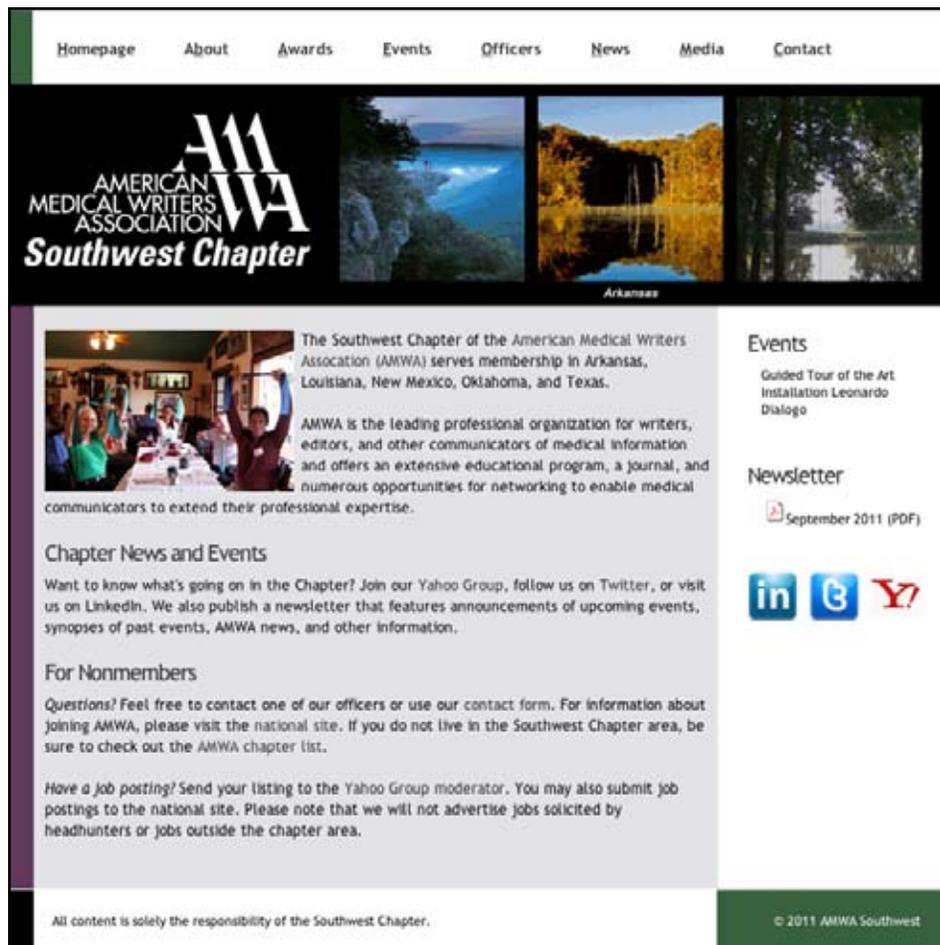
Of course, like all websites, the AMWA Southwest website is never finished. Here are a few of the

planned updates and fixes, in no particular order:

- A brighter color scheme
- Further banner tweaks
- Linking available media
- Adding officer photos to the directory
- Adding officer biography pages
- Adding a search field
- Finishing the past news links
- Adjusting widths and fonts

And of course, a static version of the banner is needed for the newsletter (which you will notice still uses the old style).

To see how the site has changed over time, check out "AMWA Southwest Website: A Look Wayback," on page 7 of this issue.



Homepage screenshot (acquired April 25, 2011)

Chapter Members Enjoy a Guided Tour of “Leonardo Dialogo” Art Installation

What is one big challenge that is faced by both a medical editor and an artist? Collaborating with brilliant scientists.

“I found there were fundamental differences in the way we approach communicating,” artist Jo Anne Fleischhauer said, as she enthusiastically narrated a gallery-style tour of her floor-to-ceiling creation, “Leonardo Dialogo.”

The art installation began with the enthusiasm of Dr. Mauro Ferrari while he was chairman of the Department of Nanomedicine and Biomedical Engineering at The University of Texas Health Science Center at Houston and professor of Experimental Therapeutics at The University of Texas MD Anderson Cancer Center.

Dr. Ferrari is among the world’s outstanding nano-cancer scientists. He hired Ms. Fleischhauer as Artist-in-Residence to creatively illustrate nanomedicine, a medical marvel too tiny to be seen by the human eye.

In January 2011, the Southwest Chapter of AMWA honored Dr. Ferrari with the John P. McGovern Award [see “AMWA Southwest 2011 John P. McGovern Award Banquet Honors Dr. Mauro Ferrari” on page 6]. During that AMWA ceremony, Dr. Ferrari passionately described this inspiring art installation. AMWA members were invited to an artist-guided tour in April.

Ms. Fleischhauer found herself fascinated with medicine involving nanoparticles. In Greek, *nano* can mean dwarf. She envisioned herself dwarf-like, experiencing the vast difference in what we can and can’t see, like the miniature version of Alice in

Wonderland after falling down the rabbit hole. “I wanted you to feel small,” she said.

Her vision and the scientists’ visions, though different, eventually melded, after a “collaborative dance” that involved the talents of many, including scientists, contractors, subcontractors, architects, building inspectors, and other artisans.

To questioning skeptics, she said, “I want this to be as much an inspiration for you as for any patient who walks through the door.”

Even the doors inspire, being made from the Pacific yew tree, which naturally produces a compound used in the chemotherapy drug, docetaxel.

The windows in these doors and the mirrored ceiling carry the reflection of this creation’s most striking feature, the floor, with its dozens of shiny black granite tiles. Each tile is unique, having been sandblasted with part of a white lattice design. Together, the tiles form pronounced images in polyhedral shapes.



Photo by Ken Frederick and Jimmy Hemphill

This image is also known as the C60 molecule or buckminsterfullerene and is nicknamed the buckyball. Its discovery earned the Nobel Prize in Chemistry for three researchers in 1996. “What is interesting is that Leonardo da Vinci had drawn this shape in the 1400s. I drew from Leonardo’s.” She felt strongly that “it was important to have the hand of the artist, rather than the perfect shape of the computer.”

“The fullerene is the tiniest thing that can exist,” Ms. Fleischhauer said. “It has the treasure, the nano, in it.” Such discovery has led to more hope of treatment that can “target the tumor without

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the side effects of chemotherapy drugs,” she said.

These molecules, which resemble a complex soccer ball, form a hollow closed-cage structure. The floor contains many of these balls, arranged in spirals. “I made the labyrinth to symbolize the patient’s journey to healing or dealing with their illness.” the artist said.

The spiraling may also reference Alice in Wonderland. “I wanted to convey the feeling of wonder,” she said.

A 30-foot cathedral ceiling was her vision, but she could not raise the penthouse office ceiling of only 10½ feet. Above it was air conditioning for the entire building. She was disappointed until “Dr. Ferrari suggested we work off the floor. Reflect off the ceiling. The floor became the canvas.”

She envisioned the mirrored ceiling in one piece. She compromised by using multiple mirror tiles for the ceiling in this entryway, which she refers to as the “pristine area.”

Paperwork would only take place in the adjacent, smaller room. She decided to outfit it with a magnificent ceiling of glass, showcasing polyhedral shapes.

In this smaller room are 47 ceiling panels of hand-blown glass. Above that ceiling are LED lights that shine through the polyhedral shapes that have been cut into the glass. “Each piece is different; each slice is a different thickness.” The glass production was “hellacious” but was accomplished by collaboration with a father-and-son team in Massachusetts.

Once the glass panels were created, the problem was their weight. “Each panel weighs 55 pounds. The scary part was installation and safety.” She had planned

to hang them with airline cable, until she learned that a slight wind could fray the wire. She settled on hanging them from metal struts 10 inches apart. The effect was pleasing. Light reflects off the walls. These walls required modification, as they had been painted Longhorn orange and needed to be re-painted gray.

The large walls in the main entryway are stenciled with quotes chosen by Dr. Ferrari, including the Latin *Nanos Gigantium Humeris Insidente*, which can be translated as “Dwarfs standing on the shoulders of giants.”

On a modest white plaque is the artist’s statement. It begins, “I ventured down a rabbit hole seeking a conversation with art and science.”

Fibonacci numbers also adorn the walls because “I came to the conclusion that the common language [of art and science] was math equations,” she said, speaking fondly about “the poetry of math.”

The artist states that the Leonardo Dialogo creation is “an embodiment of a long-lost partnership between art and science, where the two were essentially interconnected, and reciprocally necessary to advance each other.”

Leonardo Dialogo is on the sixth floor of South Campus Research Building 3 building, near the corner of Bertner Avenue and East Road. At the time of the tour, it was accessible only by appointment. The artist can be contacted through www.joffleischhauer.com or joffleischhauer@gmail.com.

Her earlier work included an artistic installation at Texas Children’s Hospital, where, she said, “they were very much at the forefront of art as healing.”

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AMWA's 71st Annual Conference
October 20-22, 2011
Jacksonville, FL



She is also known for the multi-colored Parasol Project, displayed on the roof of a house visible from Highway 59 near Minute Maid Park. This creation

involved 130 parasols printed with the patterns of MRI brain scans.

Two Southwest Chapter Members Featured in *AMWA Journal*

Chapter member **Marianne Mallia, ELS**, was honored with the 2010 Swanberg Distinguished Service Award at the 2010 annual conference. Be sure to check out a transcript of her award address in the *AMWA Journal*, volume 26, number 1, complete with photos from her life. Ms. Mallia is Manager and Senior Medical Writer at the Texas Heart Institute in Houston, Texas.

Our very own Chapter treasurer, **Jane Krauhs, PhD**, is also featured in that issue's Member Profile section. In it, she discusses her career path, her interest in plain language, and her role as treasurer on the Chapter and national levels. Ms. Krauhs is a senior scientist at Wyle in Houston, Texas.



AMWA Southwest Honors Dr. Mauro Ferrari

At the annual John P. McGovern Award Banquet on January 22, 2011, AMWA Southwest members were treated to a fascinating presentation on current perspectives in nanotechnology, given by this year's award recipient, Dr. Mauro Ferrari.

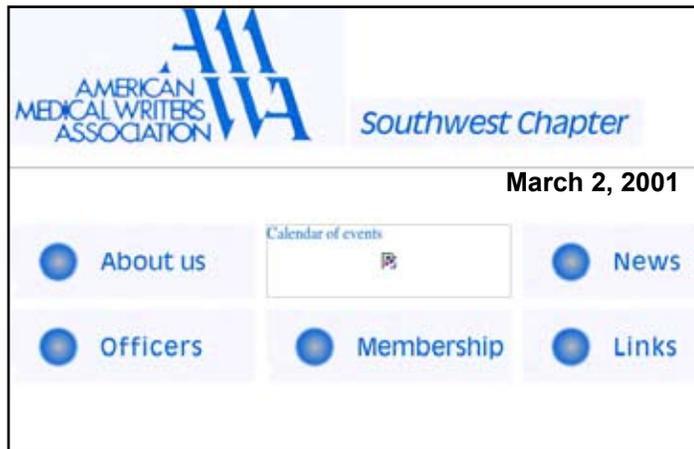
Dr. Ferrari is something of a Renaissance man. His outstanding accomplishments in biomedical nanotechnology are those of a distinguished researcher, leader, and entrepreneur. A broad-ranging education, including doctorates in mathematics (Padua, Italy) and mechanical engineering (University of California, Berkeley), as well as training in medicine (Ohio State University), may account for the vast scope of Dr. Ferrari's research interests. His primary work centers on medical applications to drug delivery, proteomics and peptidomics, cell transplantation, regenerative medicine and tissue engineering in oncology, traumatic injury, cardiovascular disease, infectious pathologies, and diabetes. Other interests range from biosensors and bioseparation technology to bioethics. His work has been recognized and honored nationally and internationally.

Dr. Ferrari recently became the president, chief executive officer, and a director of The Methodist Hospital Research Institute, where he holds the Ernest Cockrell Jr. Distinguished Endowed Chair of Medicine. He is also the president of the Alliance for NanoHealth, a multidisciplinary, multi-institutional research consortium comprising Baylor College of Medicine, The University of Texas MD Anderson Cancer Center, Rice University, the University of Houston, UT Health Science Center at Houston, Texas A&M Health Science Center (Houston), The University of Texas Medical Branch at Galveston, and The Methodist Hospital Research Institute.

An avid biomedical communicator and educator, Dr. Ferrari has authored more than 200 articles and book chapters, has edited seven books, and is editor-in-chief of two biomedical technology journals. He has developed classes in nanomedicine, biomedical nanotechnology and microdevices, biomaterials, microstructured materials, the immunology of engineered implants, and cardiovascular bioengineering.

Read more about the award [on our website](#).

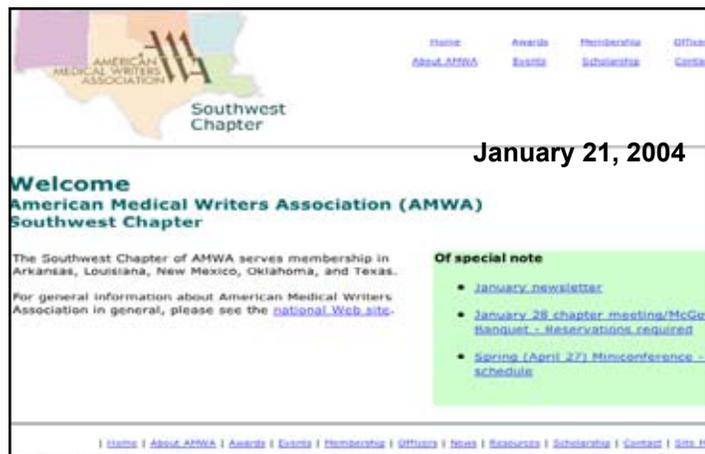
AMWA Southwest Website: A Look Wayback



The AMWA Southwest website has had a few different looks over the years to reflect changing technology, expanding Chapter needs, and webmasters' personal styles.

The screenshots at the left were all obtained from the Internet Archive's [Wayback Machine](#), which includes AMWA Southwest site captures from 2001 through 2008.

The Chapter's first site was developed and maintained by Tom Gegeny. It was then taken over by Marlane Kayfes and later by Ann Sutton.

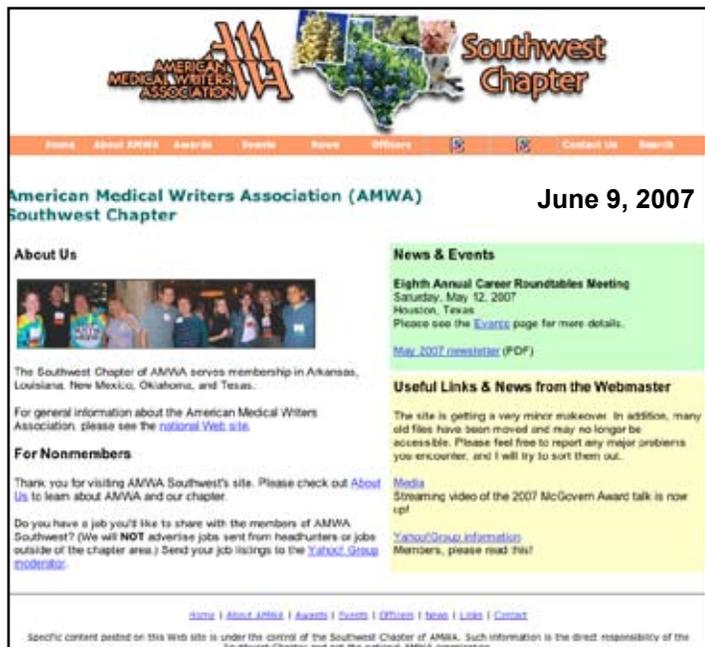


Over time, new banners and rollovers have been introduced. The Chapter newsletter came to reside permanently and exclusively on the website several years ago when print distribution ceased.

The site's content has not changed significantly over time, but it has been increasingly streamlined. The Chapter's social media links have gained prominence, and more visual elements, such as photos, have been added.

Webmasters by Chapter Year

1999-2001	2001-2004	2004-2011
Tom Gegeny	Marlane Kayfes	Ann Sutton



Recent Web Statistics

Below are a few recent AMWA Southwest website and Yahoo Group statistics:

Unique visitors <ul style="list-style-type: none"> January 302 February 301 March 275 	Browser (March 2011) <ul style="list-style-type: none"> Explorer 41.9% Firefox 25.9% Safari 16.9%
OS (March 2011) <ul style="list-style-type: none"> Windows 69.1% Macintosh 22.5% 	Yahoo Group <ul style="list-style-type: none"> Founded: October 22, 2000 Members: 202