

September 2000

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@notes.mdacc.tmc.edu
- **Secretary**
Michael Worley, ELS
(713) 792-3182
mworley@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@heart.thi.tmc.edu

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) 383-2795
zazi@io.com

September Meeting: Get Your Hands on EndNote Tuesday, September 19, 2000, Houston, Texas

Join us as we review how EndNote searches bibliographic databases (like MEDLINE) on the Internet, easily organizes your references, and creates one-step bibliographies from your word processor in hundreds of scientific and medical journal styles—without ever retyping a reference. Not familiar with EndNote? Come to this session and see what you have been missing! If you need to format bibliographies for professional papers, create and maintain departmental research databases, keep track of a reprint collection, or search online databases for references, you can benefit from bibliographic management software. You can also create faculty or employee publication lists, track government regulatory reports, or publish bibliographies on the World Wide Web.

This session will be lead by Nancy Matus, Director of Product Marketing for ISI ResearchSoft, the maker of EndNote. Ms. Matus has been involved in the marketing and development of bibliographic software since 1988. She develops and teaches hands-on courses throughout the US, Canada and Europe and has co-authored a Continuing Education course for the Medical Library Association (1997). Training sites include MD Anderson Cancer Center, Harvard Medical School, Houston Academy of Medicine - Texas Medical Center, UT Southwestern Medical Center, USDA, National Cancer Institute, University of Colorado Health Science Center and nu-

merous biotech, chemical and pharmaceutical companies.

The HAM-TMC Library is located in the Jesse Jones Library Building, 1133 MD Anderson Boulevard, in the Texas Medical Center. The HIEC Classroom (Library's lower level) is straight ahead through the library's main entrance and down the stairs by the elevator. (An information desk is at the front if you have any questions.) The reception room is at the base of the stairs; the classroom is just to the left of the reception room.

Parking is available at any nearby TMC parking garage. Fees cannot be reimbursed. Three hours of parking will cost approximately \$6.

Directions :

South Loop of 610

1. Exit at Fannin St. and proceed toward downtown. You will pass: The Astrodome on the left and Women's Hospital on the left
2. Cross over: Old Spanish Trail, Braeswood
3. Cross under Holcombe St. You will pass: St. Luke's Hospital and Methodist Hospital on the right
4. Turn right onto M.D. Anderson Blvd. and proceed to the stop sign.

The Library is in the building on the left with the large lawn in front.

For more directions, go to the chapter website www.amwasouthwest.org.

June New Mexico Meeting: The Textbook Industry

A luncheon lecture on writing for the textbook industry was held June 27 in New Mexico at Taj Mahal Cuisine of India. The speaker, Celeste Nossiter, is a senior sales representative with Prentice Hall Publishing. Nossiter explained that one of her most important duties is to locate new authors. She jokingly called this "feeding the machine" of textbook

publishing, explaining that writers are always in demand because of a steady influx of new students and evolving curricula that drive the market.

Professors usually write textbooks, she said, but there are many opportunities for profes-

(Continued on page 3)

July Chapter Meeting: Advances in Breast Cancer Treatment

At the July AMWA Southwest Chapter meeting held in Clear Lake, Texas, Chapter President Ellen Koch opened the meeting and gave an overview of the coming year's AMWA Southwest events (see page 3 for listing).

For the meeting presentation, Lorraine Cherry, PhD talked about recent advances in breast cancer treatment. She said that breast cancer has touched almost everyone, either directly or through friends and relatives. Dr. Cherry described advances in diagnosis, tumor removal, and reconstructive surgery, using diagrams, photos, and other computer-generated visuals.

Until recently, the treatment standard for breast cancer surgery was the modified radical mastectomy, involving removal of the entire breast and at least some axillary lymph nodes. Because of the increasingly common use of screening mammograms, Dr. Cherry explained, breast tumors are being found in earlier stages of development when they are much smaller. This change has encouraged cancer researchers to find less invasive ways to remove breast tumors, while still providing good treatment outcomes.

If a woman or her healthcare provider detects a suspicious lump, a biopsy is usually required to arrive at a diagnosis. Advances in methods to determine if a lump is malignant or not include the switch from an excisional biopsy to fine needle aspiration or core biopsy for palpable lesions and imaging-directed biopsies for non-palpable lesions. Dr. Cherry pointed out that these types of biopsy can usually be performed under local anesthesia, and generate less scar tissue than excisional biopsy.

If the cell mass is found to be malignant, a woman now has more treatment

options available depending on the size and placement of the tumor. For many women, breast conservation therapy, involving "lumpectomy" and radiation therapy, is a good option since it offers the same recurrence and survival rates as mastectomy.

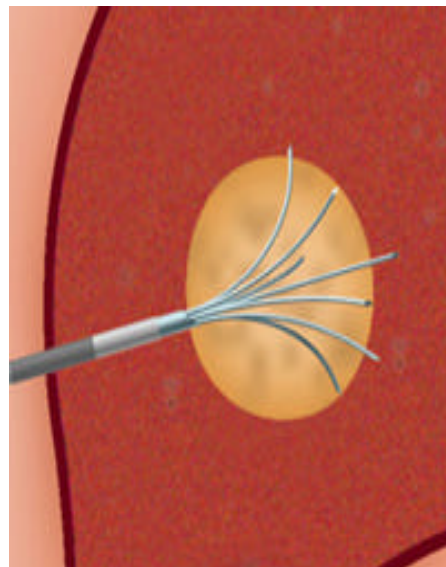
Next, Dr. Cherry illustrated a new technology in breast cancer treatment, radiofrequency ablation. This treatment method has been previously used in the treatment of non-resectable liver tumors. An electrode is inserted into the tumor and a grounding pad is applied to the patient's skin. Current is run through the device and generates heat around the electrode tip, destroying the surrounding tissue. An advancement involving the use of an electrode with multiple tips (rather than a single tip) has made this treatment more effective at destroying larger tumors (see figure). Dr. Cherry emphasized that this therapy is still in the very early stages of clinical testing, and will require several years of additional research to determine if it will be an effective treatment option.

Some women may still prefer or need to have a mastectomy, Dr. Cherry explained. For these women, reconstruction of the breast can now be performed in the same surgery as the mastectomy. This reduces the emotional stress of the removal of a breast and avoids a second surgery. Dr. Cherry discussed some new methods in reconstructive surgery which use the patient's own tissue in the creation of a new breast.

Removal of the axillary lymph nodes which drain the breast area result in long-term complications in as many as 60% of women. The routine removal of these lymph nodes is now being questioned, especially because cancer is being caught in earlier stages which

are less likely to involve nodal metastasis. Dr. Cherry described a new method called sentinel lymph node biopsy. This technique is based on the idea that a specific area of the breast drains first to a specific "sentinel node" before continuing to the other nodes in the chain. The sentinel node is identified, removed, and examined for disease. If disease is found, the remaining nodes are removed; if no disease is discovered, the other nodes may be left intact. This technique is also still undergoing clinical trials.

Dr. Cherry closed her talk by giving the audience some perspective on the progress of breast cancer treatment by simply pointing out that what once was the job of the surgeon is now the job of an entire healthcare team: the surgeon, the medical oncologist, the radiologist, the pathologist, and the plastic surgeon.



Electrode with multiple tips deployed in a tumor during radiofrequency ablation therapy.

Mentor New AMWA Members at the Next Annual Conference

Do you remember when you were a new member of AMWA? Were you befuddled when you registered for your first Annual Conference? Confused about classes and curriculum? As many as 300 new members may attend the

Annual Conference in Miami, so Susan Siefert, Administrator of Membership, is compiling a list of seasoned members who are willing to serve as mentors. Ideally, mentors will have been members of AMWA for at least three

years and will have attended at least one Annual Conference. For more information, please contact Susan Siefert by e-mail:

susanandernie@sprintmail.com.

AMWA Southwest Chapter Meeting Schedule 2000-2001

Date	Event	Location
September 19	Nancy Matus Hands-on program in "End-Note"	HAM library, basement computer lab/ Light dinner
November 8-11	National Meeting	Miami, Florida
December 5	Champagne Christmas party, featuring local authors to discuss their recently published books	Major's Book Store/ Champagne and hors d'oeuvres
January TBA	McGovern Award banquet	Medical Center Hilton/Dinner
March TBA	Bill Silberg, Executive Editor of Medscape "The challenges of biomedical publishing on the Web"	TBA/Dinner catered by Pico's
May 15	Round Table discussion on careers in medical writing	TBA/Dinner

New Mexico Meeting

(Continued from page 1)

sional writers to enter the industry as authors of supplementary materials such as study guides, exam banks, teaching manuals, companion CD-ROMs, and websites. Nossiter explained that working on these projects gives both Prentice Hall and the writer the chance to try each other out. This experience can lead to larger assignments. Nossiter said that authors who are not experts in a field can still be valuable to a project like a study guide because of their understanding of the student's perspective. For supplementary texts, Prentice Hall pays authors a contracted flat fee, without royalties.

Nossiter also noted that Prentice Hall authors participate on electronic media projects. They are only responsible for writing the content material, and the in-house department handles the technical aspect of putting it in the electronic format. Prentice Hall publishes about 1000 books annually and currently has about 300 companion websites, Nos-

siter explained, adding that they plan to increase the number of companion websites.

Nossiter said that allied health and nursing textbooks are a Prentice Hall priority, with the need for a nursing exam review book on the top of their wish list. In addition, there is strong demand for educational materials for pharmacology and general health and wellness courses. Many students purchase the supplementary texts in addition to the required text to help them understand the course content. The audience in this field tends to be very open to new ideas regarding course materials and textbooks, she said, and product demand is steady because health science students are likely to keep educational books as references instead of them after the course.

We were curious about the process of getting a textbook written and published, so Nossiter filled us in on some details. Prentice Hall accepts unsolicited proposals for which they have a detailed instruction sheet. The mini-

mum requirements for a textbook proposal, Nossiter said, are a thorough overview with table of contents and the author's resume. Although Prentice Hall prefers authors find their own co-authors, many textbook collaborations are akin to matched marriages orchestrated by editors.

We also learned that the average time it takes to get a book from the author's proposal to campus bookstores is 3-4 years. Once Prentice Hall has accepted the proposal and everyone has agreed to a contract, writers usually complete their work within 2 years. During this time, professionals in the field and focus groups will review sample chapters. The physical production takes about 9 months if all goes smoothly.

Nossiter invites anyone who is interested in writing for textbooks and supplementary materials to contact her at: celeste_nossiter@prenhall.com or (505) 873-5660.

www.amwasouthwest.org

Click on [Calendar](#) for updates on the AMWA Southwest Chapter Meeting Schedule 2000-2001

Click on [News](#) for the President's Report 1999-2000 to read about our chapter's activities and demographics.

Bookmark it!

Miscellaneous Notes

Get AMWA Southwest Updates through E-mail

If you have access to e-mail but have not received e-mail updates and reminders about AMWA Southwest events, you're not on our list! To fix this, simply e-mail Thomas Gegey your request at tom@centerforaids.org.

Congratulations!

The following chapter members passed the certification exams given by the Board of Editors in the Life Sciences:

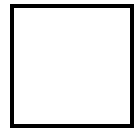
Kristi Barrett, ELS
Stephanie Deming, ELS
Mary Jean Matus, ELS
Cynthia Orticio, ELS
Jennifer Schnellmann, ELS

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

Phone: (713) 383-2795
E-mail: zazi@io.com



Southwest Chapter News



Meeting Reservation Form

Special Hands-On Class: EndNote Software
for Managing Bibliographic References
Tuesday, September 19, 2000 HAM-TMC Library
Jesse Jones Library at 1133 MD Anderson Blvd, Houston, Texas
Members \$8; Guests \$10
Light meal directly precedes the class.

Name:

Daytime Phone:

Guest Name(s):

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

Please RSVP by Tuesday, September 12, 2000.