

Southwest Chapter News



November 2003

2003–2004

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Southwest Chapter Holiday Gala

Copyright and Intellectual Property Issues in Biomedical Communications

Tuesday, December 2, 2003, 6:00-8:00 p.m.
Josephine's Ristorante, 1209 Caroline, Houston TX

Once again, it is that time of year when we set our clocks back and begin making our holiday plans. And the annual AMWA Southwest Holiday Gala promises to be an event you won't want to miss! We are honored to have Celina Charania, a lawyer with Baker Botts, L.L.P., present a lecture entitled, "Copyright and Intellectual Property—Issues in Biomedical Communications."

Charania, who practices intellectual property law and international trade law, will discuss intellectual property law, including issues related to copyright, fair use, and the Internet, with an emphasis on biomedical communications. She also will provide a brief overview of other issues facing those involved in medicine and medical technology research, such as protecting trade secrets and patents. Please join us on December 2 at Josephine's Ristorante downtown to visit with friends and colleagues and discuss these issues, which are vital to our industry.

The night's menu will include a dinner salad, Italian bread with olive oil or butter, and the following wonderful Italian entree choices: pasta primavera with fresh-cut vegetables served in either tomato sauce, spicy marinara sauce, or olive oil, garlic, and basil sauce; shrimp linguine marinara; chicken parmesan served with a side of spaghetti; or beef lasagna. Dinner will be served with your choice of coffee, tea, soft drinks, or wine. And (last but not least!), for dessert, you will have a choice of either homemade Italian cream cake made with fresh coconut and pecans or a triple-layer chocolate cake. Cost for the dinner will be \$22 for members and \$25 for nonmembers.

Josephine's Ristorante is located downtown at 1209 Caroline Street between Polk and Dallas. Street parking around the restaurant is free after 5 p.m.

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December Meeting

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(recommended) or parking also is available at two All Right Parking lots (one in front of and one behind the restaurant) at a cost of \$4.00.

Please RSVP for the holiday gala by Wednesday, November 26, by sending your check (payable to AMWA Southwest) to Penny Logan, 5006 Redstart Street, Houston TX 77035. Entree and dessert choices will be made at the restaurant.

Southwest Chapter Leaders at National AMWA

The Southwest Chapter wishes to recognize the following 10 individuals in the chapter region who served as workshop faculty members (workshop, session, or roundtable leaders), program participants, or both at the 63rd Annual Conference of the American Medical Writers Association, held September 18–20, 2003, in Miami:

Christina W. Chambers, MA	Anne Hudson Jones, PhD
Lorraine M. Cherry, PhD	Jane M. Krauhs, PhD, ELS
Barbara Gastel, MD	Marianne Mallia-Hughes, ELS
Thomas P. Gegeny, MS, ELS	Jude J. Richard, MFA
Maureen E. Goode, PhD, ELS	Susan E. Siefert, ELS, CBC

In addition, three Southwest Chapter members are serving as officers of national AMWA for 2003–2004: Marianne Mallia-Hughes, ELS, Immediate Past President; Barbara Gastel, MD, Administrator of Education; and Susan E. Siefert, ELS, CBC, Secretary.

Adobe Acrobat 6 Workshop an Educational Experience

On Wednesday, October 15, approximately 20 chapter members and nonmembers gathered in the HIEC computer classroom at the Houston Academy of Medicine-Texas Medical Center library for a workshop on the recently released Adobe Acrobat 6 Professional software package. Tom Dent, an educational sales representative for Adobe, opened his presentation by wowing the audience with a taste of Adobe Illustrator and Photoshop, including 3D effects and image color matching. Mr. Dent briefly demonstrated the capabilities of Adobe Photoshop Album, stressing the organizational qualities and multimedia functions available, such as the Atmosphere 3D Gallery Browser.

Next, Mr. Dent moved to the document handling features of Acrobat 6. PDF files can now be reflowed for limited viewing sources such as hand-held devices without repaginating the document. The review of PDF documents is also easier now with legally binding electronic signatures and electronic rubber stamping, allowing multiple users to review a document in its digital form. Acrobat 6 has the capability to capture a scanned paper document, straighten the image, and reformat the text and graphics for searchability purposes. The audience was reminded to secure their PDF documents before making them Web-accessible to prevent others from rearranging or changing the information.

For more Acrobat 6 information, you can access the Adobe home page at www.adobe.com/products/acrobat/main.html. Mr. Dent also recommended Sally Smith at Connect Learning, Inc. as a local trainer in Houston for InDesign, Acrobat, and other Adobe products (ssmith@connectlearning.com). All participants were given Acrobat 6 tutorial CDs along with other Adobe-themed goodies, and two lucky attendees won copies of the Acrobat 6 Professional software package.

Attendees were served box dinners before the meeting, providing a chance for everyone to mingle before the presentation. AMWA Southwest President Kate Ó Súilleabháin opened the program with announcements regarding the newly seated national officers: Susan E. Seifert, ELS, Secretary; Barbara Gastel, MD, Administrator of Education; and Marianne Mallia, ELS, Immediate Past President. Kate closed her remarks by thanking the participants and mentioning the upcoming AMWA Southwest chapter events such as the December copyright lecture and the 2004 AMWA Southwest Chapter Miniconference.

Southwest Chapter Guides Others Seeking 501(c)(3) Status

Nope, it isn't the style number for a pair of Levi's.

"501(c)(3)" is the section of the 1986 Internal Revenue Code (IRC) that recognizes nonprofit educational organizations, thus granting them tax-exemption status under the Internal Revenue Service (IRS).

On Friday, September 19, 2003, at the 63rd Annual Conference in Miami, the chapter's immediate past president, Thomas P. Gegeny, MS, ELS, presented an open session titled "How to Obtain 501(c)(3) Nonprofit, Educational Tax Status." Open to all registrants, this informal workshop was designed to assist officers of other chapters in navigating the unfamiliar waters of the IRC.

Distributed at the session were copies of the Southwest Chapter's application forms and other required documentation that had been prepared by Lorraine Cherry, PhD, with Tom's assistance. During her year as chapter president in 2001–2002, Lorraine led the way in applying

for, and obtaining, what has become almost the holy grail among AMWA chapters seeking to improve their financial reserve.

Tax exemption under section 501(c)(3) confers at least two great benefits on the Southwest Chapter. First, companies or other organizations who underwrite the costs of meetings or other activities can receive a tax "write-off," or tax relief for their financial contributions. Second, necessary food, supplies, or services can be purchased free of state tax, thus allowing the chapter to keep its financial reserve stable and its meeting registration fees low.

To qualify for this status, an educational organization must meet strict criteria to prove that public education is the primary goal. The secret of the chapter's success included its willingness to consistently open its meeting doors to members and nonmembers alike, its choice of lecturers and topics with broad appeal, and its continued partnerships with other nonprofit organizations, such as Baylor

College of Medicine and the Houston Academy of Medicine–Texas Medical Center Library, in cosponsored events.

Other chapters wishing to apply for tax exemption under section 501(c)(3) will soon be able to refer to our chapter's Web site, which will include PDF-formatted copies of the successful application and documentation of the Southwest Chapter. In addition, an article on the subject will be published in an upcoming issue of the *AMWA Journal*.

Now director of development of the Southwest Chapter, Lorraine is seeking to identify sources to underwrite chapter initiatives. Lending additional expertise in this effort is Jim Cozzarin, who has led a similar effort on the national level and secured substantial underwriting for the national conference. Lorraine and the other board members are working to secure sponsors to assist with the costs of the Southwest Chapter's miniconference, scheduled for April 27, 2004.

Dallas Area Members Hold Freelance Roundtable Meeting

AMWA Southwest chapter members in the Dallas area attended a Freelance Roundtable meeting on September 27 in Dallas. The discussion leaders were Melissa Weber, assistant editor, CURE Magazine; Deborah Wormser, medical and health writer and editor; Elaine Wachholtz, PhD, freelance medical writer and editor; and Cindy Orticio, MS, ELS, manager of Scientific Publishing at Baylor University Medical Center.

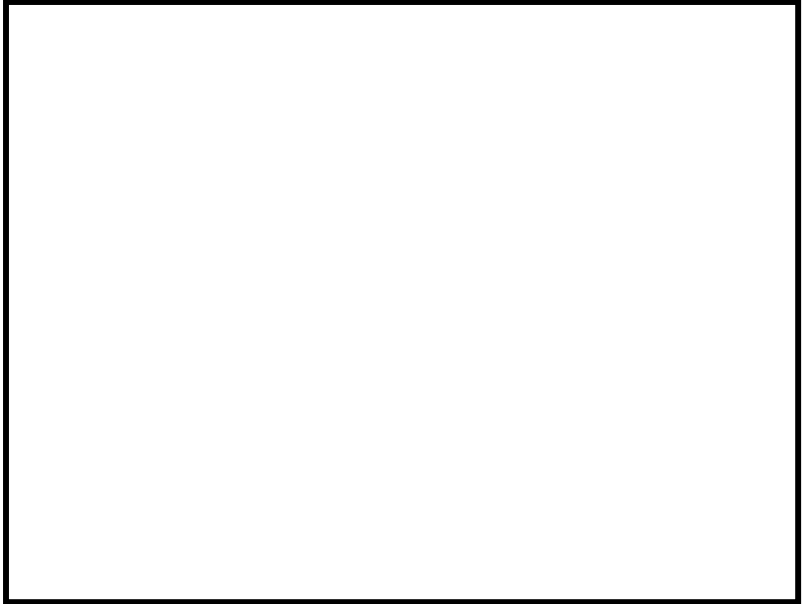
The topics included hints for finding freelance opportunities, ways to deal with editors, and resources for freelance writers and editors. The leaders emphasized the importance of getting to know your colleagues so that if you are unable to accept a project, you can recommend people who you know will be appropriate for the job.

Attendees had a variety of expertise and talents, including medical coding, technical writing, and medical videoconferencing.

AMWA Southwest Chapter News

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Southwest Chapter Conference Tuesday, April 27, 2004, 8 a.m. to 5 p.m.

Preliminary Schedule:

Registration (8–9 a.m.)

Morning Workshop Session (9 a.m.–noon)

1. Improving Comprehension: Theories and Research Findings (ED): Thomas A. Lang, MA
2. Sentence Structures and Patterns (R): Flo Witte, MS, ELS
3. Making Great Presentations [working title] (NC): Marianne Mallia-Hughes, ELS

Lunch and Plenary Lecture (noon–2 p.m.)

Afternoon Workshop Session (2–5 p.m.)

1. Microediting (ADV): Flo Witte, MS, ELS
2. Statistics for Medical Writers (R): Thomas A. Lang, MA

For more information, please e-mail Paula Zimlicki at MKT-PMZ@womans.com (type “AMWA Southwest Conference” in the subject line).

Meeting Reservation Form

Copyright and Intellectual Property—Issues in Biomedical Communications

Tuesday, December 2, 2003

6:00-8:00 p.m.

**Josephine’s Ristorante, 1209 Caroline,
Houston TX**

Members \$22 and Guests \$25
Please RSVP by Nov. 26 to Penny Logan

Name: _____

Daytime Phone: _____

Guest Name(s): _____

Please send your reservation form and
check (payable to AMWA Southwest) to
Penny Logan, 5006 Redstart Street,
Houston TX 77035.