



Southwest Chapter

2006-2007 Chapter Officers

President

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

Program Chair

Anita Frijhoff, PhD
512.323.5171
afrijhoff@amwasouthwest.org

Assistant Program Chair

Ruth SoRelle
713.798.7959
rsorelle@amwasouthwest.org

Treasurer

Alison Woo, ELS
713.563.3432
awoo@amwasouthwest.org

Secretary

Jude Richard, ELS
512.747.6546
jrichard@amwasouthwest.org

Past President

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

Directors-at-Large

- Natasha Calder, MA
281.228.7519
ncalder@amwasouthwest.org
- Penny Logan, MS
281.863.3260
plogan@amwasouthwest.org
- Martha Morrison
713.792.3165
mmorrison@amwasouthwest.org
- Diego Pineda, MS
409.692.0306
dpineda@amwasouthwest.org
- Denise Wenner, PhD
dwenner@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

AMWA Southwest Holiday Gala Learning about Management Skills

Speaker: Linda Trekell, PHR
Organizational Development Specialist
St. Luke's Episcopal Health System

Date: December 5, 2006 (Tuesday)

Time: 6:00 – 8:00 p.m.

Place: The Spaghetti Warehouse
901 Commerce Street
Houston, Texas

Learn how to develop your management skills at the AMWA Southwest Holiday Gala. Ms. Trekell, Professional of Human Resources (PHR), who has more than 20 years of experience in human resources, will discuss the training techniques and materials used at St. Luke's Episcopal Health System to expand management skills and enable individuals to be successful managers.

Workers promoted to management positions because of their ability to do their jobs well often find that the skills that earned them the "worker of the year" title may not help them succeed in management. Today's workplace involves horizontal movement as well as limited vertical movement in the management chain. Ms. Trekell's presentation will clarify just what skills are needed in management.

Ms. Trekell is responsible for developing and facilitating management and staff workshops, conducting new employee orientations, consulting on customer service, and coaching individuals and teams at her institution. As a certified Birkman consultant, she provides feedback on team behaviors as well as individual approaches to teamwork, decision making, and stress behavior. Ms. Trekell is also certified to teach courses created by several international training groups.

We will meet at 6:00 p.m. for dinner, which will start with salad and bread, followed by your choice of 15-layer baked lasagna, chicken tetrazzini, fettuccine alfredo, grilled chicken marinara, or spaghetti and meatballs. Coffee and dessert will follow.

To register for this event, RSVP by Friday, December 1, to Anita Frijhoff at frijhoff@sbcglobal.net. Please include your first and last names, address, and phone number. Also, indicate whether you are an AMWA member or nonmember. Please be prepared to pay (\$22 for members and \$25 for nonmembers) by cash or

check (payable to AMWA Southwest) at the door on the day of the event, or mail your check to Anita Frijhoff at 2905 Dover Place, Austin, TX 78757-4351. Payment will be required for each email registration received.

The Spaghetti Warehouse is located at 901 Commerce Street (between Main and Travis) in downtown Houston. There is parking on the premises. For those taking MetroRail, the restaurant is less than two blocks from the UH-Downtown Station stop. For more detailed directions, call The Spaghetti Warehouse at 713.229.9715.

Joint STC Houston/AMWA Southwest Meeting with Cain Project Director Linda Driskill, PhD

On Tuesday, October 10, AMWA Southwest held a joint meeting with the Houston chapter of the Society for Technical Communication (STC) at the Holiday Inn Select in the Greenway Plaza area of Houston. Forty-five people attended, including nine members and guests of AMWA Southwest. The meeting was organized by Paul Mueller, Vice President for Education and Programs of STC Houston, and Anita Frijhoff, our program chair.

The decision to hold a joint meeting was made because of the considerable overlap between the goals of AMWA and those of STC, whose membership includes many writers, editors, and Web developers. Both AMWA and STC endeavor to provide their members with opportunities to improve their communication skills and expand their professional networks.

After a social hour with hors d'oeuvres, the participants attended a lecture by Dr. Linda Driskill, Professor of English and Management

Communications and Director of the Cain Project in Engineering and Professional Communication at Rice University. The Cain Project—named for Houston entrepreneur Gordon Cain and his wife, Mary, who provided the funds for the program—is designed to teach oral and written communications skills to undergraduate and graduate students in the sciences and engineering at Rice.

After briefly discussing the (often minimal) ways in which these skills have been taught at universities in the past, Dr. Driskill described the Cain Project's aim of instructing science and engineering students in such practical subjects as writing theses, research reports, and grant proposals; designing slides and poster presentations; and giving oral presentations. This instruction is given in several forums, including standalone courses, supplements to existing science and engineering courses, ongoing programs such as thesis-writing groups, and online materials. These means of

instruction are continually evaluated for their effectiveness, and their ongoing development is guided by advisors from both the Rice faculty and private industry to ensure that the professional communication skills being taught are applicable in both the academic and corporate worlds.

Dr. Driskill's lecture provided interesting insights into the ways in which communication skills can be taught to persons outside the communications field—a task that both medical and technical writers must perform at least occasionally. Future joint STC Houston/AMWA Southwest meetings may feature other speakers on topics that are similarly relevant to both groups.

Annual John P. McGovern Award Banquet

Date: February 6, 2007 (Tuesday)

Time: 6:00 – 8:00 p.m.

**Place: Holiday Inn Astrodome
Reliant Park, Houston, Texas**

Recipient Steve Sternberg, a journalist for *USA Today*, will talk about medical reporting in the age of global infections, culture wars, and the human genome. He will emphasize that medical reporters should also be knowledgeable in areas beyond medicine, such as science, national and international affairs, the economics of poverty, trade policy, international patent law, and religious cross-currents. For more information, please contact Anita Frijhoff at afrijhoff@amwasouthwest.org or 512.323.5171.

AMWA Southwest Chapter Newsletter

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

