



President

Jude Richard
jrichard@amwasouthwest.org

Program Chair

Jenny Withers Denton, MS, ELS
214.405.8910
jwithers@amwasouthwest.org

Assistant Program Chair

Jeanie Woodruff, ELS
713.745.1981
jwoodruff@amwasouthwest.org

Treasurer

Alison Woo, MS, ELS
713.563.3432
awoo@amwasouthwest.org

Secretary

Jennifer Garcia
jgarcia@amwasouthwest.org

Past President

Kristina Wasson-Blader, PhD
405.640.6196
kblader@amwasouthwest.org

Directors-at-Large

Susan Bairnsfather
318.929.4449
sbairnsfather@epharmatechllc.com

Hope J. Lafferty, AM, ELS
hlafferty@amwasouthwest.org

Cynthia ("Cindy") Orticio, MA, ELS
corticio@amwasouthwest.org

Hanson Yu, PhD
915.276.8288
hyu@amwasouthwest.org

Membership Chair

Lori Buffum
lbuffum@amwasouthwest.org

Publicity Chair

Jeanie Woodruff, ELS
713.745.1981
jwoodruff@amwasouthwest.org

Newsletter Editor

Ann Sutton
713.745.2205
asutton@amwasouthwest.org

Vacancies

Director-at-Large
Regional Director, New Mexico

2010 John P. McGovern Award Banquet and Lecture

Mark your calendars for AMWA Southwest's 2010 John P. McGovern Award Banquet and Lecture, to be held Saturday, January 16, 2010, at the Holiday Inn Houston South Loop.

Receiving the Chapter's 2010 McGovern Award will be stage and screen actress Megan Cole, known nationally for her workshops on empathic physician/patient communication and for her numerous public presentations on the human face of medicine for healthcare and end-of-life care organizations.

Ms. Cole, who originated the leading role in Margaret Edson's Pulitzer Prize-winning drama "Wit" in 1995, is Artist-in-Residence at the John P. McGovern, M.D. Center for Health, Humanities, and the Human Spirit at The University of Texas-Houston Health Science Center in Houston, Texas.

Ms. Cole's McGovern Award Lecture will be "For the Love of Words: A Medical Writer's Story on Stage," in which she will recount her research into the influential life and career of Mayo Clinic medical editor Maud Mellish Wilson and present excerpts from the resulting stage play.

"Maud Wilson's story is most importantly a story about her love and care for words simply and accurately conveyed," says Ms. Cole.

The banquet will begin with a reception at 6:30 p.m., with complimentary hors d'oeuvres, beer, and wine. Dinner will begin at 7:15 p.m. and the lecture at 8:00 p.m. The registration fee for the banquet is \$33 for members and \$38

**2010 John P. McGovern Award
Banquet and Lecture**

**6:30 p.m.
Saturday, January 16, 2010**

**Holiday Inn Houston South Loop,
Houston, Texas**

**Registration deadline:
January 8, 2010**

for nonmembers. A dessert-and-coffee-only option (\$9 for members and \$11 for nonmembers) is available for those who cannot attend the dinner but would like to arrive at 8:00 p.m. for the lecture only.

RSVP by Friday, January 8, 2010, to Jenny Denton at jwithers@amwasouthwest.org. Payment is required for each e-mail registration received. You may mail your check (payable to AMWA Southwest) in advance to Jenny Denton at 525 Lowell St., Dallas, TX 75214, or pay by cash or check at the door.

When registering, please provide the following information:

- Your name
- Your e-mail address or daytime phone number
- Your AMWA status (member or nonmember)

- Your meal option (dinner or dessert/coffee only)
- Your choice of dinner entrée (dinner option only):
 - Pasta primavera (vegetarian)
 - Chicken Acapulco
 - Norwegian salmon

The Holiday Inn Houston South Loop (713-790-1900) is located at 8111 Kirby Drive in Houston, Texas, just off IH-610, northwest of Reliant Park and the Astrodome. The hotel is two blocks west of the Reliant Park stop of the METRO light rail. Parking at the hotel is free.

For more information, contact Jenny Denton by phone at 214-827-3342 or e-mail at jwithers@amwasouthwest.org.

August Chapter Meeting at the Texas Heart Institute

On Tuesday, August 18, 2009, AMWA Southwest hosted a chapter meeting at the Texas Heart Institute (THI) in Houston, Texas. The meeting featured a talk by William E. Cohn, MD, Director of Minimally Invasive Surgical Technology at THI.

After enjoying a box meal catered by Jason's Deli, the 24 attendees heard Dr. Cohn speak about "Recent Advances in the Treatment of Coronary Artery Disease." At the start of his talk, Dr. Cohn explained that with the advent of endovascular treatments for coronary disease—mainly balloon angioplasty and stenting—the rate of traditional coronary artery bypass operations has dropped substantially and that the patients referred for this procedure today tend to be those whose coronary disease is too severe to be treated endovascularly. These same patients, however, often have significant comorbidities that may increase the risks posed by undergoing an invasive surgical procedure.

To deal with this problem, cardiac surgeons have developed many different means of making bypass

surgery less invasive. One of these, which Dr. Cohn has used on several occasions, is a surgical robot that is operated remotely by the surgeon. The robot's narrow limbs can be used to perform procedures through a smaller incision than is otherwise possible, and the robot's software miniaturizes the surgeon's

movements, allowing superhuman precision. Other new techniques and technologies used to reduce the invasiveness of bypass operations include video-assisted laparoscopic surgery, beating-heart operations (in which the heart is held still by a special clamp but is allowed to function normally, rather than being stopped and temporarily replaced by a cardiopulmonary bypass machine), and a substance that is liquid when cold but forms a gel at human body

temperature, so that surgeons can coat the surgical field with it to prevent intraoperative bleeding.

After listening to Dr. Cohn's talk, attendees had the opportunity to tour THI's Wallace D. Wilson Museum, which contains items used in past and present cardiac care, as well as heart-themed artwork donated to the museum.



2010 Chapter Mini-Conference with Plenary Speaker Dr. John Lienhard

AMWA Southwest will hold its biannual Chapter Mini-Conference on Saturday, April 17, 2010, at the University of Houston-Downtown.



The conference will feature an exciting plenary speaker, Dr. John Lienhard, Professor Emeritus of Mechanical Engineering and History at the University of Houston and both the writer and voice

of the National Public Radio program, *Engines of Our Ingenuity* (where “We’re interested in the way inventive minds work”).

The conference location has ample classrooms and parking, proximity to hotels, and easy accessibility via METRO light rail to the campus, the museum district, and the Texas Medical Center.

Follow AMWA, AMWA Southwest on Twitter

AMWA and AMWA Southwest are now on Twitter!

<http://twitter.com/AmMedWriters>
<http://twitter.com/AMWASouthwest>

To follow the Chapter on Twitter, create an account and then use Send Request to be added.



AMWA Expands Its Educational Certificate Program

AMWA is updating its educational certificate program to include five new tracks:

- *Essential Skills (ES)*—Skills necessary for all medical writers and editors, regardless of specialty

Specialty Tracks

- *Composition and Publication (CP)*—Specialized editorial and publication skills
- *Regulatory and Research (RR)*—Specialized regulatory and drug development writing and science research skills
- *Business (B)*—Developing and expanding a freelance business, as well as management and operation skills
- *Concepts in Science and Medicine (SM)*—Broad introductions to concepts in science and medicine for nonscientists, or as refreshers

Certificate Requirements

Separate certificates may be earned in each of the

five tracks. All certificates require the successful completion of eight workshops (including one ethics-related workshop) in the relevant track within 6 years of enrollment.

Enrollment in multiple tracks at the same time is permitted (an Essential Skills, Core, or Advanced certificate is required before a specialty track certificate can be earned).

Transition Issues

No workshop credits will be lost. If you are currently enrolled in an existing certificate track, you may complete the original certificate or transition to a new track. Credit may be applied only once, toward only one certificate.

Watch for more updates and detailed information about the expanded educational program and certificate offerings over the next several months in the *AMWA Journal* and on the [AMWA Web site](#).