

Mid-America Chapter News

AMERICAN MEDICAL WRITERS ASSOCIATION
MID-AMERICA CHAPTER

JULY 2009

Welcome

By Donna Coffman, MD

Summertime already! That means the National Conference is only a few months away. Although it has been a difficult year for many people because of the economy, we hope to see many of you in Dallas!

We recently received the news that Edie Schwager, who has led the popular English Usage & Abuse workshop for AMWA for years, has suffered a stroke. She is now at home recovering. We have sent a card from the Mid-American chapter, but if you would like to send a card or note personally, you may consult the AMWA member directory for her address.

If you have any news or information you would like to include in the September/October newsletter, please send it to me at donrcoffman@earthlink.net.

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President's Letter

by Joanne McAndrews, PhD

Hope that everyone is having a great summer!

Looking ahead to the fall, chapter members attending the AMWA annual conference in Dallas in October are invited to attend our chapter dinner on Thursday October 22. We will meet for dinner at a restaurant within walking distance of the conference hotel at 6 PM. Kathi Whitman and I will be organizing this—stay tuned for more details. Chapter members have gathered for dinner at previous AMWA annual conferences in Pittsburgh, Albuquerque, Atlanta, and Louisville and have had a wonderful time.

Chapter officers for the 2009-2010 term were elected at our recent chapter dinner in the St. Louis area. They are:

President- Joanne McAndrews, PhD
Treasurer- Carol Sonderman- MA, ELS
Secretary- VACANT
Membership Chair- Rona Claire Grunspan, MD
Newsletter chair- Donna Coffman, MD
Webmaster- Carol Sonderman, MA, ELS

If you are interested in being our chapter secretary this year, please contact me. The main duty of the chapter secretary is to write up the minutes at our annual chapter business meeting, which usually takes place at our annual chapter conference.

PRESIDENT'S LETTER CONTINUED NEXT PAGE

2009-2010 Mid-America Chapter Contacts

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PRESIDENT'S LETTER CONTINUED:

I would like to thank our outgoing chapter secretary, David Gattermeir, for his efforts on behalf of our chapter during the past year. David recently relocated to Virginia to take a new job. We wish him all the best, and are grateful for his service to the Mid-America chapter.

Please contact me at any time with concerns, suggestions, etc.

Regards,

Joanne M. McAndrews, PhD

St. Louis Area AMWA-STC Freelancers Luncheons

St. Louis area AMWA and Society for Technical Communication (STC) freelancers continue to meet six times a year for lunch and interesting discussion topics. This group is coordinated by Lisa Balbes, an STC member, and Joanne McAndrews.

Upcoming STC/AMWA Freelancers Luncheons:

The next AMWA-STC meeting is scheduled for Friday, September 11th at 11:30 am at Washington University. The topic is Seminar for Writers and Editors about Statistics. The presenter is Dr. Jay Piccirillo, Department of Otolaryngology, Washington University School of Medicine. This is a brown-bag lunch and more detailed directions will be sent to those who RSVP. You are encouraged to car pool.

There is also a meeting scheduled for November 10, 2009 at Maggianos Little Italy, #2 in Richmond Heights. The presenter is Barb Vogel and the topic is Writing Instructions. More information will be included in the September newsletter.

To RSVP, contact Lisa Balbes at lisa@balbes.com or contact our chapter president, Joanne McAndrews (jmmcandrews@earthlink.net).

You can also get more information from the Society for Technical Communication website: www.stc-stlouis.org/cicsig.html.

Member News:

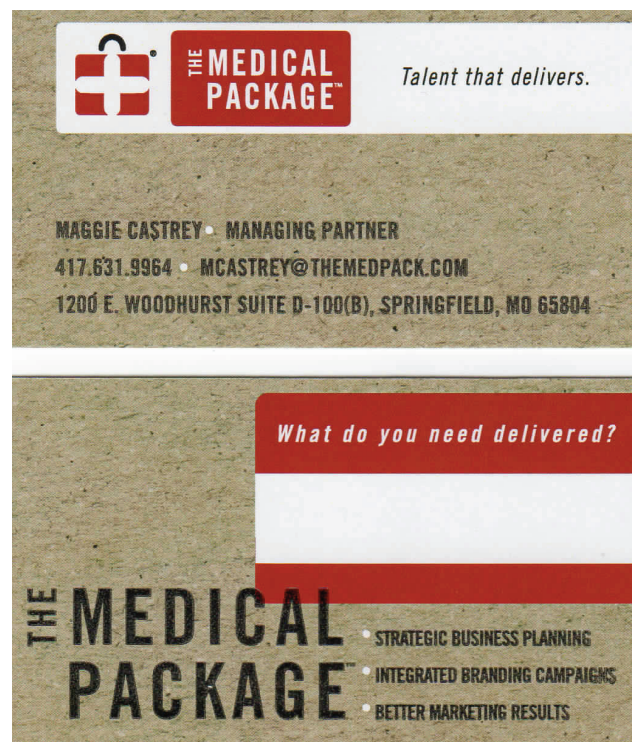
Miracle Cure for Medical Marketing Morbidity

AMWA member Margaret Castrey is now a managing partner of a new full-service medical marketing company based in Springfield, Missouri. The Medial Package™ specializes in strategic business planning, integrated branding campaigns, and better results in today's increasingly competitive medical marketplace. Many medical companies find that traditional ad agencies do not meet their needs. They may be frustrated by excessive costs, lack of timely delivery, and especially, lack of medical knowledge or experience.

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Maggie has been an AMWA member since 2003. Her 26-years of experience includes public relations, marketing, medical and scientific writing, journal editing, and producing content for audiovisual and internet-based applications. Contact her at <maggiec@themedpack.com>.

(A sample of her work is on the next page.)



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