

AMWA MID-AMERICA

Summer 2013



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President's Greetings

By Rona Claire Grunspan

Summertime is outdoors time for many of us, and I hope you are enjoying the sunshine. We have some exciting events that are going to take place this summer!

In July, we have the **TechWrite STL July 2013 luncheon**, Tuesday, July 9, 2013 at a local restaurant in St. Louis. In August, we have a **Members Appreciation Event**, Thursday, August 1 at the The Nelson-Atkins Museum of Art in Kansas City.

Both events are offered to our members at no cost. This is our way of showing our appreciation to our members.

Please check your email as an invitation has been sent with complete details. If you have any questions please contact me at ronaclaire@gmail.com for the Kansas City event and joanne@joannemcandrews.com or, lisa@balbes.com for the St. Louis Luncheon.

We look forward to seeing you this summer!

All the best,
Rona Claire Grunspan, MD
Chapter President

Get Ready for

***Expanding our
Horizons***

**AMWA's 73rd Annual Conference
November 6-9, 2013
Columbus, OH**

Chapter Officers

President: Rona Clair Grunspan, MD

Treasurer: Carol J. Sonderman, MA, ELS

Secretary: VACANT

Membership liaison: VACANT

Newsletter chair: Magdalena Berry, MA

Webmaster: Carol Sonderman

St. Louis Freelance Luncheon Coordinators:

Lisa M. Balbes, PhD, Joanne M. McAndrews,
PhD

AMWA Chapter Appreciation Event

When: Thursday, August 1, 2013, 5:15 pm

Where: The Nelson-Atkins Museum of Art, 4525 Oak St., Kansas City, MO 64111

Who: Hosted by AMWA Chapter 14 (Mid-America)



- Tour the Nelson -Atkins Museum and see the Frida Kahlo, Diego Rivera and Masterpieces of Modern Mexico!
- Tour will begin at 5:30 pm in the Block Lobby, followed by Happy Hour in the Block Lobby.
- The event is open to all Chapter 14 members. We encourage members to bring potential members who would be interest in joining AMWA.

All expenses are covered by Chapter 14 AMWA.

**Please RSVP by July 24, 2013. To Rona Claire Grunspan
(Ronaclaire@gmail.com)**



St. Louis-area Freelance Luncheon Series: TechWrite STL

**Joanne McAndrews, PhD
Lisa Balbes, PhD**

St. Louis-area freelance Mid-America chapter members have been holding bi-monthly luncheons with St. Louis-area Society for Technical Communication (STC) Consultants and Independent Contractors (CIC) since September 2006. At each meeting, a topic of interest to freelance medical and technical writers is presented by a member and then discussed with the group, usually over lunch at a local restaurant.

In January 2013, members voted to change the name of this group to "TechWrite STL".

Ruth Kaufman gave the presentation at the March 2013 luncheon, "Libraries: Resources and Remedies". Ruth discussed why, in the age of home Internet access, libraries are still relevant. She highlighted the services offered by the St. Louis County Library system, the Saint Louis University libraries, and the Washington University Bernard Becker Medical Library. Attendees were interested

St. Louis-area Freelance Luncheon Series: TechWrite STL

to know that the St. Louis County Library offers free services such as Book a Librarian and Book a Trainer (for assistance with a computer, tablet, or e-reader). In addition, Ruth noted that for \$275 a year, one can purchase a membership at the Washington University Bernard Becker Medical Library and access their materials.

“How Do You Structure Your Time?” was moderated by Joanne McAndrews in May 2013. She reviewed some popular time management strategies, including David Allen’s *Getting Things Done*, the Pomodoro technique, the Personal Kanban method, and the Action Method. Attendees shared their strategies for managing email, keeping track of tasks, and their own productivity tips. Additional topics discussed included meeting deadlines, whether participants found deadlines to be motivating or paralyzing, and to-do lists.

Upcoming 2013 luncheons include “Developing a Logo for your Company” to be presented by Jan Niehaus in July; “Reinventing Yourself for today’s economic realities” to be led by Dana Delibovi in September; and “Lessons Learned from Self-Publishing” to be presented by Pat Dorsey in November.

Lisa Balbes and Joanne McAndrews are the co-organizers of this group. Please contact them at lisa at balbes dot com or joanne at joannemcandrews dot com, respectively, to be added to the mailing list for this group—new members are welcome, as are suggestions for future luncheon topics and volunteer presenters.

A listing of past and future luncheons can be found on this website:

<http://www.stc-stlouis.org/cicsig.html>

Mid-America Chapter Dinner at the AMWA Annual Conference

Joanne McAndrews, PhD

For the past eight years, Mid-America chapter members have gathered for dinner on Thursday evenings during the AMWA annual conference.

We always enjoy meeting each other and learning about members’ different backgrounds and work environments!

This year’s dinner is planned for **Thursday November 7th in Columbus, Ohio**. We will dine at a restaurant within walking distance of the headquarters hotel, the Hyatt Regency Columbus.

To stay in the know about our plans, please contact me at joanne@joannemcandrews.com.

Hope to see you there!



Chapter Survey

Important survey on-line July 1 - August 5: your help is requested!

I am reaching out to you, our members, to complete a short survey in regards to our chapter and programs for the future. We are looking to ways to unite our chapter, and we need your feedback.

The survey results will help us better meet your needs!

Please take the time to complete the survey. It won't take more than a few minutes. Once you

complete the survey, you have the opportunity to enter a \$25.00 gift card drawing.

The survey will be open **from July 1st to August 5th**, and the winner will be announced in our next newsletter.

Please help us to help you get the most out of our chapter by completing the survey!

Link to survey: <http://www.surveymonkey.com/s/6GPTSB9>

Thanks!

Rona Grunspan

Membership Map

Are you interested in seeing where our chapter members are located?

This link will take you to a BatchGeo map that pinpoints members on a map by their zip codes. Note: *No other information is about you is available - only location by zipcode.*

Chapter 14 members are concentrated primarily in St. Louis and Kansas City, but you may be

surprised to see the distribution of membership in Iowa and Nebraska as well.

Have fun with the map - I did! Here's the link: <http://batchgeo.com/map/df2aa141bd4246747e29eeae2a97647b>

Magdalena Berry,
Newsletter Chair

and finally...

Magdalena Berry, MA

I teach a course for technical writing students about writing in the healthcare industry. The course comprises a broad overview of the industry and the various genres involved, from patient education brochures to the documentation produced during the drug development process.

Most of my students don't have a science background, and few have thought much about health communications in any form other than the occasional pass at WebMD. They're in unfamiliar territory, and so they get to use their skills in audience analysis, professional writing and editing, document design, and research in new ways.

One of the topics we discuss is scientific publication, with a focus on ethical issues. I thought you might get a chuckle out of an exam response I received this semester:

"Ghostwriting is when someone writes or finishes a document or study after the main researcher has died or stopped participating. The basic idea is that someone takes over or writes for someone else under the other's name."

