Southwest Chapter Conference Registration Brochure

April 28, 2018

Texas A&M University
College of Veterinary Medicine & Biomedical Sciences
College Station, TX

VIDI Building
Schedule at a Glance

Saturday, April 28th

7:30am - 8:30am  Sign-in & Continental Breakfast

8:30am - 9:00am  Introductions & AMWA Business Meeting

9:00am – 12:00pm  BELS Exam

9:00am – 12:00pm  AMWA Workshop: Usage: Choosing the Right Word for the Job
Steve Palmer, PhD, ELS
Manager, Scientific Publications,
Texas Heart Institute

9:00am – 9:30am  Speed Networking

9:45am -10:45am  Open Session: More Content in Fewer Words:
How to Shorten Abstracts & Other Writing
Erica Goodoff, ELS
Scientific Editor, Department of Scientific Publications
The University of Texas MD Anderson Cancer Center

11:00am -11:45am  Open Session:
Finding the Right Stuff: Getting the Most Out of Your Literature Searches
Heather K. Moberly, AHIP, FHEA, PgCert (Vet Ed)
Texas A&M University’s Medical Science Library

12:00pm – 1:45pm  Lunch & Keynote Lecture:  Stacy Christiansen, MA
Managing Editor, JAMA
Co-chair, AMA Manual of Style

2:00pm – 5:00pm  AMWA Workshop: Medical Journalism: From Choosing a Topic Through Polishing the Piece
Barbara Gastel, MD, ELS(H)
Professor & Science Journalism Master’s Program Coordinator
Texas A&M University

2:00pm – 3:00pm  Open Session: Tips & Tricks for Microsoft Word®
Steve Palmer, PhD, ELS
Manager, Scientific Publications,
Texas Heart Institute

2:00pm – 3:00pm  Open Session:
10 Ways Good Design Can Elevate Communication

Jennie L. Lamb

Graphic Designer II, CVM Communications

Texas A&M College of Veterinary Medicine & Biomedical Sciences

3:15pm – 4:45pm

Panel Session/Workshop: Career Development Identifying Experience & Expertise to Succeed as a Medical Communicator
Moderator: Damiana Chiavolini, PhD
Instructor, University of Texas Southwestern

3:15pm – 4:45pm

Tour of the College of Veterinary Medicine & Biomedical Sciences

4:15 pm – 5:00pm

Copyright Law: What a Medical Writer/Editor Should Know
R. Michelle Sauer Gehring, PhD, ELS, CRA
Senior Research Scientist, UTHealth

6:00pm

Networking Dinner & McGovern Lecture
Larry Lynam,
Did you really think you would only have one career?
Cenare Restaurant
404 University Dr. E
College Station, TX 77840
Registration Fees and Policies

<table>
<thead>
<tr>
<th>Registration</th>
<th>Early Bird Rate Until March 31, 2018</th>
<th>Regular Rate Registration after March 31, 2018</th>
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<tbody>
<tr>
<td>AMWA Member</td>
<td>$75</td>
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<tr>
<td>Student*</td>
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| Workshop Fees        |                                       | Networking Dinner & Lecture                  |
|----------------------|                                       | AMWA Member                                  |
| AMWA Member          | $175                                 | $35                                           |
| Nonmember            | $175                                 | Nonmember $45                                 |

Are you a new member? Did you join AMWA after October 2017? Your registration is free!! AMWA SW would like to thank you for joining the organization. Please email conference@amwa.org and receive a promotion code for a $0 registration!

*Must show proof of enrollment at a college or university.

Register online at http://www.amwa.org/events/EventDetails.aspx?id=1045196&group=

Prefer to register the day of? Onsite registration will be available at a rate of $125.

Cancellation and Refund Policy
Conference cancellation requests must be received in writing no less than 3 weeks prior to the scheduled event. Refunds, less a non-transferrable $75 registration cancellation fee and $50 per workshop cancellation fee, will be distributed only to individuals who cancel in writing 3 weeks or more before the scheduled event. No refunds or credits will be given for failure to attend, late arrival, unattended events, or early departure.

AMWA Workshops
AMWA Workshops allow medical communicators to increase their knowledge, refresh their skills, and investigate new areas. AMWA Workshops provide an interactive 3-hour learning experience with peers and AMWA’s expert workshop leaders. More information is available online at www.amwa.org.

Precourse Work (Homework)
If you signed up for AMWA Workshops, the pre-course assignment is required to receive credit for the workshop. Pre-course assignments will be emailed to you within 3 business days. Homework is due to be completed and submitted to the workshop leader no later than April 7, 2018.
Program Details

Workshop and Intensive Seminar Descriptions:

**Usage: Choosing the Right Word for the Job** *Steve Palmer*
Designed for moderately experienced medical communicators, this workshop focuses largely on words that are commonly misused in medical writing. We will discuss what is considered correct usage in the academic medical literature (mainly according to AMA style), as well as how to choose words for maximum precision and conciseness. The workshop format includes lecture and group exercises and time for participants to raise questions about usage.
APPROXIMATE HOMEWORK TIME: 1 HOUR.

*Stephen (Steve) Palmer, PhD, ELS, is manager of the Scientific Publications department at the Texas Heart Institute in Houston. He earned a doctorate in Social and Health Psychology at the State University of New York in 1999 and completed a postdoctoral fellowship in pain and symptom research at the M. D. Anderson Cancer Center before becoming a medical writer in 2003. He is a past president and 16-year member of AMWA.*

**Medical Journalism: From Choosing a Topic Through Polishing the Piece** *Barbara Gastel*
Intended mainly for newcomers to medical journalism, this workshop will explore, through presentation and discussion, the basics of writing articles on medical topics for magazines, newspapers, and other publications for general readers. Aspects to be addressed will include choosing topics, gathering and evaluating information, and crafting and refining the piece.
APPROXIMATE HOMEWORK TIME: 3-4 HOURS.

*Barbara Gastel, MD, ELS(H), is professor of veterinary integrative biosciences and of humanities in medicine at Texas A&M University, where she coordinates the master’s degree program in science and technology journalism. Her publications include Health Writer’s Handbook and, with Robert A. Day, How to Write and Publish a Scientific Paper. She also is active in efforts to help international researchers write about and publish their work. She is a fellow of AMWA and a recipient of its Golden Apple Award and Swanberg Award.*
Open Session Descriptions

More content in Fewer Words: How to Shorten Abstracts and Other Writing
This session aims to convey useful techniques to shorten abstracts and other medical writing to meet length restrictions without compromising the completeness, clarity, or readability of the text. Interactive writing exercises and group discussion will focus on eliminating nonessential information and expressions, replacing “wordy” expressions with short and succinct phrases, deleting useless words and phrases, using parallel construction and strong action verbs, avoiding repetition, and other helpful writing techniques.

10 Ways Good Design Can Elevate Communication
Jennie has supported science in higher education for most of her 21-year career as a graphic designer and professional communicator. Her work focuses on publication-ready scientific figures and illustrations, designing long-format documents and reports, and coordinating the CVM’s official social media presence and email marketing efforts. She will share some design best practices for scientific and technical communications as well as how, why, and when to engage a professional graphic designer.

Finding the Right Stuff: Getting the Most Out of Your Literature Searches
A medical librarian with more than 20 years’ experience, Cathy Pepper will demonstrate how to improve your literature searches by using the right databases, the right search terms, and the right methods for getting full text of articles. Tips and timesaving strategies aim to provide a “roadmap” for finding peer-reviewed articles from the scientific journal literature. Participants will leave with increased competencies in searching PubMed, information management, and citing sources.

Microsoft Word Tips & Tricks
Participants in this open session will learn a variety of techniques for using Microsoft Word more effectively, with a particular emphasis on customizing Word to your particular needs. Topics will include customizing the ribbon and Quick Access Toolbar, setting and changing keyboard shortcuts, using the custom and exclusion dictionaries, and recording and using macros.

Panel Session/Workshop: Career Development
Identifying experience and expertise to succeed as a medical writer
This session will be highly interactive and dedicated to career development. The aim is to discuss how to apply and leverage one’s expertise and background to enter and/or progress in the medical writing and editing world. It will draw upon expertise in multiple fields and discuss a range of elements including resume and interviewing strategies, job seeking practices, continuing education, and more. The session will be geared towards academia and freelance, but many of the lessons will be broadly applicable. Panel includes Damiana Chiavolina, Julie Crider and Anne Murray.

Copyright Law
Medical writers and editors rarely are required to take legal coursework in their training, and they can find themselves in difficult and awkward positions when it comes to copyright law. Are you familiar with what is covered under “fair use”? Do you know when and how to properly cite sources? This session will review the rules and regulations regarding copyright law and how it applies to medical writing and editing.
Networking Dinner:

*Did you really think you were only going to have one career?*

Larry Lynam, Principal
The Lynam Group, LLC
Coral Springs, FL

Larry received his undergraduate and graduate degrees in microbiology and immunology from Auburn University and studied virology, tropical medicine, infectious diseases, and global public health as well as healthcare business and communication at several U.S. and European universities and government organizations including CDC, NIH, and WHO. After a thirty year career working in the clinical, diagnostic, and biopharmaceutical corporate communities in 70 countries and all 50 states, Larry founded The Lynam Group, LLC in 2008. The Lynam Group provides Larry a platform to engage in the clinical areas he enjoys working most. It also enables him to work in the areas that he is most passionate about - science communication and healthcare access. The Lynam Group specializes in writing and facilitation of clinical, medical, healthcare business, and communication courses and workshops for a variety of clients including commercial biopharmaceutical, educational, and professional as well as not for profit audiences.

An AMWA member since 2008, Larry has served on the annual conference committee for 5 years, is a current member of the educational committee and has facilitated workshops and open sessions at AMWA State and National meetings, conducted AMWA webinars and has been a contributor to the AMWA Journal as well as a guest blogger for AMWA.

Cenare
404 University Dr. E
College Station, TX 77840
Parking at Texas A&M University College of Veterinary Medicine

There's free parking in Lot 24, which is just outside VIDI building, which is where the conference is being held. Parking is free from 5 p.m. Friday until 6 a.m. Monday.

Parking Lot (Red Arrow)

Staying Late or Arriving Early?

The Bryan/College Station area is a great place to come and visit! There are attractions at every corner and food choices that will satisfy every appetite. We welcome you to arrive early or stay late. A site for the optional networking dinner on Friday and brunch on Sunday will be organized and sent to all attendees.

AMWA Southwest has a courtesy block of hotel rooms at the nearby Hampton Inn. The rate is $109/night. You can use the link below:

If you prefer to call in your reservation, the information is listed here:

<table>
<thead>
<tr>
<th>Group Name</th>
<th>AMWA</th>
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</thead>
<tbody>
<tr>
<td>Group Code</td>
<td>AMW</td>
</tr>
<tr>
<td>Hotel Name</td>
<td>Hampton Inn College Station</td>
</tr>
<tr>
<td>Hotel Address</td>
<td>320 Texas Ave. S. College Station, Texas 77840</td>
</tr>
<tr>
<td>Phone Number</td>
<td>979-846-0184</td>
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