The Harold Swanberg Distinguished Service Award, named in honor of one of the founders of AMWA, is presented to an active AMWA member who has made distinguished contributions to medical communication or rendered unusual and distinguished services to the medical profession.

This year’s Swanberg recipient is **Lori L. Alexander, MTPW, ELS, MWC**. Lori has made distinguished contributions to the medical communication profession for more than 30 years, most recently in the area of education of medical communicators.

Lori is an advocate for professional development and lifelong learning. Lori’s work history in medical communication has spanned a variety of settings, providing experience in different types of medical communication. Her work has involved editing, writing, project management, and development of educational resources for health care professionals and the lay public.

Lori’s contributions to the field of medical communication span service both within and outside of AMWA. Highlights of Lori’s service to AMWA include serving as editor of the *AMWA Journal*, chairing the Annual Conference Programming Committee (twice) and the Education Committee, serving on several working groups and task forces, serving as AMWA President and on the AMWA Board of Directors, and, most recently, serving as AMWA Director of Education. In these roles, Lori has explored and determined members’ educational needs and preferences, helped AMWA create educational activities and resources to fit those needs, developed processes that ensure the consistent high quality of AMWA’s educational products, and thought and acted strategically to help AMWA achieve its goals. It is because of Lori that AMWA has a content strategy for developing educational offerings online and at the annual Medical Writing & Communication Conference. It is also because of Lori that AMWA is now offering new workshops and the new Knowledge Builders in the AMWA catalog.

Lori also helped establish and develop a Medical Writing and Editing Certificate Program, which focuses on regulatory writing, journal publications, continuing education, and grant writing, for the University of California San Diego Extension. Until her retirement, Lori continued to serve as the consulting director and lead faculty to provide strategic direction for the program.

Lori’s long-standing service demonstrates her passion for promoting excellence in medical communication. AMWA is proud to recognize Lori as the recipient of the 2021 Harold Swanberg Distinguished Service Award.

**Sadly for the AMWA community and all who knew her, Lori passed away on June 4, 2021. We will miss Lori’s energy and sense of humor, and our thoughts go out to Lori’s wife, Deb Whippin, and to her family and friends.**