February 11: Sunday Brunch Meeting in Waltham, Mass.
Roundtable Discussions for Professional Development

The New England Chapter’s traditional midwinter brunch meeting—on Sunday, February 11, at the Hilton Garden Inn in Waltham, Mass.—will feature roundtable discussions, with knowledgeable colleagues serving as table leaders to guide the discussions, give you advice, and answer your questions while you enjoy a hearty breakfast.

Choose the topic that interests you most, give 2nd and 3rd choices if you have them, and mark your choices on the registration form. Don’t delay, because seating at each table is limited and will be assigned on a first-come, first-served basis upon receipt of payment. Your table assignment will be confirmed by e-mail about a week before the meeting.

#1 Secrets to Writing a Business Plan & Meeting Your Goals
(Helen Osborne)
Yes, you really do need a business plan. This is the single best way to keep you “on track” and not just making important business decisions based on the latest phone call or query. Writing your plan need not be boring. Learn the secrets for writing a plan to meet the goals of fame, fortune, and fun.

#2 Money Matters in the Freelance World
( Francesca Coltrera)
Even exceptionally promising freelance careers can founder on money matters. Rates for books, print media, and Web work differ widely. Whether you currently freelance or are merely considering it, brushing up on skills for setting or raising rates, collecting your due, and negotiating basic financial issues in contracts can help you stay afloat.

#3 Online Research: Mining Medical Information from the Internet
(Lonnie Christiansen)
You’ve been assigned to write an article, but soon become overwhelmed by the glut of information available online. Discover how to sift—not surf—the Internet for sites that match your needs.

#4 Substantive Editing
(Mary Zoll)
Explore the process of substantive editing and the common misconceptions clients have. Learn how to assess the quality of a document quickly and how to use subject-matter experts effectively.

#5 Transitioning into Medical Writing
(Jill Shuman)
Medical writers work in venues that range from public relations companies and universities to publishing houses and pharmaceutical companies. Learn about the types of projects they work on and the skills required to transition into each of these venues.

#6 Writing CMEs, Journal Articles, and Abstracts
(Andrea Gwosdow)
Learn what’s involved in each type of scientific writing, the requisite skills, and clients’ expectations. Find out about opportunities available in industry, agencies, and academia.

#7 Crafting Health Articles for Consumers and Patients
(Nancy Knoblock Hunton)
Discuss how to communicate effectively about medical topics. Get tips on readability, style, and graphics. Share your experiences and ask questions about writing for the popular press and health publications.

DATE: Sunday, February 11
TIME: Social Hour (Coffee/Tea) starts at 11:00 a.m.
Brunch & Discussions from 12:00 noon to 2:00 p.m.
PLACE: Hilton Garden Inn, 420 Totten Pond Road, Waltham, Massachusetts. DIRECTIONS ON BACK PAGE.
BUFFET MENU: Scrambled Eggs with Bacon, Sausage, and Potatoes ● Sliced Melon with Fresh Fruit and Berries ● Assorted Juices ● Vanilla and Low-Fat Fruit Yogurts with Granola ● Assorted Bagels with Flavored and Low-Fat Cream Cheese ● Muffins, Danish Pastries, Croissants ● Sweet Cream Butter, Honey, Preserves ● Coffee, Tea
REGISTRATION: Please use the enclosed form to register.
The registration fee is $23 for members, $26 for guests and prospective members.
DEADLINE: To guarantee brunch reservations, we must receive your payment by mail (checks only, no credit cards) no later than Tuesday, February 6. (Sorry, no refunds for cancellation after 2:00 p.m. that day.)

#8 Technical Writing Opportunities in the Medical Device Industry
(Aaron Federman)
Medical device companies provide unique opportunities for technical writers to produce a wide variety of product documentation. Learn how technical writers work closely with engineering, regulatory, and marketing throughout the R&D process to produce the documentation for using, testing, and servicing medical products.

#9 Social Table
If you’re at a point in your career where you are not looking for change but would just like to get together with fellow medical writers, this table is for you. Enjoy brunch while you shoptalk and socialize with old friends and new acquaintances.

Guests and prospective members are welcome as always.

—Julie J. Martin
President-Elect/Program Director
Chapter Calendar
The New England Chapter holds seven regular meetings a year, from September through June. Five meetings are in the Greater Boston area, and two are in Connecticut. Every meeting begins with a social hour, followed by dinner (except for a Sunday brunch in midwinter), then a program with a speaker, a panel presentation, or roundtable discussions. A writing competition culminating in the Will Solimene Awards is held every other year, alternating with the New England Conference, an all-day program of workshops on a Saturday. Occasionally informal networking meetings or tours are scheduled.

An informal networking lunch is scheduled for Thursday, January 18, at 12:00 noon at Changsho, 1712 Massachusetts Avenue in Cambridge (between Harvard Square and Porter Square). Parking is available in a lot across the street. There is no charge except for the cost of your meal. To reserve a place, contact Francesca Coltrera (coltrera@comcast.net or 781-641-9872).

May 5: Chapter Conference in Sturbridge, Mass.
The chapter’s 7th biennial conference is scheduled for Saturday, May 5, at the Sturbridge Host Hotel & Conference Center. The program will offer six 3-hour workshops, four of them in the AMWA Core Curriculum. Three of the classes will run concurrently in the morning, and three in the afternoon. The Conference Luncheon will include several tables devoted to career-development topics as well as open tables for those who would prefer to network, socialize, or just relax between classes.

The New England Chapter E-news will give more information as soon as the program is finalized.

The conference registration brochure, including a registration form, will be available as a PDF in late February.

Other Events of Interest
March 15-17: Publishing Course in Boston
A 3-day course on “Publishing Books, Memoirs and Other Creative Nonfiction” will be given at the Fairmont Copley Plaza Hotel under the aegis of the Harvard Medical School Department of Continuing Education. Julie Silver, MD, a New England AMWA member, is course director. For detailed information, go to www.cme.hms.harvard.edu/courses/publishing.

April 12-14: NIH Training for Journalists in Bethesda, Md.
The National Institutes of Health will offer a 3-day course on “Medicine in the Media: The Challenge of Reporting on Medical Research.” There are no fees, but only 50 applicants will be selected to participate. Application deadline is February 2. For details, go to http://medmediacourse.nih.gov/index.html.

November Meeting Report
The Ins and Outs of Book Publishing
Larry Tye, award-winning journalist, a former Nieman Fellow at Harvard University, and author of four books including Shock: The Healing Power of Electroconvulsive Therapy, co-authored with Kitty Dukakis, joined us at the November chapter dinner at Yangtze River Restaurant in Lexington, Mass.

After a career at the Boston Globe as a science and medical writer, Tye became director of the Health Coverage Fellowship, designed to help New England media provide more insightful coverage on critical health issues.

Talking informally, Tye discussed the ins and outs and ups and downs of book writing. Some sage advice includes:

• Do not undertake a project unless you’re passionate about it.
  “Like childbirth, it’s a painful process.”

• Understand the industry: Any monetary advances you receive from a book publisher must cover travel, photos, indexing, etc.

• Sign a collaborative agreement when co-authoring a book. (Tye’s agreement with Kitty Dukakis allowed him access to all of her medical records.)

• Look for a good agent. Fortunately, there are many excellent ones in Boston and New York. And don’t be shy. Send a one-page query letter pitching your story idea, and invite your prospective agent to lunch. He or she will serve as your alter-ego, write savvy contracts, and ultimately get your book published.

• Remember, book publishing isn’t for everyone. If you’re more interested in writing for the Boston Globe, for example, contact Gideon Gill, health and science editor, with a brilliant story idea.

—Adriane Bishko
Secretary
Personal Notes

At the AMWA Annual Conference in Albuquerque this fall, Jill M. Shuman, MS, ELS, was awarded a 10-year teaching pin in recognition of her ongoing contributions to the association’s education program.

Also at the 2006 conference, two chapter members filled in for previously announced roundtable leaders. Lonnie K. Christiansen, ELS, led the table on “Information Overload: Controlling Current, New, and Contradictory Information.” Thomas P. Gegeny, MS, ELS, led the table on “Writing for the Web: Developing Content for Health Care Professionals and Patients.”

Sadiqa Hafeez Mian, MBBS, MPH, previously medical information manager at Genzyme, is now medical information manager at Boston Scientific Corporation.

Deborah von Rechenberg is now a certified Editor in the Life Sciences (ELS). Debbie, who lives in Waltham, Mass., is a senior scientific communications associate for Eli Lilly and Company.

Lisa M. Lines has also passed the BELS exam and earned certification as an Editor in the Life Sciences. Formerly with ORA Clinical R&D, Lisa is now a research analyst and medical writer with Boston Health Economics Inc., Waltham, Mass.

To date, four New England Chapter members have attained the AMWA Professional Development Certificate: Diane Bell, ScD, senior medical writer at Vertex Pharmaceuticals Inc., Cambridge, Mass.; Anita P. Kuan, PhD, of Bridgeport, Conn., a writer at Envision Pharma Inc.; Lisa Lines (mentioned above); and Helen Osborne, MEd, OTR/L, president of Health Literacy Consulting in Natick, Mass.

Laurie LaRusso and her husband, Tony, have a new baby, Peter Anthony, born on November 30. Big sister Nina will be 3 years old in March. Laurie, a past president of the New England Chapter, is owner of Chestnut Medical Communications in Walpole, Mass.

Kathleen Regan, RN, MHA, is author of Opening Our Arms: Helping Troubled Kids Do Well, released by Bull Publishing this fall. Kathy is nurse manager for the Child Assessment Unit of the Cambridge Health Alliance.

CHAPTER CHANGES: Jean R. Barilla, MS, has moved to Gaithersburg, Md., is now a member of the Mid-Atlantic Chapter. Joan M. Cadillac, DVM, has moved to Starkville, Miss., and is now a member of the Southeast Chapter. Beverly Humphrey-Lyons continues to spend some time in Connecticut, but has opted to use her Texas address as her base and is now a member of the Southwest Chapter.

New Members

The New England Chapter cordially welcomes those from our six-state region who have recently joined AMWA, reestablished their affiliation with the association, or moved here from another chapter area:

David H. Brendel, MD, PhD
Harvard Medical School
McLean Hospital
Belmont, Massachusetts

Justine E. Cohen, MS
Somerville, Massachusetts

Lois Cowan, MS
Isleboro, Maine

Marsha Fahey
East Sandwich, Massachusetts
Emron Inc.

Barbara F. Gale
Health Effects Institute
Boston, Massachusetts

Linda Gritz, PhD
Vertex Pharmaceuticals Inc.
Cambridge, Massachusetts

Alison N. Haughton, MA
Quantia Communications LLC
Cambridge, Massachusetts

Jerome P. Lang, MD
Somersworth, New Hampshire

Lily Y. Lee, PhD
Vertex Pharmaceuticals Inc.
Cambridge, Massachusetts

Donna M. Leombruno, PhD
North Truro, Massachusetts
Biogen Idec

Katherine H. Lewis, MA
Boston, Massachusetts
[from Carolinas Chapter]

Laurie A. MacDougall, MS
Allston, Massachusetts

Kavita Maung, PhD
Orange, Connecticut
Bayer Healthcare Pharmaceuticals

Christine McMorrow, BA
Chris McMorrow Communications
Waltham, Massachusetts
[from Empire State-Metro NY Chapter]

Marci J. Mikesell, PhD
St. Johnsbury, Vermont
Embryon Inc.

Chris Mutkoski
Duxbury, Massachusetts

Betty Petridis
Avon, Connecticut
[from Northwest Chapter]

Kathleen M. Regan, RN, MHA
Cambridge Health Alliance
Cambridge, Massachusetts

Laura Ruth, PhD
Worcester, Massachusetts

Nancy C. Schumacher, BA, BS
New Haven, Connecticut

Alison F. Siegel, MD
Sharon, Massachusetts

Linda Spooner, BA
Newburyport, Massachusetts

R. Lee Anne Ward, BSLS
Nashua, New Hampshire
**Directions to February 11 Meeting**

**Hilton Garden Inn**  
420 Totten Pond Road  
Waltham, Massachusetts  
781-890-0100 x1006

**From points North:**  
Take Route 128/I-95 south to Exit 27A (Totten Pond Road). At the end of the exit ramp bear right onto Totten Pond Road and cross over Route 128/I-95. Proceed one-quarter mile and turn right into the second office park; bear left into the hotel entrance.

**From points East:**  
Take the Mass Pike (I-90) West to Route 128/I-95 north. Proceed one-quarter mile and turn right into the second office park; bear left into the hotel entrance.

**From points South:**  
Take Route 128/I-95 north to exit 27A (Totten Pond Road). At the end of the exit ramp turn right at the traffic light onto Totten Pond Road. Proceed one-quarter mile and turn right into the second office park; bear left into the hotel entrance.

**Need a ride to the meeting?**  
If you don't have a car, contact Judy Linn (508-358-7071 or judyhlinn@aol.com) to find out if anyone from your area is driving to the meeting.

**Winter Weather Alert!**  
If severe winter weather requires postponement of the meeting, we will notify everyone by e-mail. If the weather looks really bad and you are unable to access your e-mail on the day of the meeting, call Judy Linn at 508-358-7071 before you go—just to be sure.

**Chapter Membership Awards**  
Applications invited  
The New England Chapter’s Judy Linn Membership Awards provide professional development and networking support to medical and health communicators who are fairly new to the field. The chapter will accept applications from candidates who live and work in New England. There is no application fee.  
An application form is enclosed with this newsletter. If you have questions, contact David Olle, Membership Awards Director (dolle@eastshire.net or 802-254-3899).  

**Chapter E-news**

Two or three times a month, President Lonnie Christiansen sends an e-mail to remind you of an upcoming chapter meeting or to let you know about a job opening, freelance assignment, local event, or anything else that might be of interest to New England AMWA members.

The brief messages give only as much information as is necessary for you to follow up if you want to.

If you have something to share via the New England Chapter E-news, please send it to Lonnie for consideration (editor@kellermedical.com). Note that anyone may submit an item, but the chapter e-mails are sent only to members.

Watch the New England Chapter E-news for word of the soon-to-be-launched chapter Web site.

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- NEWSLETTER: Judy Linn
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- CHAPTER CONFERENCE: Siobhan E. Gallagher
  Laurie LaRusso (Roundtables), Judy Linn (Registrar), Jill Shuman (Workshops)

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Laurie LaRusso, Michael J. Lasalandra,  
Joann H. Merriman, Helen Osborne

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