December 2: Dinner Meeting in Lexington, Mass.

Managing Stress to Stay Healthy During the Holidays and Beyond

Join your colleagues for the next meeting of the New England Chapter on Wednesday, December 2, at Yangtze River Restaurant in Lexington, Mass., where you’ll enjoy a sumptuous, multicourse Chinese banquet. After dinner, Gauri Desai-Ackerman, MS, OTR/L, will explain best strategies for stress management.

With the holidays upon us, we’re dealing with the added stressors that accompany this time of the year. Family chaos is heightened. Expenses are escalating. Lines are longer. And forget about finding a parking spot! Yet somehow we’re supposed to juggle this stress, along with work and home life, and still emerge smiling and sane.

The explosion of stress publications in the medical literature has created a new awareness of stress as a potentially destructive force. In addition to the associated physical and psychological effects, stress has now been linked with a range of diagnoses including cancer, cardiac disease, and arthritis.

For us, as writers and editors, stress can affect our focus, impede our creativity, and trigger writer’s block. Whether we work on staff for a company or freelance at home in our pajamas, we all have to deal with work overload and the pressure of deadlines. Although it is not possible to eliminate stress completely, we can learn to manage it by incorporating stress management techniques into our daily life. Our speaker, Gauri Desai-Ackerman, will share with us some techniques for doing this.

Ms. Desai-Ackerman has a BA in psychology from College of the Holy Cross and a master’s in occupational therapy from Columbia University. As an occupational therapist at Spaulding Rehabilitation Hospital in Boston and the Spaulding Outpatient Center in Medford, Mass., where she provide rehabilitation for patients with chronic pain, she found that teaching patients stress management techniques—an often-overlooked aspect of recovery—is critical to functional improvement. Techniques such as yoga, guided imagery, deep breathing, and massage therapy, or even something as simple as listening to a comedy CD, can alleviate symptoms such as pain, fatigue, and anxiety, and bring some much-needed relief, without the use of medication.

So come and join your colleagues for a delicious, stress-free banquet, and learn some techniques that will help you manage the daily combined stresses of work and home life, especially around the holiday season. And even if you’re relatively stress-free, come for the networking, enjoy the food, stay for the presentation, and share some of your stress-management tips!

Guests and prospective members are welcome, as always.

—Nicola Parry & Marisa Greenfield

<table>
<thead>
<tr>
<th>INDEX</th>
<th>2 Chapter Calendar</th>
<th>2 AMWA Conference</th>
<th>3 Personal Notes</th>
<th>5 How to Register</th>
<th>5 Directions to Meeting</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Weather Alert</td>
<td>2 Fellowships</td>
<td>3 September Meeting</td>
<td>4 New Members</td>
<td>5 New Officers</td>
<td>5 New Officers</td>
</tr>
</tbody>
</table>
Chapter Calendar

The New England Chapter’s year begins in mid-June, when a new slate of officers takes over. The officers and other members of the chapter’s Executive Council meet during the summer, but there are no general activities during July and August.

Regular Meetings: The chapter holds six regular meetings from September through June. Four of these meetings are in the Greater Boston area, and two are in Connecticut. Typically, these meetings start 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.

Special Events: In addition to the regular meetings, the chapter holds one special event each year. A writing competition, culminating in presentation of the Will Solimene Awards for Excellence in Medical Communication, is held every other year. In the alternate years, the chapter holds the New England Conference, a full day of workshops on a Saturday in the spring.

Occasional Extras: A few times a year, the chapter schedules an informal event, such as a networking lunch or evening meetup.

AMWA Annual Conference “Greet & Go”: Every fall, at the national meeting, attendees from New England get together for an informal dinner at a restaurant near the conference site.

Upcoming Events

The chapter has tentative plans to hold an informal after-work meetup in January in either Cambridge or Boston. Watch the E-News for details.

In February, the popular midwinter Sunday brunch meeting in the Greater Boston area will once again feature roundtable discussions for professional development.

WEATHER ALERT!

ON THE REMOTE CHANCE THAT WE HAVE TO POSTPONE THE DECEMBER 2 MEETING BECAUSE OF A SEVERE EARLY SNOWSTORM, OUR CHAPTER PRESIDENT WILL NOTIFY EVERYONE VIA THE AMWA NEW ENGLAND E-NEWS. IF DRIVING CONDITIONS LOOK REALLY BAD, BE SURE TO CHECK YOUR EMAIL BEFORE YOU HEAD OUT.

Other Meetings in New England


On Wednesday, December 10, from 5:00 to 9:00 p.m., you can join members of the New England chapter of the Society for Technical Communication “to commiserate, socialize, imbibe, and otherwise relax” at Waxy O’Connor’s in Lexington, Mass. For information, go to http://stcnewengland.org/page-1350148.

AMWA Annual Conference

September 30-October 3

San Antonio, Texas

As you begin to fill in your new calendar, be sure to note the dates of AMWA’s 75th Annual Conference: September 30-October 3, 2015, in San Antonio.

If you’ve never been to a national AMWA meeting, the 2014 conference brochure will give you a good idea of the extensive educational offerings and networking opportunities you’ll enjoy (http://www.amwa.org/files/Events/AC2014/AMWARegistration Brochure2014.pdf). There is no other comparable professional event for medical writers and editors, whether beginners or seasoned pros.

Fellowship Opportunities

New England-based Resident Programs

Blue Cross Blue Shield Foundation of Mass.

Health Coverage Fellowships

The 2015 fellowships for journalists will provide nine days of intensive training, from April 24 to May 2, on the Babson College campus in Wellesley, Mass., with follow-up for a year. All costs will be covered by the Robert Wood Johnson Foundation and the National Institute for Health Care Management, with no strings attached. Application deadline is December 2. For details, go to http://bluecrossfoundation.org/application-2015-health-coverage-fellowship.

Marine Biological Laboratory

Logan Science Journalism Program

Each year, the Marine Biological Laboratory in Woods Hole, Mass., provides fellowships for science and health writers to study there for 10 days. Room, board, lab fees, and travel are covered. For information about the 2015 program, being held May 27-June 5, go to http://www.mbl.edu/sjp/biomedical-hands-on-laboratory-course/program-details/. Application deadline is March 2.
Creating a Resume to Help You Stand Out

The chapter’s dinner meeting at the Burlington (Mass.) Hilton Garden Inn in September featured a presentation on “Today’s Resume” by Louise Kursmark, a leading career expert based in Reading, Mass. Cofounder and director of the Resume Writing Academy and the Career Thought Leaders Consortium, and president of Best Impression Career Services, Ms. Kursmark has authored or coauthored more than 20 books on resume writing, interviewing, and job search.

Ms. Kursmark stressed the importance of setting a target before you begin. “Writing a resume without setting a target,” she said, “is like drawing a map without identifying your destination.” You should be strategic about what you include. The resume is your marketing document; use it to paint a picture of yourself as a great candidate for the job. To do this, you must understand the core skills, competencies, and qualifications for target positions. Think of what you want to emphasize in bold text, e.g., degree versus where you went to school, company versus position. Remember that many skills are portable from job to job.

A typical resume will be 1 to 2 pages long. Editing is important, because people tend to skim rather than read a resume in its entirety. Break up bullet lists to include 4 items or fewer and use short, 2-line descriptions. If you are submitting your resume online to an applicant tracking system (ATS), you should use a straightforward format and strive to match the targeted job description as closely as possible. Include a keyword or core competency list.

Along with your name and cell phone number, include live hyperlinks to your email address and LinkedIn profile. A home address and fax number need not be included. In fact, providing a general location, e.g., Greater Boston, may prevent employers from ruling you out based on their perception of your commuting time.

A summary/introduction section may consist of 2 to 3 lines of bulleted text. Experience should be listed in reverse chronological order, with a brief description of job scope followed by unique achievements. Always emphasize what you did, not what the job responsibilities were. There are no rules on the number of years to go back; use what’s relevant without unduly aging yourself. The education section should include degrees and concentrations. An “extras” section may include professional certifications, volunteer work, community involvement, travel, languages, etc. Freelancers may choose to include a bullet list of clients and/or testimonials.

Beyond skills and credentials, employers seek employees who have initiative, problem-solving ability, proven success doing similar tasks, and the ability to get things done. But it is best to avoid clichés such as “results-oriented leader,” “excellent communication skills,” or “dynamic professional,” which make you sound like everyone else.

The cover letter can be less formal than the resume. You can talk about why you want to make a change.

A “secret weapon” Ms. Kursmark discussed is a challenge-action-results story that you can keep in mind during your job search. Think of a problem you had in the past, what you did to solve it, and what happened as a result. Stories are memorable and distinctive, providing proof of your skills and competencies, and are interesting to read.

In addition to your resume, LinkedIn is really important these days. Your LinkedIn profile should be different from your resume and may be longer. It is an ideal platform for a narrative storytelling style written in first person, using “I.” Write short bursts of information for easy online skimming. And if you’re seeking freelance assignments or contract work, remember to take advantage of the AMWA Freelance Directory!

Finally, Ms. Kursmark reminded us that referrals are king. Your chance of getting an interview by responding to a posted job is roughly 3%, whereas 50% of people with referrals get interviewed. Likewise, only 1.2% of applicants responding to a posting are eventually hired, versus 20% of those who started with a referral. So make connections and get referrals to target companies.

A drawing for a private resume-writing session at Best Impression Career Services capped the evening. Shanna McClenne was the lucky recipient.

—Marisa Greenfield

Personal Notes

Alexis Khalil, MPH, ELS, has joined Evidera in Lexington, Mass., as principal market access writer. She was previously senior manager, scientific editing at Millennium Pharmaceuticals Inc.

Katelyn Russell received a master’s in nutrition sciences from UMass Amherst and is now a medical writer at Whole Systems in Cambridge, Mass.

Linn Membership Awards

New Online Application Form

Applications for the New England Chapter’s Judy Linn Membership Award may now be submitted electronically via the chapter’s website. This award—for those just beginning a career in biomedical or health communication—covers the cost of AMWA dues for one year and allows the recipient to attend all the regular New England Chapter meetings (see page 2) during that year at no charge.

If you know any newcomers to the field who might be candidates for this award, please encourage them to apply. Recipients receive all the benefits of AMWA membership (which includes chapter membership), and may seek guidance throughout the year from designated chapter members with experience in various areas of medical writing.

For details, go to http://www.amwa-ne.org/awards.html.
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. We are also happy to welcome AMWA members from outside of New England who are planning to move here in the near future or have personal or professional ties here.

Marie Andrawes, PhD
Brookline, Massachusetts
*Dana-Farber Cancer Institute*

Patrice Mailloux Andrews, MA
Westford, Massachusetts

Carolyn Barron
Burlington, Vermont

Kirstin Bass, MD, PhD
Holderness, New Hampshire

Julie Beauregard, MLIS
Medford, Massachusetts
*Healthwise*

Jane Bechtold, MS
Madison, Connecticut

Francesca Biasucci, MPT
Old Lyme, Connecticut

Allison Bland, MA
MeYou Health
Boston, Massachusetts

Lisa Burroughs
PAREXEL
Billerica, Massachusetts

Whitney Curtiss, PharmD
Zurich
SWITZERLAND

Raynor T. Denitzio
Harvard Medical School
Boston, Massachusetts

Casey Doucette
Maine Medical Center Research Institute
Scarborough, Maine

Monica M. Eiland, PhD
Medford, Massachusetts
*Genzyme*

Christopher Mark Fletcher, PhD
Constellation Diagnostics
Cambridge, Massachusetts

Kat Good-Schiff, MFA
CommunicateHealth Inc.
Northampton, Massachusetts

Jennifer M. Hall
Norwalk, Connecticut

Cynthia Hastings
New England Journal of Medicine
Boston, Massachusetts

Cassandra Donahue Healey
Scituate, Massachusetts

Christine Hodkinson, MPAS
Londonderry, New Hampshire

Jennifer Jacob, PhD
BJJ Research & Medical Writing
Rutland, Vermont

Ted James, MD
Med-IP
Williston, Vermont

Neil Jenkins
Nashport, Ohio

Jennifer Johnson, MS
Cambridge BioMarketing
Cambridge, Massachusetts

India Koopman, BA
New England Journal of Medicine
Boston, Massachusetts

Elizabeth A. LaPointe, BS, MA
EndPointe Clinical Resources Inc.
Hollis, New Hampshire

Thomas Lategan
North Andover, Massachusetts
*Talusis LLC*

Beth LeBar, RN, MSN
Meriden, Connecticut
*Hospital of Central Connecticut*

Jeffrey Lehrberg, PhD
Bicon Dental Implants
Boston, Massachusetts

Laura Loewy
BioBridges LLC
Wellesley, Massachusetts

Alexa Megan Meehan
Somerville, Massachusetts
*Takeda Pharmaceuticals International*

Kathryn Mikol, BSN, RN
Rutland, Massachusetts

Shingayi Molai
Boothbay Harbor, Maine

Evelyn Breck Morgen, MLSLS
East Haddam, Connecticut

Lydia Morrison, MS
Science Savvy Communications
Arlington, Massachusetts

Sara Montminy Paquette, PhD
Hudson, Massachusetts
*Alkermes*

Michael Pfuger
BioBridges
Wellesley, Massachusetts

Leena Philominathan
Cheshire, Connecticut

Melissa Plone
Framingham, Massachusetts

Judith Plummer, MPW
Shrewsbury, Massachusetts

Lisa Poppenberg, BA, MPH
Millennium Pharmaceuticals Inc.
Cambridge, Massachusetts

Laurie A. Rutledge
Meriden, Connecticut
*Alexion Pharmaceuticals Inc.*

Jill Seabrook, PhD
Newburyport, Massachusetts

John Shannon
Tara Consulting
Amherst, Massachusetts

Kevin Smee, MSc
Marlborough, Massachusetts

Donna L. Smith, MS, MA
Brewster, Massachusetts
*Alexion Pharmaceuticals Inc.*

Scott Stoneburner, MLIS
Jamaica Plain, Massachusetts
*Covidien*

Debbie Tseng, MS
Merrimack Pharmaceuticals
Cambridge, Massachusetts
How to Register for December 2 Meeting

You can register for this event either online or by mail, depending on how you wish to pay.

• **To pay by credit card**, use the electronic registration form on the chapter website (www.amwa-ne.org). Fill it out and continue to the PayPal form, where you can enter your credit card information. (You don’t need a PayPal account, and you will not be charged a fee for the transaction.)

• **To pay by check**, download the printable registration form from the chapter website (www.amwa-ne.org), print a copy, fill it out, and mail it with your check to the address on the form.

Directions to December 2 Meeting

**Yangtze River Restaurant**
21 Depot Square (off Mass. Ave.)
Lexington, Massachusetts
781-861-6030

Depot Square is a three-sided block directly off Mass. Ave., which is the main street in Lexington Center. The Depot Square roadway begins and ends on Mass. Ave.

There is some on-street parking as well as parking in municipal lots in back of Depot Square.

**From Route 128/I-95:** Take Exit 31A East to Routes 4/225, which is Bedford Street. Follow the signs into Lexington Center past the Minute Man statue, where Bedford Street joins Mass. Ave. Go straight ahead and take the third left into Depot Square.

**From Route 2:** Take Exit 54 to Waltham St/Waltham. Follow the signs for Lexington Center to the traffic lights at the end of Waltham Street. Turn left onto Mass. Ave. and stay in the right lane. Depot Square is on the right, about 100 yards beyond the traffic lights.

**From Cambridge/Arlington:** Follow Mass. Ave. north to Lexington Center. Depot Square is on the right, about 100 yards beyond the traffic lights.

For detailed driving directions from your location, go to: www.citysearch.com/profile/4788404/lexington_ma/yangtze_river_restaurant.html.

Need a ride to the meeting?
If you don’t have a car, ask Judy Linn (judyhlinn@aol.com) whether there is someone from your area who might be able to give you a lift.

Midterm Change of Chapter Officers

**Marisa Greenfield Fills President-Elect Vacancy, Debbie von Rechenberg Becomes Secretary**

The Chapter’s 2014-15 President-Elect, Nicola Parry, BVSc, MSc, resigned last month because she was offered a faculty position at Purdue University and is moving to the West Lafayette, Indiana area, where she will also continue her freelance medical writing business. The Executive Council, led by President Theresa Singleton, named Marisa Greenfield, MS, to fill the vacancy. Marisa, owner of Greenfield Medical Writing Services in Middleton, Mass., had been serving a second term as Secretary. That office will be filled for the remainder of the term by Debbie von Rechenberg, ELS, of Waltham, Mass., who was the chapter’s president in 2009-10.

We wish Nicky all the best, and we are grateful to Marisa and Debbie for their willingness to take on new responsibilities at this time.

---

**EXECUTIVE COUNCIL 2014-15**

**OFFICERS**

PRESIDENT: Theresa Singleton
IMMEDIATE PAST PRESIDENT: Shanna McClennen
PRESIDENT-ELECT: Marisa Greenfield
VICE PRESIDENT/CONNECTICUT: Jill Max
SECRETARY: Debbie von Rechenberg
TREASURER: Jill Shuman

**DIRECTORS / COMMITTEE MEMBERS**

- **PROGRAMS**: Marisa Greenfield
- **CONNECTICUT PROGRAMS**: Jill Max, Margi Goldstein, Anita Kuan, Suzanne Sobel
- **MEMBERSHIP**: Judy Linn
- **MEMBERSHIP AWARDS**: Nancy Knoblock Hunton, Francesca Coltrera, David Olle, Jill Shuman, Debbie von Rechenberg
- **E-NEWS**: Theresa Singleton
- **NEWSLETTER**: Judy Linn
- **LINKEDIN SUBGROUP**: Olivier Morteau
- **NOMINATING COMMITTEE**: Marisa Greenfield
- **WEB SITE**: Aaron Federman

**MEMBERS-AT-LARGE**

Susan Chow, Francesca Coltrera, Derek Dore, Andrea Gwosdow, Laurie LaRusso, Laurie MacDougall, Joann Merriman, Kristin Stephan, Roshawn Watson

**DELEGATES TO AMWA**

Theresa Singleton, Marisa Greenfield

**ALTERNATES**

Shanna McClennen, Jill Max