



The Resource for Medical Communicators

2008 Conference Mid-Atlantic Chapter (MAC)

Registration Brochure



Saturday, June 21, 2008

**Omni Shoreham
2500 Calvert Street NW
Washington, DC 20008**

Schedule & Workshop Descriptions

8:00 AM – 8:45 AM: Sign-In & Breakfast (*Continental breakfast is provided*)

9:00 AM – 12:00 PM: Morning Sessions (*Choose one of the following workshops*)

Writing About Health and Medicine for Consumer Publications (EW/FL) [#222]

Instructor: Jill Shuman

Want to publish an article in a print or an online consumer publication? This workshop will help participants develop the health-related ideas and query letters that will maximize their chances of getting published. The session is designed for medical writers seeking new print and online markets and for health professionals interested in the same. This workshop will NOT cover the fundamentals of publishing in professional journals.

- Pre-conference homework due: May 21, 2008
- Approximate homework time: 3 hours

Advanced Writing (ADV) [#706]

Instructor: Helen Hodgson

With a focus on writing as a cognitive, problem-solving process, this workshop will emphasize goals, writing strategies you can use to reach these goals, and methods for overcoming blocks to productive writing. We will also discuss the importance of rewriting and editing to the writing process. The workshop will combine lecture and discussion, but individual work will not be critiqued during the workshop. Prerequisite: 5 years' experience in editing or writing.

- Pre-conference homework due: May 21, 2008
- Approximate homework time: 2–3 hours

12:00 – 1:00 PM: Lunch (*Buffet lunch is provided*)

1:30 PM – 4:30 PM: Afternoon Sessions (*Choose one of the following workshops*)

Effective Paragraphing (G) [#103]

Instructor: Helen Hodgson

This lecture and discussion workshop provides novices and moderately experienced writers and editors with some basic paragraphing techniques for achieving clarity, readability, and desired emphasis. The objective is the development of a systematic approach to analyzing and correcting text. Options for arranging paragraphs and using transitions will be demonstrated in this review workshop.

- Pre-conference homework due: May 21, 2008
- Approximate homework time: 4 hours

Tables and Graphs (G) [editorial approach] [#111]

Instructor: Howard Smith

Designed for the beginner, this workshop will include definitions and uses of tables and graphs, as well as guidelines for preparing and editing them. FDA protocol will NOT be included. The focus of the course is making tables and graphs usable for the reader. Participation is encouraged as we together evaluate sample tables and graphs. The lecture will distinguish issues of style from issues of substance and will include a comparison of style manuals and house styles.

- Pre-conference homework due: May 21, 2008
- Approximate homework time: 2 hours

6:00 PM – 8:00 PM: AMWA Mid-Atlantic Chapter Annual Dinner

(Join the members AMWA-MAC for an evening of networking and socializing over dinner)

The acronym immediately following the workshop title denotes the workshop specialty area [Editing/Writing (EW); Freelance (FL)]. Workshops that fulfill general requirements for the AMWA Core Certificate are noted with a (G). Workshops that fulfill requirements for the AMWA Advanced Certificate are noted with the abbreviation (ADV). Some workshops may be applied to more than one specialty area, and those workshops are identified by 2 acronyms separated by a forward slash (/) following the workshop title.

Instructor Biographical Sketches

Helen E. Hodgson, PhD, is director of the Master of Professional Communication program at Westminster College in Salt Lake City. In her role as Professor of Communication, she specializes in the teaching of a variety of courses in both writing and editing. She has also served as Food Editor of *Salt Lake* magazine and written about Salt Lake City for CitySearch online. Helen has served on the Executive Committee of the American Medical Writers Association (AMWA) in a number of capacities and has also been Treasurer, Secretary, and President of AMWA. She began teaching workshops for AMWA in 1985, has taught a number of different core and advanced workshops over the years, and received the Golden Apple Award for outstanding workshop leadership in 1997.

Jill Shuman, MS, ELS has more than 25 years experience as a health and science writer/editor. She is a member of the Society for Scholarly Publishing, New England Science Writers, is certified as an Editor, Life Sciences (ELS), and is a Fellow of the American Medical Writers Association. She holds a BS in biochemistry, an MS in communication, and is currently a principal with the Writers Group, Inc. She holds faculty appointments at the Tufts University School of Medicine and the School of Nutrition Science and Policy where she teaches courses related to health writing, responsible health reporting, and risk communication. The author of numerous magazine and journal articles, news features, monographs, and book chapters, she is a frequent guest lecturer about topics associated with the communication of health, medicine, and science. Jill has been the recipient of several prestigious writing awards for consumer health reporting. In her spare time, Jill enjoys travel, cooking, and outlet shopping. “Shopping off-price is the only way I can afford my real estate habit. I buy old houses, restore them, and sell or rent them. And sometimes, I even move into one myself.” Known for her ability to pack and move a 6-room home on a moment’s notice, Jill currently resides in both Woburn and Centerville (Cape Cod), MA. Like most of us, she hopes to begin writing the great American novel “any day now...”

Howard M. Smith is currently the Associate Director, Medical Writing at INC Research, Inc., a full-service contract research organization with headquarters in Raleigh, North Carolina. He has been in the pharmaceutical industry for over 30 years as a medical writer, a manager of medical writers, and a regulatory affairs professional. Mr. Smith holds a bachelor’s degree in biology and English from Thiel College and a master’s degree in biology from the University of Virginia. He studied the history of science for 3 years at Johns Hopkins University, and the majority of his publications are in this field. He is a Fellow and past president of the American Medical Writers Association. In 1987, he received the Outstanding Workshop Leader award from that organization, and, in 1999, he was the recipient of the Harold Swanberg Distinguished Service Award for outstanding contributions to the field of medical writing. Mr. Smith has developed 10 workshops in the fields of medical writing and regulatory affairs; these include *Basic Principles of Writing*, *Copy Editing*, *Writing a Medical Manuscript*, and *Writing the Final Clinical Study Report*. He has taught these workshops for several years both in this country and in Europe. He has also taught for the Center for Professional Advancement, the Drug Information Association, the American Association of Clinical Pharmacologists, and the American Statistical Association. He is currently an adjunct professor in the Graham School of Continuing Education at the University of Chicago where he developed and teaches the courses in the medical writing curriculum.

Registration Deadline

Registration for core workshops is limited to the first 30 paid applicants; registration for the advanced workshop is limited to the first 16 paid applicants. The registration will not be processed until payment is received. **Early registration is strongly encouraged.** The registration deadline for the conference is **Friday, May 16, 2008.**

Conference Location & Accommodations

Omni Shoreham Hotel
2500 Calvert Street NW
Washington, DC 20008
Phone: (202) 234-0700
Fax: (202) 265-7972

Reservations: 1-888-444-OMNI (6664)

<http://www.omnihotels.com/findahotel/washingtondcshoreham.aspx>

General Information: The Omni Shoreham Hotel in Washington, DC is a grand luxury hotel offering a resort atmosphere that is nestled on 11 acres in picturesque Rock Creek Park in northwest DC. Located less than a ¼ of a mile from the Woodley Park/Zoo-Adams Morgan Metro Station, the hotel is only steps away from the National Zoo and situated within walking distance to Adams Morgan, a popular DC location for restaurants, cultural galleries, and nightlife.

Reservations: The Omni Shoreham is offering rooms at a rate of \$209 per night + tax. To reserve a room, please call the hotel directly at (202) 234-0700 or call the registration line at 1-888-444-OMNI (6664). The room block will fill quickly and is first-come, first-serve. Notify the Omni representative that you are with the “**AMWA Mid-Atlantic Chapter Core Curriculum Conference**” or you may simply use the following Epitome/Reservation Reference Code when setting your reservation: **12400608434**. Use this link: <http://www.omnihotels.com/FindAHotel/WashingtonDCShoreham/MeetingFacilities/AMWAMidAtlanticChapterCoreCurriculumConference6.aspx> to make your reservations online. Availability is not guaranteed, so reserve your space early!

Parking: Valet parking including in/out privileges (approx. \$28 per car daily). On-site self-parking (approx. \$23 per car daily).

Maps & Directions: More information about directions to the hotel is available on the Omni website at <http://www.omnihotels.com/FindAHotel/WashingtonDCShoreham/MapAndDirections.aspx>.

AMWA Mid-Atlantic Chapter Annual Dinner

Following the chapter conference, please stay for our annual business meeting and dinner, which starts at 6:00 PM in a private room at *Petits Plats*, a highly-rated French restaurant near the hotel. The restaurant is 3 minutes walking distance from the Omni Shoreham Hotel, and across from the Woodley Park/Zoo/Adams Morgan Metro stop. Dinner is \$30 for members and \$35 for nonmembers. Sodas, coffee, and tea are included in the price. Alcoholic beverages are not included. Valet parking is offered for a fee. Visit the *Petits Plats* website (<http://www.petitsplats.com/home.html>) for menu options and alternative parking information. For more information about the Annual Dinner contact Christine Smith, AMWA-MAC Program Director, at chsmith99@yahoo.com.

Homework & Credits

- When available, AMWA will be sending homework via email. Your email address is required. Please remember to check your email for assignments.
- Please register early for the workshops in order to allow sufficient time following your registration to receive and complete your homework by the due date. Homework for the workshops is due on **Wednesday, May 21, 2008**.
- You may take core workshops without receiving credit if you cannot complete the homework on time. However, you are still encouraged to complete the homework in order to participate fully in the workshop.
- If the homework for the advanced workshop is not completed and submitted on time, you may not attend the workshop **and you will not receive a refund**.

Cancellation Policy

- \$50 for each workshop is non-refundable
- No refunds will be given after **Friday, May 9, 2008**.
- If the workshop you have registered for closes before your registration is processed you will be notified immediately and given an opportunity to select another workshop or receive a full refund.

Please Note

1. Nonmembers wishing to join AMWA and/or enroll in a certificate program should pay the appropriate membership and enrollment fees (see below) and thus become eligible for the reduced (member) fees.
2. All registrations **MUST** include the registration fee (required).
3. Limit your selection to include one workshop per session for a maximum of two workshops.
4. Continental breakfast, buffet lunch, and snack breaks are provided for you and are included in the registration fee.
5. For more information about AMWA, please visit <http://www.amwa.org>
6. For more information on the conference and the Mid-Atlantic Chapter, visit us at <http://www.amwa-midatlantic.org>.

AMWA Education Program

The AMWA programs are extensive continuing education programs for professional communicators in the medical and allied scientific fields. The *core certificate* program offers an opportunity to improve communication skills in five disciplines: editing and writing (EW), educators (ED), freelance (FL), pharmaceutical (PH), and public relations/advertising/marketing (PRAM). The *advanced certificate* program is designed for those who have earned core certificates or have a minimum of five years' experience as biomedical communicators. Completion of the requirements for the core or the advanced program is recognized with a certificate. **Registrants must be enrolled in a certificate program in order to receive credit for workshops taken.** Registrants may enroll in a certificate program by paying a one-time enrollment fee. The core enrollment fee (good for 6 years) is \$125 for AMWA members and \$235 for non-members. The advanced enrollment fee (good for 8 years) is \$150 for AMWA members and \$260 for non-members. In addition to attending the entire workshop, registrants taking workshops for advanced certificate credit must complete and submit the homework to the workshop leader on time **or the workshop is forfeited and no refund is issued.** Workshops begin promptly. **There is a 10-minute grace period for entering the workshop; after that, no one will be admitted.** For more information visit the AMWA website at <http://www.amwa.org/default/educbroch2007.pdf>.

Please Note: Workshops taken for credits require pre-registration and enrollment in either the *core certificate* program for core credit or the *advanced certificate* program for advanced credit (see registration for details), and pre-conference homework is required. All core workshops can be taken without credit, in which case homework is recommended but not required. However, completing the homework and submitting it to the workshop leader on time is a requirement for attending the advanced workshops, whether or not the workshop is being taken for credit.

2008 AMWA-MAC Conference Registration Form

- Complete all contact information and payment information (sections below) and mail this page with your payment.
- The conference registration deadline: Friday, May 16, 2008
- Make check payable to: **Mid-Atlantic AMWA Chapter** (no credit cards accepted).
- Send questions to Amy Hereford at ahereford@gmail.com.
- Mail to: Amy Hereford
AMWA-MAC Conference Coordinator
PO Box 77456
Washington, DC 20013

(Please write legibly)

Name: _____

Company: _____

Street Address: _____

City/State/Zip: _____

Email (Required for homework delivery): _____

Daytime Phone: _____

		Member	Nonmember	Amount
A. Required	Registration (included continental breakfast, buffet lunch, snack breaks)	\$150	\$200	\$
Enter Total A ➡				\$
B. Optional	AMWA Mid-Atlantic Chapter Annual Dinner	\$30	\$35	
	AMWA Membership Dues (1 year)	\$140	\$140	
	AMWA Student Member*	\$45	\$45	
	Core Certificate Enrollment	\$125	\$235	
	Advanced Certificate Enrollment	\$150	\$260	
Enter Total B ➡				\$
C. Workshops	<i>(Choose one workshop per morning and afternoon session)</i>			
Morning Session: 9:00 AM – 12:00 PM				
	Writing About Health and Medicine for Consumer Publications (EW/FL) [#222]	\$150	\$225	\$
	Advanced Writing (ADV) [#706]	\$175	\$250	\$
Afternoon Session: 1:30 PM – 4:30 PM				
	Effective Paragraphing (G) [#103]	\$150	\$225	\$
	Tables and Graphs (G) [editorial approach] [#111]	\$150	\$225	\$
Enter Total C ➡				\$
ENTER TOTAL AMOUNT ENCLOSED (A+B+C) ➡				\$

* Refer to the AMWA website at <http://www.amwa.org> for required documentation.