



BREAKFAST ROUNDTABLES

Coordinated by Lori L. Alexander, MTPW, ELS and Tamara D. Ball, MD

At the 2009 Annual Conference, you can choose from 77 roundtable discussions! Join your colleagues at these informal breakfast sessions to exchange ideas, experiences, and insights about topics affecting your professional life. A knowledgeable leader will guide each discussion. Roundtable breakfasts are marvelous opportunities to meet other attendees in a relaxed setting to talk about a particular subject. The hour may be early, but the coffee will be hot, the food delicious, and the conversation engaging. Table agendas will be posted on AMWA's Web site as they are available. (**Available agendas have been linked. Just click on the roundtable to see the available agenda.**)

THURSDAY, October 22, 2009

- T-1** *Electronic Editing for Beginners*
Melissa L. Bogen, ELS, Bogen Editorial Services, Chester, NY

- T-2** *Strategy for Alignment of Controlled Documents When Multiple Functional Groups Merge*
Nicola Bond, Amgen Inc, Thousand Oaks, CA

- T-3** *Living on the Dry Side of the River: Cultural Sensitivity in the International Classroom*
Elliott Churchill, MS, MA, A World of Words, Tucker, GA

- T-4** *Tools and Strategies for Enhanced Productivity*
Roberta Connelly, MS, ELS, Ridge Rim Associates LLC, Port Orchard, WA

- T-5** *Expanding Your Freelance Business; Discussion for Experienced Freelancers*
Donna K. Curtis, PharmD, Curtis Consulting & Communications, Maspee, WA

- T-6** *Social Networking: What's In It for Me?*
Lori De Milto, MJ, Writer for Rent LLC, Sicklerville, NJ

- T-7** *The Twin Evils of Isolation and Distraction: Welcome to Your Life as a Freelance Writer*
Adi R. Ferrara, Freelance Medical Writer and Editor, Bellevue, WA

- T-8** *Hosting a Medical Communication Intern*
Barbara Gastel, MD, MPH, Texas A&M University, College Station, TX

- T-9** *Impact of the 2007 FDAAA on Medical Writing*
Barbara J. Godlew, Organon Inc, West Orange, NJ

- T-10** *From Pipette to Pen: Navigating a Career From Bench Scientist to Medical Writer*
Erinn H. Goldman, PhD, Freelance, Atlanta, GA

- T-11** *You Need What? Writing Needs Assessments for CME Proposals*
Debra L. Gordon, MS, GordonSquared, Inc. Medical Communications, Williamsburg, VA

- T-12** *Certification of Editors in the Life Sciences*
Norman Grossblatt, ELS(D), The National Academies, Washington, DC
- T-13** *Freelance Writing for the Medical Device Industry*
Jim Hudson, Medical Writing Associates, Simi Valley, CA
- T-14** *Freelance Lessons Learned: The First 5 Years*
Tara E. Hun-Dorris, MMC, ELS, THD Editorial Inc, Raleigh, NC
- T-15** *Chew on This: Digesting the Day's News*
Katherine Karakasis, MSc, University Health Network, Toronto, ON
- T-16** *Writing Science for Children and Young Adults*
Evelyn B. Kelly, PhD, Kelly Communications, Ocala, FL
- T-17** *The Federal Government Is Hiring: Tips on Applying for and Getting a Permanent Job as a Health Communicator*
Pascale Krumm, PhD, MSTPC, Centers for Disease Control and Prevention, Atlanta, GA
- T-18** *Enrich Your Writing Career With Volunteerism*
Roxanne M. Landon, MS, Freelance, Excelsior, MN
- T-19** *Message Mapping: Designing Persuasive Manuscripts and Monitoring Their Effectiveness*
Lawrence E. Liberti, RPh, RAC, CMR International Institute for Regulatory Sciences, Horsham, PA
- T-20** *Writing for Regulatory Agencies: An Opportunity for Freelance Writers to Share Their Experiences*
Karen Miner, PhD, Biomedical Information Center Inc, Ridgewood, NJ
- T-21** *Developing Performance Goals for More Fulfilling Work*
Marceline Bunzey Murawski, RTI International, Research Triangle Park, NC
- T-22** *It's All Greek to Them: Tips on Writing Plainly for Patients*
Sharon Nancekivell, MA, Freelance, Guelph, ON
- T-23** *Font Fiascos and Other Layout Liabilities*
Margaret A. Newel, University of Texas MD Anderson Cancer Center, Houston, TX
- T-24** *Mind Your Freelance Business With a Year-End Review*
Laura J. Ninger, ELS, Ninger Medical Communications, Rutherford, NJ
- T-25** *Winning Cover Letters for Manuscript Submissions*
Dorothy L. Pennachio, Current Medical Research and Opinion, Ramsey, NJ
- T-26** *A New Credential: Certified Medical Publication Professional*
Kim Pepitone, CMPP, International Society for Medical Publication Professionals, Spring Hill, FL

- T-27** *Creating a Successful First Year as a Full-Time Freelance*
Heather A. Haley, MS, Haley Writing Solutions, Cincinnati, OH
- T-28** *Using Communication as a Bridge to Cooperation*
Rhonda R. Porterfield, MD, Freelance, Dallas, TX
- T-29** *Publishing a Physician-Targeted Newsletter*
Jude Richard, ELS, Premier Research Group, Austin, TX
- T-30** *Marketing Yourself as a Freelance Writer*
Barbara Rinehart, MS, Freelance Medical Writer, Newton Square, PA
- T-31** *Crisis Communication: PR Tools for Tackling Trouble*
Melanie Fridl Ross, MSJ, ELS, University of Florida Health Science Center News & Communications, Gainesville, FL
- T-32** *From Procedures to SOPs*
Michael F. Ryan, PhD, Medical/Marketing Decisions, Bridgewater, NJ
- T-33** *Do I Make Myself Clear? Setting Effective Expectations*
Janice M. Sabatine, PhD, CTACC, Avanti Strategies, Cranberry Township, PA
- T-34** *A Conversation With Dear Edie*
Edie Schwager, Author, "Dear Edie," Philadelphia, PA
- T-35** *Communicating Risk Information in Medical Publications*
Vidya Setty, MPH, MBA, Amgen Inc, Thousand Oaks, CA
- T-36** *How to Drive the Review for a Clinical Investigator Brochure*
Lynda A. Stear, RN, sanofi-aventis Pharmaceutical, Macungie, PA
- T-37** *Administering and Interpreting Psychometric Tests*
Giri Sulur, PhD, Cougar Biotechnology, Chatsworth, CA
- T-38** *Surviving—and Thriving—During a Recession: Tips for Freelances*
Ann M. Volk, MA, Freelance Medical Writer, Dover, DE
- T-39** *Working With Difficult People: Alternatives to Screaming*
Jennifer Yee, BBA, University Health Network, Toronto, ON

SATURDAY, October 24, 2009

- S-1** *The Short Hop From Medical Writing to Screenwriting*
Lanie M. Adamson, MS, EdWordPro.com, Mission Viejo, CA
- S-2** *Planning for Retirement for Freelances*
Brian Bass, Bass Advertising & Marketing Inc, Robbinsville, NJ
- S-3** *Where Do Drug Names Come From?*
Kristi Boehm, MS, US Oncology Research Inc, Houston, TX

- S-4 *Approach to Writing SOPs for Regulated Activities*
Nicola Bond, Amgen Inc, Thousand Oaks, CA
- S-5 *Covering a Scientific Conference for Your Pharmaceutical Company*
Kathryn J. Boorer, PhD, Amgen Inc, Thousand Oaks, CA
- S-6 *Working With Subcontractors*
Sherri Bowen, MA, ELS, Freelance Medical Writer, Austin, TX
- S-7 *Communication Strategy for FDAAA Implementation*
Brenda Boyd, MHA, PMP, Boyd Strategic Services, Atlanta, GA
- S-8 *How to Write Effective Case Studies*
Nicole Cooper, Cooper Johnson Communications LLC, Gladstone, NJ
- S-9 *Introduction to Strategic Publication Planning*
Julie Y. Crider, PhD, Alcon Laboratories, Fort Worth, TX
- S-10 *Writing Serious Adverse Event Narratives for the Regulatory Audience*
Linda Felcone, Independent Contractor, Princeton, NJ
- S-11 *Respectful Language in Women's Health*
Heather P. Friedman, MPH, American College of Obstetricians and Gynecologists,
Clarksburg, MD **CANCELED**
- S-12 *Medical Journalism Do's & Don'ts: Tips for Successful Writing & Reporting*
Barbara Gastel, MD, MPH, Texas A&M University, College Station, TX
- S-13 *Writing a Book—From Proposal to Final Chapter*
Debra L. Gordon, MS, GordonSquared Inc Medical Communications, Williamsburg, VA
- S-14 *The Balancing Act: Walking the Line Between Your Professional Life and Parenthood*
Donnasue Graesser, PhD, Freelance, North Windham, CT
- S-15 *Job-Hunting Tips for Writers and Editors*
Marc Grobman, MA, MG Communications, Fanwood, NJ
- S-16 *Pleasing a Client and Keeping Your Sanity*
Stephanie G. Phillips, PhD, Project House Inc, Teaneck, NJ
- S-17 *How to Lead an AMWA Workshop*
Helen E. Hodgson, PhD, Westminster College, Salt Lake City, UT
- S-18 *Writing a Journal Article the Easy Way*
Wendy Horn, PhD, Insight Communications, Westfield, NJ
- S-19 *Reporter's Notebook: How to Cover a Medical Meeting*
Anne R. Jacobson, MPH, Freelance, Port St John, FL

- S-20** *Career Growth for Medical Communicators*
Mary E. King, PhD, DABCC, Medical & Scientific Communications, Boulder, CO
- S-21** *Using the Power of Design to Improve Your Slide Presentations*
Pascale Krumm, PhD, MSTPC, Centers for Disease Control and Prevention, Atlanta, GA
- S-22** *Twitter, Twitter, Tweet, Tweet: Is This Online Tool for You?*
Cynthia L. Kryder, MS, The Accidental Medical Writer, Phoenixville, PA
- S-23** *Top 10 Free Web Sites for Medical Writers*
Joanne M. McAndrews, PhD, Freelance Medical Writer, St Louis, MO
- S-24** *Tackling “Sticky” Issues in Freelancing*
Donna Miceli, DLM Writing Services, Ft Myers, FL
- S-25** *So You Want to Take the BELS Exam*
Leslie Neistadt, ELS, Hughston Sports Medicine Foundation, Columbus, GA
- S-26** *Getting to Know EndNote*
Stephen N. Palmer, PhD, ELS, Texas Heart Institute at St Luke’s Episcopal Hospital, Houston, TX
- S-27** *A New Credential: Certified Medical Publication Professional*
Kim Pepitone, PHOCUS, Spring Hill, FL
- S-28** *Internal Marketing: Keep Freelance Clients Coming Back*
Faith Reidenbach, ELS, Caley-Reidenbach Consulting, LLP, Corvallis, OR
- S-29** *Get the Health Care You Deserve*
Jane Neff Rollins, MSPH, Arnell Communications, Montrose, CA
- S-30** *Get It in Writing: How to Prepare a Contract*
Mary G. Royer, MS, ELS, Medical Writer, Ithaca, NY
- S-31** *Understanding the Value Proposition for Global Smartsourcing of Medical Writers*
Donald D. Samulack, PhD, Cactus Communications Inc (Editage), Memphis, TN
- S-32** *What You Need to Know About the US Pharmacopia*
Stefan Schuber, PhD, US Pharmacopeia, Gaithersburg, MD
- S-33** *Identifying Thought Leaders to Facilitate Your Communication Plan*
Gene P. Snyder, MBA, International Society for Medical Publication Professionals and Envision Pharma Inc, Philadelphia, PA
- S-34** *How to Become More Involved in AMWA*
Kathryn S. Spiegel, PhD, Spiegel Consulting Inc, Houston, TX
- S-35** *Converting to a Paperless Office*
Amy D. Stephenson, MA, Waggener Edstrom Worldwide, New York, NY

- S-36** *Can Medical Writers Narrow Health Disparities?*
Patricia Thomas, MA, University of Georgia Grady College of Journalism, Atlanta, GA
- S-37** *Keeping Up With the Technology of Keeping Informed*
Victoria J. White, MA, ELS, University of Florida, Gainesville, FL
- S-38** *From Clinical Study Report to Journal Article: Presenting the Science and the Message*
Jacqueline F. Wu, PhD, Castle Peak Medical Writing, Danville, CA