

Message from the President — By Noelle Demas

Happy New Year!! This year is the 70th anniversary of AMWA! I wonder if the founder, Dr. Harold Swanberg, envisioned the impact that AMWA would have and the offerings that we now enjoy. AMWA has come a long way since 1940. Our organization was originally named the Mississippi Valley Medical Editor's Association (MVMEA) and started with 34 charter members. In the early years (1940 to 1948), there was very little interest in the MVMEA (only gaining 12 members) and no meetings were held in 1943, 1944, and 1945 because of travel restrictions during World War II. Hoping to gain a wider appeal, Dr. Swanberg suggested the name American Medical Writers Association and the MVMEA was absorbed by the new AMWA on September 29, 1948 in Springfield, IL. For more history of AMWA, visit the national AMWA Web site (www.amwa.org) and enter "history of amwa" in the search field.

As the coming months of this 70th year of AMWA quickly approach, I know networking will continue to be important for all of us, so I hope you'll take advantage of the great networking opportunities that our local meetings provide. A lot of people attended our meetings in October and November and we'd love to see even more of you come out to expand your network.

Please know that your chapter board is here to serve you and we welcome your feedback and suggestions. If you have a topic or speaker for a local meeting that you're interested in, please let me know. Also, we would like to know what you value the most from your local chapter and what you feel is missing, if anything. Would you rather receive this newsletter as a PDF file? We are listening, so e-mail me, president@amwa-pacsw.org.

April 18-21, 2010
Registration is now
open!

Don't miss out on the
Asilomar experience,
register today at
www.amwancal.org.

AZ Jan meeting was a success—Dr.

Woosley, explained the mission of the Critical Path Institute, which acts as a trusted third party for collaborations between the major pharmaceutical companies and the FDA. See the summary on our chapter Web site, Recent Events page.

Language Notes



The phrase "apple of my eye" first appeared in the Bible and in Shakespeare's *A Midsummer Night's Dream*, but became more widely used when Sir Walter Scott included it in the popular novel *Old Mortality* (1816).

Upcoming Chapter Meeting on Feb 20, 2010 at DoubleTree Hotel Monrovia

924 West Huntington Drive, Monrovia, CA 91016 Telephone: 626-357-1900

Join us for another great networking opportunity as the following successful freelance medical writers from our chapter discuss what tools, resources, and philosophies they use to operate, market, and multi-task in their business:

- Jane Neff Rollins
- Susan Vintilla-Friedman
- Gail Flores
- Chip Reuben
- Mary Ann Del Fiorentino

Cost: Members \$20 and Nonmembers \$25

Reservations are required by Sunday, February 14, 2010 by 9 pm. Any reservations made after this time will be charged \$30. Please make your reservation with Valerie Breda, treasurer@amwa-pacsw.org. Then send a check (payable to AMWA-Pacific Southwest Chapter) to Valerie Breda
5216 Prosperity Lane, San Diego, CA 92115

Agenda: 11:30 to 12:30 networking/buffet lunch, 12:30 to 2:00 presentation/networking

Announcing a Call for Entries for the 2010 Frances Larson Memorial Award For Excellence in Writing a Medical Article Published in 2009

The annual Frances Larson Memorial Award is given by the Pacific Southwest chapter to recognize medical writing of the quality represented by Ms. Larson's work. A long-time member of AMWA, Ms. Larson held many positions in the Pacific Southwest chapter, including president. During her career she served as managing editor of *Hospital Topics* magazine and as medical editor of *Audio-Digest*.

The winner of the Frances Larson Memorial Award receives a \$100 honorarium and a plaque. The winner will be announced on the Pacific Southwest chapter's Web site (www.amwa-pacsw.org).

Criteria

- The competition is open to all members of AMWA.
- Entries must be written by an AMWA member.
- Entries must be a medical article or essay written for either a lay or a professional audience.
- Research articles (journal format) will **not** be considered.
- Entries must have been published during 2009.
- Submissions are limited to 1 entry (article or essay) per writer.
- **Four** copies of each entry must be submitted.
- Entries must be postmarked by May 1, 2010.

To download an entry form go to: <http://www.amwa-pacsw.org>. For additional information, contact Heather S. Oliff, PhD at holliff@scicongroup.com.

SAVE THE DATE!! March 20, 2010 — Joint AMWA-AWIS meeting in Carlsbad!

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