



Next Chapter Meeting: Effective Pharmaceutical Regulatory Writing

Baxter Healthcare Corporation in Westlake Village, CA
Saturday, April 2, 2011
11:30 AM – 2:30 PM

Do you write/edit/review regulatory submissions, due diligence documents, product complaint responses, non conformance reviews, or other documents? Join us as this month's presentation focuses on the impact of good writing and skills for making documents more effective. The panel will illustrate the significance of good writing in meeting regulatory goals and the impact poor writing can have on company credibility during audits and approvals.

Our Speakers:

Rita Tomlin, MT, MA; Owner and Medical Writer at Tomlin Consulting LLC
Jennifer Grodberg, PhD, RAC; Senior Director, Regulatory Affairs at Trius Therapeutics
Laura Guy, MS, RAC; President at Regulatory Liaisons LLC
Kathy Valasek, JD; Cofounder and Managing Partner at cQA Solutions LLC

Reservations are required by 9 PM on Wednesday, March 23, 2011. You **MUST** make a reservation to attend this meeting; for security purposes absolutely no walk-ins will be allowed.

To register, email Valerie Breda at treasurer@amwa-pacsw.org.

Meeting Summary: Making Internet Communication Work for You in 2011

By Noelle Demas, *Chapter President*

On Saturday, February 5, 2011, in El Segundo, Erana Leiken, marketing consultant and freelance writer, described how we can use LinkedIn, Facebook, Twitter, and blogs to better market ourselves. She began by explaining the paradigm shift that began with this technology. Social media has stripped away the veil between the consumers and businesses because it allows for easy two-way communication. Businesses and freelancers need to know what their customers are saying about them and about the market in general, and being involved in social media makes this possible, often in real time.

So, how can we practically use LinkedIn, Facebook, Twitter, and blogging? LinkedIn is for professional networking, job hunting, and self marketing. Eighty percent of companies use social media for recruiting employees, especially LinkedIn. Of particular use to medical writers are LinkedIn groups, which provide a portal to an online community where we can share our knowledge.

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Getting to Know the Chapter Treasurer

By Valerie Breda, *Chapter Treasurer*

After obtaining my MA in biological sciences at San Jose State University, I was fortunate to continue doing field research at the State University of New York, Stony Brook. I worked on a project to turn seaweeds into methane as a fuel source. However, not wanting to be considered only a field person (and also not wanting to remain on the East Coast!), I obtained a position at the United States Department of Agriculture in Albany, California, where I was able to do a little field work and a lot of microscopy. I learned to love grains, which are surprisingly lovely when stained and viewed under the microscope. But the day came when I left both field and laboratory work behind me because my husband decided to enter the PhD program in biology at the University of California, Santa Barbara.

One day, after several months with no job prospects, my husband came home from the university waving an announcement for a position working in the Regulatory Affairs and Clinical Studies Department of a medical device company. I jumped (or rather was pushed by my husband) to apply for the job. After several interviews, I was hired and became an "accidental" medical writer. My first assignment was to understand the database, write programs analyzing data, and write clinical study reports. Needless to say, I had a very high learning curve, but the data were analyzed and the reports were written and submitted. Fortunately, comments from the Food and Drug Administration were minor, and I was assigned more difficult writing challenges.

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Call for Volunteers

Our recent member survey revealed an interest in science- and medical-related social outings. Please let one of the chapter officers know if you would be interested in volunteering to help with the organization of chapter outings.

Gain Recognition for Your Writing

The annual Frances Larson Memorial Award given by the Pacific Southwest chapter is intended to recognize medical writing of the quality represented by Ms. Larson's work. Enter your medical article or essay written for either a lay or a professional audience by May 1, 2011. For further details visit the [chapter Web site](#).

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Questions or comments? E-mail us at president@amwa-pacsw.org

