



2009 Combined Indiana Chapter and Ohio Valley Chapter Conference

Date and Location

Saturday, August 8, 2009
Camargo Pharmaceutical Services, LLC
10151 Carver Road Suite 200
Cincinnati, OH 45242-4760

Schedule

Advanced Writing (ADV)
[Course #706] – Susan Aiello
8:30 – 11:30

Essentials of Copyediting (EW)
[Course #204] – Jim Cozzarin
8:30 – 11:30

Lunch
11:30 – 12:30

Chapter meeting and Guest Speaker
12:30 – 1:00

Introduction to the Renal System (SBS)
[Course #1103] – Susan Aiello
1:00 – 4:00

**Writing and Copyediting the Multimedia Project
(EW/FL)**
[Course #223] – Jim Cozzarin
1:00 – 4:00

Registration Deadline: July 3, 2009

Homework Due Dates:

Advanced: July 10, 2009

Core: July 24, 2009

**BELS Testing - Sunday August 9, 2009
9 am - 12 pm**

The AMWA certificate 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 5 disciplines: editing and writing (EW), educators (ED), freelance (FL), pharmaceutical (PH), and public relations/advertising/marketing (PRAM). The science fundamentals certificate program provides medical communicators with an opportunity to deepen and expand their understanding of basic concepts in science and medicine. The advanced certificate program is designed for those who have earned a core certificate or have a minimum of five years' experience as a medical communicator. Completion of the requirements for the core certificate program, the science fundamentals certificate program, or the advanced certificate program is recognized with a certificate.

Registrants must be enrolled in applicable 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 and science certificate enrollment fee (good for 6 years) is \$150 for AMWA members and \$275 for non-members. The advanced certificate enrollment fee (good for 8 years) is \$175 for AMWA members and \$290 for non-members. In addition to attending the entire workshop (3 hours), 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 workshop credit or refund is issued.** All credit workshops begin promptly.

There is a 10-minute grace period for entering the workshop; after that, no one will be admitted and no workshop credit or refund will be given.



Homework and Policies

If you are taking a workshop for AMWA credit, completed homework is due to the instructor on **July 10 for the Advanced course and July 24 for the Core courses** and you must attend the specified workshop in its entirety. For advanced workshops, unsubmitted or late homework means the workshop is forfeited without refund; for advanced credit to be awarded, homework must be deemed satisfactory. Workshops begin promptly. There is a 10-minute grace period for entering the workshop. After that, late arrivers will not be admitted, refunds and workshop credit will not be given. "Auditing" workshops is not permitted.

You should receive course homework within 1 week of our receipt of your registration. If you do not receive the homework promptly, it is your responsibility to contact Jennifer Minigh immediately at jminigh@shadetreepublishing.com or 304-237-8120. No refunds will be given after July 10.

Core workshops are limited to 30 participants. Advanced workshops are limited to 16 participants. Registrations are processed in the order that they are received. Registrations will not be processed without payment. The policy on workshop cancellations will be sent to you with your registration receipt.

Workshop Leaders

Susan Aiello, DVM, ELS - Dr. Aiello began her career as a practicing small-animal veterinarian, transitioning into medical communications over 20 years ago. She received her veterinary degree from Michigan State University, and studied journalism and publication management at Drexel University in Philadelphia. Susan was with Merck & Co. Inc. for many years, providing editorial support for research and development and regulatory personnel both in the United States and abroad. She was also honored to serve as the Editor of *The Merck Veterinary Manual*, a multicontributor reference medical textbook. She currently is a publications consultant specializing in editorial services and writing training for the medical and scientific professions. Her experience

Courses

Advanced Writing (ADV) [Course #706]

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 be a combination of lecture and discussion, but individual work will not be critiqued during the workshop.

Prerequisite: 5 years' experience in editing or writing. APPROXIMATE HOMEWORK TIME: 2-3 HOURS. Homework due: July 10

Essentials of Copyediting (EW) [Course #204]

Intended for beginning copyeditors, this workshop will focus on basic copyediting skills. Copyediting is the process in which a manuscript is prepared for publication by revisions that ensure clarity, accuracy, and consistency.

Participants will learn the elements, principles, and processes involved in copyediting for scientific and medical publications. Specific exercises will enable participants to identify typical copy problems and compare various editorial choices. APPROXIMATE HOMEWORK TIME: 3 HOURS. **Homework due: July 24**

Introduction to the Renal System (SBS)

[Course #1103]

Designed for those without a science background, this workshop will present the basics of the structure and function of the renal system to help medical writers understand and write about topics involving the kidneys, ureters, bladder, and urethra. Key anatomical terms will be discussed, and concepts presented will focus on *normal* physiological function. In addition, the interrelationships of the renal system with other relevant body systems will be covered, including the effect on the body as a whole. APPROXIMATE HOMEWORK TIME: 2-3 HOURS. **Homework due: July 24**

Writing and Copyediting the Multimedia

Project (EW/FL) [Course #223]

For writers who are new to multimedia projects, this case-study presentation will incorporate lecture and group discussion to outline the steps in developing a computer-based multimedia training program. The main focus will be writing and editing for the screen— not programming! Storyboards, vendors, and troubleshooting will be discussed. APPROXIMATE HOMEWORK TIME: 2 HOURS. **Homework due: July 24**

includes numerous medical books, articles, and Web sites, as well as health-related trade and nonfiction books. She has been certified by the Board of Editors in the Life Sciences since 1991, is a Fellow of the American Medical Writers Association, and has received AMWA's Golden Apple Award for excellence in teaching medical communications. Dr. Aiello has made guest appearances speaking on various medical topics on the FOX News Channel, New Jersey Network, and USA Radio Network. Susan currently consults for a variety of both human and veterinary medical organizations, and she is on the faculty of the Harvard Continuing Medical Education publishing program.

James Cozzarin, ELS, is Lead Editor, Editorial Services, at ProEd Communications, Inc.® in Beachwood, Ohio. Before joining ProEd in 1994, he served as an Editor with Banks-Baldwin Law Publishing Company in Cleveland, Ohio, and as a junior high and high school English teacher.

A graduate of Kent State University in Kent, Ohio, Jim earned a Bachelor of Science in Education there, with a major in English and a minor in General Science. He is an AMWA Fellow, has served for more than 7 years on the Executive Committee, and is currently serving on the Editorial Board of the AMWA Journal. Active since 1995, he has earned both Core and Advanced Curriculum Certificates and has been a Manuscript Editor and Reviewer for the AMWA Journal for more than 8 years. He is also a member of the Board of Editors in the Life Sciences and the International Society of Medical Publications Professionals.

Currently, Jim is responsible for medical editing of scientific publications (journal articles, abstracts, posters), electronic media, regulatory documentation, briefing documents, intelligence reports, REMS, and advisory committee presentations.

Saturday Chapter Meeting

During lunchtime business meeting on Saturday, the chapters will hold their annual election of officers for the coming year. Chapter members not taking courses are welcome to attend the lunchtime business meetings free of charge, but they should complete a registration form so that adequate seating and admission to the building can be arranged.

BELS Testing

There is the opportunity to take the Board of Editors in the Life Sciences (BELS) exam on Sunday August 9, 2009 from 9 am to 12 pm at Camargo Pharmaceuticals. Please arrive for the exam by 8:30 a.m. For more information or to apply for candidacy, please visit this link: <http://www.bels.org/becomeeditor/index.htm>. Apply for candidacy as soon as possible to allow several days for BELS to determine your eligibility. If you are eligible, BELS will send you a registration form to register for your intended exam date/location. To take the BELS exam on Sunday, August 9, both your application for candidacy and your registration for the Cincinnati exam must be complete and postmarked by **July 19**. **Note:** If you have a disability requiring accommodations under the Americans with Disabilities Act, contact the Registrar no later than 6 weeks before the exam you plan to take. For questions related to the BELS exam, please contact the Registrar at BELS (Ineistadt@hughston.com). **All fees related to the BELS application and registration should be sent directly to BELS and not the AMWA conference registrar.**

Accommodations

A block of rooms has been reserved at the Wingate by Wyndham Cincinnati-Blue Ash hotel in Cincinnati, OH from Friday August 7, 2009 – Sunday August 9, 2009. The discounted room rate is \$97.30 per night. If you are interested in securing one of the rooms, please call the hotel at 513-733-1142 and reference the group code "CAM." For more information, please contact Jennifer Minigh at jminigh@shadetreepublishing.com.

Directions

The conference events will be held at Camargo Pharmaceutical Services, LLC in Cincinnati, OH. Carmargo's address is 10151 Carver Road Suite 200, Cincinnati, OH 45242-4760. For directions, please visit the chapter websites (www.hoosieramwa.org or www.ovc-amwa.org), search via Mapquest, or contact Jennifer Minigh at jminigh@shadetreepublishing.com or 304-237-8120. Plenty of free parking is available in front of the building.

Saturday Lunch Meeting

During lunchtime on Saturday guest speaker Karen Heraty, Consultant – Functional Outsourcing at Eli Lilly and Company, will hold a presentation discussing “Outsourcing Best Practices.” Her discussion topics include hiring outsourced vendors versus being hired as a vendor, bureaucracy involved in outsourcing, the importance of setting expectations up front, project management of the vendor relationship, among other topics. Bring your thoughts and questions about outsourcing!

To register for the conference:

1. Complete the registration form on page 4.
2. Clip and mail the registration form to Jennifer Minigh at the address on the form.
3. **Payment Options:** If paying by check, make payable to **Ohio Valley Chapter** and include with registration form. If you wish to pay by credit card/PayPal, go to www.paypal.com, enter the email address treasurer@ovc-amwa.org, and enter the dollar amount of your total registration.
4. Include a valid email address on your registration form. You will receive your confirmation of registration and other important notices via email.

National AMWA Website:

www.amwa.org

Indiana Chapter AMWA Website:

www.hoosieramwa.org

Ohio Valley Chapter AMWA Website:

www.ovc-amwa.org

IMPORTANT - Arrive at least 30 minutes before workshop start times to allow adequate time for parking and registration. Workshops will begin promptly. As a reminder, there is a 10-minute grace period for entering the workshop; after that, no one will be admitted and no workshop credit or refund will be given.

2009 Indiana/Ohio Valley Chapter Conference Registration Form

Deadline to Register: July 3, 2009

Name: _____

Company: _____

Address: _____

City/State/ZIP: _____

Phone (daytime): _____

Phone (evening): _____

E-mail: _____

Fees	Member/Nonmember
Registration (required for workshop attendees only – includes lunch and snacks)	\$50/ \$90 _____
Mark here for vegetarian: _____	
Mark if planning to attend the lunchtime meeting only: _____	\$15
Mark here for vegetarian: _____	
Workshops	
Advanced Writing (ADV) [Course #706] Saturday AM	\$120/ \$220 _____
Essentials of Copyediting (EW) [Course #204] Saturday AM	\$95/ \$195 _____
Introduction to the Renal System (SBS) [Course #1103] Saturday PM	\$95/ \$195 _____
Writing and Copyediting the Multimedia Project (EW/FL) [Course #223] Saturday PM	\$95/ \$195 _____
AMWA Certificate Enrollment (optional)	
Core	\$150/ \$275 _____
Advanced	\$175/ \$290 _____
Science Fundamentals	\$150/ \$275 _____
AMWA annual membership dues (1 year, optional)	\$145 _____

Total included with registration: _____

Refunds: There is a \$25 nonrefundable fee for each workshop. **No refunds after July 10.**

Mail this form to: (**see left side for payment options**)

Jennifer Minigh
251 Center Street
Crab Orchard, WV 25827

For questions, contact: **Jennifer Minigh** at
jminigh@shadetreepublishing.com or 304-237-8120