

AMWA Mid-Atlantic Chapter 2015 Conference

March 13, 2015
7:30 am – 5:00 pm

Gaithersburg Marriott Washingtonian Center
9751 Washingtonian Boulevard
Gaithersburg, Maryland

The Gaithersburg Marriott Washingtonian Center is conveniently situated in the suburbs of Washington, DC off I-270. The hotel overlooks a picturesque lake and is within walking distance of the Rio Entertainment Complex, Gaithersburg's premier shopping and dining destination.

SCHEDULE AT A GLANCE

7:30 AM — 8:30 AM Registration and Breakfast

8:05 AM — 9:15 AM Breakfast Speaker, Juli Monroe and Icebreaker Activity

9:15 AM — 9:30 AM Break

9:30 AM — 11:00 AM Open Session #1, AMWA Credit Workshops Begin

11:00 AM — 11:10 AM Snack Break

11:10 AM — 12:40 PM Open Session #2, AMWA Credit Workshops Continue

12:40 PM — 2:00 PM Lunch Roundtables and Chapter Business Discussion

2:00 PM — 3:30 PM Open Session #3 and AMWA Credit Workshops Begin

3:30 PM — 3:45 PM Snack Break

3:45 PM — 5:00 PM Open Session #4 and AMWA Credit Workshops Continue

5:00 PM Adjourn

Session Overview

Type	Morning		Afternoon	
Credit Workshop	Launching a Freelance Writing Career 2504 (B/FL) by Brian Bass		Fundamentals of Freelance Business Marketing 2510 (B) by Brian Bass	
Credit Workshop	Tables and Graphs 2011 (ES/G) by Susan Aiello		Sentence Structure and Patterns 2009 (ES/G) by Susan Aiello	
Open Sessions	Building an Effective Freelance Business Platform: Balancing the Work-Life Plan by Nicole Van Hoey	Writing for the Government Panel by Lili Fox Vélez, Terry Anderson, Sarah Markel, & Alison F. Davis	Go with Your Gut: Using Intuition to Manifest Results in Business and Life by Andrea Haynes	Rules and Tools for Scientific Editing by Martin Spiering

ES, Essential Skills Certificate; B, Business Certificate

Core Certificate Codes: FL, Freelance Certificate; G, General (no longer enrolling, some are completing)

Don't forget your business cards! There will be time to network during breakfast, lunch, and snack breaks.

BREAKFAST PRESENTATION

During breakfast, Juli Monroe of [1 to 1 Discovery](#) will discuss networking tips for introverts and how to compose an elevator speech. After this, we will all participate in three rounds of quick introductions where each person will have a chance to give his or her elevator speech in a fun manner as some participants shift from table to table, meeting new people in each round. Introverts – don't worry, this will be a painless experience and much better than ending the day wishing you had worked up the courage to introduce yourself to a wide variety of people. This exercise will promote higher quality interactions throughout the day!

MORNING AMWA WORKSHOPS AND OPEN SESSIONS

Tables and Graphs 2011 (ES/G) AMWA Credit Workshop, 3 hours



Leader: Susan Aiello, DVM

The workshop leader will cover definitions and uses of tables and graphs, as well as guidelines for preparing and editing them. The focus of the workshop, designed for the beginner, is the preparation of tables and graphs that are usable, that communicate, and that are appropriate for the situation. Participation is encouraged as we evaluate problematic tables and graphs. APPROXIMATE HOMEWORK TIME: 3-4 HOURS.

Launching a Freelance Writing Career 2504 (B/FL), AMWA Credit Workshop, 3 hours



Leader: Brian Bass

The workshop leader will explore strategies for starting a freelance writing or editing career. Included will be a review of the myths about freelance work and discussion of the advantages as well as disadvantages of a full-time freelance career. Participants will learn how to find clients, market their skills, prepare contracts, estimate project time, and set fees. Query letters will be covered briefly. APPROXIMATE HOMEWORK TIME: 2-3 HOURS.

Building an Effective Freelance Business Platform: Balancing the Work-Life Plan, Open Session, 1.5 hours



Leader: Nicole Van Hoey, PharmD

An effective business relies not only on gaining as many clients as possible or on increasing income but also on establishing a balance between workload and quality of life. Freelance professional must incorporate their own productivity levels and nonprofessional goals into their business approaches: from SWOT analysis and business planning to resume/social media representation and proposal bid or pitch development. Participants will use stated goals and a SWOT analysis to streamline a 4-square business plan and resume and to identify continuing education paths and markets to explore for business opportunities.

Writing for the Government: A Panel Discussion Open Session, 1.5 hours



Panel: Sarah Markel, MA, Terry Anderson, Lili Fox Vélez, PhD, and Alison F. Davis, PhD

Who writes for the government, and what do they write? Would this type of work be a good match for your skills? Listen to a diverse panel of government writers--who work for and at different federal agencies--each give a brief presentation to describe their work and the kinds of writing that they do. Panelists will then answer audience questions about writing for the government.

LUNCH ROUNDTABLES

Looking Beyond Regulatory: Career Opportunities outside the Pharma Box



Leader: Nicole Van Hoey, PharmD

With the large growth of the regulatory/CRO/biotech industries, other types of medical communications often are overlooked, especially by new medical writing professionals. This roundtable will present other opportunities in medical communications, ranging from consumer/trade writing to academia/scholarly journals and everything in between. Established professionals with experiences to share and new writers seeking variety in career paths are welcome.

References: Problems, Solutions, and Tricks of the Trade



Leader: Heather D. Banks, MAT, MA

Accurate, complete reference lists are critical. This session will focus on tips for identifying and finding information that is lacking, dealing with formatting issues, and diplomatic requests to authors for more details. Examples will include samples of reference problems, where to look (and not look) for additional information, and how to check/format both short and long reference lists efficiently.

Connecting the Dots: From Pharmacokinetics/Pharmacodynamics to Clinical Practice



Leader: Ashley Khan, PharmD

“Take on an empty stomach.” “This drug is contraindicated in pregnancy.” “Dose adjustments are required in renal impairment.” Why? How do we really know that? Pharmacokinetics (PK) and pharmacodynamics (PD) lay the foundation for our understanding. In this roundtable, we will review general PK/PD concepts and how these ultimately tie drug research and development to clinical practice. We will focus on commonly reported parameters, and examples will be provided for discussion.

What Hiring Managers Are Looking For



Leader: Jessica Goldman, inSection Group

You are a writer or editor who is thinking about leaving your “day job” to become a freelancer. You land an interview with a hiring manager. What skills, personality traits, and experience do you need? The hiring manager has two similar resumes side-by-side on her desk. Which candidate does she call, and why?

BELS Certification



Leader: Norman Grossblatt, ELS (D)

Certification for editors provides qualified manuscript editors in the life sciences a way to demonstrate their editorial proficiency, provides employers and clients a way to identify proficient editors, and establishes a standard of proficiency for editing in the life sciences. The need for an objective test of editorial skill has long been recognized, so the Board of Editors in the Life Sciences (BELS) developed a process for testing and evaluating proficiency in editing in the life sciences according to internationally recognized standards. Is one of the BELS two examinations right for you? Attend this roundtable to determine if this credential could bring new opportunities your way.

Using Your Medical Writing Skills to Sell Health Content to Consumer and Trade Publications



Leader: Sarah Markel, MA

This discussion will focus on how medical writers can convert the scientific knowledge and analytical skills they use in their medical writing to sell short health-related articles to magazine editors. Topics to be discussed include capitalizing on your areas of expertise; analyzing publications' content needs; approaching editors of trade and consumer publications; promoting your skills to an editor who may be reluctant to take on a new writer; and using published clips to impress hiring managers and potential clients.

Applying Medical Writing into the World of Continuing Medical Education



Leader: Fran Daniel, MPH

This hands-on roundtable will explore the world of continuing medical education (CME). What is CME? Why are medical writers and/or editors essential to CME? What does a medical writer or medical editor do day-to-day? Who would I work with, and what skills are needed? Is CME for me? What is adult learning theory? What is a gap analysis? How do I develop learning objectives? What formats are used to engage physicians in education? Who hires CME professionals? Attendees will learn how to perform a mini gap analysis and create an aligned learning objective.

How to Use EndNote



Leader: Cherie Dewar

After a quick round of introductions and lunch in the dining room, this group will head to a classroom for a live demonstration of how to use EndNote (EN) to build a reference library. We will cover how to choose and edit reference styles and how to download citation information into EN. We will also use an EN library to build a reference list, edit it, and take it out of EN fields.

Networking Table



Join fellow medical writers and editors to discuss any topic of your choice!

AFTERNOON AMWA WORKSHOPS AND OPEN SESSIONS

Fundamentals of Freelance Business Marketing 2510 (B), AMWA Credit Workshop, 3 hours



Leader: Brian Bass

Launching and building a successful freelance business takes marketing muscle. This workshop will help those who are new to freelancing or who are thinking about launching a freelance business strengthen that muscle, so they can get their freelance business off the ground and into the fast lane. The workshop leader will cover the whos, whats, wheres, whys, and hows of marketing a freelance business, and the exercises participants will do as homework and during the workshop will get them

pumped up and ready to take on the challenge.

APPROXIMATE HOMEWORK TIME: 4 HOURS.

Sentence Structure and Patterns 2009 (ES/G), AMWA Credit Workshop, 3 hours



Leader: Susan Aiello, DVM

Through lecture and examination of flawed and improved sentence examples, participants will consider the main elements of sentence construction, accommodation to the reading process, and the management of emphasis—all with a view toward matching structure to purpose. APPROXIMATE HOMEWORK TIME: 3 HOURS.

Go with Your Gut: Using Intuition to Manifest Results in Business and Life



Leader: Andrea Haynes, BA, Certified Spiritual Coach, Certified Life Coach

Open Session, 1.5 hours

Do you feel challenged in some area of business and can't move forward, no matter what you do? Or maybe you are at a personal or professional crossroads, faced with a decision, and you're uncertain how to proceed? In this engaging and interactive seminar, you will learn how research shows that listening to your intuition positively impacts your business and health. Explore ways to connect with your inner wisdom consistently, leave with tools to enhance your decision-making, and increase your sense of confidence and inner peace. Andrea will show you how to tap into your own intuition for crucial guidance and direction for your business and your life. The answers lie within!

Rules and Tools for Scientific Editing



Leader: Martin J. Spiering, PhD, ELS

Open Session, 1.5 hours

The goal of scientific editing is to ensure effective communication of complex ideas and research findings. Accuracy of both language and data presentation are therefore key and require both extensive editing skills and a good measure of analytical thinking and efficiency. This workshop will discuss approaches that add value to scientific editing by adding roles typically filled by peer review and that help streamline editorial tasks. The presentation will include a rundown of Microsoft Word's capability to automate and simplify repetitive tasks and will introduce a suite of simple programs that help check documents for consistency in style, language, and formatting.

REGISTRATION FEES and DEADLINES

Online Registration opens	January 23, 2015
Deadline to reserve Marriott lodging at conference rate	February 19, 2015
Early Bird registration deadline	February 27, 2015
Homework deadline for AMWA credit workshops	February 27, 2015
Deadline for conference or workshop cancellation with partial refund	February 28, 2015
Last day to register before on-site registration	March 6, 2015
On-site registration rate applies	March 7-13, 2015

Conference Registration Link

http://www.amwa.org//calendar_day.asp?event=1527&date=3/13/2015

2015 AMWA-MAC Conference Fees†

AMWA Member			Nonmember*		
Early Bird	Regular	On-site**	Early Bird	Regular	On-site**
\$100	\$125	\$175	\$150	\$175	\$225

AMWA Workshop & Open Session Add-On Fees	AMWA Member		Nonmember*	
	Regular	On-site**	Regular	On-site**
AMWA Credit Workshop	\$125	n/a	\$150	n/a
Morning Open Sessions (2)	\$40	\$55	\$40	\$55
Afternoon Open Sessions (2)	\$40	\$55	\$40	\$55

†Full conference registration includes breakfast, lunch, roundtable, and snacks

*If you are not an AMWA member, you can obtain the AMWA member fee by joining before registering.

**On-site registration payable by check only.

REGISTRATION INFORMATION

The conference registration fee includes breakfast, buffet lunch, a roundtable session, and snacks. Conference registration is an online process (register online at http://www.amwa.org//calendar_day.asp?event=1527&date=3/13/2015). Forms of payment that are accepted include Visa, Master Card, American Express, and check. Please note that selecting the payment-by-check option does not guarantee seating in any workshop or activity. Registrations paid by check will not be processed until the individual check is received at AMWA headquarters and will be processed in the order in which they were received.

Registration for Events

For events where reservations are required (e.g., lunch roundtables, AMWA workshops, and open sessions), you must reserve your space during the registration process. Reservations will be made on a first-come, first-served basis.

Confirmation and Receipt

An automatic email will be sent to confirm registration and provide a receipt. If you register for AMWA credit workshops, a link to the homework will be on the receipt. Registrations paid by check will not be processed until the check is received at AMWA headquarters and will be processed in the order which it is received.

Cancellation/Refunds

If you must cancel your conference registration or your workshop registration, your written cancellation notice must be received no later than February 28, 2015 in order to receive a refund. Send email cancellations and requests to registration@amwa.org. Refunds will be issued through your method of payment, less the \$35 registration cancellation fee and a \$35 AMWA workshop cancellation fee for each AMWA workshop. Conference and workshop registration is non-refundable after February 28, 2015. No refunds or credits will be given for failure to attend, late arrival, unattended events, or early departure.

Homework

Homework is due to the instructor by February 27, 2015. The link and password for downloading workshop homework from the Web (if applicable) will be included in the registration confirmation email.

Accommodations

[Gaithersburg Marriott Washingtonian Center](#)

9751 Washingtonian Blvd. | Gaithersburg, MD | (301) 590-0044

Reservations: 1-800-228-9290 (Reference AMWA-MAC Conference for discount)

Rate: \$179.00/night (single/double occupancy) Tax: 15% per night

Deadline for group rate is February 19, 2015.

Transportation

The Gaithersburg Marriott Washingtonian Center is centrally located off I-270 and the Intercounty Connector (ICC) MD-200. The hotel has complimentary on-site parking. The closest Metro station is Shady Grove Metro (Red Line), located 1.7 miles from the hotel. Taxis are available at the Shady Grove Metro Station to transport you to the hotel.

Registration Questions

If you have questions regarding your registration, please contact AMWA at registration@amwa.org or by telephone at 240-238-0940, ext. 103. For program or other AMWA-MAC Conference questions, please contact Jill Roberts at jillwroberts@msn.com or (434) 944-7922.

EDUCATION PROGRAM AND CERTIFICATES

AMWA Certificate Program Information

AMWA workshops allow medical communicators to increase their knowledge, refresh their skills, and investigate new areas. Credit workshops provide an interactive 3-hour learning experience with peers and AMWA's expert workshop leaders. Depending on the content covered, workshops comprise 16 to 30 attendees and include real-life exercises and small-group breakouts. As the world of medical communication changes, the association updates existing workshops and develops new ones.

Enrollment is required in order to earn an AMWA certificate. The enrollment fee is a one-time fee. Only enrolled participants can receive credits toward a certificate. Additional fees apply for workshop participation and self-study module purchases. You may earn AMWA certificate credit by participating in 8 AMWA workshops in a specialty area. One of these workshops must be the ethics workshop applicable to that specialty, and two workshops can be electives of your choice from other specialty areas. Earning an AMWA certificate is a respected part of a career path in the field and is required by some employers.

You may take credit workshops without enrolling in a certificate program, but you must be enrolled in the specific certificate program to which the workshop is applicable to receive credit toward that certificate. After enrolling in a certificate program, you have 6 years to complete the requirements to earn the certificate. Workshops may be taken in any order during that time.

If you are not enrolled in a certificate program but participate in a workshop and wish to receive credit for that workshop, you need to enroll in the certificate program to which the workshop is applicable within 90 days of completing the workshop. In order to obtain credit, you must have successfully completed the homework and attended the entire workshop (3 hours).

Multiple designations are included in workshop listings to accommodate people enrolled in both new and old certificate programs. Credit for a workshop can be applied once, to one certificate only.

AMWA awards the appropriate certificates when the requirements have been fulfilled. Please allow AMWA HQ staff sufficient time after the conference to process workshop credits. You may review your workshop curriculum history by logging in to www.amwa.org (website) and clicking on "My Curriculum History" in the quick links under Account Management.

Enrollment is available for AMWA's Essential Skills certificate and 3 specialty certificates (listed below).

Essential Skills (ES) Certificate

Essential Skills (ES) workshops provide the basis for the certificate program and include skills that all medical communicators should have, regardless of job function or environment. To obtain the Essential Skills certificate, you must successfully earn 8 credits either by live workshops or self-study modules; one of these credits must be Essential Ethics for Medical Communicators.

Specialty Certificates

To receive a Composition and Publication, Concepts in Science and Medicine, or a Regulatory and Research certificate, you must successfully complete 8 workshops within a specialty certificate program. One of these workshops must be the ethics workshop applicable to that specialty, and two workshops can be electives of your choice from other specialty areas.

Specialty Workshops

- Composition and Publication (CP) workshops provide experienced medical communicators with specialized editing and publication skills, as well as in-depth consideration of issues in writing, editing, bibliographic research, education, and other topics of interest.
- Concepts in Science and Medicine (SM) workshops provide medical communicators with an opportunity to deepen their understanding of basic concepts in science and medicine. For those with a nonscience background, these workshops provide an orientation to a scientific area and a foundation for further study. For those with a science background, these workshops offer opportunities to enhance knowledge and to learn about areas outside current specialties.
- Regulatory and Research (RR) workshops provide experienced medical communicators with specialized skills in regulatory and drug development writing and editing.

Workshop Designations

Credit for a workshop can be applied only once, and workshops are given a designation that reflects the certificate program to which they currently apply.

Rules for Earning Workshop Credit for Certificates

- ✓ Enrollment in the certificate program corresponding to the workshop designation (CP, ES, RR, or SM) is required.
- ✓ For specialty certificates (CP, RR, or SM), two of the eight workshops can be electives of your choice from other certificate areas.
- ✓ Workshop homework must be received by the leader by the stated deadline.
- ✓ The workshop must be attended in its entirety (3 hours).
- ✓ There is a 10-minute grace period, after the stated starting time, for entering a workshop; after that, no one will be admitted and no refund or workshop credit will be given.

Precourse Work (Homework)

Each credit workshop includes homework. Typically, the purpose of the homework is to give participants needed background information for the workshop and also to help the workshop leader assess the skill levels of participants.

After you register for the conference, you will receive an e-mailed confirmation which will include the URL for downloading homework from the AMWA website. Almost all homework for credit workshops

is available electronically. We strongly encourage you to download homework immediately after you receive your confirmation to ensure that the downloading process is successful, to confirm that the homework is correct for the workshop, and to note the deadline stated on the specific homework. A delay in downloading the homework and identifying potential problems could result in the inability to complete the homework by the deadline of February 27, 2015.

If you have difficulty accessing the homework or URL, please contact AMWA HQ by e-mail at registration@amwa.org or by telephone at 240-238-0940, ext. 103. You are also responsible for verifying that your workshop leaders have received your completed homework by the deadline. Credit for the workshop will not be given if the homework arrives late.

Even if you do not wish to receive credit for a workshop, you are encouraged to complete the homework to be better prepared to fully participate in the workshop.

More information about AMWA's education program is available at www.amwa.org/education.

Leader Biographies



Susan Aiello, DVM, ELS, is Editor-in-Chief of The Merck Veterinary Manual, a multicontributor reference book for the veterinary field. Her experience in medical communications includes numerous human and veterinary medical textbooks, journals, Web sites, and trade nonfiction books. Dr. Aiello studied journalism at Oakland University and publication management at Drexel University. Susan received AMWA's Golden Apple Award for excellence in teaching in 2005 and was honored to receive AMWA's Swanberg Award in 2012. Susan is a Past President of the Board of Editors in the Life Sciences and is on the faculty of the Harvard Continuing Medical Education publishing program.



Terry Anderson is a freelance writer, editor, and communications consultant in life sciences and macroeconomics. His clients include private industry, international, and nongovernmental organizations, and US Government agencies and their contractors. He specializes in writing scientific manuscripts, public policy documents, white papers, briefing papers, conference proceedings, branding & marketing plans, media plans, and style guides.



Heather Banks has more than 25 years of experience as a writer/editor, including working for NIH, the Smithsonian, professional societies, nonprofits, and contractors. She also taught English at the secondary and university levels for more than 12 years. Having done graduate work in four disciplines, she has personal as well as professional experience in the importance of complete, accurate references, whether for journals or large projects including Surgeon General's Reports and clinical guidelines. After 40 years in the DC area, she retired to Harrisonburg, VA, where she freelances and works sporadically on two novels and a third collection of poems.



Brian Bass is an award-winning freelance medical writer. He is President of Bass Global, Inc., which was founded in 1989 and provides medical writing solutions in the areas of pharmaceuticals, biotechnology, devices, and diagnostics for healthcare professional, consumer, and business audiences in a wide range of therapeutic areas and media. Brian is also co-author of *The Accidental Medical Writer* series of books, resources, information, and inspiration for freelance medical writers. Brian is currently Immediate Past President of The American Medical Writers Association (AMWA), where he has also served on the Executive Committee as President Elect, Administrator of the Annual Conference, and in development and publicity capacities. He is also currently Chair of the organization's Communications Committee. At the regional level, Brian has served as President of the AMWA-Delaware Valley Chapter (AMWA-DVC) and as the chapter's Programming and Publicity Chairs. He founded and chaired the AMWA-DVC Princeton Conference for 16 years. In addition, Brian is an avid speaker and presenter.



Fran Daniel, MPH, brings 3 years' experience in continuing medical education (CME) to this interactive roundtable. Fran is a Medical Program Director at CME Outfitters where she performs research, develops proposals, and implements CME activities for a broad range of topics. Previously, Fran was a Medical Education Content Specialist at a physician education company where she collaborated with nine partners on the largest CME activity in CME history educating physicians on smoking cessation. Fran earned a Master's in Public Health from Saint Louis University.



Alison F. Davis, PhD, is a freelance science and science policy writer. She earned a BS in biochemistry from Virginia Polytechnic Institute and State University and a PhD in pharmacology from Georgetown University. While finishing postdoctoral research at Stanford University in the mid-1990s, she discovered that she could feed her dual passion for science and words by communicating science to nonscientists. She completed the Science Communication program at the University of California, Santa Cruz, and began her writing career at The Stanford Daily, The Palo Alto Weekly, the Stanford Medical Center News Bureau, and NASA's Ames Research Center, where she worked with the Lunar Prospector moon mission. Since 1998, Alison continues to write on a freelance basis for the NIH, including the Office of the Director and several institutes and centers, and as a speechwriter for senior scientists in and out of the NIH. She wrote a biography of Dr. Ruth Kirschstein that was published in 2011.



Cherie Dewar, BS, began her science career earning a Bachelor of Science degree in Biochemistry from California Polytechnic State University at San Luis Obispo. For seven years she worked as a molecular biology bench scientist before transitioning to a freelance medical writer in 2007. Cherie has gained experience as an author and copy editor for manuscripts, patient education, continuing medical education, conference summaries, and pharmaceutical advertisements.



Jessica Goldman is focused on serving the medical writing industry. As an Executive Recruiter – Medical Writing Specialist at inSection Group, she is a highly networked resource within the community. inSection relies on Jessica to deliver qualified medical writing recourses in a timely manner to their client companies. Her capabilities span from building specialized teams of professionals available for outsourced engagements (individual, project, functional), "co-sourcing," individual contract, project crisis rescue, and/or direct, permanent hiring.



Norman Grossblatt earned his BA in English from Haverford College. He has been a manuscript editor at the National Academies since 1963, where he has edited more than 500 reports. Norman is a founder and the first president of the Board of Editors in the Life Sciences. He is pictured here at the AMWA-MAC Chapter dinner at the 2014 AMWA Annual Conference in Memphis.



Andrea Haynes, CLC, CSC, is a Certified Spiritual Coach who helps professionals harness the power of their intuition to manifest results. Her unique approach also enlists energetic tools to promote healing, clarity, and transformation. She served 19 years within the Federal immigration sector, where she graduated from the USDA Executive Potential Program, was an award-winning facilitator, and a quietly miserable senior manager. Her intuitive gifts led her to make profoundly positive changes, setting her on the path of helping others do the same. She has also worked as a Standardized Patient Educator in the Schools of Medicine at both Emory University and GWU.



Ashley Khan, PharmD, is a medical writing intern for Whitsell Innovations and works in Virginia as a clinical pharmacist at Carilion Roanoke Memorial Hospital. She presents continuing education webinars for pharmacists and nurses. Ashley earned a

BA in Rhetoric and Communication Studies from the University of Richmond and her PharmD from Virginia Commonwealth University.



Sarah Markel, MA, is a freelance health writer with over 150 articles in print. Her work has appeared in Northern Virginia Magazine; Momentum Magazine; Medstar, Georgetown University Hospital's MyGeorgetownMD and Pediatrics newsletters, and the Department of Defense Education Activity's Safe Schools Newsletter. She also works as a writer/editor at the Administration for Community Living within the Department of Health and Human Services in Washington, D.C.



Juli Monroe, of 1 to 1 Discovery, has more than ten years of networking and sales experience. Juli is a networking and business coach who helps small business owners grow their business through effective networking and word of mouth marketing. Her approach to life and business revolves around building relationships, both in person and online. She uses Twitter, Facebook, and other online platforms to maintain the relationships she makes in-person and to find new friends she's yet to meet "in real life." She is excited to have authored *The Enthusiastic Networker* (available from Amazon and Barnes and Noble), which helps readers find and build those relationships to support them forever. It also helps people find their unique networking presence and voice.



Martin J. Spiering, PhD, ELS, is a Science Editor at CSR, Incorporated with more than 15 years of experience in writing, editing, and peer-reviewing scientific manuscripts. A microbiologist by training with expertise in molecular biology, biochemistry, and bioinformatics, he has worked for many years as a bench scientist managing biomedical research projects in several international labs and published 20+ research articles and reviews in international journals, books, and proceedings. He is a board-certified Editor in the Life Sciences and has extensive experience in scientific editing focused on ensuring accuracy of both language and content.



Lili Fox Vélez, PhD, works as a Scientific Writer at the Center for Food Safety and Applied Nutrition, assisting researchers with grants and journal publications, and as a freelance educator/writer. In her industry life, she has worked in medical publications, market access, and medical education. As an academic, she has designed and taught university classes in medical communications, scientific writing, environmental science, and creativity. In 1997, she founded the MS program in Biomedical Writing at the University of the Sciences in Philadelphia.



Nicole Van Hoey, (PharmD), specializes in educational writing for consumers, students, and health professionals on treatment guidelines, reference textbooks, and trade magazines. An experienced editor, Nicole has guided journal manuscripts from peer review through final layout.