

## Reflect and Connect!

This year's annual meeting in Providence, *Reflections and Connections*, promises to be better than we had imagined!

We have planned some very out-of-the-box presentations and events for you. Many are centered on ideas of social networking, teambuilding, and creativity. Did you know, for instance, how comics are currently being used to impart healthcare information? Or that feedback loops are an essential ingredient to successful teamwork? How about the subtle differences in social networking tools such as Facebook, Twitter, and LinkedIn? Which one would be best suited to meet the goals of your organization? What is the return on investment from social media?

Come draw on the wealth of experience and information of these and other presenters. And in your free time, explore one of the jewels of the Northeast: Providence, with its many restaurants, galleries, promenades, and museums—including the Culinary Arts Museum and historic residences.

One thing you'll not want to miss, following our awards banquet on Saturday evening, is the city's signature summertime event: Waterfire. On certain weekends (and we are fortunate enough to have our meeting during one), one hundred small bonfires are lit on piers that snake through three rivers that converge in Providence. Covering a distance of two-thirds of a mile, the fires are visible from a network of public spaces and parks. World music accompanies the event, as do a host of black-clad performers who travel in flotillas alongside the fires. You can smell the cedar and pine burning as you watch the fires and performances and listen to the extraordinary music: truly a feast for the senses.

We hope you'll take advantage of the unique opportunity to attend this outstanding meeting! But hurry, because the deadline to secure the HeSCA room rate at the elegant Providence Biltmore Hotel is May 21st. And if you register for the meeting before May 25th, you'll enjoy a discount as well.

Arlyn Bonfield / Tom Kidder / Mark Saba  
Meeting Co-Chairs



53<sup>RD</sup> INTERNATIONAL CONFERENCE  
ON HEALTH & SCIENCE COMMUNICATIONS

**PROVIDENCE**

**JUNE 20–23 2012**

**REGISTER NOW at**  
**[www.hesca.net/providence](http://www.hesca.net/providence)**

# Time to Vote!

## Changes to our Constitution and Bylaws

by Jim Huff

As stated in the last issue of Feedback, the following changes have been recommended by the HeSCA board. Please take a moment to review them.

We have updated the wording in the Constitution **Section 2. Not-for-Profit Status** and **Section 3. Dissolution and Disposition of Assets** to be in compliance with our non profit status. In **Article II. Membership, Section 1. Application and Selection** membership will begin upon approval by the Board. We removed the requirement of dues payment in the event that there are changes to the dues requirement in the future. In **Article III. Governance, Section 1. Officers** and **Section 5. Board of Directors Composition and Representation** we reduced number of elected Board members from 6 to 2 to function more efficiently with the present size of the organization. In **Article III. Governance, Section 10. Amendments** proposed amendments and changes to the Constitution can be made by a simple majority of those voting. The requirement for at least half the membership to have voted was eliminated to streamline the approval process. Presently, if we do not have more than half the membership voting, we need to hound the members to vote until we receive the required number of votes.

In the Bylaws **Article II. Members, Section 1. Membership Classes** and **Section 4. Delinquency** applicants will become members or be removed as members upon approval by the Board (the dues requirement was removed for reasons described above). In **Article III. Officers, Section 3. President-elect** the President-elect is no longer required to chair a meeting of the general membership allowing us more flexibility in meeting frequency. In **Article III. Officers, Section 5. Board of Directors** the Board must report to the association before the end of the current fiscal year rather than at the annual meeting. In **Section 6. Additional Members of the Board** the Board may approve additional Board member recommendations from the President to serve until the end of the current fiscal rather than until the next association meeting. In **Article VI. Board of Directors, Section 1. Elections** the number of Elected Board members was reduced (as mentioned above) and their term limit restriction was removed. This will allow present Board members to run for election again in the event that no nominations are received. In **Section 2. Frequency of Elections** vacant board seats will be filled by election at the end of the current fiscal year rather than at the annual meeting. In **Section 3. Nominations** the president-elect rather than the Nominations Committee will make recommendations for nominations. In **Section 4. Manner of Elections** the ballots will no longer need to be verified and the election results will be announced following the election rather than at the annual meeting. In **Article V. Committees, Section 1. General Role** committees and committee membership "may" be appointed. Currently they "shall" be created and appointed. Similarly in **Section 2. Membership in Special Interest Groups** the wording for dues support of the SIGS was changed from "shall" to "may". And finally **Article IX. Conflict of Interest Policy** was added to keep us current with the requirements for our non profit status.

This summary should assist you in understanding the recommendations we are making. We have posted the entire revised and amended Constitution and Bylaws on our website (under the About HeSCA tab and then click on Constitution and Bylaws). We have created a survey for an approval vote at <http://www.surveymonkey.com/s/CTM2YNC>. Presently, according to the Bylaws, we will need over half the membership to vote to approve or deny these recommendations, so please go to the survey and vote Yes or No.

## In Memoriam Stewart Leanny White

HeSCA celebrates the life of one of our most beloved members, Stewart White, who passed in January of this year. A past president, Stew chaired several conferences, was Program Chair of the World Congress in Orlando in 1995, and donated much of his time to HeSCA over the years. His University of Michigan Biomedical Communications department was a frequent winner of HeSCA Media Festival awards. In 1986, Stew was recognized for his distinguished service and achievements in our field with the Golden Raster award, HeSCA's most prestigious honor.



Stew White receiving the Golden Raster from Reba Benschoter.

Stewart Leanny White, 76, died at his Ann Arbor home on January 25, 2012. Stewart was born on April 14, 1935 and raised outside of Philadelphia in Media, Pennsylvania. He graduated from Media High School in 1953, from Penn State University in 1957 and from Boston University in 1959. He served in the US Army at Walter Reed Hospital. At Boston University, Stewart made lifelong friends working at WGBH, where he did a news, sports and weather show. He liked to boast that he had the second highest rated news show in Boston public radio at the time (there were two). Stewart worked for Smith, Klein and French in video/communications in the 1960s, and was recruited to do similar work at the University of Michigan Dental School in 1969. In 1977 he transitioned to the UM Medical School as director of Biomedical Communications. He retired in 1995.

Stewart was a proud Nittany Lion whose passions included anything to do with the Christmas holidays, anything to do with Penn State, and Michigan basketball (men's and women's). He leaves behind his close friend Casey White and the son he so actively helped to raise, Toby Ogle (Sarah) – Miami, all of the Dondero family in New Jersey (Bill, John, Ellen and Becky and their families), his adopted family Peter Kirchoff (Monique) – Boston and Jahn Kirchoff (Christie) – Miami, his friend and fantastic supporter Carrie Gardner and his many friends in Ann Arbor, in the Penn State Alumni Association/Michigan chapter, and the WGBH crowd from the late 1950s.

Those wishing to make a tangible gift in Stewart's memory can do so by donating to the Penn State Alumni Association/Michigan chapter scholarship fund, or the annual Ann Arbor winter coat drive.

### HeSCA has moved!

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Our email and web addresses remain the same:

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## Join HeSCA on LinkedIn

The recent member survey showed that our members want HeSCA's primary social media presence to be on LinkedIn. In response, we are moving our listserv discussions to LinkedIn. Please join us there.



LinkedIn has some features that make it ideal for professional discussions. You can choose how often you want to hear from us: every time someone starts a new discussion, once a week summary of activities, or only when you seek us out. Based on your settings, LinkedIn will send you emails with links that will take you directly to discussion threads. Here are instructions on how to set it up:

- 1) Join LinkedIn: ([www.linkedin.com](http://www.linkedin.com)) and sign in. It's free!
- 2) Join our Group: In the search box, select "Groups" from the drop down menu, then search for "hesca". Click "Join Group."
- 3) Settings: To select your setting, go to the HeSCA group page. Select "More" on the group page's bar and then "Your settings" from its drop down menu.
- 4) Check the settings you would like to use. We recommend:
  - a. Send me an email for each new discussion
  - b. Weekly digest email
  - c. Allow the group manager to send me an email
  - d. Allow members of this group to send me messages via LinkedIn
- 5) Now go ahead and use it. Ask a question, post a response, or just browse through ongoing discussions. You'll hear from us as much or as little as you wish.

HeSCA also has a presence on Facebook and Twitter. Please "like" our Facebook page and use "#hesca" in your tweets.

We look forward to hearing from you online!

## HeSCA Board of Directors

### Executive Committee

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