New Endowed Professorship in Laboratory Medicine

On March 13, 2002, Washington University in St. Louis announced that Jack Ladenson, former Chair of the Editorial Board of *Clinical Chemistry*, had established the Conan Professorship in Laboratory Medicine at Washington University. Samuel A. Santoro is the first occupant of the chair, which is thought to be the second endowed professorship in laboratory medicine in the United States.

Astute readers of *Clinical Chemistry* will recognize “Conan” as the name of a monoclonal anti-creatine kinase-MB antibody (1,2) that has been widely used in clinical assays. The chair was named in honor of the research team that worked with Dr. Ladenson on the Conan project.

Dr. Santoro is a pioneer in the study of collagens and cell adhesion. He discovered an integrin that is now a target for new cardiovascular drugs. He is also an expert on coagulation and serves as Director of the Division of Laboratory Medicine at Washington University School of Medicine as well as Medical Director of Clinical Laboratories at Barnes-Jewish Hospital. He is a wonderful choice for this Professorship, bringing together research, service, and teaching in laboratory medicine.

Dr. Ladenson is the Oree M. Carroll and Lillian B. Ladenson Professor of Clinical Chemistry at Washington University, a professorship that he endowed. He is a past-president of AACC and has received numerous awards, including the AACC Award for Outstanding Contributions to Education (1989) and the AACC Award for Outstanding Contributions to Clinical Chemistry (1994). He will receive the AACC Award for Outstanding Contributions to Research in a Selected Area this summer. He is also the director of clinical pathology programs for Pathologists Overseas, an organization dedicated to improving pathology and clinical laboratory services in developing countries.

In announcing the chair, Dr. William A. Peck, Executive Vice Chancellor for Medical Affairs and Dean of the School of Medicine, said, “Laboratory medicine is fundamental to the pursuit of highest quality clinical care.... We deeply appreciate the generosity of Jack Ladenson, a great faculty member and pioneer in laboratory medicine”.

We at *Clinical Chemistry* agree, and thank Dr. Ladenson for yet another landmark contribution to patient care through the advancement of research, service, and training in the field of laboratory medicine.

References


Marketing Guru’s Advice: Become Underwriters Like the Medicis

Chris Locke’s new book, *Gonzo Marketing: Winning Through Worst Practices*, argues that mass marketing is a dead-end. The Internet era calls for marketing targeted at micromarkets. According to *USA Today*, he urges readers to follow the Renaissance example of the House of Medicis (sponsor of Michelangelo and others) by becoming principal underwriters of Web sites that are consonant with a corporation’s style and message. [Editor’s Note: The style and message of *Clinical Chemistry Online* consist of dedication to research and progress in clinical testing for the benefit of humankind.]

New Honors for Members of Editorial Board

Roland Valdes has been named Distinguished University Scholar at the University of Louisville. This designation has been given to only a few faculty in the history of the institution and carries financial and other considerations to help those faculty continue their pursuit of excellence. Dr. Valdes is Professor and Vice-Chairman for Academic Affairs and Research in the Department of Pathology and Laboratory Medicine, and Director, Clinical Chemistry and Toxicology, at the University of Louisville.

Ishwarlal Jialal received the Centrum Center for Nutrition Science Award of the American Society for Nutritional Sciences on April 21, 2002. He has also accepted the Stowell Chair in Experimental Pathology at the University of California Davis effective this summer. Dr. Jialal holds the C. Vincent Prothro Chair in Human Nutrition Research and Professor in the Departments of Pathology and Internal Medicine; he is also Director of the Division of Clinical Biochemistry and Human Metabolism and is Senior Investigator in the Center for Human Nutrition at the University of California Southwest Medical Center.

New Member of the Editorial Board

Douglas G. Altman has joined the Board. His biographical sketch will be prepared and printed here shortly for the benefit of anyone who is unfamiliar with his extensive contributions.

Online Submission of Manuscripts

Since January 1, all new papers at *Clinical Chemistry* have been submitted and reviewed through the web-based system at submit.clinchem.org. The process has gone extremely smoothly. Preliminary indications are that the system is further improving the already fast turnaround time for reviewers’ comments and editorial decisions. As I write this, new features are continually being added. The success of the system to date reflects efforts over several years by individuals here and at Stanford University. Shane Cyr in this office fortunately talks both “journalese” and