



# AFMS NEWS

Summer 2010

AFMS  
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## Liverpool Conference September 29th to October 2nd



Only a few months to go now before the city of Liverpool hosts the AFMS 26th conference. Places for the conference are limited and we have had a lot of bookings already. There are still some places left so if you would like to attend, please return the enclosed booking form. The closing date for completed bookings is August 20th. We have arranged a comprehensive social programme for the conference which includes a walking tour of historic Liverpool, excursions to Speke Hall, St Georges Hall and Liverpool's two magnificent cathedrals. Liverpool was voted the European Capital City of Culture in 2008 so there will be lots to enjoy in the city.

A designated UNESCO World Heritage Site, the city is home to more listed buildings than any city outside of London. The city also has a fascinating maritime history and its history as one of the world's great ports has left a remarkable legacy of art and architecture that gives it a distinctive look and unique atmosphere. Liverpool's attractions have something for everyone. If you are also interested in giving a presentation at the meeting please can you send an



## AFMS NEWS

Welcome to the latest edition of the AFMS news!!! If there is anything you would wish to have included in future editions, please send an email to the administrative secretary at [tonyridge72@yahoo.co.uk](mailto:tonyridge72@yahoo.co.uk)

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## • Meeting and Events.

### • September 2010

AFMS Conference.  
Liverpool 29th Sep to  
Oct 2nd 2010.

### • November 2010

French Intermediate  
Speaking Course.  
Wedgewood College  
Stoke 6th November.

### • November 2010

French Advanced  
Speaking Course.  
Wedgewood College  
Stoke 13th November.

### • January 2011

Burton Manor French  
Medical Weekend 28th  
to 30th January



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## Committee Re—election

**Message from Mark Savage;**

“ Officers of the Society are elected for a 3 year period. Due to changes over the years and some retirements the election timing process resembles English local elections...no one seems to know who is about to fall off their perch! This year the Honorary Secretary (presently Mark Savage) is up for re-election. If any member of the AFMS wishes to stand please let Tony Ridge know, ideally before the AGM (in Liverpool) with the name of a seconder too. The Hon Secretary role is extremely well supported by Tony Ridge who is responsible for the day to day running of the Society; the main responsibilities of the Hon Secretary are, along with the President, to be one of the “faces” of the Society; write letters to funding bodies (such as the James Tudor Foundation); and to liaise with the other Officers on committee matters; proof-reading of minutes and the newsletter is also important.”

## Committee

Dr Andrew Hassan  
( President )  
Dr James Taylor  
( Treasurer )  
Dr Mark Savage  
( Hon Secretary )  
Dr Helen Sykes  
( Membership Secretary )  
( helen.sykes@nhs.net )  
Dr Robyn Wittersheim  
( Webmaster )  
Dr Mark Cottrill  
( co-opted member )  
Dr Colin Mumford  
Dr Rex Melville  
Dr Carol Barton  
Dr Flavia Leslie  
Dr David Bell

## The AFMS Medical French Weekend.

The annual AFMS Medical French Weekend will be held at Burton Manor training college near Chester, from the 28th to 31st January 2011. The course organiser is Gareth



Williams MA MD FRCP (Edin) who is Professor of Medicine at the University of Bristol (ex University Hospital Aintree, Liverpool). There is potentially a wide range of opportunities for British doctors to practise medicine in mainland Europe but only if they can communicate with their patients and colleagues. Indeed, as part of the ‘harmonization’ with Europe, proficiency in a European Language may even become a part of the expanded undergraduate medical curriculum in many UK medical schools. This course will provide an invaluable foundation for those planning to work or undertake student electives in French-speaking countries. The main aim is to provide an essential medical vocabulary and the confidence to use it. The teaching programme has been designed specifically by members of the Modern Languages Department at Liverpool University. Sessions will be in small groups which will be led by experienced French speakers and teachers, including doctors. Specific topics will emphasise the practical aspects of medicine. For more information please email Christine Greenwood at [c.greenwood@liverpool.ac.uk](mailto:c.greenwood@liverpool.ac.uk)

## Did you know?

The Japanese are the most holiday-deprived nation in the developed world, taking an average nine days off a year, while the French enjoy the most, averaging 34.5 days off annually. The United States gave workers the second fewest number of days off a year, averaging 17. UK workers receive on average, 22 days.

## Administrative Secretary

Please send details of any change of address, incorrect addresses, subscriptions and changes in email to

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## AFMS NEWS

### Facts you may not know about Liverpool

**Coming to Liverpool for the conference this year?**

Liverpool is a lot more than just the Beatles and remnants of a maritime port. An estimated 600,000 people visit Liverpool each year and they spend some £21million in the city.

Liverpool was the European Capital of Culture in 2008 and the city celebrated its 800th birthday in 2007 after King John granted Liverpool city status in 1207. Liverpool is the most filmed in British city outside London, with cinema credits including: The Hunt for Red October, My Kingdom, In the Name of the Father, Letter to Brezhnev, Backbeat and Priest. Liverpool holds the Guinness Book of Records for being the major centre for pop music. More Liverpool artists have had a number one hit than any other town or city. 56 no 1's to date! There is an annual music festival called The Mathew Street Music Festival held every August Bank Holiday which is the largest city centre-based free music festival in Europe.

If you are a lover of art, The Walker Art Gallery is the national gallery of the North and houses one of the most comprehensive collections of art outside of London whilst Tate Liverpool hosted the Turner Prize in 2007, the first time in the prestigious prize's 24-year history it takes place outside London. Liverpool boasts a wealth of poets, novelists, playwrights and screenwriters, including: Alan Bleasdale, Clive Barker, Beryl Bainbridge, Linda Grant, Adrian Henri, Roger McGough, Jimmy McGovern, Nicholas Monsarrat, Brian Patten, Willy Russell. Liverpool is home to the Grand National Horse Race, the most famous steeplechase in the world, annually watched by 600 million people worldwide. Liverpool is a World Heritage City, designated by UNESCO in July 2004, placing the city's Pier Head alongside Stonehenge and the Great Wall of China as one of the world's most important places. The city has 2,500 listed buildings and 250 public monuments. Liverpool has the largest collection of Grade II listed buildings outside of London. Liverpool's Anglican Cathedral is the largest cathedral in Britain and the fifth largest in the world. Liverpool is home to the oldest Chinese and African communities in Europe, and the city's Chinatown boasts the biggest Chinese arch outside mainland China. More than 60 languages are spoken in the city today.

The world's first public health officer Dr William Henry Duncan began work in Liverpool in 1841. Liverpool carried out and financed the first ever Atlantic telegraph cable in 1886. Football nets were invented by John Alexander Brodie, Liverpool's main engineer, in 1892. Meccano model trains and the Dinky Toy were invented by Frank Hornby of Liverpool. Both Littlewoods and Vernons football pools came from Liverpool. The world's first School of Tropical Medicine was opened in 1898 and was successful in discovering that Malaria could be passed on by the bite of the Mosquito.

If you are a golfing fan, there are over 40 golf courses, 7 of which are leading championship venues. Royal Liverpool played host to the Open Championship in 2006 and Royal Birkdale in 2008. The Calder Stones in South Liverpool are older than Stonehenge. The clock faces on the Liver Building are the biggest in the country, 2'6" bigger than Big Ben. Princes Park in Liverpool and Birkenhead Park in Wirral were used as the models for New York's Central Park. Merseyside has 120km of picturesque coastline, 107km of which is internationally important for nature conservation, stretching from Southport to Wirral. The magnificent Albert Dock, a former 19th century dock now converted to one of Britain's top heritage attractions, is the UK's largest group of Grade I listed buildings.

### French Wines Fighting Back

You know times have changed when French wines, bruised by competition from the "New World", fight back with the upstarts' own weapon - dropping complex regional labelling for the plain old grape name. Even the staunchest of Gallic wine lovers now order chardonnay or cabernet sauvignon instead of, say, their favourite Chablis or Bordeaux. The change concerns everyday wines, notably those bound for export. Labels on better varieties, grand cru and AOC or "controlled designation of origin" wines will carry on in time-honoured fashion.

But it's a jolt in a country where regional identity remains strong (are you from Brittany? Provence?), where the term "terroir" - soil - is an agricultural mark of pride, and where wines can be declined down to the hillside where the grapes grew.

The strategy?

Market recognition, consistent taste.

"It's like creating a well-known brand name, like Apple or Coca-Cola," said Valerie Pajotin, director of Anivin, a trade organisation formed last year to promote "Vin de France", the new denomination that has replaced the old "vin de table", or table wine, a term that carried a negative connotation of low quality. The goal?

Winning back ground from "New World" competitors, notably Californian and Australian wines that overtook French sales in some key foreign markets like Britain, Germany and the United States. "In one generation, we lost 20 to 30 percent of the share of our principal markets," said Bertrand Praz, purchasing manager for Grands Chais de France, which bills itself as the leading French exporter of wines and spirits.

In 2009 alone, exports of French wine tumbled 19 percent to 5.5 billion euros (6.7 billion dollars), dropping to levels a decade ago, according to figures from Ubifrance, the French agency for international business development.

Some critics feel the change could damage local wine traditions but Praz insists that French growers need "to be more humble and rethink how they work".

Historically, place has been primordial, even in everyday wines. French producers relied on their reputation for quality and savoir-faire and did not worry about making labels understandable to the uninitiated, he said.

Add to this vintage - good years and bad years - to confuse the choice.

In came "New World" wines, starting several decades ago with the United States, Australia, New Zealand and South Africa and more recently Chile and Argentina, who wooed away clients with user-friendly labels touting the grape name.

"You can no longer ignore the fact that grape variety is now the undisputed reference" for consumers trying out wines, said Anivin president Rene Moreno.

The client will ask for a "sauvignon" if he wants a dry white wine or a "chardonnay" if he prefers one that's full-bodied, he said.

Chris Adams, chief executive of the major Manhattan retailer Sherry Lehmann said he thought the changes could help French sales in the US. "It's been a long time in coming and there is some ground to be made."

"Newer world varietal wines are starting to lose a bit of traction," said Adams, "and I think what we term 'French country' wines here at SL can gain some ground with this move."

Wine trade sources say the new labelling could also boost domestic sales, notably in supermarket chains and with younger clients.

The new approach was helped by 2008 reforms in the European Union wine sector that allowed use of the generic term "Vin de France".

"The goal is to simplify French offerings based on a label, a taste, a national origin, with a consistent quality, the way New World countries do," Moreno said.

The reforms allow producers to mix the same grape variety from different regions to "allow more creativity and to adapt easier to market demands," said Pajotin, whose Anivin group has an annual 800,000-euro budget.