



BioCommunications Association, Inc.

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Cover Photographs:
Bill Fortney, Nikon - GSMNP
Pat McGiffert - BIOCOMM 2005

Biolimages 2005
Canadian Founders
Natural Science Award
Bleeding Heart
Bruce McCaughey
Faculty of Dentistry
University of British Columbia
Vancouver, BC

Certificate of Merit
Tadarida brasiliensis *Cynocephala*
Alexis A. Wenski-Roberts
College of Veterinary Medicine
Cornell University
Ithaca, NY

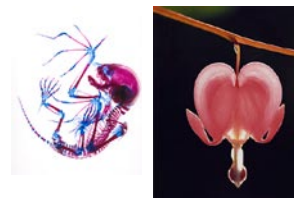
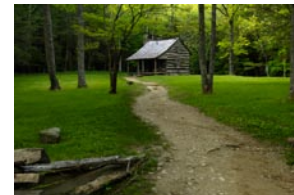
Annual Meeting Site Crown Plaza - Knoxville

401 West Summit Hill Dr.
Knoxville, TN 37902
Voice: 865-522-2600
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Welcome

Program Abstracts Workshops Meeting at a Glance



BioCommunications Association, Inc.

Thank you for coming to beautiful East Tennessee for BIOCOMM 2006. While here, I hope you will avail yourself of the great hospitality the South is known for. Breaks, meals, and open evenings are for you—unstructured time peppered throughout the schedule to encourage interaction between attendees.



Each BIOCOMM is unique, and 2006 is no exception. Location certainly provides its imprint, but so does the combination of talents that comes together to bring you this meeting. For many, this was their first involvement organizing a national meeting and I think you will agree they've done a wonderful job—Thank you folks! We also need to thank our vendors, who have been very generous this year. Please take a few moments to thank the meeting sponsors and the presenters they have provided.

On behalf of all those working “behind the scenes” to bring you this meeting, I extend to you a heartfelt Welcome!

Sincerely,
Richard Frederickson
Program Chairperson
BCA Director of Conferences



Karen Hensley
Biolmages
Chairperson

Chip Hedgcock
Workshop
Chairperson



Alan Opsahl
Vendor
Relations



Robert Turner
InfoShare
Moderator



Welcome to the 76th annual meeting of the BioCommunications Association. As president, I hope you will find your dollars and time well spent. The production team has worked hard to put together a program loaded with the Ah Ha factor. You know what that is.... It happens when someone shows you a new technique or software in such a way there's a sudden flash of understanding and you say... “Ah Ha!” Over the next few days there should be many such flashes. BCA is really about sharing information which means you have an important role to play too: Be an *active* participant in this meeting, talk with colleagues, exchange ideas, express your opinions these are as important as anything you will hear or see at the front of the room. Be sure to let us know what we did right and what we could do better next time. We want you to care about BCA. We need your support.



Thanks,

A handwritten signature in black ink that reads "James M. Fosse".

James M. Fosse, RBP, FBCA
BCA President

Keynote Speaker
Jim Clark
A Journey of Rediscovery



While many nature photographers seek the crown jewels of the National Park System, lesser known landscapes harbor an amazing wealth of natural wonders and photographic opportunities. For the past 15 years, Jim Clark has focused his efforts exploring two of these unique regions: **The Allegheny Highlands** of his home state of West Virginia and the fabled **Eastern Shore** of coastal Maryland and Virginia. As one of the most respected nature photographers in the country today, Jim will share with us his approach in conveying through photographs and personal essays, a sense of place for these special places of the country. Along

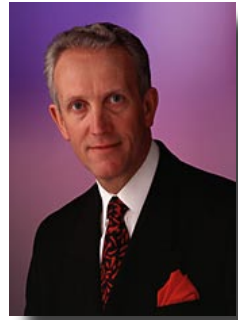
the way, Jim will share with us the steps he took to enter the highly competitive field of nature photography, including how he was able to balance working full-time and still operate a nature photography business on the side.

For the past thirty years, Jim has been an award-winning nature photographer, writer, speaker, and instructor. His articles and images have appeared in magazines such as *Outdoor Photographer*, *Nature's Best*, *Wonderful West Virginia*, *Birders World*, *Country*, *Wild Bird*, and *Outdoor & Nature Photographer*. Jim is past President of the North American Nature Photography Association (NANPA).



©Jim Clark, www.jimclarkphotography.com

Pioneer Lecturer
Professor Robin Williams
PhD DGPh MPhil BSc FISTC FRMS FRPS FIMI FBPA FBIPP
Back to the Future – Again



Dr. Williams will re-visit previous predictions of the future – about changes brought about by modern technology and its affect on our profession. It seems that the artist, photographer and AV producer have seen many of their skills taken over by technology. We must realise that we are not immune to progress. We may enter a ‘new’ era in the future that is a re-birth of the pioneers. “Pioneers” with the skills required, transcend technology.

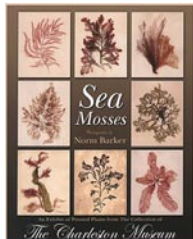
Professor Robin Williams has over thirty years of experience as a practitioner, teacher, researcher and consultant in the field of imaging and communications. Robin worked briefly as a scientific photographer then moved rapidly up the career ladder of medical photography to become Head of the largest Medical Illustration unit in Europe. He is currently the Director of External Relations and International Education at RMIT University in Melbourne Australia. Robin is the Asia-Pacific UNESCO Professor of Communications. Prior to this appointment he was for many years the Dean of the Faculty of Art Design and Communication at RMIT. As a photographic practitioner he has been the leading exponent of standardization, measurement by photography and photography with invisible radiation. He has been an innovator in communications technology having designed and installed the first ever interactive television network based on fibre-optic technology, initiated the first experiments of HDTV in medicine, and been one of the pioneers of digital photography and multimedia. He has published over 70 original papers and books and delivered more than 300 conference papers including many with ‘best paper’ awards. He is a past BCA Board member, the Founding Chair of the Endowment Fund for Education, a Fellow and a Louis Schmidt Laureate.

Tuesday, July 11

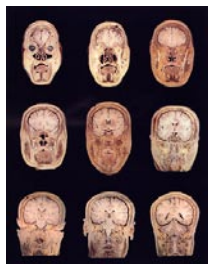
10:00 AM	Certification Committee (Salon C)	
1:00-5:00 PM	Board of Governors Meeting (Executive Boardroom 1)	
2:00-5:00	Workshop - Total Body Photography (Salon C)	Sam Chesnutt
3:00-5:00	Registration (Mezzanine)	
6:00	Registration (Summit 1 – Prefunction)	
6:00	Opening Reception Dinner - Tennessee BBQ (Summit 2)	
7:00	BiolImages Awards Ceremony (Summit 1)	

Support for BiolImages Salon provided by Pfizer and Nikon.

BiolImages 2005
Best of Show
Sea Mosses
Norm Baker, RBP, FBPA
Pathology
Johns Hopkins University
Baltimore, MD



BiolImages 2005
BCA Medical Education Award
Head; Coronal Sections
William Willner, RBP, FBPA
Creative Communications
Wake Forest University School of Medicine
Winston Salem, NC



BioCommunications Association Board of Governors

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Vice President	Charlene Baron
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Past President	John Hendrix, RBP, FBPA

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Certification	Adam Cooper, RBP
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Honors Chair	Anita Tellier, FBPA

Central Office Manager	Nancy Hurtgen
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Journal of BioCommunications

Management Board

Bob Turner, RBP, FBPA
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JBC Managing Editor

Joe Ogrodnick, FBPA



BiolImages 2005
Award of Excellence
Annabel, Central Sterile Tech
- Employee Award Portrait
Julia Serat
Medical Media
Shriners Hospitals for Children,
Northern California
Sacramento, CA



BiolImages 2005
Award of Excellence
Magnolia
Karna McKinney
Graphics
Alaska Fisheries Science Center, NOAA
Seattle, WA

Wednesday, July 12

7:30 AM	Full Buffet Breakfast (Mahogany's and Salon A)	
9:00	Welcome (Summit 1) <i>Keynote Address – A Journey of Rediscovery</i>	Jim Clark
9:00-4:00	Certification Exams (Salon C)	
10:00	The Group Photograph	
10:45	Business Meeting (Summit 2)	
11:30	Luncheon and Town Hall Meeting (Summit 2)	
1:00 PM	Producing a VR Tour of a High School (Summit 1)	Josh Cooper
1:30	QTVR Workshop	Dennis Beila
2:45	Break (Summit 2)	
3:00	QTVR Workshop continued	
5:00	Program ends – Open evening in Knoxville	
8:30-9:30	Sweet Treats (Summit 1)	



BIOCMM 2005
Portland, OR
Group Photo
by Zuhair Kareem

Producing a VR Tour of Oceanside High School Josh Cooper (student presentation), Oceanside, NY

Producing VR Tours is a great way to give prospective students a good first impression of a school. The Principal of Oceanside High School accepted a student-initiated proposal to produce VR Tours of the entire school and post the linked files on the school's website. There has been a tremendous amount of positive feedback about the project. The resulting product and the process to accomplish it will be discussed.

Josh Cooper is a recent graduate of Oceanside High School in Oceanside, New York, where he was a photographer on the Yearbook staff. Josh completed the VR project with less than one year of experience with the software and has presented at a previous BIOCMM meeting.

QTVR Workshop - Quick Time Virtual Reality Dennis Biela – LightSpeed Media



Dennis will demonstrate an actual setup of a Quick Time Virtual Reality shoot. He'll discuss the equipment, lighting and post production techniques while photographing us in a bit of Knoxville. The results of this workshop will be posted on the BCA website. Come ready to be photographed!

Dennis Biela has been involved in QuickTime and QuickTime VR for over 10 years. Clients include: Smithsonian Air and Space Museum, Mercedes-Benz, Jaguar, BMW, Cessna, General Motors, Eastman Kodak, Apple Computer, Esplanade Singapore, Michelin Tires N.A., US Environmental Protection Agency, Car and Driver, Ocean Drive and Automobile magazines, Four Seasons Hotels and MGM properties. Certified as an expert in the field of digital imaging by the United States Government, he is a consultant to major corporations, advertising agencies and various camera manufacturers. In addition Dennis lectures around the world on digital imaging and immersive technologies for Apple Computer and is also on an advisory board for imaging with 2 colleges.

Support for this workshop has been provided by Kaidan.



Thursday, July 13

7:45 AM	Continental Breakfast (Summit 2)	
9:00	The New Adobe (Summit 1)	Lynn Grillo
10:00	Almagest - Successor to the Blue Diazo and PowerPoint	Gabriel Unda
10:30	Vendor Exhibits Open Break (Summit 2)	
10:45	InfoShare Moderator Bob Turner	
11:45	Birds of a Feather Lunch Gathering (Summit 2) Moderator Richard Frederickson	
12:50 PM	Current Trends (Summit 1) Moderator Richard Frederickson	
	The Move from Paper to Digital "Posters"	Sue Loomis
	Animation Software for the Biomedical Community	Candece Seling
	Interactive Neuroanatomy Atlases Using Acrobat	Charlene Baron
1:30	Dermoscopic Photography	Daphne Demas
2:30	<i>Make Your Own Sundae Break</i> (Summit 2)	
3:00	Standardized Procedure for ENT Facial Photography	Adam Cooper
4:00	Design for Print: Preparing Files For Press	Daniel Dejan
5:00	Program ends - Open evening in Knoxville	
8:30-9:30	Sweet Treats (Summit 1)	

The New Adobe

Lynn Grillo, Solutions Engineer, Adobe Systems



For more than two decades, Adobe's award-winning technologies and software have redefined communications by setting new standards for delivering content that engages people anywhere at anytime. From rich images in print, video, and film to dynamic digital content for a variety of media, the impact of Adobe solutions is clear to anyone who creates, views, and interacts with information. Now that Adobe and Macromedia are one company, Adobe is better positioned than ever to push the boundaries of the digital universe. Come learn about Adobe's vision for the

future of communication. As a Solutions Engineer with Adobe Systems, Lynn's work includes demonstrating and teaching Adobe's products for creative professionals including Photoshop, Illustrator, InDesign, Acrobat, GoLive and InCopy. She is an Adobe Certified Expert in all of the Creative Suite applications, an Adobe Print and Web specialist and an Adobe Creative Suite Master. Support for this presentation has been provided by Adobe.



Almagest - Successor to the Blue Diazo and PowerPoint **Gabe Unda, University of California, Davis**

Almagest is the Arabic name of an astronomical tome written by Ptolemy. This name was taken by an open-source image data bank that may radically change the way images and attendant metadata are distributed in academic circles. Almagest can be described as three systems in one: a repository for media, a content management system, and a presentation tool that replaces PowerPoint. This talk explores the ways that Almagest has affected the photographic workflow, media, and educational technologies at the University of California, Davis. Gabriel Unda is Principal Photographer at the University of California, Davis. In this role he has guided the shift to digital photography and currently oversees the day-to-day operations of digital imaging. He has been speaking on the marriage of computers and photography since the 1983 BPA meeting in San Diego.

The Move from Paper to Digital "Posters" **Susanne Loomis, Radiology Educational Media Services, Mass General, Boston, MA**

Two major radiology societies are moving from scientific paper posters to digital "poster" presentations. This change in product demand has the potential to produce a negative impact on existing revenue streams. A discussion of what programs we are using, problems we have encountered, and how we have adjusted our service strategy will be presented. Susanne Loomis is a Project Coordinator for the Radiology Educational Media Services at Mass General in Boston. Sue holds a masters degree and Biomedical Photography degree from RIT as well as two Bachelor degrees from Edinboro University. She has presented talks and workshops at several BIOCOMM meetings and is active at the national and local level.

Common Animation Software for the Biomedical Community **Candece Seling, Applied Physics Laboratory, Johns Hopkins University, Baltimore, MD**

The need to clearly depict medical content using animation in a user-friendly viewing environment is becoming a necessary tool in the bio-medical industry. Using common off the shelf 3D software, designers can quickly achieve high levels of accuracy that result in reusable products that meet the client's tight deadline and keeps cost low. A recent project to develop animations of shoulder, elbow, wrist, and finger movements will be discussed. Candece Seling is lead bio-medical illustrator for prosthetics research and biosystem engineering at Johns Hopkins University Applied Physics Laboratory (JHU/APL). With a BFA in Scientific Illustration from the University of Georgia, Candece combines her interests in art and biomedicine. She is pursuing a MFA in Integrated Design at the University of Baltimore. Candece has won awards for her scientific illustrations as well as her fine art and has illustrated for NASA.

Interactive Neuroanatomy Atlases Using Acrobat **Charlene Baron, Cell Biology, Univ. of Massachusetts Medical School, Worcester, MA**

Neuroanatomy atlases were developed for medical students to use in Adobe Reader or Acrobat. Using Acrobat's commenting tools the faculty have been able to add content related to each image. Comments can be categorized using different reviewers. Students are able to add their own comments and share them with their peers and faculty. Charlene Baron is the Digital Imaging Specialist for the Dept. of Cell Biology at UMass Medical School. She has master's degree in Instructional Design and has been a biomedical photographer for over 25 years. She has presented at local meetings and is active at the local and national levels.

Dermoscopic Photography **Daphne Demas, Dept. of Dermatology, Memorial Sloan Kettering, New York, NY**

Dermoscopy is a technique that allows sub-surface structures of the skin to be seen and therefore evaluated based on recently published criteria. A growing number of dermatologists routinely utilize dermoscopy to aid in their assessment and management of clinically suspicious skin lesions. Dermoscopic photography in conjunction with Total Body photography provides an enhanced baseline set of images to compare alongside future follow-up. It allows the photographer to visually communicate details to the referring physician that are otherwise invisible to the naked eye. I will present how a medical photographer may fill the growing need for Dermoscopic photography by discussing equipment, software, technique and implementation in various settings. Daphne Demas is the Photographer for the Department of Dermatology and Mohs Surgery at MSK's NYC, Long Island and NJ locations where for the past 4 years she has focused on skin cancer, research and publication. Prior to MSK she spent 8 years in NYU's Derm Department. She holds an MA in Digital Photography from NYU and BFA in Photographic Illustration from RIT.

Standardized Procedure for ENT Facial Photography **Adam Cooper, RBP, North Shore-LIJ Health System, Great Neck, NY**

A standardized procedure to photograph pre and post-op ear, nose and throat cases will be presented. The lighting and studio set up will be described. Etiquette in the studio will be discussed. Post-production in Photoshop will be demonstrated, producing a composite untouched photo as well as an illustration that is used by the doctor in consultation with the patient before an operation. This service brings direct revenue into the department from patients and is part of an overall strategy to implement new products and services. Adam Cooper, RBP is the Chief Medical Photographer and Manager of Graphic Systems at North Shore-LIJ health System where he has been for 20 years. He has a BS in Biomed Photo from RIT and is a Registered Biological Photographer.

Design for Print: Preparing Files For Press **Daniel Dejan, Creative Specialist, Sappi Fine Paper**



In today's short turnaround and competitive marketplace, we are all looking for ways to save money, time and aggravation. Developing a good relationship with your printer yields great dividends to make this come about. This talk provides insight and rationale for why certain steps are essential and cost-effective when preparing your files for print. It is divided into the three phases: Planning the Job, Preparing Art Files, and Releasing Files for Print. The discussion will include providing better print specs for estimating, clearer markups, more consulting/less assuming, and file neatness—cleaning up files and providing clear instructions.

Daniel Dejan is the National Print and Creative Specialist for Sappi Fine Paper with over 30 years experience as an award-winning graphic designer and creative director. This dynamic and entertaining speaker regularly presents to the printing and creative communities and has written extensively for trade publications and the Designer's Guide to Print Production.

Support for this presentation has been provided by Sappi.

sappi

Friday, July 14

7:45 AM	Full Buffet Breakfast (Summit 2)	
9:00	Forensic Digital Imaging: Evolution NOT Revolution (Summit 1)	Ron Taniwaki
10:30	Board Bus for University of Tennessee Campus - Workshops	
11:00	Break (UT Campus)	
11:15	Workshops – Session 1 (UT Campus)	
	The Taming of the (Color) Shrew (Room A 235)	Richard Frederickson
	Hands-On Adobe Acrobat – Beyond PDF Creation (Computer Lab A 213A)	Lynn Grillo
12:45 PM	Workshop Lunch - Box Lunch (UT Campus, Room C205) Included for those registered in 2 workshops	
1:30	Workshops – Session 2	
	Digital Workflows: Going Beyond the Bits and Bytes (Room A 235)	Richard Frederickson
	Environmental Portraits In the Real World (Room A 335)	Jack Reznicki
	Hands-On Adobe Creative Suite 2 Everything but the Idea (Computer Lab A 213A)	Lynn Grillo
3:00	Break (UT Campus)	
3:15	Workshop – Session 2 continued	
4:45	Board Bus at UT Campus for return to hotel	
6:15	Board Bus at hotel for Dinner Cruise	
7:00	Riverboat Dinner Cruise The Star of Knoxville Optional event for ticket holders	



Forensic Digital Imaging: Evolution NOT Revolution Ron Taniwaki, Nikon Forensic Services



Most people think digital is a relatively “new” thing, but it’s been 25 years since the first commercial digital camera came to market. Come learn about the advances in technology that make Forensic digital imaging better today than ever. Topics will include imager technology (CCD, CMOS, LBCAST), noise reduction, WiFi picture transmission, WiFi remote camera control, wireless TTL flash, VR lens technology, and image authentication.

Ron Taniwaki is an instructor for Nikon Forensic Services. With over 30 years of experience in Professional Photography, Ron conducts trainings for Commercial, Industrial, and Forensic Photographers across the United States.

Support for this presentation has been provided by Nikon.



Workshop Abstracts

The Taming of the (Color) Shrew Richard Frederickson, National Cancer Institute at Frederick, Frederick, MD

Not sure what it takes to get the color on your screen to print right? This introductory to intermediate interactive presentation will examine color management as a tool to improve color predictability in small to medium production environments. An overview and demonstration of the relationship between color management software, hardware, and viewing equipment will be presented. An examination of color space and the role of profiles in a color-managed environment will be discussed. This workshop will provide foundational information necessary for “Digital Workflows: Going Beyond the Bits and Bytes.”

With a background in theatre, photography, graphic arts and prepress, Richard Frederickson has worked in visual communications for almost thirty years-with twenty-five of those in the support of science at the NIH and NCI-Frederick. Richard is the Senior Technical Specialist at Scientific Publications, Graphics & Media. A long-time member of the BCA, he has presented at local and national meetings, has published in the JBC, received numerous BioImages awards, and currently serves as Director of Conferences.

Workshop Abstracts

Hands-On Adobe Acrobat – Beyond PDF Creation

Lynn Grillo, Solutions Engineer, Adobe Systems

Adobe Acrobat 7.0 Professional software is the advanced way to create, control, and deliver more secure, high-quality Adobe PDF documents. Topics in this session include:

- Create reliable, full-featured PDF files from any source document
- Use commenting tools and online, e-mail-based collaboration to speed up design reviews
- Create interactive PDFs with Acrobat's fantastic multimedia tools

Hands-On Adobe Creative Suite 2 – Everything but the Idea

Lynn Grillo, Solutions Engineer, Adobe Systems

Discover the features in Adobe's award-winning Creative Suite 2. Highlights include:

- Image editing with Adobe Photoshop CS2
- Drawing and illustration with Adobe Illustrator CS2
- Page layout with Adobe InDesign CS2
- File sharing and versioning with Version Cue CS2
- File browsing and organizing with Adobe Bridge
- Royalty-free images with Adobe Stock Photos



As a Solutions Engineer with Adobe Systems, Lynn Grillo's work includes demonstrating and teaching Adobe's products for creative professionals including Photoshop, Illustrator, InDesign, Acrobat, GoLive and InCopy. She is an Adobe Certified Expert in all of the Creative Suite applications, an Adobe Print and Web specialist and an Adobe Creative Suite Master.

Support for Lynn Grillo's workshops has been provided by Adobe.



Digital Workflows – Going Beyond the Bits and Bytes

Richard Frederickson, National Cancer Institute at Frederick, Frederick, MD

See how you can save time and improve product consistency by establishing standardized workflows. Learn how to quickly optimize images for both on-screen and print regardless of their source. This demonstration-based workshop will concentrate on high quality scanning, color correction within the RGB color space, and color conversion to CMYK for journal and offset press reproduction. Special emphasis will be placed on using the complementary strengths of scanning software, Photoshop, and page composition software to maximum effectiveness. Participants should have a fundamental knowledge of color space and use of profiles.

Environmental Portraits In the Real World

Jack Reznicki, Jack Reznicki Studio, New York, NY

A key element in any photograph is the light and the lighting. The quality of that light and the photographer's ability to create a mood using that light can make or break any photograph. Rotating a lightbank just a few degrees can have a major impact on the look. See how lighting master Jack Reznicki uses strobe lights and reflectors for his commercial assignments. Learn how to duplicate sunlight with just one strobe and a reflector. Find out when to use a large softbox and when to use a small lightbox. Discover how using both white and black reflectors effectively is just as important as your strobes. Rather than giving lighting formulas, Jack will explain the thought processes and concepts behind the lighting techniques he uses. Always quick witted and engaging with the audience, Jack's demos are always an entertaining and educational experience for all.



Jack Reznicki is a New York City based commercial photographer working with many Fortune 500 companies. Believing that photographers should be pro-active in the photo community, he has been very busy. Jack is currently the President-Elect of Professional Photographers of America (PPA). He is the author of several books including "Studio and Commercial Photography- A Kodak Pro Workshop" book. He also founded and runs the Photo News Network (PNN), <http://www.photonews.com>. PNN is home to the very popular Photo Forums- PhotoPro, PhotoTech, PhotoDigital, and PhotoWed.

A popular lecturer and teacher, Jack's intelligence and wit are evident in the numerous lectures and workshops that he gives to professional groups and colleges around the country. In his talks, Jack shows how creative thinking helps solve his clients' visual needs. As he often says, 'My brain is my most important piece of photo equipment'.

Support for Jack Reznicki's workshop has been provided by Canon.



Saturday, July 15

7:45 AM Continental Breakfast (Summit 2)

9:00 **Three Perspectives on Biomedical Video Applications** (Summit 1)
Moderator Thomas Hurtgen, FBPA

Production of CME Broadcasts Using University Resources

Thomas Hurtgen

Video Applications within Full-service Biocommunications Department

Gigi Williams and Joanna Griggs

Photo/Video Applications in Specialty Hospital

Alan Goldstein

10:30 Break (Summit 2)

10:45 **Three Perspectives on Biomedical Video Applications continued**

12:00 PM Lunch (Summit 2)

1:00 **If It Doesn't Talk, Don't Shoot It!** (Summit 1)

Jack Reznicki

2:00 **Virtual Microscopy**

Michael Sims, PhD

3:00 Break

3:15 **TBA**

4:15 **Pioneer Lecture
Back to the Future - Again**

Robin Williams

6:30 **Honors Reception** (Summit 2)

7:30 **Honors Dinner** (Summit 1)

© Jack Reznicki



Three Perspectives on Biomedical Video Applications

Thomas Hurtgen, FBPA - Moderator

Applications of video technology in the biocommunications arena typically employ a broad spectrum of media communications skills. This session will highlight video applications from three different biocommunications units. Gather ideas to broaden your media production involvement within the hospital or teaching environment, in the production and global distribution of CME programming, and in documentation of complex surgical procedures used in broadcast television.

Moderator: Thomas Hurtgen, FBPA, Manager of Video Services, Communications Dept. Duke University Clinical Research Institute, Durham, North Carolina.

Gigi Williams, FBPA, Department Head, and Joanna Griggs, Media Producer Educational Resource Centre, The Royal Children's Hospital, Melbourne, Australia.

Alan Goldstein, FBPA, Director of AV Services

Grossman Burn Center at Sherman Oaks Hospital, Sherman Oaks, California.

If It Doesn't Talk, Don't Shoot It!

Jack Reznicki, Jack Reznicki Studio, New York, NY

Humor, wit, and more than a passing familiarity with the absurd have all helped Jack Reznicki become one of the most sought-after illustrative photographers in New York. His work is in demand by agencies representing a "who's who" of blue chip advertisers. In this entertaining and educational program, Jack will show how he takes an art director's concept and makes it come alive in the studio. Step-by-step, from layout to background and set up, to finished ad, how these imaginative shots are created. In keeping with his philosophy of keeping things simple, Jack will illustrate how ingenuity and improvisation, instead of expensive equipment, can lead to a successful photograph. Jack has often said, "Be the photographer clients hire because of the way you think, not because you're a guy with a camera." Come and see how Jack thinks and what he does with a camera. Never one to duck a hot question, these are always very illuminating sessions.

Jack Reznicki is a New York City based commercial photographer, popular lecturer, and teacher. Jack's intelligence and wit are evident in every presentation he gives to various professional groups and colleges around the country. Jack is the President-elect of Professional Photographers of America (PPA) and has authored several books including "Studio and Commercial Photography-A Kodak Pro Workshop". He founded and runs the Photo News Network (PNN), <http://www.photonews.com>, which is home to the very popular Photo Forums- PhotoPro, PhotoTech, PhotoDigital, and PhotoWed.

Virtual Microscopy

Michael H. Sims, PhD, Univ Tennessee College of Veterinary Medicine, Knoxville, TN

The faculty in the College of Veterinary Medicine assists students in their professional education by providing a new way of viewing microscopic slides digitally. Faculty who teach classes in which glass slides are used have joined with the office of Instructional Resources to participate in a program called Virtual Microscopy. Glass slides are digitized using a state-of-the-art integrated system provided by Bacus Laboratories, Inc. and the interactive images are available to students on the college's intranet. Once the glass slide has been digitized, a personal computer functions as the "microscope". The digital slide has a quality and resolution that are equivalent to viewing the original glass slide on a microscope and offers several additional advantages not available on microscopes. The student can choose to examine the entire slide at any of several objectives with a mouse-click. Students are able to access the slides (called WebSlides) from the college's server using a web browser or a special browser developed by Bacus Labs called the WebSlide browser. This browser lets the student simultaneously view a low objective image and one or two high objectives of the same slide. The student can "move the slide" by clicking and dragging the image to a new location.

Dr. Sims is a professor in the Department of Comparative Medicine and Director of Instructional Resources. Instructional Resources provides support for a media-rich academic environment through its five divisions of Instructional Video, Medical Art and Graphics, Photography, Web Productions and Instructional Support. The goal of Instructional Resources is to utilize the staff's expertise to provide the college with support in high quality media communications in teaching, research, service and outreach.

Great Smoky Mountains National Park

Bill Campbell, Campbell Digital Institute for Education, Oak Ridge, TN



Bill Campbell is a professional nature photographer and the co author/photographer of *The Smoky Mountains Photographer's Guide*. His images have appeared in numerous calendars, textbooks, and magazines including *Outdoor Photographer* and *PCPhoto*. He runs Bill Campbell Digital Photography Workshops with an emphasis on teaching digital photography and Photoshop to nature photographers.

Pre and Post Conference Workshops

Tuesday, July 11

2:00-5:00 **Workshop - Total Body Photography** (Salon C)

Sam Chesnutt

Pre-Conference Workshop – Total Body Photography Sam Chesnutt, Digital Derm

Sam Chesnutt of DigitalDerm will discuss Total Body Photography and how it is used by the Dermatologist in the early detection of melanoma, a deadly form of skin cancer. He will discuss Total Body Photography as it applies to the dermatologist, the patient and you the photographer. Mr. Chesnutt will address insurance reimbursement and what to expect. He will also discuss the employment opportunities in the field. After a short Q&A, Jeb Zirato will demonstrate how a Total Body Photography session is done. This pre-conference workshop will help prepare participants for Total Body Photography Certification.

Sunday, July 16

5:30 AM -5:00 PM

Great Smoky Mountain National Park Field Trip

Bill Campbell

Pre-registration required

Continental Breakfast and Lunch included

Support for this workshop has been provided by Nikon.



Great Smoky Mountains National Park - Photo Field Trip

Bill Campbell, Campbell Digital Institute for Education, Oak Ridge, TN

Take a photographic journey into the Great Smoky Mountains National Park with Bill Campbell, the author of the regionally best selling book *The Smoky Mountains Photographer's Guide*. www.billcampbellphoto.com. This field trip will start early and travel to several locations in the National Park. We will come back to the hotel in the afternoon for a discussion about our experience, photographic techniques, and post shoot processing.

Meeting at a Glance

Wednesday, July 12	Thursday, July 13	Friday, July 14	Saturday, July 15
7:30 Full Buffet Breakfast	7:45 Continental Breakfast	7:45 Full Buffet Breakfast	7:45 Continental Breakfast
8:45 Registration opens	8:45 Registration opens	8:45 Registration opens	8:45 Registration opens
9:00 Welcome Keynote Address Jim Clark	9:00 Technical Program	9:00 Technical Program	9:00 Technical Program
10:00 Group Photo	10:30 Break Vendor exhibits open	10:30 Board bus for Workshops	10:30 Break
10:45 Business Meeting	11:45 Birds of a Feather Lunch	11:00 Break at UT Campus	10:45 Technical Program
11:30 Luncheon and Town Hall Meeting	12:50 Technical Program	11:15 Workshop Session 1	12:00 Lunch
1:00 Technical Program	2:30 Break	12:45 Workshop Lunch	1:00 Technical Program
1:30 QTVR Workshop Dennis Beila	3:00 Technical Program	1:30 Workshop Session 2	3:00 Break
2:45 Break	5:00 End of Thursday Program Enjoy Knoxville!	3:00 Break	3:15 Technical Program
3:00 QTVR Workshop continued	8:30 Sweet Treats	3:15 Workshop Session 2 continued	4:15 Pioneer Lecture Robin Williams
5:00 End of Wednesday Program Enjoy Knoxville!		4:45 Board bus for hotel	6:30 Honors Reception and Banquet
8:30 Sweet Treats		6:15 Board bus for dinner cruise	
		7:00 Riverboat Dinner Cruise	
			Sunday, July 16 5:30 AM - 5:00 PM Great Smoky Mountains Photo Field Trip

Equipment and Support for this Meeting Provided by:

