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Cover Photographs:
George Eastman House
Rochester Visitors Bureau

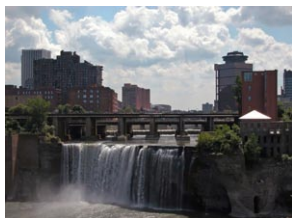
BIOCOMM 2007
Cheryl Montgomery

Strobe - Wallace
Andrew Davidhazy

Below:
High Falls
Rochester Visitors Bureau

Annual Meeting Site Strathallan Hotel

550 East Avenue
Rochester, New York
Voice: 585-461-5010
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**78th Annual Meeting
July 20 – 25, 2008**

**Welcome
Program
Abstracts
Workshops
Meeting at a Glance**



For 78 years, the BioCommunications Association has been a resource for those in the biological imaging field dedicated to professional excellence and advancing the field. The annual meeting serves many of us by offering opportunities for learning, networking, personal growth and inspiration. BIOCOMM is rooted in history and tradition, grows with vision and investment, and we all reap the benefits of a broad knowledge base. Through BIOCOMM 2008, you will find a variety of programming geared to IMAGinING the FUTURE. When approaching the task of program development, I drew on what I have taken from meetings in the past. In the program you will find presentation topics that address professional development, supported by great workshops; technological development aimed at expanding our audience and improving the quality of our service; personal development and opportunities to recharge us and spark new ideas.



While you are here I hope you visit with old friends and introduce yourself to new ones. Join others in lively discussion at the Birds of a Feather luncheon. Look to the future of visual images as they impact on medical decisions at the Keynote Address and marvel at the building blocks of our profession with a visit to George Eastman House and our Pioneer Lecture on the First Digital Camera. Enjoy the evening events and post-conference workshop in locations around our host city, Rochester, NY. If by week's end you're not enthused, enlightened and exhausted, I'll have to answer to my predecessors!

Enjoy!
Sally Robertson
Scientific Program Chair

Welcome back to Rochester! Some have told me that BIOCOMM 2008 will be like going “back home.” Many people have fond memories of the BCA Workshops that were hosted in Rochester, others are RIT alums and still others enjoy the historic photographic base with George Eastman House and Kodak. Rochester '88 was the first annual BCA meeting I attended – the profession has certainly changed since then. The planning team has worked many hours to put together a meeting with historical perspective and an eye to the future. Special thanks go to Sally, Sue, Tom, Daphne, Keith Bullis and Nancy Hurtgen for all their work coordinating this marvelously diverse and interesting meeting! So make yourself comfortable, greet old friends, meet new friends, and absorb the energy that will be flowing during this meeting! If this is your first time here – welcome to Rochester, if not, welcome home!

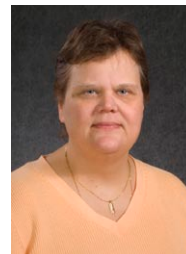


A handwritten signature in black ink, appearing to read 'Charlene A. Baron'.

Charlene A. Baron, MEd, FBCA
BCA President



Thomas Bednarek, RBP
Director of Conferences



Susanne Loomis
Workshops Chair



Daphne Demas
Biolimages Chair

Maria Ikenberg Lindberg
Keynote Address

Art Papier, MD

***Visual Medical Decision Making:
Re-engineering the Medical Atlas to
Aide Recognition and Diagnosis***



Doctors and other health care providers are often asked to diagnose a visual clue such as a skin rash, an oral lesion, or an eye problem. While the dermatologist, oral surgeon, and ophthalmologist are extremely skilled in visual diagnosis, the task of recognizing a visual pattern can be very difficult for the generalist physician, as there are hundreds to thousands of diagnoses and variant presentations of these diagnoses. Until recently, the generalist aided visual diagnosis by flipping through atlases or searching by diagnosis. This presentation will highlight new methodologies in assisting pattern recognition using the combination of a decision support database wed to a rich medical image and graphic database. The audience will learn how digital resources in health care are evolving to include “just-in-time” information and how medical care will transition to include memory-assisted graphical- and image-based tools.

Dr. Art Papier is an Associate Professor in Dermatology and Medical Informatics at the University of Rochester School of Medicine at University of Rochester and Chief Scientific Officer and Co-founder of Logical Images, a healthcare information company. A graduate of Wesleyan University, Dr. Papier completed his premed studies at Columbia University, received his MD from the University of Vermont College of Medicine, and completed his graduate medical training at the Berkshire Medical Center and the University of Rochester Medical Center. apapier@logicalimages.com

Anne Shiras
Pioneer Members Lecture

Steve Sasson

***The Development of the
First Digital Camera***



Steven J. Sasson is an electrical engineer and the inventor of the digital camera. His invention began in 1975 with a very broad assignment from his supervisor at Eastman Kodak Company, Gareth A. Lloyd: Could a camera be built using solid state electronics, solid state imagers, an electronic sensor known as a charge coupled device (CCD) that gathers optical information? Texas Instruments Inc. had designed an electronic camera in 1972 that was filmless but not digital, using instead analog electronics. After a literature search on digital imaging came up virtually empty, Sasson drew on whatever was available: an analog-to-digital converter adapted from Motorola Inc. components, a Kodak movie-camera photographic lens and the tiny CCD chips introduced by Fairchild Semiconductor in 1973. He set about constructing the digital circuitry from scratch, using oscilloscope measurements as a guide. There were no images to look at until the entire prototype, an 8-pound (3.6-kilogram) toaster-size contraption, was assembled. In December 1975, Sasson and his chief technician persuaded a lab assistant to pose for them. The black-and-white image, captured at a resolution of .01 megapixels (10,000 pixels), took 23 seconds to record onto a digital cassette tape and another 23 seconds to read off a playback unit onto a television. Then it popped up on the screen. “You could see the silhouette of her hair,” Sasson said. But her face was a blur of static. “She was less than happy with the photograph and left, saying ‘You need work,’ he said. But Sasson already knew the solution: reversing a set of wires, the assistant’s face was restored. In 1978, Sasson and Lloyd were issued United States Patent 4,131,919 for their digital camera. Sasson now works to protect the intellectual capital of his employer, Eastman Kodak Company.

Sunday, July 20

- 10:00 AM Certification Committee
- 1:00-5:00 PM **Board of Governors Meeting** (Park Avenue Boardroom)
- 3:00-5:00 Registration (Foyer)
- 6:00 **Opening Reception** (Strath A)
- 7:00 **Welcome and Introductions** (Strath B)
History of Rochester
America From 500 Feet II, Re-Discovering America – Bill Fortney
- Biolimages Awards Ceremony**
Support for Biolimages Salon provided by Nikon.



Biolimages 2007
Best of Show
Life
Peter Barta
St. Jude Children's
Research Hospital
Memphis, TN

Biolimages 2007
Award of Excellence
*Placenta with
Umbilical Cord*
Adam Cooper
North Shore -
LIJ Health System
Great Neck, NY



Biolimages 2007
Award of Excellence
Favosites sp., fossil red Sponge Coral
Norm Barker
John Hopkins University
Baltimore, MD

BioCommunications Association Board of Governors

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Journal of Biocommunication

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Biolimages 2007
Award of Excellence
Grasshopper (schistocerca)
Peter Barta
St. Jude Children's Research
Hospital
Memphis, TN



Biolimages 2007
Award of Excellence
*Complex Abdominal Wall
Deformity*
James Koepfler
Children's Hospital Boston
Boston, MA

Monday, July 21

- 8:30 **Welcome** (Strath B)
- 8:45 **Maria Ikenberg Lindberg Keynote Address**
Visual Medical Decision Making: Re-engineering the Medical Atlas to
Aide Recognition and Diagnosis Art Papier, MD
- 10:00 Break (Strath A)
- 10:15 **Business Meeting** (Strath B)
- 11:00 **Luncheon and Town Hall Meeting** (Strath B)
- 1:00 PM **Photoshop CS3 Extended for Medicine and Biomedical Research**
(Strath B) Eric Wexler
- 1:50 **The Digital Image, an Introduction for Researchers** Chip Hedgcock
- 2:10 **The Write Stuff - Writing for Publication** Joe Ogrodnick
- 2:30 Break (Strath A)
- 2:45 **Kohler Illumination : A Refresher** (Strath B) Adam Cooper
- 3:20 **WYSIWYG Magic** Richard Frederickson
- 4:00 **Re -Branding your Organization: Successes and Lessons** Ken Meats
- 4:30 Program ends for the day
- 7:00 **Portfolio Review** (Strath B)
- 8:00 **Open Portfolio Review and Ice Cream Social** (Strath A)



BiolImages 2007
Award of Excellence
Reflection
Mary Spano
Intstitute of Reconstructive Plastic Surgery
New York, NY

Introduction to Photoshop CS3 Extended for Medicine and Biomedical Research Eric J. Wexler, Research Scientist/Consultant

From diagnostic workflow, to research, to communication of findings in journal articles, posters and presentations, digital images play a fundamental role in all medical sub-specialties. Adobe® Photoshop® CS3 Extended software builds on Adobe Photoshop with new and powerful tools for documenting and analyzing information and visualizing potential outcomes. Some of the features you will see demonstrated include: nondestructive editing, measurement and analysis, DICOM support, advanced compositing and the ability to quickly create an animation with a series of images and export it to a wide variety of movie formats. At the end of this presentation, attendees should be able to describe the application of new features of CS3 Extended that can be used to prepare biomedical images for publication or in academic presentations.

Eric J. Wexler is a research scientist with a focus on drug discovery. During his twenty-year career in the pharmaceutical industry he developed and validated imaging methods supporting his own research as well as work for other scientists in the fields of cardiovascular disease, oncology, stroke, and medical imaging. He is a member of Adobe's Biomedical Image Advisory Group. His Photoshop CS3 Extended training for Biomedical Research can be viewed at www.lynda.com. ericjwexler@yahoo.com website www.ericwexler.com



The Digital Image, an Introduction for Researchers Charles Hedgcock, Research Specialist Sr., The University of Arizona

The digital image has fast become a standard method for scientific data collecting and archiving. At the same time, many researchers do not understand just what digital images are, how they can be used, and problems associated with their mishandling including legal and ethical liabilities.

Three researchers/microscopy facility managers and one photographer were drawn together to develop and deliver an introduction to the basics of the digital image as utilized by university researchers. Experience led the presenters to believe that this is a topic well worth discussing at other institutions. The topics covered will be discussed and the basic program will be presented as a model for others to consider.

Charles Hedgcock, RBP, FBCA, is a member of the imaging team for Arizona Research Laboratories Division of Neurobiology at the University of Arizona, Tucson. He has presented numerous papers and workshops to both local and annual meetings of the BCA. His award winning photography has been featured in national and international journals. chip@neurobio.arizona.edu

The Write Stuff - Writing for Publication

Joe Ogrodnick, Writer/Photographer, NYSAES, Cornell University

This presentation will discuss why we as professionals should write and share our knowledge and expertise, why most of us don't, and – especially for first-time authors – how to get started.

Joe Ogrodnick has degrees in both Biophotography (RIT) and Print Journalism (University of Nebraska). He has more than 35 years experience as a medical and natural science photographer, writer and editor. He was editor of the *Journal of Biological Photography* for 12 years and is currently Managing Editor of the *Journal of Biocommunication*. He has been widely published in a variety of journals and has won numerous awards for his photographic work. jmo3@nysaes.cornell.edu

Kohler Illumination : A Refresher

Adam Cooper, RBP, FBCA, Chief Medical Photographer

North Shore-LIJ Health System, Great Neck, NY

Many physicians graduating from medical school are not prepared with the basic skills for photography through the microscope. This lecture, supported by images, will go through the proper technique of Kohler Illumination. The speaker will show all the parts of the microscope and describe the steps for proper Kohler Illumination. The audience will be able to go back to their institutions or labs and be able to perform the steps and demonstrate them to their staff.

Adam Cooper, RBP, FBCA is a graduate of the Biomed Photo program at RIT. He has been employed at the North Shore-LIJ Health System for 22 years. Adam presents this talk in a hands on model to the pathology residents and attending physicians annually.

WYSIWYG Magic

Richard Frederickson, FBCA, Sr. Technical Specialist, NCI-Frederick, Frederick, MD

What do Star Trek, Dr. Who, and FarScape have in common with managing color? Find out as we examine the science and magic of getting the color you want using today's operating systems and applications—a down-to-earth examination of the tools available to ensure What You See Is What You Get! Funded by NCI Contract N01-CO-12400.

Richard Frederickson has a background in theatre, photography, design, graphic arts and prepress. Richard has worked in visual communications for over thirty years—with twenty-seven of those in the support of science at the NIH and NCI-Frederick. As a long-time member of the BCA, he has presented at local and annual meetings, has two papers published in the *JBC*, received several BioImages awards, and currently serves as Vice President and Director of Marketing for the association. fredericksonrm@mail.nih.gov

Re-Branding your Organization: Successes and Lessons

Ken Meats, RBP, Mount Sinai Hospital, Toronto, Ontario, Canada

Following two years of discussion, soul searching and seemingly endless meetings with designers, marketing experts and consultants, Mount Sinai Hospital, Toronto, arrived at a new look and a new brand message. Launched in June 2007 with a planned six-month rollout, this paper will describe the planning, successes, pitfalls and lessons of a brand rollout for a non-profit hospital.

The brand was developed to be used by the four pillars at Mount Sinai: The Hospital, The Foundation, The Samuel Lunenfeld Research institute and the Hospital Auxiliary. Anyone involved in this process, or considering to do so, at their institution or organization can learn how the process can evolve in this environment.

Ken Meats, RBP, has been a medical photographer for over 30 years. He has served in the Lake Ontario Chapter and on the Board of Registry. He has presented papers at BCA meetings and has published in the *Journal of Biological Photography* and taught in the Media and New Technology program at University of Toronto. Ken is presently the manager of Graphics and New Media at Mount Sinai Hospital, Toronto, Canada. kmeats@mtsinai.on.ca



BIOCOMM 2007
Tucson, AZ
Group Photo
by Sue Loomis

Tuesday, July 22

8:30AM	Welcome and DVD about George Eastman House (Strath B)	
9:00	Design and Implementation of a Photograph Connoisseurship Resource Using The Wiki Model	Luisa Casella and Sheila Foster
10:00	Break (Strath A)	
10:15	A Day in the Life of a BCA Webinar (Strath B)	James Koepfler
10:50	The RIT Big Shot - 24 Photos and Counting	Michael Peres
11:30	Lunch (Strath B) & First Timers Luncheon hosted by BCA Officers (Strath A)	
12:20	Walk to George Eastman House (Meet in Lobby)	
12:40	Group Photo at GEH	
1:00 PM	Tour of, and Introduction to George Eastman House	
5:00	Program ends - Open evening in Rochester	
7:00	Total Body Workshop (City View Boardroom)	Jeb Zirato & Sam Chesnutt

A Day in the Life of a BCA Webinar **James Koepfler, Medical Photographer, Children's Hospital, Boston, MA**

Web conferencing is a computer application(s) used to conduct live “virtual” meetings over the Internet. Little more than ten years old, this technology is rapidly becoming an indispensable method of information exchange for businesses and institutions of all sizes; promoting team collaboration, training, presentation and application sharing with people around the globe. The web conferencing market is red hot right now, with a dizzying array of vendor choices currently available. Using our own BCA web conferencing as a model, we will see how a web seminar, a “Webinar” works and what steps are needed (and what to avoid) to produce a successful conference.

Jim Koepfler is the medical photographer and application specialist for the Department of Orthopaedic Surgery at Children's Hospital Boston. Jim has produced and hosted all of the BCA Webinars and is actively promoting this technology as a cutting-edge teaching tool. james.koepfler@childrens.harvard.edu

Design and Implementation of a Photograph Connoisseurship Resource **Using The Wiki Model** **Luisa Casella, The Metropolitan Museum of Art, New York City, NY** **Sheila Foster, George Eastman House**

The project consists in the design and implementation of a web-based resource in Photograph Conservation and Connoisseurship for collectors (individual and institutional) that compiles information gathered by conservators in the course of their daily practice. The goal is to increase the appreciation of photographs by providing a source for their informed understanding. The developed prototype uses the collaborative wiki model, and George Eastman House (GEH) collection as source for establishing and testing the structure. By gathering key attributes of work by acknowledged masters of photography, the resource contributes to enhance the appreciation of photographs, help prevent frauds, and promote the conservator's role in connoisseurship.

Luisa Casella studied conservation and restoration in Portugal, specializing in Photograph Conservation. She has worked at Luis Pavao, Lda., the leading photograph conservation company in Portugal, as a photograph conservator. Luisa was accepted to the Andrew W. Mellon Advanced Residency Program in Photograph Conservation at George Eastman House. Ms. Casella is currently an Andrew W. Mellon Research Scholar in Photograph Conservation at The Metropolitan Museum of Art.

Sheila Foster is Assistant Director of the Center for the Legacy of Photography and Project Manager for George Eastman House's forthcoming online resource for compiling information about fine photographic prints. Sheila has contributed her research, writing and editing expertise to Museum publications for more than a decade.

The RIT Big Shot - 24 Photos and Counting **Michael Peres, Professor, Rochester Institute of Technology, Rochester, NY**

In 1987 The Biomedical Photographic Communications Dept. started an extracurricular project for its students to expose them to problem solving and the use of inexpensive flash equipment to solve complex lighting problems. Now 20 years later the project has become larger than anyone expected. The presentation will cover the fundamental approaches required for light painting and share how the Big Shot coordinators approach each subject as well as the impressive results.

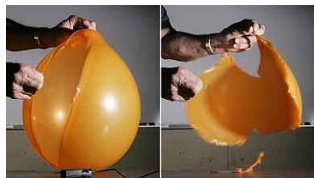
Professor Michael Peres, RBP, FBCA is a Professor, and Chair of the Biomedical Photographic Communications program at the Rochester Institute of Technology. Peres has been actively publishing over the course of his career and most recently served as Editor-in-Chief for the completely revised 890-page *Focal Encyclopedia of Photography*, Fourth Edition. He currently serves as Chair of the Nominating Committee for the Lennart Nilsson Award. mrppph@rit.edu, www.rit.edu/~mrppph

Wednesday, July 23

7:45	Board buses at hotel for trip to Rochester Institute of Technology	
8:30	Workshops – Session I Photoshop CS3 Extended for Research	Eric Wexler
	Location Lighting for Environmental Portraiture	Seth Dixon
	Digital Photomicrography	Michael Peres
11:30	Lunch - Provided for those registered in BOTH morning & afternoon workshops	
12:30 PM	Workshops – Session II Photoshop CS3 Extended for Research repeat session I	Eric Wexler
	It's a Small World – Multiple Lighting with Small Strobes	Joe Kane
	Low Magnification Imaging (cancelled)	Michael Peres
3:30	Break	
3:45	Workshops – Session III Location Lighting for Environmental Portraiture short repeat	Seth Dixon
	High Speed Motion Visualization Photo on a Budget	Andrew Davidhazy
	Demystifying Color Profiling	Richard Frederickson
	Adobe Flash – Hands on Introduction	Glen Hintz
5:45	Workshops end	
6:00	Evening Social and BBQ at Mendon Ponds Park Painting with Light	
9:30	Buses return to hotel	



© Andrew Davidhazy



Workshop Abstracts

Photoshop CS3 Extended for Research

Eric J Wexler, Research Scientist/Consultant, Pepperell, MA

This workshop will focus on CS3 Extended's new capabilities and revisit some core features. During the workshop we will cover Photoshop CS3's selection, analysis, and editing tools to evaluate an image's color composition and modify images for research. We will optimize exposure with levels and curves, transform images with layers, and compensate for acquisition problems and limitations. Eric will also demonstrate adding reference information to images, and optimizing DICOM images. Examples from research will demonstrate real life workflows that aid in evaluating potential therapeutics. Images used in this workshop will be from a variety of sources including microscopes, scanners, digital cameras, medical imaging and scientific imaging equipment.



Location Lighting for Environmental Portraiture

Seth Dixon, St. Jude Children's Research Hospital, Memphis, TN

These days everyone is carrying a digital camera. Many of these new camera owners see themselves as photographers. You, on the other hand, use a wide variety of equipment in the studio for best results. Now, I want to help you take your studio to your subject. It is time to set yourself apart from the pack. During this workshop participants will work with strobes, monolights, umbrellas, diffusers, reflectors, and gels.

Seth Dixon began his career as a photojournalist in Western Kentucky. He now lives in Memphis, TN and has worked at St. Jude Children's Research Hospital for the past eight years, where he is the Senior Photographer. seth.dixon@stjude.org

Total Body Photography Workshop

Sam Chesnutt, DigitalDerm, Inc, Columbia, SC and Jeb Zirato, Medical Photographer University of Arizona Health Sciences Center, Tucson, AZ

This workshop 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. Participants will learn how Total Body Photography applies to the dermatologist, the patient, and the photographer. Also addressed will be employment opportunities in the field and patient's insurance reimbursement. After a short Q&A, there will be a demonstration of a total body photography session.

This workshop will help prepare participants for Total Body Photography Certification. Candidates for Total Body Photography Certification will have the opportunity to take the demo portion of their exam that evening following the workshop.

Digital Photomicrography

Michael Peres, RBP, FBPC, Rochester Institute of Technology

The microscope continues to play an important role in science and now more than ever the proper operation of a microscope is critical for high quality photographic documentation of research and diagnosis. The proper set-up of Kohler illumination and its influences on optical performance is of great importance and in the digital era of photomicrography, new approaches and knowledge is required to make effective purchases and applications of digital cameras for use at a light microscope. This workshop will demonstrate and allow for some hands-on operations of the compound light microscope. Demonstrations on maximizing the optical image formation when using a brightfield compound photomicroscope will be emphasized. Attendees will be taken through a variety of demonstrations using a digital camera exploring its features in the making of photographs that are highly accurate. Because image processing is so critical to digital photomicrography, the workshop will also provide learners with several activities to gain more experience in profiling of images for presentation and publication.

Michael Peres is a professor of Biomedical Photographic Communications at the Rochester Institute of Technology. Peres has been actively presenting and publishing for most of his career and most recently served as editor-in-chief for the completely revised 890-page Focal Encyclopedia of Photography, fourth edition, released in April 2007 by Focal Press, Boston, Mass. Before RIT Peres worked as the supervisor of photography at Henry Ford Hospital, Detroit, Michigan and was the chief medical photographer at West Virginia University Medical Center, Charleston, West Virginia. He is currently serving as chair of the nominating committee for the Lennart Nilsson Award Stockholm, Sweden. mrppph@rit.edu

Adobe Flash – Hands on Introduction

Glen Hintz, Associate Professor, Rochester Institute of Technology, Rochester, NY

Adobe Flash CS3 Professional creates rich, interactive content for digital, web, and mobile platforms. Create interactive web sites, rich media advertisements, interactive instructional media, and engaging presentations. This workshop will provide an introductory overview of some of the software's features and capabilities. Participants are encouraged to bring any information or images that they would like to present in a Flash-based web site that they will construct during the workshop. Examples of images would include photographs of a common subject or theme. Images will be scaled via Adobe Photoshop to fit Flash stage dimensions. One exercise will include using a small image as a "pilot" to navigate a larger version of the image, so if possible, bring an image at 300ppi that may be scaled in Adobe Photoshop to complete this exercise.

Glen Hintz is an Associate Professor at RIT. He has been teaching in the Medical Illustration Program since September 1983. The majority of his courses focus on interactive media, animation, and digital illustration as visual support for allied health instruction. grhfad@rit.edu

It's a Small World – Multiple Lighting with Small Strobes

Joe Kane, Mayo Clinic, Rochester, MN

Lighting a person or an entire room used to require a lot of bulky equipment. Now it is feasible to do both AND more with a handful of conventional hot-shoe mounted strobes. Add some wireless transmitter/receivers and you're ready to go. Avoid the "dark hole" effect caused by simply using a single on-camera flash and begin to give life and depth to your photographic efforts.

Joe Kane is currently working as an Editorial/Medical Photographer at Mayo Clinic. Joe has been there since 1985. Before that he was a Medical Photographer at the University of Minnesota. kane.joseph@mayo.edu



© Joe Kane

High Speed Motion Visualization Photography on a Budget

Andrew Davidhazy, Professor, Rochester Institute of Technology

Participants will see and some will participate in making photographs of high-speed events based on the use of inexpensive devices and experiment with basic stroboscopic motion visualization techniques. The emphasis in all solutions will be on fundamental processes and the use of simplified equipment to solve seemingly difficult problems.

Professor Andrew Davidhazy is a member of the Imaging and Photographic Technology Department of the School of Photographic Arts and Sciences at the Rochester Institute of Technology in Rochester, NY. He is a teacher with over 30 years of experience and while specializing in scientific and technical aspects of photography he is almost equally active in the application of technical imaging concepts to aesthetic purposes. andpph@rit.edu, <http://people.rit.edu/andpph>

Demystifying Color Profiling

Richard Frederickson, FBCA, Sr. Technical Specialist, NCI-Frederick, Frederick, MD

In this practical, hands-on presentation, participants will learn how to achieve near-optimal results on the first try by using ICC profiling as a tool to manage digital color. Participants will use both hand-held and automated spectrophotometers to measure ambient light, calibrate a monitor, and read printer test targets. During the presentation, the group will characterize an output device, generate an ICC profile, verify the profile, and integrate the profile into a color-managed system to improve predictability, ensure repeatable results, and reduce wasted materials and time. Funded by NCI Contract N01-CO-12400.

Richard Frederickson has a background in theatre, photography, design, graphic arts and prepress. Richard has worked in visual communications for over thirty years, with twenty-seven of those in the support of science at the NIH and NCI-Frederick. fredericksonrm@mail.nih.gov

Thursday, July 24

8:30	Staying Relevant – Managing the Perception of Value	Ken Michaels
9:10	The RIT COOP Program Michael Peres, Lisa Vasaturo, Stefanie Carey, Hillary Guzik, and Paul Crompton	
9:50	Vendor Introduction	
10:00	Vendor Exhibits Open & Break (Strath A)	
10:25	The Book as Child of the Internet	Frank Cost
11:10	Show Us Your Stuff	Adam Cooper, Moderator
12:00	Birds of a Feather Luncheon sponsored by Adobe (Strath B)	
	1. HIPPA & Photo Consents 2. Data asset Management – in-house and web-based 3. Web Questions 4. Print Media – favorites and sources 5. Biolmages – I always wanted to but..... 6. Panoramic Photography 7. Digital Cameras – Latest & Greatest	
1:10	Panoramic Photography: Past, Present and Future	Richard E. Schneider
1:50	Networking with Media on the Web	Josh Cooper
2:15	Info Share	Bob Turner, Moderator
3:15	Break & Vendor Exhibits Close (Strath A)	
3:30	Anne Shiras Pioneer Members Lecture The First Digital Camera	Steve Sasson
6:00	Honors Reception (Strath A)	
7:00	Honors Banquet (Strath B)	

Biolmages 2007
Award of Excellence
Dr. Wecksell
Adam Cooper
North Shore - LU Health System
Great Neck, NY



Staying Relevant – Managing the Perception of Value

Ken Michaels, CPM, FBPA, Manager of Visual Communications, NCI-Frederick, Frederick, MD

How do biocommunicators stay relevant in times of transformative change in communications technologies and healthcare? Is there handwriting on the wall? Can we see it, and do we understand what it means? This presentation suggests two mutually dependent strategies of equal importance for preservation of the vitality of our service units in trying times. Funded by NCI Contract N01-CO-12400

Ken Michaels, FBPA, is a graduate of RIT's Biomedical Photography program and a Certified Public Manager. Currently Manager of Visual Communications at the National Cancer Institute in Frederick, he has more than 35 years' experience in the management of biocommunications units from a three-person Medical Photography unit to a 40+ person Biomedical Media Support Service. He is author of one book chapter and numerous journal articles on management topics. michaelaskv@mail.nih.gov

The RIT COOP Program

Michael Peres, Chair Biomedical Photographic Communications, Rochester Institute of Technology, Lisa Vasaturo, School of Photographic Arts & Sciences Coop coordinator, Office of Career Services, Stefanie Carey & Hillary Guzik, 4th year students, Biomedical Photographic Communications, RIT, Paul Crompton, Director, University of Cardiff Hospital in Wales, United Kingdom

The requirement to complete at least one work-study program prior to graduation was adopted by the Biomedical Photographic Communications program in 1972. In the summer of 2007, 26 students were on coop all across the US. This presentation will overview the COOP program requirements and discuss some of the processes we use. Included will be some of the types of coop program sponsors we have had and look at the program's future. Additionally, this summer two RIT students are working at the University of Cardiff Hospital in Wales and along with their supervisor will participate in a video internet CHAT with our meeting, sharing their experiences working in health care in the UK. Both students completed a coop in the summer of 2007 as well.

Show Us Your Stuff – Adam Cooper, RBP, FBPA – Moderator

The purpose of "Show Us Your Stuff" is to expand the education regarding member's photographic work. Each speaker will show their image and explain the purpose of the photograph, how it was used and the lighting, camera, lens and other technical aspects to the image.

The Book as Child of the Internet

**Frank Cost, Professor, Associate Dean, Co-Director, Printing Industry Center
- College of Imaging Arts and Sciences, Rochester Institute of Technology**

A New Generation of nearly fully-automated book production factories is arising to provide the Internet generation with a wonderful array of new book publishing opportunities. These factories produce books that are indistinguishable from those produced by traditional methods, with one very significant difference: They can produce runs as small as a single book, and do it profitably. Coupled with powerful Internet-based software, these factories are transforming the book from a medium accessible exclusively to a small number of wealthy players into a medium that can be used by anyone with a computer and an Internet connection. This presentation explains how this new paradigm of book publishing works and demonstrates some new possibilities for creative expression enabled by it.

Frank Cost is Professor in the College of Imaging Arts and Sciences at Rochester Institute of Technology where he also serves as Associate Dean of the College. He works closely with academic programs in art, craft, design, printing, publishing, photography, film & animation, and new media. He is Co-Director of the Printing Industry Center at RIT, an Alfred P. Sloan Foundation Industry Center. His research focuses on the impact of digital technology and digital culture on print communications. He advises the graphic communications industry on strategies for new technology acquisition and process integration. He also advises technology manufacturers seeking to understand the real needs of the industry. He has taught and consulted throughout the USA, as well as in Europe, Asia, South America, and the Middle East. His latest book is *The New Medium of Print: Material Communications in the Internet Age*.

Networking with Media on the Web

Josh Cooper, Student, State University of New York at Albany

Nobody has a better idea of modern age communications than college students do— individuals who are always “imagining the future.” Josh will cover photo sharing Internet programs such as Flickr and Photobucket, as well as social networking sites such as Facebook and MySpace, and the culture of the people that use them for photo-sharing purposes. For example, a person can tag their friends in photos and get their feedback through photo comments. Josh will show samples of his accounts to give some prime examples of photo sharing capabilities, as well as other valuable media files such as video and audio files that toward education, research or recreation.

Josh Cooper will be entering his junior year of college in the fall of 2008 at the State University of New York at Albany, continuing his studies in psychology and music. His avid interest in photography, art, and the advancement of the science of digital imagery stems from his experience in BCA and personal use of social websites such as Facebook and Flickr. Joshbc88@aol.com

Panoramic Photography: Past, Present and Future

**Richard E. Schneider, Editor and Designer,
The National Archives, College Park, MD**

Panoramic photography has existed since 1843, only four years after the invention of photography itself! This presentation will discuss the origins of panoramas. The creative and technical problems associated with producing them, and how the medium has evolved to become one of the most exciting methods for self-expression and the documenting of events. It will also introduce the audience to where the field is headed as the world becomes more digital, web-based and interactive. He will share many examples of historic and contemporary panoramas and will demonstrate how conventional (film) and digital images are produced. These examples will be found in historic and contemporary prints, books and websites.

Richard Schneider is a graduate of Rochester Institute of Technology, where in 1982 first encountered panoramas. He currently works in the preservation division of the National Archives. Richard curated and produced the exhibit “The Long View”, that featured many examples from the agency’s panoramic holdings. He has been a member of the International Association of Panoramic Photographers since 1993 and presently serves as the editor and designer for their quarterly publication *Panorama*. Richard shoots both film and digital panoramas as a creative pursuit. www.richardsgallery.net, richard.schneider@nara.gov

InfoShare – Bob Turner, RBP, FBPA - Moderator

InfoShare is a collection of short presentations of general interest on new equipment, materials, or processes. Each topic is covered in 5 to 10 minutes.

Post Conference Workshop Friday, July 25

Creativity and Composition Workshop - Field & Classroom, Day-Long Workshop

Bill Fortney – Nikon Professional Support

Letchworth State Park, renowned as the “Grand Canyon of the East,” is one of the most magnificent scenic areas in the eastern U.S. The Genesee River roars through the gorge, over three major waterfalls, between cliffs – as high as 600 feet in some places and is surrounded by lush forests. The historic, completely restored Glen Iris Inn will be our retreat for lunch and an opportunity to look at our morning images. Bill will discuss techniques on successful water and nature photography. The group will then go out and shoot some late afternoon images.



Meeting at a Glance

Monday, July 21	Tuesday, July 22	Wednesday, July 23	Thursday, July 24
8:15 Registration opens	8:15 Registration opens	7:45 Buses to RIT	8:00 Registration opens
8:30 Welcome	8:30 Technical Program	8:30 Workshop Session I	8:30 Technical Program
Maria Ikenberg Lindberg Keynote Address Art Papier, MD	10:00 Break	Flexible Break Time	10:00 Vendors Exhibits Open & Break
10:00 Break	10:15 Technical Program	11:30 Workshop Lunch	10:25 Technical Program
10:15 Business Meeting	11:30 Luncheon & First Timers Luncheon	12:30 Workshop Session II	11:10 Show Us Your Stuff
11:00 Town Hall Meeting and Luncheon	12:20 Walk to George Eastman House	3:30 Break	12:00 Birds of a Feather Luncheon
1:00 Technical Program	12:40 Group Photograph	3:45 Workshop Session III	1:10 Technical Program
2:30 Break	1:00 Program Continues at the George Eastman House	5:45 Workshops End	2:15 Info Share
2:45 Technical Program	5:00 End of Tuesday Program	6:00 Buses to Mendon Ponds	3:15 Break & Vendor Exhibits Close
4:30 End of Monday Technical Program	7:00 Total Body Workshop	6:30 Evening Social, BBQ and Painting with Light at Mendon Ponds Park	3:30 Shiras Pioneer Members Lecture Steve Sasson
7:00 Portfolio Review	Open Evening, Enjoy Rochester!	9:30 Buses Return to Hotel	6:00 Honors Reception and Banquet
8:00 Open Portfolio and Ice Cream Social			Friday, July 25 5:00 AM - 6:00 PM Creativity & Composition Workshop

Equipment and Support for this Meeting Provided by:



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