



BioCommunications Association, Inc.

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Cover Photographs:
North Window, Arches National Park
Bill Fortney

BIOCOMM 2008
Douglas Hanes

Carditamera Floridana
Norm Barker

Below:
Park City
Park City Visitors Bureau

**Annual Meeting Site
Marriott Park City**

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**79th Annual Meeting
July 26 – August 2, 2009**

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



Greetings and compliments to all of our colleagues who have traveled to the spectacular West for BIOCOMM 2009. Our predecessors met in Salt Lake in 1960. Much has changed in Utah since then, but the fabulous environment remains. Many western towns started as mining centers, evolved into summer resorts and finally ski resorts. You'll discover Park City's unique world class past during your stay. A recent tradition of "elbow room" for attendee interaction has been provided in our schedule. Enjoy!



Your BIOCOMM 2009 conference committee is an amazing group of people. Please let us know your thoughts and preferences. Don't hesitate to ask if we can be of service. I'm especially indebted to these professionals. I'm encouraging you to thank our vendors, meeting sponsors and presenters. As you can imagine, the quality of lectures, presentations and workshops you will be witnessing this week are guaranteed to be memorable.

On behalf of all those who have contributed so much to our meeting content, I'd like to extend our appreciation and welcome.

Sincerely,
Brian Demings
Scientific Program Chair



Thomas Bednarek, RBP
Director of Conferences

Welcome to Park City! Once you get used to the altitude you'll find this is an interesting area with lots of history, sports and culture. The BIOCOMM 2009 planning team has worked hard to bring together a diverse program that will interest our members. Grateful thanks go to Brian, Sue, Adam, Mark, Jim Koepfler, Dave Freeman and Nancy Hurtgen for all their work coordinating this marvelously diverse and interesting meeting! Special thanks to our vendors this year who have generously sponsored many of our speakers. Please note the logo by the abstracts in this program and thank the sponsors for their support to the association and education of our members.



You'll note that we are an intimate group this year. This will allow you the opportunity to get to know everyone in attendance. The connections you make here will be a valuable resource for you now and in the future. Enjoy the meeting, the people and the beautiful State of Utah.

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

Charlene A. Baron, MEd, FBCA
BCA President



Adam Cooper, RBP, FBCA
Workshops Chair



Susanne Loomis, FBCA
Vendor Coordinator



Mark Marzolf
Biolimages Chair

Maria Ikenberg Lindberg
Keynote Address

David Teplica MD, MFA

***Of Twins and Love Handles:
Recapturing Science in
Clinical Photography***



The world of medical imaging exploded into prominence in the late 20th Century. Magnetic Resonance, 3-D CAT scans, and functional PET scans, all made it unnecessary to actually *see* the body. In this new millennium, image analysis software now exists that allows for useful investigation of visual anatomic information. I predict that visible spectrum photography will resurface in a more scientifically valid format to answer complex anatomic questions. If scientific standards are placed upon the capture of body images, if rotational technique is employed (analogous to CAT-scan and MRI methods), and if image analysis software is consistently applied, then valuable new data can be reliably obtained. In the last few years alone, coworkers and I have used digital analysis of standardized photographs to demonstrate extreme concordance in the anatomy of monozygotic twins, and to define and explore the fascinating twin Mirror Phenomenon. The same techniques have recently allowed discovery of mirroring of body form in twin torsos, providing insight on the genetic predetermination of body *shape*, and explaining the futility of diet and exercise to do anything but temporarily change one's *size*. As a final example, if the strict standards could also be applied to the woefully vernacular “before and after” plastic surgery sequences, then quantification of surgical results could yield real surgical data. It is clear that the possible avenues of investigation are rich and numerous.

Teplica manages a busy private plastic surgical practice in Chicago. His photography is exhibited worldwide, and prints are held in many museums, corporate, and private collections. www.davidteplica.com.

Anne Shiras
Pioneer Members Lecture

Peter Vint, PhD

In Pursuit of Olympic Excellence



Olympic medals are won and lost by fractions of an inch and in fractions of a second. Dr.

Peter Vint, Senior Sport Technologist [Sanya Richards, US Olympic Team] with the United States Olympic Committee, is responsible for measuring elite athletic performance and the factors contributing to it. In the 2009 Ann Shiras Pioneer Lecture, Dr. Vint will share examples of his work involving animation and modeling, high-speed video, video presentation and overlay tools, thermal imaging, and sensor integration.

Dr. Vint's work with the USOC involves identifying ways to improve athletic performance at the highest levels of competition. [Jimmy Cochran, US Olympic Team] He works within a team of sport science professionals focused on strength and power-oriented sports including swimming, track and field, bobsled, skeleton, luge, alpine skiing, and weightlifting. He has also worked extensively with the indoor and beach volleyball teams.

Dr. Vint's responsibilities include developing and implementing sport specific performance measurement systems; developing and disseminating guidelines for implementing “best practices” for skill acquisition, practice design, and feedback; and making current and emerging technologies more accessible and usable for coaches and athletes.

Dr. Peter Vint is a senior sport technologist with the United States Olympic Committee's Performance Services Division.

Sunday, July 26

- 10:00 AM Certification Committee
- 1:00-5:00 PM **Board of Governors Meeting**
- 3:00-5:00 Registration
- 6:00 **Western Hoe Down Buffet Dinner**
- 7:00 **Welcome and Introductions**
Insights to Park City

Biolimages Awards Ceremony

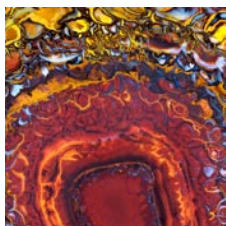
Support for Biolimages Salon provided by Nikon.



Biolimages 2008
Award of Excellence
Haemangioma
left eye region
Alvin Aquino
North Shore -
The Royal Children's Hospital
Melbourne
Victoria, Australia



Biolimages 2008
Best of Show
Devil's Storm
Peter Barta
St. Jude Children's
Research Hospital
Memphis, TN



Biolimages 2008
Award of Excellence
Yowah Nut Opal
Norm Barker
John Hopkins University
Baltimore, MD

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Biolimages 2008
Award of Excellence
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(Ambystoma maculatum)
Alexis Wenski-Roberts
Cornell College of Vet Medicine
Ithaca, NY

Monday, July 27

7:30 Breakfast Buffet

8:45 **Welcome**

8:55 **Maria Ikenberg Lindberg Keynote Address
Of Twins and Love Handles: Recapturing Science in Clinical Photography**

David Teplica MD, MFA

10:00 **Group Photo**



10:30 Break

10:45 **Business Meeting**

11:45 **Luncheon and Town Hall Meeting**

1:30 PM **Putting it All Together with Adobe Creative Suite**

Colin Fleming

3:15 Break

3:30 **Show Us Your Stuff**

Adam Cooper, Moderator

4:30 Start Your Evening

7:00 **Portfolio Review**

8:00 **Open Portfolio Review and Ice Cream Social**



BiolImages 2008
Award of Excellence
"Summer Morning" Alberta, Canada
Mary Spano
ILangone NYU Medical Center
New York, NY

Putting it All Together with Adobe Creative Suite

Colin Fleming, Adobe Systems, Inc., Seattle, WA

Learn how to use Adobe Creative Suite 4 software to design for print and web. During this overview, Colin will demonstrate workflows, various tools, techniques and how to use the suite software programs efficiently.

As a Senior Solutions Engineer for Adobe Systems, Colin applies his knowledge of production, prepress, and software to provide appropriate workflow solutions for Adobe customers. His work involves speaking to and helping a variety of customers including cartographers, medical illustrators, many ad and design agencies, and publishing and print media outlets.

Before joining Adobe, Colin was a freelance trainer specializing in workflow conversions to InDesign and Creative Suites. He has taught intense, high-level classes in print and web applications and production since 1999 which covered many Adobe and Macromedia applications.

Colin helped write and review a number of Adobe Certified Expert exams, and then had to take them. He is a Certified Technical Trainer, Adobe Certified Instructor in Photoshop, Illustrator InDesign, InCopy, Lightroom, Acrobat, and a Suites Master Instructor. Colin has presented at events including the Association of Medical Illustrators, the North American Cartographic Information Society, HOW, and MacWorld.



Show Us Your Stuff

Adam Cooper, RBP, FBCA – 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.

Tuesday, July 28

7:30 AM	Continental Breakfast	
8:40	Welcome	
8:50	Adobe Photoshop CS4 Extended Workshop (BYOL)	Colin Fleming
	Break at Colin's discretion	
11:00	Digital Photography in Ultraviolet and Infrared	Christopher Tetley
11:25	Avoiding the Black Hole	Joe Kane
11:50	Illustrating Choices at a Pollinators Buffet	Chip Hedgcock
12:15	Birds of a Feather Luncheon sponsored by Adobe	
1:30	Vendor Presentations	
	Now I Lay Me Down to Sleep	Julie Williams
	3d MD	Jesse Knowles
	Olympus Close-Up Photography	Marc Farb
	How to Use a Wacom Tablet	Leslie Nelson and Dave Ward
2:45 PM	Vendor Session & Door Prizes & Break	
	Adobe	
	Nikon	
	3dMD (hands-on)	
	Olympus (hands-on)	
	Wacom/pictureline (hands-on)	
	Now I Lay Me Down to Sleep (hands-on)	
	Peachpit	
	Calumet	
5:30	Evening Social – Restaurant Rendezvous	
	Sign up at registration desk by 1:30 PM for reservation. Meet in Lobby at 5:30.	

Adobe Photoshop CS4 Extended Hands-on Workshop Colin Fleming, Adobe Systems, Inc., Seattle, WA

BYOL – Bring Your Own Laptop to follow along with this workshop covering features, tools, techniques and workflows in Adobe's Photoshop CS4 Extended. This workshop will explore the Extended features designed for medicine and science as well as the latest additions program upgrades.



Digital Photography in Ultra-violet and Infrared Christopher Tetley, Senior Clinical Photographer, Media Resources Centre, University Hospital of Wales, Heath Park, Cardiff, Wales, UK

The advent of digital imaging has presented new challenges for photography in the infrared and ultra-violet wavelengths of the electromagnetic spectrum. These challenges include identifying the inherent sensitivities of different sensors, the efforts made by manufacturers to optimise their equipment for the visible spectrum and the effect of this optimisation on infrared and ultra-violet sensitivity. The authors have tested and evaluated a range of digital SLR cameras, lenses, filters and lighting equipment. They will share the results of these tests, advising delegates on the combinations of equipment, technique and software that have proven successful in producing acceptable infrared and ultra-violet digital images. They will also illustrate how these techniques are beginning to be applied in clinical settings.

Chris Tetley is a senior clinical photographer at Cardiff & Vale National Health Service Trust, one of the UK's leading teaching hospitals. He has a Bachelor of Science degree in Medical Illustration and several years experience in a range of specialities including dermatology and ophthalmology. He has published a number of papers, with Steve Young, in The Journal of Visual Communications in Medicine, on infrared and ultra-violet photography and has presented at national conferences in the UK. christopher.tetley@cardiffandvale.wales.nhs.uk

Avoiding the Black Hole Joe Kane, Editorial Photographer, Mayo Clinic, Rochester, MN

No matter how hard you try, there are at least two constants in the universe. First, on-camera flash looks like on-camera flash. Second, the light from an electronic flash only goes so far before it ends and everything goes dark. Now with small strobe units, some remote firing capability and a little effort you can put all of this behind you. It is possible to now "light" people, places and things in ways most of us would not have considered in film days. The quality of light helps make or break most photographs.

Joe Kane has been a photographer with Mayo Clinic, in Rochester, Minnesota, since 1985. Prior to this time he had been a medical photographer with the University of Minnesota Hospital. His responsibilities have included editorial photography, portraiture, photomicroscopy and medical photography. He has an undergraduate degree in Journalism/Advertising. kane.joseph@mayo.edu

Illustrating Choices at a Pollinators Buffet
Charles Hedgcock RBP, FBCA, Research Specialist, Department of Neuroscience
The University of Arizona, Tucson, AZ

The night flying moth, *Manduca sexta*, must choose from among a variety of possible nectar sources as they wing the desert environs in which they live. These important pollinators may shift between food sources based on their abundance and the innate odor preferences of the insect. To illustrate this concept of behavioral flexibility and floral preference, high-speed photographs were made in the laboratory. The presentation will show examples, discuss the studio set-up and cover the techniques and specialized equipment used.

Charles "Chip" Hedgcock is a Senior Research Specialist in the Department of Neuroscience of the School of Mind, Brain and Behavior. He has made numerous presentations to, and lead several popular workshops for, the BCA. He is a graduate of Brooks Institute, a Registered Biological Photographer and a Fellow of the BioCommunications Association. He specializes in the photography of the "charismatic microfauna".

3dMD, Jesse Knowles, Director, Americas Sales 3dMD Atlanta, GA

Jesse will talk about working with clinical and research teams at hospitals and universities around North America in a wide variety of medical and biometric disciplines to teach them how to enable the capture of ultra-fast, extremely accurate 3D data sets and texture images. These form the basis for analysis, planning, simulation and outcome quantification in medicine, and provide normative and syndromic databases for genetic and biometric research.



Olympus, Marc Farb, Technical Representative Olympus Corporation Center Valley, PA

Mark will discuss Olympus and how they are a world leader in research and clinical microscopes and diagnostic testing. Olympus created the first camera that lets doctors look inside the human body, and they continue to introduce life-altering imaging technologies for healthcare professionals. He'll share his knowledge of the cameras and lenses used in various medical and research settings.

The Olympus logo, consisting of the word "OLYMPUS" in white, uppercase letters on a dark blue rectangular background.

Now I Lay Me Down To Sleep Foundation
Julie Williams, Trainer for Now I Lay Me Down To Sleep Foundation, Utah

Julie will talk to us about NILMDTS and how we can get involved in the all volunteer program. It offers gentle and beautiful photography services in a compassionate and sensitive manner for families overcome by grief and pain from the loss of their child.

The logo for Now I Lay Me Down To Sleep (NILMDTS), featuring the lowercase text "nilmdts" in a serif font, with a small icon of a person lying down above the "i" in "mdts". Below the text is the tagline "Now I Lay Me Down to Sleep".

Wacom Technology
Leslie Nelson and Dave Ward will be representing pictureline and Wacom Technology

Dave will discuss the benefits of illustration, photo editing, and digital content creation with Wacom's latest pen based products. You'll also learn about Wacom's newest pen tablet the Intuos4, and all the new features and benefits it has to offer, with enhanced levels of pen pressure, new precision control features, and new ways to get your work done faster and easier.



Post Conference Workshop - Moab, Utah
Friday, July 31 – Sunday, August 2



Creativity and Composition Workshop - Field & Classroom, Three Day Workshop
Bill Fortney – Nikon Professional Support

The post-meeting Creativity and Composition Workshop is in Canyonlands and Arches National Parks. The group will rendezvous with Bill Fortney, from Nikon Professional Support, in Moab, Utah on Friday afternoon for an evening shoot. Saturday morning will be a full day with sunrise and sunset photo trips and between the shoots Bill will discuss creativity, composition and conduct critique sessions. The workshop will conclude after a sunrise shoot on Sunday morning



Bill is a professional photographer and author with more than 35 years experience. He has been a newspaper, magazine photojournalist, and sports photographer. He has done medical photography, commercial, and annual report work For the last fifteen years Bill has been one of America's leading nature photographers, founding the Great American Photography Workshop company. His best selling books well exceed 100,000 copies, making him one of the top photographic authors in America today. His best selling books include; *The Nature of America*, *America From 500 Feet*, *American Vision*, and *Getting Serious About Outdoor Photography* from Bill Fortney's Great Photography Workshop. As the technical representative for Nikon Professional Services, Bill covers the Southern U.S. and the entire country for the natural history market. Check out these websites for more information and photos by Bill Fortney. www.americafrom500feet2.com and www.billfortney.net.

Wednesday, July 29

7:30	Continental Breakfast for Workshop Participants	
9:00	Workshops – Session I Adobe Lightroom 2	Colin Fleming
	Workshops – Session Ia Digital IR/UV Photography	Chris Tetley
10:30	Workshops – Session Ib Enhancing Productivity through Photoshop Automation	Richard Frederickson
12:00	Lunch - Provided for those registered in BOTH morning & afternoon workshops	
1:00 PM	Workshops – Session II Pointers in Portraiture	Lewis Parrish
	Forensic Photography	Gale Spring
	Close-up Photography and Optics	Marc Farb
7:30	Workshops – Session III Total Body Photography	Jennifer Tilley
	Open Evening – Enjoy Park City	



BIOCOMM 2008
Rochester, NY
Group Photo
by Sue Loomis

Workshop Abstracts

Adobe Lightroom 2

Colin Fleming, Senior Solutions Engineer, Adobe Systems, Inc., Seattle, WA

Lightroom is an essential tool for the professional photographer, providing one easy application for managing, adjusting, and presenting large volumes of digital photographs. Designed to work hand-in-hand with Photoshop, Lightroom helps you to perform nondestructive editing, provides support for more than 150 camera raw formats, and lets you experiment with confidence. You can even use Lightroom to electronically catalog existing photo archives, and easily add keywords and other metadata to help them conform to your personalized system.

* Note: Participants who wish to follow along should bring their own laptops with Adobe Lightroom 2 or the trial version installed.



Digital IR/UV Photography

Christopher Tetley, Senior Clinical Photographer, Media Resources Centre, University Hospital of Wales, Heath Park, Cardiff, Wales, UK

This workshop will build on Chris' the plenary presentation about Digital Infrared and Ultraviolet photography. The workshop will give attendees an opportunity to have hands-on experience using digital SLR cameras, and flash units specially modified to work in the infra-red and ultra-violet spectrum, filters and specialized software to create digital images.

Work Smart with Photoshop Actions – Richard Frederickson, MBA, FBCA Scientific Publications, Graphics & Media Dept., NCI Frederick, Frederick, MD

Work smart, not hard! During this BYOL* hands-on workshop, participants will be introduced to automating repetitive tasks using Actions as a tool to save time and improve consistency. This workshop is intended for individuals who have a familiarity with Photoshop, but have not yet unleashed the power of Actions. We'll explore ready-made scripts included with Adobe Creative Suite and available online--then we'll develop some of our own.

*Note: All participants must provide their own laptop computer and software (Creative Suite 4 applications Photoshop and Bridge – trial version acceptable).

With a background in technical theatre, photography, graphic arts and prepress, Richard Frederickson, FBCA, has worked in visual communications for nearly thirty years and has employed Photoshop Actions to automate repetitive tasks for both his department and their customers. As a long-time BCA member, he has presented talks and workshops at local and national meetings, has papers published in JBC, numerous BioImages awards, and currently serves as Vice President.

Pointers in Portraiture, Lewis Parrish, RBP, FBCA, Retired, Graham, NC

Posing, lighting, and composition techniques for board room quality portraits

1. Interacting with subject in a professional manner respecting his/her personal space
2. Posing and lighting subject with special emphasis on hands
3. Analyzing facial features for facial anomalies in order to correct with proper posing and lighting
4. Final Composition

Participants will receive a Power Point presentation covering all the material in the workshop.

Lewis Parrish has presented numerous workshops at BPA, now BCA, meetings during the thirty-three years that he worked as Coordinator of Photography at Duke University Medical Center. To mention a few: 1987 Michigan; 1991 & 92 Annual Workshop in Biomedical Photography in Rochester, NY. In 2007, after retirement, he gave a workshop for the Veterans Administration Regional Seminar in Atlanta. Additionally, he has a Permanent Traveling Loan Collection of prints in the PPA.

Forensic Photography, Gale Spring, FBPA, Program Leader of the Applied Science Degree, RMIT University, Melbourne, Australia

All medical photographers and illustrators face the possibility of dealing with forensic evidence. The handling, presentation and interpretation of this material will likely be different from their routine work. This workshop covers procedures and protocols of handling forensic evidence and the creation of images that maintain a chain of custody and the integrity of the final product. It deals extensively with the concept of a fair and accurate representation. The workshop combines introductory theory and hands-on experience with exercises demonstrating some techniques to produce credible photographs used in evidence. The workshop will cover problems in digital imaging as well as traditional photographic processes. Attendees will receive support materials from this workshop. Participants should bring their own digital SLR with a macro lens.

Gale is the Program Leader of the Applied Science degree at RMIT University in Melbourne, Australia. From 1988 to 2007, he directed the undergraduate program in Scientific Photography. His background in forensics began in Dallas in 1976. Since 1988, Gale has given expert testimony in many civil and criminal cases in Australia. He teaches Biomedical and Forensic Photography at RMIT University as well as conducts forensic workshops for government and law enforcement agencies. Gale is a Fellow of the Biological Communications Association (FBPA), the Institute of Photographic Technology, Inc. (FIPT), a Fellow (FAIMBI), Associate (AAIMBI) and Registered Biomedical Illustrator (RBI) in the Australian Institute of Medical and Biological Illustration (AIMBI). He is also a member of the Standards Australia, Ltd, Committee on Biometrics.

Close-up Photography and Optics, Marc Farb, Technical Representative, Olympus Corporation Center Valley, PA

Marc Farb brings his Olympus expertise in macro photography and optics to this workshop. The talk will demonstrate macro photography using specialized optics. The technical differences between analog glass and digital specific glass will be explained, describing the benefits of digital specific glass. Wireless strobes will also be used in the demonstration.

The attendees will have opportunities to try out the equipment and produce macro photographs. All product literature will be made available.

Marc Farb has been a Tech Rep for Olympus for the past 8 years shooting for the Marketing department as well as supporting the sales force with technical trainings for both specialty and big box dealers. His shooting experience started more than 30 years ago. Being the son of a printer who had been in the industry as they transitioned from lead type to slide film only helped fuel the passion for photography. Having a mentor that taught him many things about composition gave him a head start on his own style of shooting, also being the only kid in school to have his own darkroom did not hurt either. Fast forward several years and many jobs later Marc found himself diving into the realm of digital photography leaving the medium of 35mm film behind and not looking back. He currently shoots all types of subject matter from studio work to sports and everything in-between allowing him to capture life as it happens.



OLYMPUS

Total Body Photography, Jennifer Tilley, DigitalDerm, Columbia, SC

Jennifer Tilley will address why dermatologists and patients need total body photography and skilled photographers to take their photos. The audience will have a chance to practice the lighting technique with a BCA certified TBP photographer. Attendees will have the opportunity to sign up for the certification and begin the process to become certified in Total Body Photography from the BCA.

Jennifer Tilley holds a BFA degree in studio art and photography from Converse College. She was trained by BCA member Lewis Parrish at Duke University. She is currently the Medical Photographer for DigitalDerm Inc., traveling extensively throughout the southeast photographing skin cancer patients and training new photographers for DigitalDerm, Inc. www.digitalderm.com



DigitalDerm[™]
THE SCIENCE OF DERMATOLOGY

Thursday, July 30

7:30	Continental Breakfast	
8:45	Welcome	
8:50	Small Units in a New Perspective – Strategies for Surviving and Thriving in Perilous Times	Jim Fosse
9:20	Clinical Photography in a Large University Teaching Hospital in the UK	Paul Crompton
9:50	Educating the BioCommunicator: Future Trends and Challenges	Steven J. Harrison
10:20	Break	
10:35	The Importance of Photography in the Veteran Community	Danielle Edwards
11:10	Standardized Patient Photography	David Teplica
12:15	Lunch Buffet	
1:30	InfoShare	Bob Turner, Moderator
2:30	Corrective Technique in Portraiture for Facial Anomalies	Lewis Parrish
3:15	Break	
3:30	Anne Shiras Pioneer Members Lecture In Pursuit of Olympic Excellence	Peter Vint
6:30	Honors Reception	
7:30	Honors Banquet	

Male Triptych Tulip
David Teplica



Small Units in a New Perspective

– Strategies for Surviving and Thriving in Perilous Times, Jim Fosse RBP, FBCA, Visual Information Specialist, National Centers for Animal Health, Ames, IA

Since the current economic situation has every institution looking for ways to cut its budget, every small media department needs to reexamine both its strengths and weaknesses. And while challenges abound, there are clearly inherent advantages in the operation of a small and adaptable service unit. This presentation will look at ways to enhance value to those who pay the bills. We'll discuss emerging technologies and methods that will help you capitalize on your assets, maximize your effectiveness within the organization, and branch into areas beyond traditional biocommunications roles. Beyond optimizing our effectiveness in traditional services, key areas to explore are in proactively supporting our user base and developing new modalities.

Jim earned his undergrad and grad degrees at RIT. He served as senior medical photographer at Arizona Health Science Center 81-88 and Chief of Medical Photography 88-91 at the Manitoba Health Science Center. 1991-2004 he served as Media Production specialist at Iowa State College of Veterinary Medicine. In 2004 he took a position as Visual Information Specialist at the National Centers for Animal Health. Jim has given numerous presentations at the local and international levels. He has served on the BCA Board of Governors as Chair of Conferences, vice president, and as president and organized the BCA webinars. He is a member of the Adobe medical advisory board.

Clinical Photography in a Large University Teaching Hospital in the UK

Paul Crompton, Director, Media Resources Centre, Cardiff University, Cardiff, Wales, UK

The UK's publically funded healthcare system has created an environment in which clinical photography can flourish. Over the past ten years the University Hospital of Wales, one of the UK's largest teaching hospitals, has seen requests for clinical photography grow from 500 a year, in 1999, to over 15,500 in 2008. This paper will discuss some of the reasons for this growth, illustrating the role photography directly plays in patient management and care, as well as some of the technological and culture changes needed to deliver this service. It will also discuss some of the challenges faced when operating within this model and the roles adopted by Government and the main professional body, the Institute of Medical Illustrators, in developing and regulating the profession.

Paul is Director of the Media Resources Centre at Cardiff University and Cardiff & Vale NHS Trust. He trained in commercial photography at Blackpool College of Art before becoming a medical photographer. In 1991 he received a Master of Arts degree in Photographic Studies from Derby University. Paul has won a number of awards for his clinical photography and has spoken at several meetings in the UK and North America. Email: cromptonp@cf.ac.uk

Educating the BioCommunicator: Future Trends and Challenges
Steven J. Harrison, PhD, CMI, FBPA, Chairman and Associate Professor
Medical Illustration Graduate Program, Medical College of Georgia, Augusta, GA

Just as the biocommunicator faces daily changes to the profession, both the educator and the student face similar challenges. Economics and technology are only two factors, albeit major ones, that affect our professional lives. Every day, we all seem to be both student and teacher. Specialists are becoming generalists as more skills, knowledge, and technology become necessary in a biocommunicator's life. How is the education of the biocommunications student adapting to the changes in the profession? How can the professional "image creator" better prepare themselves to become a life-long learner? The impact of technology and future trends in our field will be explored in this presentation. Hopefully, much "food for thought and discussion" will be generated.

Steve Harrison, PhD is chairman and program director of the Medical Illustration Graduate Program at the Medical College of Georgia (MCG). He has been teaching and mentoring students for over 30 years. His medical illustrations have received awards in print, projection, and motion media categories, including several CINE Golden Eagles and an EMMY (Rocky Mountain) Award. In his spare time he enjoys the fine art of landscape painting. He, his wife Libby, and Dave the Dog live in the South Carolina countryside. Website: www.mcg.edu/medart
Email: sharrison@mcg.edu

The Importance of Photography in The Veteran Community
Danielle Edwards, Manager, Clinical Photography, Austin Health, Heidelberg
West, Victoria, Australia

At the Heidelberg Repatriation Hospital a large percentage of photographic imaging is documenting the Veteran community. Working closely with the Veteran Liaison Officer we photograph all the ANZAC, Vietnam Veterans and Remembrance observance services held at the hospital. Photography is important to the Veterans and the hospital providing a historical record of the culture. The need for the photographs themselves as a tangible keepsake for the Veterans is paramount. Photography is used in most of the Austin Health veteran liaison projects incorporating historical and current images. The Veteran Liaison officer says he couldn't do his job without the aid of imaging. This presentation will discuss the impact of photographic imaging and how it has helped to establish and maintain the Veteran ethos in the Australian community.

Ms Danielle Edwards BA, BAppSc(hons),FAIMBI,FIPT,Member BCA, Danielle has been a medical photographer at Austin Health, Heidelberg West, Victoria, Australia, for the past nineteen years. She has been a mentor, judge/assessor in the RMIT Bachelor Applied Science Photography course, Veterans story writing and art competition judge, highly active in professional associations and has held office bearing positions (President, secretary, conference convenor). Email: danielle.edwards@austin.org.au

Standardized Photography of the Torso – David Teplica MD, MFA, Chicago, IL

Standardized photography has a rich history, but data contained in clinical images pales in comparison to that found in CT or MRI. In general, image analysis has not been widely applied to clinical photography. To yield data, standardized technique and image analysis software are needed. Then, disease progression, the anatomic effects of trauma, and the course of human growth/development could all be easily quantified. Before & After sequences could also be analyzed using digital subtraction techniques to quantify plastic surgical results. Interestingly, none of these possibilities has been fully realized. Over the past decade, a system has been devised to capture clinical images using a rotating digital setup. This easy, cost effective, and scientifically valuable method will be demonstrated using live models. Attendees will learn strategies for anatomic analysis.

David Teplica is a practicing plastic surgeon who also holds a Master of Fine Arts degree in photography. He applies his background from both fields to the investigation of human anatomy using an monozygotic twin model and highly standardized visible spectrum clinical photography. He recently delivered the Keynote Address to the 1st World Congress of Twin Pregnancy in Venice, presenting his latest research on the inheritance of body shape.

Corrective Technique in Portraiture for Facial Anomalies
Lewis Parrish, RBP, FBCA, Retired, Graham, NC

An aspect of medical photography often overlooked is the provision of pleasing informal "portraits" of patients before and after treatment. When analyzing a subject's physical characteristics, use light, camera perspective, and pose to emphasize the subject's negative features while down-playing their positive features. It is difficult to separate lighting and posing in portraiture; they go hand in hand. Analyzing the patients physical characteristics will help determine both the lighting and the pose.

For 33 years, Lewis Parrish was Coordinator of Medical Photography and Assistant Director of Educational Media Services at Duke University Medical Center. He is a long-time member of the Professional Photographers of North Carolina, an association dedicated to advancing photographic imaging as an art and a profession, where he has won numerous awards for his portraits. Lewis has been a student of portraiture since the early days of owning his own studio. A fitting compliment to Lewis' portraiture ability is that his photographs of prominent faculty and staff hang in several of the major conference rooms at Duke University Medical Center. Email: lewisparrish1@bellsouth.net

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.

Meeting at a Glance

Monday, July 27	Tuesday, July 28	Wednesday, July 29	Thursday, July 30
<p>7:30 Breakfast Buffet</p> <p>8:45 Welcome</p> <p>Maria Ikenberg Lindberg Keynote Address David Teplica, MD, MFA</p> <p>10:00 Group Photo</p> <p>10:30 Break</p> <p>10:45 Business Meeting</p> <p>11:45 Town Hall Meeting and Luncheon</p> <p>1:30 Putting it Together - Creative Suite</p> <p>3:15 Break</p> <p>3:30 Show Us Your Stuff</p> <p>7:00 Portfolio Review</p> <p>8:00 Open Portfolio and Ice Cream Social</p>	<p>7:30 Continental Breakfast</p> <p>8:45 Welcome</p> <p>8:50 Adobe Photoshop Workshop</p> <p>11:00 Technical Program</p> <p>12:15 Birds of a Feather Luncheon sponsored by Adobe</p> <p>1:30 Vendor Presentations</p> <p>Break</p> <p>2:30 Vendor Hands-on Sessions and Mini Workshops</p> <p>5:30 Evening Social Restaurant Rendezvous</p>	<p>7:30 Workshop Continental Breakfast</p> <p>9:00 Workshop Session I</p> <p>Flexible Break Time</p> <p>12:00 Workshop Lunch</p> <p>1:00 Workshop Session II</p> <p>Flexible Break Time</p> <p>4:00 Afternoon Workshops End</p> <p>7:30 Workshop Session III</p> <p>Open Evening - Enjoy Park City!</p>	<p>7:30 Continental Breakfast</p> <p>8:45 Welcome</p> <p>8:50 Technical Program</p> <p>10:20 Break</p> <p>10:25 Technical Program</p> <p>12:15 Luncheon</p> <p>1:30 InfoShare</p> <p>2:30 Technical Program</p> <p>3:15 Break</p> <p>3:30 Shiras Pioneer Members Lecture Peter Vint, PhD</p> <p>6:30 Honors Reception and Banquet</p> <p>Friday, July 31 - Sunday Aug. 2 Moab, UT, Arches & Canyonlands NPs Creativity & Composition Workshop</p>

Equipment and Support for this Meeting Provided by:

