Conference Overview

	Wednesday, June 1	
8:00am – 5:00pm	BCA Board of Governors Meeting	Building 1, Room 1381
9:00am – 5:00pm	HeSCA Board of Directors Meeting	Building 3, Room 3271
5:30pm – 7:30pm	**Opening Reception**	Piper Auditorium
7:30pm	Free evening to enjoy Phoenix	
7:30pm	ABCD Dinner and Roundtable (Members Only)	

	Thursday, June 2	
7:30am	Full Breakfast	Piper Auditorium
8:00am – 5:00pm	Media Festival / BioImages Viewing Room Open	2309
8:30am – 9:30am	Maria Ikenberg Lindberg Keynote Address **Not as I Pictured: A Journey Through Lymphoma** *John Kaplan*	Piper Auditorium
9:30am – 10:00am	Group Photo	TBA
10:00am – 10:30am	Break	
10:30am - Noon	CONCURRENT: MOBILE COMPUTING **It says "You're Healthy"** - *Sandeep K. S. Gupta* **Phones, Pods and Pads – pFad or Gamechanger?** *Robert Wright, Arlyn Bonfield and Lynda Banzi* **Using Cloud Computing to Enable Widespread Telehealth Adoption** - Kent Dicks **Panel Discussion**	2208
10:30am - Noon	CONCURRENT: DIGITAL COMMUNICATIONS **Digital Communications in a New Visual World** *Bobby Malish*	Piper Auditorium
Noon – 2:00pm	Lunch Break	
2:00pm – 4:00pm	Workshop: **Shed Your Fears! Get Writing** *John Davies*	2206
2:00pm – 4:00pm	Workshop: **Engaging Your Audience – with more than just bullets!** - *Paul Crompton*	2208
2:00pm – 4:00pm	Workshop: **Acrobat, Raised to the Power of 10** *Richard Fredrickson*	Building 1, Room 1252
2:00pm – 4:00pm	Workshop: **Lightroom 3: The Next Step** *Bob DiNatale*	Piper Auditorium
5:00pm	**Tour and Reception of the Walter Cronkite School of Journalism and Mass Communications** Pre-registration required. Meet in lobby of Sheraton Hotel for departure to the event	555 N. Central Ave.
7:30pm	Free evening to enjoy Phoenix	

	Friday, June 3	
8:00am	Continental Breakfast	Piper Auditorium
8:00am – 5:00pm	Media Festival / BioImages Viewing Room Open	2309
8:30am – 10:00am	Keynote: Emerging Communication Technologies **Humanity 2.0: Skynet has become self aware** *CJ Cornell*	Piper Auditorium
10:00am – 10:30am	Break	
10:30am - Noon	CONCURRENT: EMERGING TECHNOLOGIES **New Developments in Video Camera Technology** *Curt Pair* **New Directions in Bio-arts** *John Davies & Sue Ridge* **The Evolution and Future of Immersive Theater** *Erik Winkelman & Mike George*	Piper Auditorium
10:30am - Noon	CONCURRENT: STRATEGIC COMMUNICATIONS **Manager as Communicator: A case study in developing a strategic communication plan** *Ken Michaels, Sukanya Bora, Barbara van der Schalie* **Strategic Communications Panel Discussion**	2208
10:30am - Noon	CONCURRENT: FORENSIC PHOTOGRAPHY **Forensic Considerations of CCTV as an Evidentiary Tool** – Gale E. Spring **3D Imaging in Forensic Odontology -** *Sam Evans*	2206
Noon – 2:00pm	ABCD Business Luncheon	2206
Noon – 2:00pm	BCA Business Luncheon	Piper Auditorium
Noon – 2:00pm	HeSCA Business Luncheon	2208

	Friday, June 3 - Continued	
2:00pm – 3:00pm	**Telemedicine Today: State of the Industry** *Ronald S. Weinstein, MD*	Piper Auditorium
3:00pm – 3:20pm	Break	
3:20pm – 4:20pm	CONCURRENT: TELEMEDICINE AND GAMING **eLearning and the Technology Used to Improve Access to Telehealth Education and Medical Services in Arizona** - *Janet Major* **A Walk on the Dark Side: Investigating the business of telemedicine** - *Gail Barker* **Telemedicine Program Technologies** *Mike Holcomb*	2208
3:20pm – 5:20pm	CONCURRENT: WORKSHOP: **Photomacrography and Close-up Photography** *Karna McKinney*	Piper Auditorium
4:20pm – 5:20pm	**THealth Theater Demo / Gaming in Education** *Ronald S. Weinstein, MD, Chris Martin, Janae Cooley*	2306
6:00pm	**Reception and Auction**	Sheraton Hotel – Deer Valley Room
8:00pm	Evening free to enjoy Phoenix and the First Fridays Artwalk	

	Saturday, June 4	
8:00am	Continental Breakfast	Piper Auditorium
8:00am – 5:00pm	Media Festival / BioImages Viewing Room Open	2309
8:30am - 10:00am	Keynote: Ethical Issues in Biocommunications **Liar, Liar, Pants on Fire: Truth telling as a moral obligation -** *David H. Beyda, MD* **Ethics Panel Discussion**	Piper Auditorium
10:00am	Break	
10:30am - Noon	CONCURRENT: MANAGEMENT CHALLENGES **From "Adequate" to Excellent: Building a World-Class Creative Services Team** *Jane N. Hayward* **Exploring Digital Asset Management – what is it and how to best implement? -** *Manny Bekier* **Implementation of an Electronic Medical Record System and its Impact on Clinical Photography** *Danielle Edwards*	2208
10:30am - Noon	CONCURRENT: PRODUCTION TECHNIQUES **The Best New Features of Photoshop CS5** *Adam Cooper, RBP, FBCA* **InfoShare -** Bob Turner, Moderator **Digiscoping Demo**	Piper Auditorium
10:30am - Noon	CONCURRENT: CREATIVE SOLUTIONS **Brain Fitness -** Robert Froelich **Teledermatology: The Cardiff Experience** *Paul Crompton, Richard Motley & Andrew Morris* **Launching Canada's First Live Internet Cataract Surgery Broadcast -** *Arthur Uyeyama*	2206
Noon – 2:00pm	Lunch on Your Own	

	Saturday, June 4 - Continued	
2:00pm – 3:30pm	CONCURRENT: CONNECTING FOR LEARNING & PUBLIC RELATIONS **Digital Animation as PR: The power of mixing historical bricks and mortar with digital technology** *Dan Ginavan* **Use of Open Space Technology and Social Media for Sharing Knowledge** *Mary Nix, MS, MT (ASCP) SBB, PMP* **Public Health and the Health Communicator: Rethinking our views of the American Healthcare System** - *Pauline Hamel*	2208
2:00pm – 3:30pm	CONCURRENT: BEHIND THE LENS **Invisible World: photography, art, and the wonders of nature** - *Jim Wetzel* **Documenting Diversity*: *The Madrean Archipelago Biodiversity Assessment – Year 2** *Chip Hedgcock & Dale Turner* **Show Us Your Stuff** - *Adam Cooper, Moderator*	Piper Auditorium
3:30pm – 3:40	Break	
3:40pm – 4:40pm	Ann Shiras Pioneer Lecture **The visualization of motion: Etienne-Jules Marey and Eadweard Muybridge** - *Marta Braun*	Piper Auditorium
7:00pm	**Awards Reception, Banquet and Awards Ceremony**	Piper Auditorium