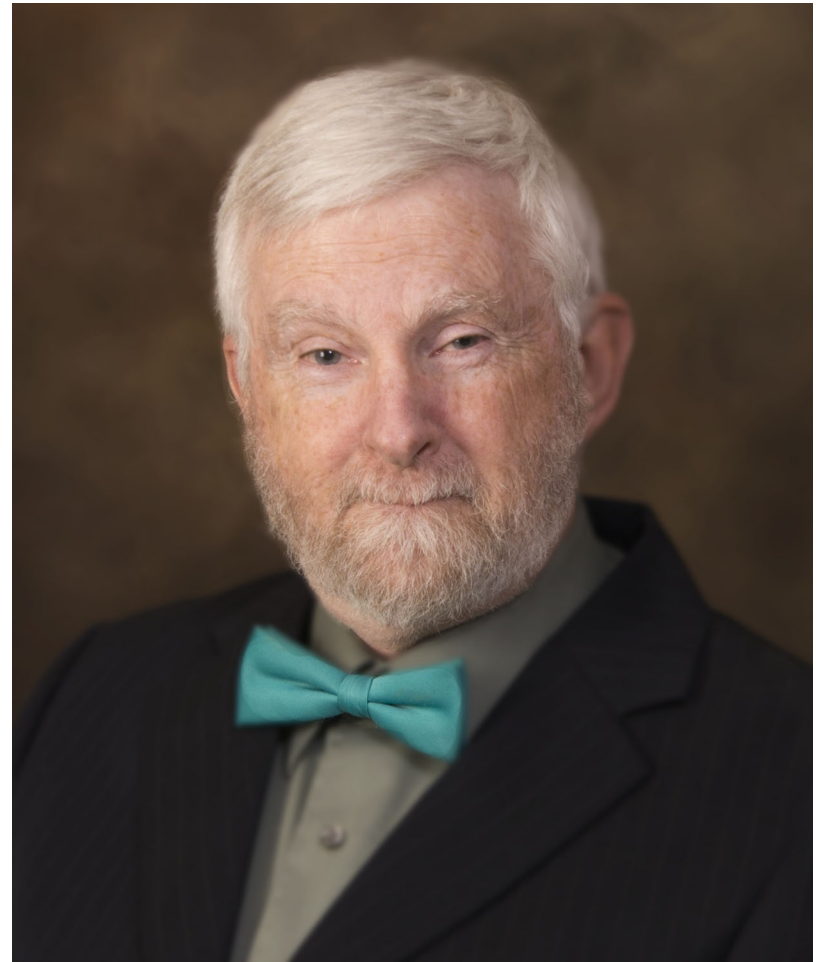


# Schmidt Laureates

- |  |                                      |
|--|--------------------------------------|
| 1948 – Leo C. Massopust, FBPA          | 1982 – Leslie Bowcock, MD, AIMBI     |
| 1949 – Anne Shiras, FBPA               | 1983 – H. Paul Newman, RBP, FBPA     |
| 1950 – Stella Zimmer, FBPA             | 1984 – Percy Brooks, RBP, FBPA       |
| 1951 – Ralph P. Creer, FBPA            | 1985 – Leon J. LeBeau, FBPA          |
| 1952 – Leonard A. Julin, RBP, FBPA     | 1986 – Nile Root, RBP, FBPA          |
| 1953 – Oscar W. Richards, PhD, FBPA    | 1987 – Martin L. Scott, FBPA         |
| 1954 – Ferdinand R. Harding, RBP, FBPA | 1988 – Ralph J. Marshall, PhD        |
| 1955 – C. Graham Eddy, FBPA            | 1989 – Thomas P. Hurtgen, FBPA       |
| 1956 – Mervin W. LaRue, Sr., FBPA      | 1990 – Raymond E. Lund, RBP, FBPA    |
| 1957 – Lloyd E. Varden, RBP, FBPA      | 1991 – Robert F. Sisson, RBP, FBPA   |
| 1958 – Albert Levin, RBP, FBPA         | 1992 – Nicholas M. Graver, RBP, FBPA |
| 1959 – Paul H. Holinger, MD, FBPA      | 1993 – A. Robin Williams, FBPA       |
| 1960 – H. Lou Gibson, RBP, FBPA        | 1994 – Will E. Renner, RBP, FBPA     |
| 1961 – Warren Sturgis, RBP, FBPA       | 1995 – Dan Patton, RBP, FBPA         |
| 1962 – Stanley J. McComb, RBP, FBPA    | 1996 – Kenneth V. Michaels, FBPA     |
| 1963 – Marie E. Ikenberg, RBP, FBPA    | 1997 – Ronald F. Irvine, RBP, FBPA   |
| 1964 – Peter Hansell, MD, RBP, FBPA    | 1998 – Heather Angel, FRPS, FBIPP    |
| 1965 – Howard E. Tribe, RBP, FBPA      | 1999 – Richard M. Williams, FBPA     |
| 1966 – John V. Butterfield, FBPA       | 2000 – Herbert R. Smith, Jr., FBPA   |
| 1967 – not awarded                     | 2001 – William J. Stenstrom, FBPA    |
| 1968 – Chester F. Reather, RBP, FBPA   | 2002 – W. David Tredinnick, FBPA     |
| 1969 – Laurence B. Brown, RBP, FBPA    | 2003 – Joseph Ogrodnick, FBPA        |
| 1970 – Verlin Y. Yamamoto, RBP, FBPA   | 2004 – Robert C. Turner, RBP, FBPA   |
| 1971 – Stephen P. Dittman, RBP, FBPA   | 2005 – Samuel Giannavola, RBP, FBPA  |
| 1972 – Clifford L. Freehe, RBP, FBPA   | 2006 – Gigi Williams, FBPA           |
| 1973 – Stanley Klosevych, RBP, FBPA    | 2007 – Michael R. Peres, RBP, FBPA   |
| 1974 – Roger P. Loveland, FBPA         | 2008 – Norman J. Barker, RBP, FBPA   |
| 1975 – E. Lynn Baldwin, RBP, FBPA      | 2009 – Steven J. Harrison, FBPA      |
| 1976 – Charles P. Hodge, RBP, FBPA     | 2010 – Andrew Davidhazy              |
| 1977 – Lardner A. Coffey, RBP, FBPA    | 2011 – Gale E. Spring, FBPA          |
| 1978 – John P. Vetter, RBP, FBPA       | 2012 - James E. Hayden, RBP, FBPA    |
| 1979 – Donald H. Fritts, RBP, FBPA     | 2013 - John B. Hendrix, RBP, FBPA    |
| 1980 – Fritz Goro, RBP, FBPA           | 2014 - Paul Crompton, FBPA           |
| 1981—I. Lloyd Matlovsky, RBP, FBPA     | 2015—James M. Fosse, RBP, FBPA       |

## The 2015 Louis Schmidt Laureate



**James M. Fosse, RBP, FBPA**



# The Louis Schmidt Award

**T**his Award – the highest given in the BCA – is named for our second President. It is awarded annually for “outstanding contributions to the progress of biological communications.” The selection of the recipient each year is made by a committee composed of the nine most recent winners. This selection is subject to the approval of the Board of Governors.

Mr. Schmidt was in charge of photography at the Rockefeller Institute in New York City and was a founding member of the BPA (Biological Photographic Association, later to be re-named the BioCommunications Association) in 1931. He had an abiding interest in sharing his photographic knowledge with his students and in promoting the highest technical standards in our association.

In 1943, on the occasion of his death, the BPA Journal commented, “In many ways, the BPA is a monument to Louis Schmidt.”

To give special distinction to the Award, those who receive it are known as “Louis Schmidt Laureates.”

The BioCommunications Association, Inc. is grateful to Mrs. Mary Lappan Vetter, Pittsburgh, Pennsylvania, for the generous gift of a 100-year-old, gold-headed cane. It was received August 4, 1990, in Phoenix, Arizona. The cane is part of the BCA Louis Schmidt Award and was presented the first time to Robert F. Sisson on August 3, 1991, in Tampa, Florida. The gold head is composed of heavy inlaid gold on a copper base. The principal value of the cane is due to the goldsmith’s ability to create and fashion a design of elegant beauty. The cane’s original owner was Dr. Goebel who received it in a presentation of unknown designation in 1902. It came into Mrs. Mary Lappan Vetter’s possession upon the death of her uncle, Father Thomas T. Lappan.

Many universities, colleges and hospitals in Great Britain and America have adopted the practice of awarding a gold-headed cane as the highest honor that can be bestowed on one of their staff members. The BioCommunications Association, through the generous gift of Mary Vetter, is pleased to present this special cane as its highest honor.

# The 2014 Louis Schmidt Laureate

## James M. Fosse, RBP, FBCA

Jim Fosse serves as a visual information specialist at the National Centers for Animal Health in Ames, Iowa. During that time he revolutionized the kind of services offered by his department. He began virtual tours of high containment research spaces that dramatically cut down on the interruptions caused by visiting groups of VIPs and stakeholders who wanted to see first-hand the largest construction project in USDA history. As a video producer he creates content which helps encourage the next generation of animal health professionals. He produced short videos for USDA Secretary Tom Vilsack, which were used at different stakeholder meetings in the U.S. and on Secretary Vilsack’s blog. He introduced timesaving podcasts of required content for pharmaceutical manufacturers needed to certify high quality vaccines and biologics used in food and companion animal medicine. As NCAH webmaster he hosts distance learning webinars and meetings that help make food safer and animals healthier not only in the U.S. but also globally. During his tenure he has hosted medical illustration students during the summers from Iowa State University. Many have gone on to get their masters degrees at major teaching institutions like Johns Hopkins and the University of Georgia.

From 1991-2004 Jim served as Media Production Specialist at Biomedical Communications at Iowa State University College of Veterinary Medicine. While there he pioneered the transition from film to digital and brought a host of new and more collaborative processes to scholarly publications and presentations. As a result, new and better images graced the pages of journals like *Veterinary Diagnostic Investigation* and *Veterinary Pathology*. He also hosted summer students from Iowa State’s merit scholar program. Before going to the veterinary side of biocommunications, he served as Chief of Medical Photography at Manitoba Health Science Centre in Winnipeg Canada, 1988-1990 and the Arizona Health Science Center, Tucson, 1982-1988.

Jim received his B.S. and M.S. from Rochester Institute of Technology. Some of his recognition as a working biocommunicator include his RBP in 1986, Fellowship in 2008, and the Ralph Creer Service Award in 2010.

Jim has served as a frequent presenter, chapter chair, and treasurer, as well as a member of the House of Delegates, Board of Registry, and Board of Governors. Jim served as president of the BCA where he helped create the Maria Ikenberg Lindberg Trust and appointed its oversight committee. During all this he received the steadfast support of his wife, Mardell, and children Kendall and Christa. He and Mardell reside on their century-old farm in Boone County, Iowa.