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BIOCOMM 2007

July 22-27, 2007
Tucson, Arizona
www.bca.org

**Early Registration
Deadline
June 27**



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BCA News

Editor – Charlene Baron

BCA Headquarters

Central Office Manager
Nancy Hurtgen
220 Southwind Lane
Hillsborough, NC 27278
office@bca.org
Voice/Fax: 919-245-0906

BCA news

Newsletter of the BioCommunications Association — www.bca.org



Spring 2007

BIOCOMM 2007 – Tucson, AZ

Tucson, Arizona promises to be the HOT place to be this July! HOT topics filling the BIOCOMM 2007 program include; tele-medicine, podcasting, forensic photography, ethics of image manipulation, color vision, environmental photography, info-share and the latest tips, tricks & techniques for Adobe Creative Suite 3 and the new Photoshop CS3 Extended.

Center for Creative Photography

A major draw for photographers to Tucson is the Center for Creative Photography which houses the works of many well known photographers. We will be spending an afternoon at the center in a "behind-the-scenes" tour as well as a private viewing of prints by some of our favorite photographers. Be sure to submit the list of photographers whose work you would like to view.

Workshops

Two computer labs have been reserved for hands-on workshops. Adobe trainers will guide us through our paces with Creative Suite 3 print and interactive/web workflows and a half-day workshop with the new Photoshop Extended. Chip Hedgcock will be leading a workshop to the desert Monday evening to photograph nocturnal critters. Other workshops include color management, RGB to CMYK conversion, total body photography and VR photography. There is a special daylong workshop on Friday with Bill Fortney from Nikon. The workshop will begin before sunrise and participants will be photographing at the Arizona Sonoran Desert Museum before returning to the hotel for a review and critique of the day's images.

Hotel

The meeting will be held in the air-conditioned Tucson Marriott University Park Hotel located in Main Gate Square next to the University of Arizona and near downtown Tucson. Main Gate Square has a large vari-



ety of restaurants and shops near the hotel. Downtown Tucson can be reached by riding one of the free trolleys.

Special Events

The meeting will include several special events including the opening reception featuring the presentation of the salon awards for BioImages. There will also be two special exhibits this year. Norm Barker will host historical images from a Patent Medicine project. Photographs from the collection of Nile Root will also be on display with the salon images. Nile was chair of the biomedical photography program at Rochester Institute of Photography for many years. He retired to the Tucson area and lived there until his passing. Nile's widow, Abby, has a generously agreed to allow us to view these special images.

Wednesday evening attendees will have a great opportunity for input on developing a portfolio. Bring your portfolio and participate. This review will be followed by an open portfolio sharing session and close with an ice cream social.

The Honors Reception and Banquet will be held Thursday evening. This is the concluding event of the meeting with special honors presented during the banquet including the Schmidt Award, Creer Award, Fellowships and other honors.

It will be a HOT time in Tucson, register today, early registration ends June 27!

Keynote Speaker

Jack Dykinga

Pulitzer Prize (1971 Feature Photography) winning photographer Jack Dykinga blends large format landscape art photography with documentary photojournalism. He is a regular contributor to *Arizona Highways* and *National Geographic* Magazines. His eight wilderness advocacy, large format books include: *Frog Mountain Blues*, *The Secret Forest*, *The Sierra Pinacate*, *The Sonoran Desert*, *Stone Canyons of the Colorado Plateau*, and *Desert: The Mojave and Death Valley*. He authored and photographed *Large Format Nature Photography*, a “how to” guide to color landscape photography. *Jack Dykinga’s ARIZONA*, released fall 2004 from Westcliffe Publishers, is a compilation of Jack’s best Arizona images, along with his personal wilderness experiences.

Currently, he serves on the board of The Sonoran National Park Project in an effort to create a new Bi-National Park on the Arizona/Sonora, Mexico border.

Jack has also focused on Texas/Mexican border highlighting the biological richness and diversity of the protected areas along the Rio Grande River corridor which appeared in the February 2007, *National Geographic* magazine.

In April, 2007, Jack and four other photographers Thomas Mangelsen, U.S.A.; Patricio Robles Gil, Mexico; Fulvio Eccardi, Italy & Mexico; and Florian Schultz from Germany, became the first ever Rapid Assessment Visual Expedition (R.A.V.E.) for the International League of Conservation Photographers, to document the El Triunfo Cloud forest in Chiapas, Mexico, drawing attention to the threatened habitat there.

Jack and his wife Margaret live in Tucson, Arizona. This talk is sponsored by a grant from Fuji.



Jack Dykinga, Conservation Photographer

New Relationship with Adobe Systems

One of the things we have worked for as an organization is a close working relationship with companies who make the products we use every day. In the glory days Kodak products were a major part of our lives. As a result Kodak investment in the BPA was large in terms of dollars and people who supported our meetings. Fast forward into the BCA generation. The landscape has changed on two fronts: The great yellow father has been replaced by new companies (started by fresh-faced kids) with no loyalty to historic organizations like BCA. These companies have a very different customer base and BCA members were a tiny part of that base. At the same time BCA members have switched from being the only people in the institution who knew how to do certain things to being more of facilitators or visual problem solvers.

We have come through a long period of little corporate support. Now these same companies with mature products are looking at important market segments like medicine and trying to decide how they can better penetrate these areas. BCA is ready-made to help them do it, most importantly because it enhances our standing as the go-to place to get visual questions answered.

Adobe systems is just one example of mature products that need expansion. Back last fall Sue Loomis gave Adobe my name as a potential member of a new medical group called the Biomedical Imaging Advisory Group (BMIAG). Our task was to help Adobe better penetrate medicine and science by adding tools health professionals could use and by supplying training that would help them learn to use them. My point has been that BCA members can serve as a nexus of Adobe information because we work with their products every day.

Adobe has decided that they are going to invest time and money in this idea. To this end they are sending five people to our meeting. These are a mix of trainers like Lynn Grillo and Ashley Manning Still and senior marketing and development people like Chitra Mittha, Senior PPM for Photoshop and Angel Brown, Senior Marketing Specialist. They want to interact with BCA members one to one. They are currently working on Photoshop CS 4 & 5. What features would you like to see in the next versions? Adobe wants this to be the start of a long-term relationship, so come prepared for interesting discussions.

Jim Fosse

Ann Shiras Pioneer Lecture

Rick McNeely

Rick McNeely is the Director of Biomedical Communications at the University of Arizona and the founding Co-Director of the Arizona Telemedicine Program. Biomedical Communications has a staff of about 40 serving the Tucson and Phoenix campuses, and the award-winning Arizona Telemedicine Program now reaches more than 160 sites.

The Arizona Telemedicine Program, with its home on both the Tucson and Phoenix campuses of the University of Arizona College of Medicine, is recognized as one of the world's most successful telemedicine efforts. From day-one of the program in 1996 Rick McNeely championed the involvement of biocommunicators in all aspects of the program.

Rick will share how his thirty-plus years in the biocommunications field influenced the role biocommunicators are playing in telemedicine. He will also preview exciting future telemedicine applications being developed in Arizona, such as virtual centers of excellence for specific diseases and rapid throughput clinics that rely heavily on advanced imaging and telecommunications techniques.



Rick McNeely, Arizona Telemedicine Program

BIOCOMM 2007 – Program at a Glance

| BIOCOMM 2007 | Sunday July 22 | Monday July 23 | Tuesday July 24 | Wednesday July 25 | Thursday July 26 | Friday July 27 |
|------------------|---|--|--|---|---|--|
| 8 - 9 AM | | Full Buffet Breakfast | Continental Breakfast | Continental Breakfast for Workshop | Continental Breakfast | Creativity and Composition Workshop Bill Fortney - Nikon Sunrise & Arizona Sonoran Desert Museum |
| | | Welcome | Lynn Grillo Adobe CS3 Visual Communications Toolkit 90 min | Workshop Session I CS3 Print/PDF Workflow Photoshop Extended Total Body Photography | Robert Cheesman Old Wood's Lamps Die Hard - 40 min Gale Spring Forensic Photography in a CSI World 60 min | |
| 9 - 10 | | Keynote Address - Jack Dykina Sponsored by Fuji Group Photograph | | | Vendor Introductions | |
| 10 - 11 | | | Break | Break | Break | |
| | | Business Meeting Reports JBC | Ashley Manning Still Digital Imaging to the Next Level - Adobe Photoshop CS3 Extended 75 min | Workshop Session II CS3 Web/Flash Workflow Photoshop Extended cont. Total Body Photo. cont. Intro Color Management | Micahel Havranek & Asha Renee Kays Justice through Science and Art 45 min Doug Cromey Twisted Pixels 45 min | |
| 11 - 12 | | Luncheon buffet Townhall Meeting | Luncheon buffet Sponsored by Adobe | Lunch for Workshop Participants | Birds of a Feather Luncheon buffet | |
| 12 - 1 PM | | | 12:40 Walk to CCP | | | |
| 1 - 2 | Board of Governors Meeting | Stuart Glogoff Podcasting 60 min | 1:00 - 4:00 Tour - Center for Creative Photography Behind the Scenes Viewing | Workshop Session III CS3 Print Workflow Photoshop Extended Digital Color: RGB CMYK | Adam Cooper Show Us Your Stuff 35 InfoShare 35 min Bob Turner Moderator | |
| 2 - 3 | | Norm Barker - Seaweeds 30 min Break | | Break | Concurrent Session 60 Havranek & Kays John Hendrix Gale Spring | |
| 3 - 4 | | Brian Verrelli Human Color Vision 50 min Paul Hamilton Diversity of Life Photog. 50 min | | Workshop Session IV CS3 Web/Flash Workflow Photoshop Extended cont. VR Tours with VR Worx | Break | |
| 4 - 5 | | | | | Shiras Pioneer Lecture Richard McNeely Arizona Telemedicine: How Biocommunicators Make It Work | |
| Evening | 6:00 Opening Reception 7:00 Welcome 7:30 BioImages Award Ceremony | Evening Workshop 5:00 - 9:30 Chip Hedgcock Jewels of the Night | | 7:00-8:00 Portfolio Review 8:00-9:00 Open Portfolio 9:00 Ice Cream Social | 6:30 Honors Reception 7:30 Honors Banquet | |

Pacific Northwest Chapter Retreat

On the weekend of April 27 – 29 the Pacific Northwest Chapter held its annual Spring retreat in the picturesque fishing village of Tokeland Washington. Twenty people attended including two with RBP's. Everyone enjoyed staying at the historic Tokeland Hotel, a rustic wooden building dating from the 1800's and decorated with antiques in the style of those simpler times. For three days the group enjoyed the hospitality of the inn while sharing technical info and work experiences. A good deal of fun and inspiration was provided by a digital photography scavenger hunt in which everyone set out to capture their interpretation of a list of subjects. The photos were downloaded and shown later the same day and judged by the whole group. The winners were awarded fun prizes. A formal digital salon was also held with the winner of "Best in Show" receiving Adobe Lightroom software. That prize was won by Bruce McCaughey of Vancouver, B.C.

People came from as far north as British Columbia and as far East as Idaho to attend the meeting on Washington's windswept coast. All agreed that the weekend was a great success, providing a chance to relax in an informal setting, as well as reconnecting with colleagues and sharing technical tricks and tips with them. The Pacific Northwest Chapter is looking forward to returning to Tokeland next year for another welcomed retreat.

Submitted by Ken C. Smith

Clockwise from top left, Don't Drop This by Dianne Marsh; Texture category, Ken Smith, Tokeland Hotel by Ken Smith; Bruce McCaughey winner of Adobe Lightroom for his Best of Show image; Antique by Ken Smith; Ken Smith, Cheryl Montgomery and Joe Matthews discuss Total Body Photography.



Pacific Northwest Chapter members gather on the back porch of the Tokeland Hotel. From left to right, front row: David Duff, Dianne Marsh, Pam Gray, Isabel McCaughey, Jim Henderson, RBP; Bruce McCaughey. Back: John Mangon, RBP; Richard Bell, Chuck Stephens, Joe Matthews, Ken Smith, Cheryl Montgomery, Rick Slanina, Janet Schukar, Dan and Lisa Hallett, Karna and Steve McKinney, and Jerry McCollum. Group photo by Bruce McCaughey.



New England Chapter Photo Excursion

"Mission Possible" or "What do dogbone flowers, chia pets, honey and flying mussels have to do with it?"

Rain, more of a New England mist, didn't stop four NEBCA members from venturing to the small Rhode Island seaside town of Wickford.



Left to right, Jim Koepfler, Charlene Baron, Sue Loomis, and Laurie Lizotte.

Their mission – find locations where the chapter's chair (Laurie Lizotte) posed for photos during a prior visit and photograph it.

For two hours we wandered photographing storefronts, door frames, beautiful flowers, historic churches, red plastic johnnies, tombstones and the ocean. We also managed to find one geocache, peak in on a wedding and talk to some locals. At lunch we viewed our images and received a bottle of locally produced honey for achieving our goal.

With lunch completed we enjoyed being entertained by novice kayakers learning how to turn quickly in their craft and buying the day's catch of tuna for home. Oh that was delicious. We then decided to view a local photo show at the civic center. Some of the work was excellent and inspiring. Jim Koepfler came to the rescue of the senior center, moving tables for them in his pickup. That was quite unexpected and fun.

There was one more geocache to find in Wickford so we went hiking in the local park and through the salt marsh. Along the way herons, cardinals, seagulls, cormorants, swans, chipmunks and catbirds kept us company. We found the cache and left a toy! That was fun.



It is a good memory. One filled with friends, laughter, photos, fish, honey and flying mussels. (Too bad all of you weren't there to enjoy it.)

Submitted by Sue Loomis

Top left; Wickford Local by Sue Loomis, bottom left; Wickford Doors by Charlene Baron, top right; Wickford by Laurie Lizotte, bottom right; Pet by Jim Koepfler.

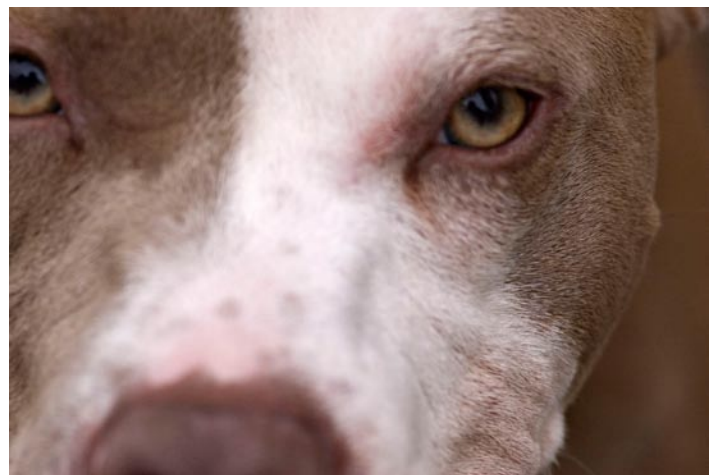


Greetings from Emeritus Member Jack De Bruin

BCA Emeritus Member, Jack De Bruin recently celebrated his 50th anniversary of BPA/BCA membership (April '57). He asked that a message be posted in the BCA NEWS, saying "hello to all", and that he would love to hear from folks. Jack will soon be 83 years old! Congratulations Jack!

Here's his contact data:

Jack P. De Bruin, RBP
4490 Mesa Drive
Apt. 305E
Oceanside, CA 92056-2646



BCA Named in Maria (Ikenberg) Lindberg Trust

Last October Maria (Ikenberg) Lindberg, a long time BCA member and Louis Schmidt Laureate, passed away. She believed passionately in the importance of BCA and its impact on human and animal health. This belief was so important to her that she named BCA as one of the beneficiaries in her trust. To learn more about the life of Maria (Ikenberg) Lindberg please visit <http://www.bca.org/lindberg/lindberg.html>



Her gift was very generous. The manner in which it was given is far more important than the exact dollar amount; Maria's gift was undesignated, meaning it is the Association's to spend and/or invest however we choose. She must have believed that BCA leadership would use the money to enhance our meetings and extend our influence in healthcare. We must



Top left, Maria ~ 1939. Bottom left, Maria with Brubaker-Holinger endoscopic camera. Right, Maria in Chicago, 1987.

strike a good balance between conservative investment, enhancing membership, and reaching out to other health professionals. As president, I believe this is not a time to hide our light under a bushel but to move boldly as Maria would have wanted us to.



To this end, as BCA president, I direct that a committee of thinkers and visionaries be established to make recommendations about the best use for Maria's gift. This committee formation process will move forward aggressively. I have asked Ken Michaels to serve as chair of this important group. Ken is a long time BCA member, past president, Fellow, and Louis Schmidt Laureate. This committee will consist of a small number of individuals with invitations to serve offered only to BCA members.

My intent with this announcement is to make sure that all members know about this great opportunity and have a chance to participate. I invite you to attend the annual meeting in Tucson prepared to discuss our future or to share your thoughts with Ken Michaels at kvm@ncifcrf.gov.

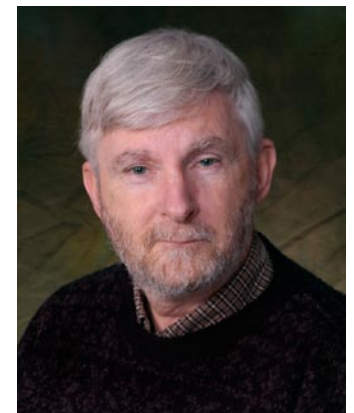
I believe that Maria's gift will help pave the way to a bright future for our organization and Biocommunications professionals in general. Our challenge will be to use this gift wisely. There has never been a better time to be involved in BCA.



President's Letter

The announcement of the Ikenberg/Lindberg bequest has made it a great time to be a member of BCA! As we move toward our meeting in Tucson it seems as if there is a whole new vista stretching before us. The Spring has been full of e-mails regarding the mechanics of the announcement which you recently received in the mail. The problems of dealing with a major gift to BCA are the best kind of problems that a BCA president can have. The meeting in Tucson should get people excited about a whole new range of possibilities that didn't exist before. Shall we focus on strictly enhancing BCA meetings or do we want to raise all boats, as it were, by increasing resources available to all health and science users? These are good questions to wrestle with. Richard Frederickson and his team have worked hard to put together a top shelf meeting for you in sunny Tucson. Be sure to make reservations at the hotel soon because we can't do anything about the room block – when it's gone, it's gone! There are a few other hotels within the area if you're a procrastinator.

I'm Thinkin' Tucson! J.



James Fosse, RBP, FBCA