Brilliance in Biocommunications 2011

photos by Kendra LaNoue and Joe Kane

“We discovered the international 2011 joint meeting in Phoenix was the best choice and most cost effective way to go. Thanks to members in Phoenix all sessions and the annual banquet were hosted at The University of Arizona College of Medicine in Phoenix, AZ. The university campus and facilities offered the perfect setting for the conference and just a short walk from the hotel, restaurants and shops. Members are saying this was the best value and venue for an annual meeting.

Our conference committee; Laurie Lizotte and Jeb Zirato (BCA), Suresh Ponnappa and Robert Wright (ABCD) and Arlyn Bonfield and Keven Siegert (HeSCA) offered topnotch keynote speakers, concurrent presentations, interactive workshops, and plenty of social opportunities for meeting and sharing ideas and techniques with like-minded photographers and visual communicators.

Thumbs up to our members who traveled hundreds of miles to be a part of this year’s meeting. Gale Spring, Melbourne Australia was there to accept the BCA’s highest honor, the Schmidt Award. Gale also gave an enlightening presentation on forensic photography. Members from the United Kingdom, Scotland and Canada were also present.

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For more information please contact Kim Pawlak at projectmanager@bca.org.
By combining our resources there were five keynote speakers. First up was the Maria Ikenberg Lindberg keynote address, *Not as I Pictured: A Journey Through Lymphoma*. John Kaplan, Pulitzer prize-winning photographer, filmmaker, professor and cancer survivor. He is one of the finest inspirational storytellers to illustrate cancer survival. His website is well worth a visit. Next in the line up, CJ Cornell, Professor, Digital Media and Entrepreneurship from the Walter Cronkite School of Journalism and Mass Communications, Arizona State University. Cornell delivered a compelling vision of our advances in communication technology. Next was Ronald S, Weinstein, MD, Professor and Founding Director, Arizona Telemedicine Program. Dr. Weinstein illustrated how telemedicine and telecommunications is soaring in healthcare industries. Who want’s to admit telling a lie or two? The fourth speaker was Dr. David Beyda, Director of Ethics Humanism. We lie everyday and Dr. Beyda demonstrated that we all have a moral and ethical decision to make when it comes to truth telling or lying in certain circumstances. Marta Braun the Ann Shiras Pioneer keynote speaker wrapped up the program. Her talk focused on the photographic studies of human and animal locomotion by Etienne Jules Marey and Eadweard James Muybridge.

Cheers to all those who took a leap of faith and entered their work in the first all digital BioImages. Best of Show for BioImages 2011 was awarded to Robert Turner, RBP. The title of his work is *Snowy Egret Landing*. A special thank you to Adolpho Navarro for his western flare introduction of the BioImages Award show. Congratulations to all who received an award or placed in the salon. All BioImages winners and entries chosen for the salon can be viewed on our website, [www.bca.org/annual_meeting/biocomm2011/biocomm_2011.html](http://www.bca.org/annual_meeting/biocomm2011/biocomm_2011.html).

We also want to congratulate and commend our members who were selected for this year’s prestigious honors. Gale Spring, FBPA was presented the single highest honor in
the BCA, the Louis Schmidt Award. Joe Ogronick, FBPA and Robert Turner, RBP, FBPA joined those who have been honored with Emeritus Membership. Thomas Hurtgen, FBPA, Lindsay Lyle Malek and Karen Hensley were recipients of the President's Award.

Sponsors were key to the success of our annual conference. A special note of appreciation goes to our Gold, Silver and Bronze sponsors: The University of Arizona, Audio Visual Resources (AVR), Canon, Nikon, The Vesalius Trust, and 3dMD. Thanks to the entire Brilliance in Biocommunications committee, our group photographer, Chip Hedgcock and our meeting photographer, Kendra LaNoue.

Check our web site for photographs and awards from Brilliance in Biocommunications, BIOCOMM 2011 at www.bca.org/annual_meeting/biocomm2011/biocomm. If you’re not already a member, join BCA Facebook, Twitter or Linkedin and share your stories and photos about the meeting and the post conference Southwest Tour.

A lot of hard work went into this conference. The conference committee is commended for their outstanding efforts and contributions. To wrap it up, “It was the perfect environment to combine world-class education, meaningful storytelling and plenty of opportunities to build new relationships”.

With great expectations BCA and ABCD are moving forward with BIOCOMM 2012 in Bar Harbor, Maine.
On June 4, 2011, the BCA honored leading professionals for their outstanding work and contributions in the field of visual communications in the life sciences and medicine.

Gale Spring was presented the single highest honor in the BCA, the Louis Schmidt Award. The Schmidt Award is named for a founder and second president of the Association and dates back to 1948. The honor includes a gold-headed cane that is passed down from the previous year and represents a traditional symbol in medicine of high achievement and honor. Gale has a distinguished career as an educator, photographer, writer, inventor and imaging consultant for more than 30 years. He began his professional career in 1976 as Director of Photographic Services, Department of Pathology, The University of Texas Southwestern Medical School, Dallas, Texas. He later accepted an appointment as Associate Professor of Scientific Photography and Program Leader of Applied Science Photography at the Royal Melbourne Institute of Technology, RMIT University from 1988-2008. He then was Associate Professor and Program Leader, Applied multi-major, School of Applied Science, Engineering and Health at RMIT University. Gale Spring was appointed Associate Dean of School of Applied Science at RMIT University in March 2011.

He is actively involved and supports biomedical imaging in Australia through the Australian Institute of Medical and Biological Illustration (AIMBI) and The Institute of Photographic Technology (IPT). He maintains a longstanding affiliation and leadership role promoting scientific photography through The Australian Photography Council (later to become Photo Imaging Education Association).

Gale’s contribution to the field of visual communications is truly outstanding. In his role as educator, leader and photographer he has held positions of high esteem, presented numerous scientific papers, wrote articles of distinction for scientific journals, and was frequently engaged by legal counsel as an expert in forensic photography. He’s made significant contributions to our field on an international scale and has been done so with style, grace, and a work ethic that can be admired by all.

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Emeritus Membership

Joe Ogrodnick, FBPA and Robert Turner, RBP, FBPA, were honored with Emeritus Membership. Both are honored for their distinguished careers, professional achievements and meritorious contributions for visual communications media in the life sciences and medicine.

Joe retired as a photographer, writer and editor from Cornell University’s New York State Agricultural Experiment Station in April 2009. Joe has been a speaker at many BCA chapter, regional and annual meetings. He was the editor of the *Journal of Biological Photography* from 1988 till 2003 at which time it merged with the *Journal of Biocommunication* and is currently managing editor of that publication. He has received several awards in BCAs BioImages competitions, including Best of Show, The Loersch Science Award. He was elected a Fellow of the BCA in 1983, received The Ralph Creer Service Award in 2000, and the Louis Schmidt Award in 2003. In addition, he served as Vice Chair and Chair of BCAs Western New York Chapter.

Bob retired as the director of The Scripps Research Institute’s BioMedical Graphics department. Bob has been a member of the BCA for more than 40 years and has served in multiple roles including BCA President, Board of Registry, director of conferences, scientific program chair, and session moderator at several annual meetings. He was named a BCA Schmidt Laureate in 2004. Currently Bob represents the BCA as a member of the *Journal of Biocommunication (JBC)* Management Board, and serves on the JBC Editorial Review Board.

Thomas P. Hurtgen, FBPA, Lindsey Lyle Malek, and Karen Hensley were awarded the President’s Award. Tom was recognized for advancing the association’s New Media initiative. Lindsey Lyle Malek in appreciation for her “efforts to establish BCAs membership in UPDIG and her leadership transitioning the BiImages visual media competition to an electronic format.” Karen Hensley received the President’s award for “In appreciation for her diligence in member communications through the improvement and regular publication of the BCA news.”
Workshop post conference

Photography is an Incredible Way to Experience the World 
by Norm Barker, RBP, FBPA

Well I must say that this year's BCA post conference workshop was certainly an adventure. If you don’t like early morning curtain calls, this was not the place for you. Under Bill Fortney’s, Nikon Professional Services direction we were able to make a memorable whirlwind photographic excursion.

Sunrise at Bryce Canyon, Utah was an amazing experience, not to mention a little chilly 30 degrees at 5 am. We arrived well before sunrise in the complete darkness and were able to set up tripods and gear and just sit back and watch nature do its thing. Edward Weston once said about his series on peppers, “You never really seen a pepper until you photographed one.” I felt the same way about Bryce Canyon, even though my images have probably been done before, photography is an incredible way to experience the world around you.

Another amazing experience was Lower Antelope Slot Canyon. We arrived around 11 am and the wind was blowing a steady 30 mph with gusts of 50. When we slowly climbed down into the earth with our tripods and gear and arrived on the bottom of the canyon, it was like somebody was shoveling beach sand down on our heads. Thank goodness for Ziploc freezer bags. Because without them, I’m sure all of our cameras and lens would have been rendered useless.

No sleeping in! Photographers lining up for the early morning sunrise shoot at Bryce Canyon. Photo taken by Alan Opsahl.
Gold, first place is awarded to Jim Fosse, RBP, FBPA for his photo of the shadow on the wall.

Silver, second place is awarded to Alan Opsahl for his photo of the bridge.

Bronze, third place is awarded to Danielle Edwards for her photo of the details of a tree.

Bill Fortney and Scott Diussa, Nikon were the judges for the post conference workshop. First place winner, Jim Fosse received free registration for the 2012 post conference workshop and a $50.00 gift certificate from Calumet. Silver received a $25.00 Calumet gift certificate and Bronze received a $15.00 gift certificate. Congratulations all!!
What we’ll remember

“I enjoyed being on the University of Arizona College of Medicine campus. It gave the conference a different feel. From the workshop in Adobe Lightroom to the talk about Ethics, I enjoyed it all. The biggest reason I go to the annual conference is to be with like minds and sharing thoughts and ideas and once again I wasn’t disappointed.”

Pam Kleinsasser
Medical Photographer/Manager
Nemours Children’s Clinic

“This year’s joint meeting of BCA, ABCD and HeSCA gave me just what I needed – a great variety of creative inspiration, technical tips and tricks, managerial and strategic thinking, fantastic networking with fun and talented people. The conference truly had something for everyone, and I left feeling energized and rejuvenated. As a member of both ABCD and HeSCA, this meeting was my first real opportunity to learn about BCA and its exciting mission – it was an easy decision to join BCA too! Thanks for making me feel welcome. I look forward to seeing you again in 2012.”

Jennifer Torrence

“Excellent meeting, sorry I could only attend the one day. Organizers should be very proud of the content they pulled together! All three organizations working as one host provide members more enriched content than they could hope to alone.”

Jim Fosse, RBP, FBCA
National Animal Disease Center
Ames, IA
BIOCOMM 2012 – A Journey in Inspiration marks the 82nd annual meeting of the BioCommunications Association (BCA). The Association of Biomedical Directors (ABCD) will join BCA. The joint meeting will be held at the College of the Atlantic (COA) in Bar Harbor, Maine. The COA’s oceanfront campus is surrounded by the mountains of the Acadia National Park. COA is just a short walk from the shopping, dining and sights of downtown Bar Harbor.

BIOCOMM 2012, June 19 - 22, will be a unique experience for everyone. We have reserved COA's newest dormitories (that are more like condos). Reservations can also be made at nearby hotels, motels or campgrounds. The planning committee is working on a rich program of cutting edge technologies to every day basics. There truly is something for everyone.

Get involved -- help the planning committee, present a talk, participate in “Show Us Your Stuff” or “Infoshare”. The Speakers and Workshops Abstract form is located on the website.

Please contact us with any questions, ideas or volunteering:

Adam Cooper, RBP, FBCA, Program Chair
acvideophoto@gmail.com

Michael Peres, RBP, FBPA, Workshop Chair
mrppph@rit.edu

Charlene Baron, FBCA, BioImages Chair
charlene.baron@umassmed.edu

Laurie Lizotte, Director of Conferences
LLizotte@partners.org

For full details go to: http://www.bca.org/annual_meeting/ and www.abcdirectors.org/

Check out the list of websites that Bob Turner found to help plan your journey to Bar Harbor

Bar Harbor Chamber of Commerce: www.barharborinfo.com/

Acadia National Park: www.nps.gov/acad/index.htm

Mount Desert Oceanarium www.theoceanarium.com/

Bar Harbor Schooner Cruises www.downeastwindjammer.com/margaret-todd-windjammer-cruises/

Bar Harbor Ferry www.downeastwindjammer.com/bar-harbor-ferry/

Charter Fishing www.downeastwindjammer.com/4-hour-fishing-trips-tues-wed-thurs-sat/


Bar Harbor Airport (BHB) http://www.bhbairport.com/

Car Rental http://www.bhbairport.com/services.html

Down East (Shuttle services) www.downeasttrans.org/

Portland, Maine Airport (PWM) http://www.portlandjetport.org/

Ground Transportation (at PWM) http://www.portlandjetport.org/portland_jetport_info/ground_transportation

Maine / Lighthouses http://www.visitmaine.com/attractions/sightseeing_tours/lighthouse/


Photo courtesy of Bar Harbor Chamber of Commerce
Alan Opsahl
Senior Scientist, Pfizer

Alan Opsahl is currently a senior scientist in the Investigative Pathology Laboratory group in Drug Safety Research and Development at Pfizer Research and Development in Groton Connecticut. He supports preclinical veterinarian pathology projects with microscopic digital imaging and image analysis research.

Alan grew up in Austin, MN, home of Hormel meatpacking company. He attended University of Wisconsin Eau Claire where he majored in Biology and was a 4 year All-American swimmer on the UWEC Swim Team. In 1985, he spent a semester abroad in Europe studying in Copenhagen, Denmark. After college he moved to the Chicago area where he picked up a High School Teaching Certification for Biology and general science.

After a brief period working at Loyola University Medical School in the Anatomy Department, Alan began his imaging career in microscopic imaging at Kraft General Foods, Glenview IL, in the Microstructure Group. There he imaged and studied all types of food microstructures including imaging and measuring fat droplet sizes in ice cream. After 5 years he moved on to the pharmaceutical industry working for Searle in Skokie IL. There he began working with toxicological pathologists and animal tissue section imaging and image analysis. In 2003, after Pfizer purchased Searle, Alan moved to Groton, CT with his family.

Alan has been a member of the BioCommunications Association since 1993 and attended numerous BIOCOMM conferences. He has participated in many of the workshops, presented papers, and has presented images and received awards in the BioImages Gallery. He also has received awards for his images in the Nikon Small World Competition and the Olympus BioImages competition.

Recently Alan took on the responsibility as the Association’s Editor for BCA for the Journal of Biocommunication. The online journal published three times a year is a joint publication of the BioCommunications Association (BCA), Association of Medical Illustrators (AMI), and the Association of Biomedical Communications Directors (ABCD).

Alan is married and has 4 children, two chocolate labs, and a couple of fish. In his free time, he is also the Head Swim Coach for both the Ledyard High School Boys and Girls Swim Teams.
Members in the news

Welcome New Members

We are growing in numbers! We have 16 new members, thanks in part to the BCA’s new media initiatives.

**Drew Berry**, Biomedical Animator, WEHI-TV, Parkville, AUSTRALIA

**Michael Cleary**, Freelancer, Rochester, MN

**Fabian de Kok-Mercado**, Medical Illustrator, Battelle Memorial Institute, Ellicott City, MD

**Lydia Gregg**, Medical Illustrator, Johns Hopkins University SOM, Baltimore, MD

**Jessica Hagood**, Student, Randolph Community College, Asheboro, NC

**Jane Hayward**, Supervisor of Creative Services, Beth Israel Deaconess Medical Center, Waltham, MA

**Oystein Horgmo**, Senior Medical Photographer, University of Oslo, Oslo, NORWAY

**Mike Kearney**, Medical Photographer, Pacific Bioscience Labs, Bellevue, WA

**Thomas Kryton**, Digital Imaging Specialist, Calgary Laboratory Services, Calgard, Alberta CANADA

**Byron Maldonado**, Photographer, University of Miami, Miami, FL

**Mark Malter**, Freelancer, San Diego, CA

**Chris Matula**, Medical Photographer, UT MD Anderson Cancer Center, Houston, TX

**Pamela Sankar**, Senior Fellow, Center for Bioethics, University of Pennsylvania, Philadelphia, PA

**Christyne Sisson**, Chair of Biomedical Photographic Communications, RIT, Rochester, NY

**Kevin Tobosa**, Visual Strategy Manager, Sanford Health, Fargo, ND

**Donald Watson**, Director of Research Development, Dana-Farber Cancer Institute, Boston, MA

You can find our new member's email address in the Members Only section of the BCA website - [www.bca.org/](http://www.bca.org/)

Newly Certified Members

Daniell Edwards and Mark Malter received their certification in total body mapping photography. The Body Mapping Certification was created by the BioCommunications Association (BCA) to provide the medical community with a standardized examination process for evaluating professionals who will be performing photographic documentation of the dermatological condition of living human patients.

The exam consists of three parts:

- Written Exam
- Practical Exam
- Demonstration of Competency

[www.bca.org/certification/total_body.html](http://www.bca.org/certification/total_body.html)

Daniell Edwards (center) presented with her Total Body Mapping Certification. Presenting is Jeb Zirato, (right) and Richard Fredrickson, RBP, FBCA..
Members in the news

Big Shot Airs on Rochester’s PBS News.

WXXI, Rochester’s public broadcasting station, produced and premiered a film documenting stories and photos chronicling the past 25 years of Rochester Institute of Technology (RIT) Big Shot, painting with light nighttime photography project. The RIT Big Shot, Painting With Light aired September 8 and September 12. Check out: http://interactive.wxxi.org/bigshot

The film explores big shot project’s origins that began in 1987 as a way to introduce students to flash photography. Professor Emeritus Bill DuBois and Associate Administrative, Chair Michael Peres and Dawn Tower DuBois, Professor in the Arts and Imaging department at RIT’s National Technical Institute for the Deaf, conceived the first Big Shot at the Highland Hospital

“It has been amazing and mind boggling that it continues. Never in my wildest imagination could this have happened” says Michael Peres.

But as documented by WXXI, RIT Big Shot continues to draw photographers, volunteers and supporters. The 2011, Big Shot number 26, took place at the National Museum of Play at The Strong, Rochester, New York on the evening of May 5, 2011. More than 1,000 volunteers were present at the museum and in traditional fashion used flashlights to paint the building with light. Photographers from RIT’s School of Photographic Arts and Sciences captured the scene using an open shutter and the dramatic technique of timed exposure. The results – another community of volunteers and photographers joined together to create an amazing nighttime photograph.

Be on the look out for Big Shot number 27 at www.rit.edu/bigshot.

Biophotographers Unknown Teacher

by Martin Scott, RBP, FBPA

Many biomedical photographers have been helped in their careers by things they learned about optics from a little book published many years ago – Lenses in Photography by Rudolf Kingslake. Indeed everything you needed to know about lenses and optics to pass the RBP written exam was in that book, and much more. Dr. Kingslake was both the Director of Optical Design for Kodak and Professor of Optics at the Institute of Optics, University of Rochester. Under his direction the famous Kodak Ektar lenses were developed. The chances are that many of the lenses you use today were designed by his students, or by their students. Prof. Kingslake died in 2003 at age 100, having taught for over 60 years.

Martin Scott, past president of BPA, has written the professor’s story in Rudolf Kingslake: A Life in Optics. To order the book go to, www.urpress.com/store/viewItem.asp?idProduct=13718.
Lynne Adams Awarded EFFE Grant

by Lynne Adams

As a junior majoring in Biomedical Photographic Communications at Rochester Institute of Technology, I was presented with an amazing opportunity to work abroad. For two months in the summer of 2011, I was a clinical photographer trainee at the University Hospital of Wales in Cardiff, UK. During my time at the hospital, I rotated throughout various departments such as dermatology, ophthalmology, forensic, dentistry, medical video, graphics, and various clinical wards. I assisted with setting up lighting, backdrops, and scales while working with the patients, doctors, and nurses to capture a medical standardized image. I was able to photograph patients while acquiring many portfolio worthy images. After shooting throughout the hospital, I processed, captioned, and entered the files into the hospital’s database for the doctor/patient record and medical education purposes. I also worked on independent projects, such as creating medical illustration graphics, photographing equipment for the anesthetics museum, and helping film and edit a documentary for the hospital’s 40th anniversary.

At the hospital, I was able to have an inside view in the clinical photography field and utilized many skills I learned here at RIT. From lighting, imaging ethics, to scientific image standardization processes, I was constantly building off and utilizing the knowledge learned throughout my curriculum. By working in this environment, I developed a strong level of professionalism and was able to immerse myself in many different fields within clinical photography. From this experience, I was able to justify my passion of forensics and envision myself eventually working in this field upon graduation.

I enjoyed the atmosphere of the hospital and having unexpected and new experiences every single day. The patients were all so diverse and it was interesting to see medical conditions all across the spectrum on a daily basis. The morgue was extremely memorable because I’ve never photographed an autopsy or been exposed to this graphic nature. Also, living abroad in Wales was a whole experience in itself as well, and I took advantage to absorb the Welsh culture and even traveled to London, Amsterdam, and Belgium.

I’ve learned so much by having the opportunity of rotating throughout the hospital’s departments and it feels like I have actually had multiple different work experiences in only two months. A link of my online blog is provided below, which provides a detailed and behind the scenes documentation of my time in Wales. I would like to extend a sincere thank you to the BCA for generously providing me the ability to participate in this opportunity.

http://ladamsinternship.blogspot.com/
EFFE Grants and Scholarships
Endowment Funds for Education

EFFE promotes and assists study and research in the field of biological communication by providing financial support to the projects approved by the EFFE governing committee. Membership in the BCA is not a requirement for receiving an EFFE Grant or Scholarship, however members of the Selection Committee, or their relatives, are ineligible. Any student, trainee, biocommunicator or institutional program that can demonstrate a need for project funding may apply.

EFFE Grant application deadline is April 23, 2012.
EFFE Scholarship application deadline is April 23, 2012.

Please download the EFFE Grant Application and Guidelines PDF which is enabled for electronic completion. For detailed grant or scholarship information or to download the application go to:

www.bca.org/grants/effe.html

Or contact EFFE Committee Chair Sally Robertson for more information, srobertson@mth.org

Chapter Funds

The BCA Executive Committee has created a stimulus package for chapter meetings. Seed money of up to $100 is available to host a chapter meeting. Take the initiative to look up your chapter members and make plans to take advantage of this opportunity. Check it out:

www.bca.org/membership/chapters.html

BCATalk has an answer for that

Did you know the BCA hosts an email listserv that is open to members and non-members to exchange information on techniques, products and networking? Anyone interested in photography, videography, illustration, social media and other related fields can find something of interest. Many subscribers pose a question while others share information or a weblink that is of mutual interest to biocommunicators. Here’s just a few topics that have created a round of response and interesting dialogue in the past months.

- Lens adapters for Endoscopic cameras
- Is Film Dead
- Choosing a Photo Printer
- Choosing a Video camera for surgical photography
- Professional Liability Insurance for photographers
- How To Earn the Respect of your Clients
- Lytro Cameras
- Illumination Systems for Recording Skin Color
- Tether your camera to lap top

How to Subscribe

STEP 1:
Send an email message to: imailsrv@bca.org.

STEP 2:
In the body of the message (Not in the subject line. The subject line should be left blank!) place the following:

SUBSCRIBE BCATALK yourfirstname yourlastname
For example: SUBSCRIBE BCATALK Jane Smith. If your name is not listed after your email address the request will not be processed.

STEP 3:
Send the email.

If you were successful in typing the correct command, you will receive an automatic message (usually within a few minutes) welcoming you to BCATalk and giving you instructions on how to send messages to those who are subscribed.

Full details: www.bca.org/listserv.html
Hello Everyone - Happy Fall!

The seasons are changing quickly and soon most of us will be seeing the snow fly. I want to take this opportunity to thank each one of you for being a member of the BCA. The Association is growing in many different areas and with your help we'll continue to grow.

We are growing in numbers and I am encouraged that the trend will continue. We need people like you who are talented experts in the field of medical and scientific imaging. Whether you're just starting out or have been in the field for years. Please help me in welcoming our newest members - Drew Berry, Michael Cleary, Fabian de Kok-Mercado, Lydia Gregg, Jessica Hagood, Jane Hayward, Oystein Horgmo, Mike Kearney, Thomas Kryton, Byron Maldonado, Mark Malter, Chris Matula, Pamula Sankar, Christyne Sisson, Kevin Tobosa, and Donald Watson. Each new member brings new ideas and perspectives to the BCA and enriches the association. If you are a new member do not hesitate to contact me and ask questions, volunteer to help, or present new ideas. Not to leave out those members who have been with us – we need your input and ideas, too!!

We are growing in the social media domain by joining Twitter, Facebook and LinkedIn. Kim Pawlak, BCA Project Manager, has headed this endeavor. Bob Turner, Joe Kane and Adam Cooper have helped her with the content and I thank them for their contributions, especially Bob who has kept Kim tweeting almost everyday. You can help too by submitting interesting tidbits for tweeting by emailing Kim (projectmanager@bca.org) with the information. Facebook always needs content from current trends to questions. If you asked the BCATalk list a question then also ask the same on Facebook and/or LinkedIn. As of mid-October the BCA had 83 followers on Twitter, 129 members on Facebook and 61 members on LinkedIn.

Other areas we’re growing --
• Creating a Wikipedia page
• Producing Podcasts or YouTube videos of how-to… (We know there are great actors out there just waiting to be seen on YouTube!!) Show your talent and expertise! – Contact Jim Koepfler.
• Looking for content experts for our website. From basics and beyond, we need members to step forward and contribute at least one step-by-step how-to. If you don’t think you can write, Kim Pawlak will help you pull it together.
• Updating the Policies and Procedures Manual

One last comment before signing off - BIOCOMM 2012 is going to be a great experience and the greatness will come from the people who not only attend but also involve themselves in the meeting. From past meetings’ surveys, networking is the top priority! Bar Harbor and the College of the Atlantic will definitely be the best networking arena! Come and be inspired by the beauty of the area and the richness of old and new friendships.

Thank you for letting me serve as your president.

Susanne Loomis, FBCA

Newsletter Submission Guidelines
If you are interested in submitting material, or would like to discuss a newsletter idea, please contact Karen Hensley: khensley@mdanderson.org.
We look forward to hearing from you! Deadline for the spring 2012 issue is February 28, 2012.