BIOMET 2009, July 26 - 31
Park City, Utah

BIOMET 2009 marks the 79th annual meeting of the BioCommunications Association. This year’s meeting is held in Park City, Utah, one of the prettiest cities in the US. In today’s market of uncertain investments, this meeting promises to be an excellent value and guarantees a good return. The meeting features a diverse program, invited speakers, a full day of workshops, a juried media salon and commercial exhibits. Social activities are planned for those who just enjoy being with like-minded visual communicators.

The success of the meeting wouldn’t be possible without the generous support of sponsors. This year sponsors include Adobe, Nikon, Vesalius Trust, Olympus, Calumet, Wacom and 3dMD. Included in the registration is an Adobe Photoshop CS4 Extended, Hands-on Workshop presented by Colin Fleming, Senior Engineer for Adobe Systems. Colin specializes in prepress production, workflow conversions and specifically the software photographers and artists use daily. 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. Wow! Bring your laptops for this special presentation.

Bill Fortney of Nikon Profession Services has once again offered to guide the post-meeting Creativity and Composition workshop. It is a unique opportunity that covers multiple days and spans miles of scenic Utah. Bring some money and an appetite for good food and good shooting. Most importantly bring your gear, lots of memory cards and be prepared to record highlights and shadows as they blend over layers upon layers of natural beauty. The Arches National Park is an extraordinary creation of natural arches unlike any others in the world. Walk through history with layers of rock that reveal millions of years of deposition, erosion and other geologic events. www.nps.gov/arch/.

Canyonlands National Park will also be explored. The Green and Colorado rivers separate Canyonlands into three land districts, in addition to the Horseshoe Canyon detached unit. Each destination within Canyonlands offers different opportunities for photographers, from scenic overlooks to remote canyons and thunderous rapids. Canyonlands preserves one of the last, relatively undisturbed areas of the Colorado Plateau. This area possesses remarkable natural features that support a fascinating desert ecosystem, www.nps.gov/cany/. Of course the workshop concludes with a peer critique and Best Photo competition. Details of the workshop are located on the BIOMET 2009 Nikon Workshop webpage.
The Maria Ikenberg Lindberg Keynote speaker is David Teplica MD, MFA, a plastic surgeon and fine art photographer. His dual talents allow him to practice in the three-dimensional field of plastic surgery and the two-dimensional field of photography. He will share his expertise in the standardization of medical photography, image analysis software, digital capture, and in his conviction that there is a rich and scientifically profitable future in biomedical imaging. www.davidteplica.com

The Anne Shiras Pioneer Members Lecturer is Peter Vint, PhD, Senior Sport Technologist, United States Olympic Committee. Dr. Vint will discuss his role in developing and implementing sport specific performance measurement systems and guidelines for best practices. He is also an expert in making current and emerging technologies more accessible and user friendly for coaches and athletes. He will share examples of his work involving animation and modeling, high speed, video presentation tools, thermal imaging and sensor integration.

Mark Marzolf, Shriners Hospital photographer and Salt Lake City local, is the 2009 BioImages Chair and Local Host for the meeting. The presentation of BioImages awards will take place during the Opening Reception on Sunday, July 26th. The winning images will hang in the Salon for the duration of the meeting and then can be viewed on the BCA web site in the Gallery section.

The location for this year’s meeting couldn’t be more “picture perfect.” In 2008 Park City was named by Forbes Traveler Magazine as one of the prettiest towns in the United States. If you are looking for beautiful mountain scenery, cool air, hiking, biking, festivals, shopping and over 100 unique dining restaurants to choose from, Park City is the place to be. Nearby is the famous Mirror Lake Highway, an awesome scenic mountain drive. Many scenic views, picnic areas, hiking trails, lakes and reservoirs line the nearby highways. More information can be found at the Park City Chamber of Commerce & Visitors Bureau web site. Additional information can be found at the Utah Travel web site and The Salt Lake Convention & Visitors Bureau web site. Make your reservations now at the Park City Marriott located just one mile from downtown Park City. Be sure to mention that you’re with the BCA BIOCOMM 2009 to receive a special rate. www.parkcitymarriott.com/

Thanks to the hard work of Thomas Bednarek, Director of Conferences; Brian Demings, Scientific Program Chair; Adam Cooper, Workshop Chair; Sue Loomis, Vendor Coordinator; Mark Marzolf, BioImages Chair, and all those who have volunteered their expertise and time to guarantee this meeting is a creative adventure of learning and just plain fun. Every thing you need to know about BIOCOMM 2009 is just a click away. www.bca.org
Going Coastal
Charlene Baron

As a lucky participant in a Great American Photography Workshop (GAPW), I journeyed last October to Acadia National Park to take part in four days of photographic discussions, critiques, Lightroom seminars, and photographing the gorgeous sea cliffs, harbors, forests, and mountains on Mt. Desert Island in Maine. Special thanks go to Bill Fortney who has donated the GAPW tuition for the winning image of the Creativity and Composition Workshops at BIOCOMM.

GAPW offers workshops in locations across the US and Canada. I decided to choose a workshop within driving distance, upon the advice of Gabe Uma, the 2007 winner. So in early October, I packed up my car and drove north to Acadia National Park in Maine, where I spent four days with the marvelous photographic team of Susan and Neil Silverman. We were on the road before dawn each morning driving to a variety of locations to photograph sunrise and that wonderful early morning light. Late mornings and afternoons were spent in the classroom with Photoshop/Lightroom guru, Matt Kloskowski, from National Association of Photoshop Professionals. Matt led our small group of twelve through the workflow of Lightroom, and provided tips, tricks and insights along the way. Susan and Neil used the classroom time to critique individuals’ images, discuss technique, equipment, software programs and share their incredible energy and love of photography. Late in the afternoon, we headed out again to another well-scouted location to capture more lovely scenes before sunset. The evening ended at one of the assorted nearby restaurants with great food and conversation.

This workshop was packed with learning opportunities and marvelous places to test new techniques, improve photographic skills and develop the creative eye. In our travels we saw much of the island and often dined together, so I got to know a group of wonderful people, and still look forward to seeing their latest images. Thanks to this workshop, I’ve developed my composition skills, modified my shooting technique, finally learned to take the time to use a tripod properly and changed my workflow to utilize Lightroom to process my images. Our three instructors were marvelous and I would not hesitate to take another workshop with any one of them. If you have the opportunity, I highly recommend participating in a GAPW weekend. It will jump-start your photographic energies!


I look forward to this year’s Creativity and Composition Workshop, which is located in two favorite GAPW destinations – Canyonlands and Arches National Parks. Bill Fortney, photographer extraordinaire from Nikon Professional Services and a GAPW instructor, will be leading the BIOCOMM workshop again this year. More information is available on the BCA web site, www.bca.org/annual_meeting/biocomm_2009/nikon.html.
Julia recounts, “As a student at U.C. Berkeley, I became very interested in Film as it related to English Literature. My father thought I might enjoy photography and gifted me a 35-mm camera upon my graduation. It changed my whole life. I became so interested in photography that I sought out local courses and eventually took a position at Bechtel Engineering, Inc., in their photo department, printing black and white images. From there I returned to school to receive some higher-level training in photography. I knew from the get-go that my passion would be in the industrial/scientific fields, and thus focused my training in those areas. After interning at two of the top medical centers in the state, I was officially pursuing what had become a great passion.”

Julia Serat joined Shriners Hospitals for Children in San Francisco in 1994 as a clinical photographer, and accepted the management position in Medical Media when the hospital relocated to Sacramento in 1997.

For 25 years, Julia has worked as a photographer: in the engineering field for the Bechtel Corporation, in aerospace for Systron Donner Inertial, and currently in the healthcare industry. Holding an undergraduate degree in Psychology from the University of California, Berkeley, Julia also completed the Industrial/Scientific Photography Program at Brooks Institute of Photography, including internships at the Medical Centers of UC Davis and Stanford University.

Julia’s professional affiliations include the BioCommunications Association, where she currently serves on the Board of Governors, and the National Association of Photoshop Professionals. She has received numerous professional awards in photographic competitions and has had photos published in textbooks, scientific journals, and photo annals as well as displayed in media and artist’s exhibitions.

Julia’s husband Gabriel remarks, “Many years ago, one of my mentors told me that the photograph is made six inches behind the camera. Julia epitomizes that statement. She has a knack for seeing the great image residing in an ordinary setting. But more importantly, she always takes the time to turn an ordinary photo into something that will turn heads. In short, she is a photographer with a capital “P.”

Every child deserves to celebrate... Julia

The National Association of Children’s Hospitals and Related Institutions (NACHRI) has selected a photograph taken by Shriners Hospitals for Children Northern California photographer, Julia Serat, of a 2-year old Shriners Hospital patient, for display in the 2009 Children’s Hospitals Photo Exhibit.

“Princess Monserrat” is the title of the photograph taken in April 2008 at the annual Unbirthday Party for patients at the hospital. “For this special occasion, Monserrat figuratively shed her burn garments and became a member of the royal family,” says Serat. “Every child deserves to celebrate, to wear costumes that might remove any feelings of self-consciousness. How healing it is for Monserrat to express this side of herself in a safe, fun way. How enjoyable for me to capture the essence of the moment,” Serat adds.

Princess Montserrat is one of 50 photographs selected for the exhibit that will be unveiled at NACHRI’s spring conference in Nashville, TN, March 23-25. The exhibit also will be displayed on Capitol Hill in June, pending Congressional approval.

Catherine Curran
Director, Public & Community Relations
Shriners Hospitals for Children Northern California
Why Join BCA?

We asked Kathleen Holden, US Merchant Marine and Specialized Photographer. “How did you become affiliated with BCA?” She writes: The Federal Aviation Administration, FAA and UCONN Medical School in Farmington, CT advised me to do so. They highly recommended that I become a member of the BCA group. I did. BCA made it possible for me to continue in the field of infrared and night vision surveillance photography with the US Navy, Military Sealift Command and commercial shipping.

Members of the BCA also showed me they are dedicated to leading by example and teaching others. I often apply BCA techniques I’ve acquired to help departments at sea comprehend issues through visual illustration. Introducing digital photography aided crew members to illustrate their job positions and to identify working equipment used. Some of the crew never had their photos taken while performing their job duties as a team or individually. This alone boosted morale, gave support to jobs performed and furthered incentives. Upon arrival into ports, crew were now motivated to purchase digital cameras, laptops and printers. We now had a photo team. Being careful not to compromise ship security, we shared images, edited, burned CDs and DVDs. We amazed each other in the process of learning and teaching others different photo illustrative techniques. We were able to pass on the idea of how visual images impact communication and how sharing ideas and resources make a successful team.

In all my working years I have learned that successful things come from people who have a high opinion of others, share ideas, teach by good example, and find solutions that work. BCA is to be commended because their mission is to teach and practice these qualities.

Thank you BCA for being there for me and giving me skills I will have, for the rest of my life, – air, land or sea.”

- Kathy

Kathleen grew up in the New England area near the Atlantic Ocean and remembers she grew sea legs around age 5. She began to get serious about a career on the water with recreational boating that evolved into a full-time commercial shipping job between 1998 and 1999. She was accepted into the Maritime School in Maryland because of her ten-year coastal and offshore experiences. The US Coast Guard gave her credit for those ten years and the academy accepted her as a veteran from the FAA, after numerous physicals and references. She received training from Cross Sound Ferry Navigation in New London, Connecticut on all vessels in Connecticut and Long Island, New York. She earned her AB Unlimited A Book as a “Watch Stander,” in laymen terms, helmswoman and security. Kathleen plans to retire from deep sea in a few months after serving almost nine years at home and abroad. Her years as a US Merchant Marine have allowed her to work with US and Foreign Pilots, Customs, Coast Guard, Port Control, Local and State Police, as well as National Security.

Imagine your furniture and equipment lashed down in your office. Your building takes a roll or goes into rough seas. You and your office chair are free to roam! - Kathy
How the Endowment Fund for Education, EFFE, Can Help

Hillary Guzik and Stefanie Carey are students in the Biomedical Photographic Communications program at Rochester Institute of Technology. In the summer of 2007, they had a unique opportunity to interview for a co-operative educational experience at the University Hospital of Wales (UHW) in Cardiff, Wales.

Paul Crompton, head of the Media Resources Department, interviewed potential students via videoconference. As part of the interview process, students were required to submit an essay describing their ideas as to what the differences between the US healthcare system were compared to the system used in Wales, England. They were also asked to describe how they would benefit from a co-op experience, and how they would handle the financial and emotional aspects of the co-op.

Hillary and Stefanie's friendship developed through the program at RIT, and from the start they really want to go as a team. Paul and his department were given the green light to accept two students, and shortly after Hillary and Stefanie were informed they were both selected. The arrangement between RIT and Cardiff specified that Cardiff University would provide housing in the dormitory while students were expected to cover the rest of the financial responsibilities, including transportation and meals.

Through the support of family, the co-op office at RIT, the Biomedical Photographic Communications department and an Endowment Fund for Education (EFFE) grant from the BCA, they met their financial responsibilities. The EFFE grant served its dual purpose of finding a deserving recipient and supporting an educational endeavor.

Hillary and Stefanie recall that each day they spent at UHW, during the Summer of 2008, was full with hands-on experience in all phases of clinical photography including wound care, dermatology, dental, ophthalmology, surgical and post-mortem cases. They dealt with patient management, patient care, and healthcare policies in the UK. The department wanted the students to have the full day-to-day experience of their department, so they were also exposed to video, graphic design, public relations photography, and product photography.

Each week was filled with clinical and surgical schedules, reading assignments, lectures, and implementing what they had learned either in a workshop or with actual patients. The last two weeks were reserved to concentrate in a photography specialty of their choice. During those last two weeks they learned more in-depth techniques and were assigned specific projects to research and complete.

Stephanie chose ophthalmic photography as her self-directed project and her advisor, Belinda Colton, assigned her specific research projects. This included being able to explain and understand the technology of OCT, PentaCam, fundus cameras, KRT machines, and fluorescein angiography. Her experience from completing the ophthalmic courses at RIT paid off. She gained valuable experience working with several patients throughout the rotation. It was a very rewarding experience to see both the value and benefits photography played in patient care.

Stefanie says her favorite experiences were video recording an egg being fertilized by the embryologists, and seeing a brain dissected in the autopsy room, or post mortem room as it is called in the UK. Photographing the autopsy was intense knowing that the images could become part of a court case.

Hillary Guzik’s self-directed project concentrated in dermatology photography and research, with direction from her advisor. She always wanted to pursue a career in der-
matology photography, and this was an opportunity to gain experience working with real patients. Her work included fluorescence, ultraviolet, infrared, and polarized light. She spent most of her day doing research and photographing patients. She remarked, “What I really took from the whole experience was that patients could look back on their records and realize that they have improved over time.”

Like Stefanie, Hillary’s favorite experience at UHW was when she had the chance to see what it was like to photograph an autopsy, or as it’s called in Wales, a post mortem. She was most fascinated that the brain was being studied to try and reveal evidences of a stroke.

Hillary also truly enjoyed working in the graphics department. She recalls, “The department challenged me to draw a realistic heart. I never thought that I could draw and I produced something that I will always be proud of. From photographing patients to drawing, I really loved the everyday challenge that the UHW gave to me. I felt as if they put my skills and knowledge to the test.”

They are both appreciative and glad for the educational experience at UHW in Cardiff, Wales. They had the experience of living in another culture, studying in a different healthcare system, and learning a great deal. They also made lasting friendships and connections with people in our field. They both would like to thank the BCA and the EFFE committee for their vital support of this invaluable learning experience. Without the BCA and the EFFE committee, this experience would not have been the same.

Note: Both students and their advisors (Paul Crompton, Michael Peres and Lisa Vasaturo), took part in a Skye video conference from Wales during BIOCOMM 2008.

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**EFFE Funds Available**

The BioCommunications Association has funds available for assisting persons actively pursuing careers in biological imaging. BCA membership is not a requirement. Any student, trainee, biocommunicator or institutional program that can demonstrate a need for project funding may apply.

*Previous grants included:*

“Photography, Capacity Building and Ecological research in Ecuador” A project to collaborate with local Ecuadorians to perform conservation ecology work in their country, documenting reptile & amphibian diversity and training in ecological inventorying and monitoring techniques.

“Paleobotanical Beauty” Covered part of the framing cost for a traveling show of fossilized plant material images.

Binding issues of the Journal of Biocommunications for presentation to an academic library.

The EFFE Application and Guidelines PDF is enabled for electronic completion and submission to Charles “Chip” Hedgcock at chip@neurobio.arizona.edu

For additional information, visit: www.bca.org/grants/index.html

Heart illustration by Hillary Guzik.
BCA Fourth Webinar and Counting…
Jim Koepfler

Canto Cumulus, A Digital Asset Management Solution, Presented by Juan Visperas of Canto, Inc.

This past May, BCA hosted another web seminar, its fourth one to date. Thirty BCA members signed up to attend a presentation by Juan Visperas, of Canto, Inc. Juan introduced us to the value of digital asset management and the program Canto Cumulus.

His program began with a “slide” presentation, giving an overview of the program and the importance of DAM. Then, using a share desktop feature of the webinar, he walked us through the various layers of Cumulus. Juan fielded many questions that followed, using a chat feature. The webinar lasted for just over an hour and based on the survey responses, folks were very pleased with the presentation. This webinar and previous webinars, can be viewed by visiting the Members Only link on www.bca.org.

This webinar marks the arrival of an upgrade from the Breeze web conferencing program to the latest Adobe Connect Pro. On the backend, the upgrade solved some minor issues that we encountered in the past. It also hosts a number of new features (like breakout rooms), which we hope to make use of in future webinars. Speaking of future webinars, plan on attending another one coming up later this year. Topic and date still to be decided–so stay tuned!

New Baby Congratulations

Daphne Demas and her husband Tim welcomed their new son Lukas Warren Packard on Wednesday, March 18 at 4:40 AM. Lukas was 6 lbs 15 ozs and 19.5 inches long. Daphne is back to work now in the Dermatology Department at Memorial Sloan-Kettering in New York, City. Daphne and Tim received lots of advice from members at BIOCOMM 2008 when they announced their growing family! Daphne coordinated BioImages last year in Rochester, NY and Tim proved a valuable asset to the team! Daphne currently serves on the Maria Ikenberg Lindberg Trust Advisory Group. Congratulations Daphne and Tim! Welcome Lukas!
Will E. Renner, RBP, FBCA  
February 5, 1930 - January 15, 2009,

Will began his photography career in the United States Air Force, and continued his education in the field of art and photography at the Art Center College of Design in Los Angeles. His first job as a photographer was at St. Joseph’s Hospital in Burbank, California. He went on to work as a medical photographer at Stanford University and Veterans Administration Hospital in Palo Alto, until he accepted the position as Manager of Illustration Services at the University of California Davis Medical School, from which he retired in 1992.

Will was very active in the BCA both at the local and international level. He was one of the first Registered Biological Photographers (RBP) certified by examination in 1965. He served as both Vice President and President of the association. He also served as Chairman of the Board of Registry and Director of Conferences. In 1994 Will was honored with the Louis Schmidt Award.

On February 7, 2009, a memorial service was conducted for Will in Winters, California. Attending were a wonderful gathering of about seventy family members and friends. Representing BCA were members Rich Kulmann and his wife Julie, Julia Serat and Gabe Unda, and Bob Turner. Various close friends and colleagues offered a number of personal testimonials. Bob, Gabe and Rich shared their own recollections and highlights of Will’s career and his extensive involvement with the BPA, now BCA.

John Paul (Jack) Vetter  
July 18, 1920 - June 7, 2009  
courtesy the Pittsburgh Post-Gazette

Jack was Director of Medical Media at The Western Pennsylvania Hospital for 42 years before he retired in 1990. In 1942 Jack was inducted into the U.S. Army and trained at the Paramount Studios in Astoria, New York as an Army motion picture photographer. He served in Finchaven, New Guinea and in Manila, Philippines. Following his military service, he accepted appointments at Singer Memorial Research Laboratory of the Allegheny General Hospital and The Western Pennsylvania Hospital as a medical photographer. In 1964 John accepted the Directorship of the Medical Photography Department and Director of the School of Medical Photography at The Western Pennsylvania Hospital. He is an internationally recognized expert, lecturer and author on many facets of medical photography. He has lectured at many prestigious events and academic institutions throughout North America, United Kingdom, Sweden, Finland and Australia. He is best known for his publications on Photo-micrography, Standardization of Medical Photographic Procedures and as editor and author of the reference book BIOMEDICAL PHOTOGRAPHY, a standard treatise for biomedical photographers. In 1986 he received The Gold-Headed Cane award from The Western Pennsylvania Hospital representing the highest honor which can be bestowed on a member of the Medical Staff of the hospital. Jack Vetter photographed many of the prominent Pittsburgh Artists which were published in Pittsburgh Press Roto Gravure sections, and conducted the Photographic Section of the internationally acclaimed Three Rivers Art Festivals for several years. He is survived by his six children, 10 Grandchildren, two Great Grandchildren, one Great Great Grandchild and his sister.

“He was an exuberant personality,” said Ralph Erickson, who was the chairman of pathology at West Penn when Mr. Vetter worked there.

For a detailed story go to: http://www.post-gazette.com/pg/09160/975971-122.stm
Greetings BCA Members,

It has been a busy spring! The recent webinar about Cumulus was coordinated by Jim Fosse and hosted by Jim Koepfler, and now final preparations are being made for BIOCOMM 2009, the annual meeting this year in Park City, Utah. Brian Demings, Scientific Program Chair; Adam Cooper, Workshops Chair; and Sue Loomis, Vendor Coordinator, have located speakers to discuss a wide variety of topics that will interest BCA members including patient photography, portraiture, management, graphic design, UV/IR photography, forensics, and imaging software. Several speakers are traveling from overseas (Wales and Australia) to present at the meeting. The presentations and hands-on workshops are great, but the networking opportunities are always rated as the best part of attending the meeting. To share information, ask questions and to learn what others are doing in similar professional settings gives BIOCOMM its great value. If you haven’t already registered, be sure to look at the program on the BCA web site, then download and send in your registration. You’ll be glad you did!

Our profession has changed over the last twenty years. Current members list a broad skill set to meet the needs of their employers, yet many have still been downsized, laid off, or entire departments have been closed. Yet there is still a need for biocommunicators, and many may be found with different titles and job descriptions. How will the association meet the needs of these biocommunicators and fulfill its mission statement? The BioCommunications Association is dedicated to enhancing the professional competency of its members, and advancing the profession by educating and developing creators and users of visual communication media in the life sciences and medicine. This will be discussed along with other items at a “Strategic Planning Session” to be held by the Board of Governors prior to the annual meeting in Park City. Please feel free to contact me if you have suggestions and items you would like addressed at this session or at the Board of Governors meeting.

By now you should have received an online invitation to vote in the current BioCommunications Association elections. Even though the ballot is a single slate, your vote affirms the work of those who serve the association as officers and members of the Board of Governors. The BOG is a working group, each member is a Director or Chair of a committee and works with other association volunteers to complete specific projects. The Association functions with the support of its member volunteers. Please considering volunteering to help your association and its mission.

This will be my last letter as President of the Association, as my term ends at the fall of the gavel on July 31. It has been an honor and a pleasure to work with the dedicated members of the BOG, committees, meeting organizers, BCA office, chapters, and all the members at large. Thank you all for all you do!

I look forward to seeing you in Utah!

With gratitude,

Charlene A. Baron, MEd, FBCA