Revolutionary Ideas in BioCommunications, the 80th Annual Meeting for the BCA will be June 2-6, 2010 in Boston, MA. Wikipedia defines revolutionary as thinking outside or beyond established procedures and routines. That’s what this meeting promises. It’s about promoting innovation change, creativity and retraining ourselves to add value to our services. The meeting is the best of both worlds, a blend of traditional and new.

What’s new is the Association of Biomedical Communications Directors (ABCD), the BioCommunications Association (BCA) and the Health and Science Communication Association (HeSCA) combined energy and resources to facilitate this great meeting. What’s traditional is promoting innovation, creativity and sharing our experiences with like-minded image and communication specialists.

Who should attend? Anyone who is experiencing a massive shift in how their job responsibilities have changed in the digital world of photography, video and communications, anyone looking for a new direction and anyone who needs to prepare for future innovations should attend. Everyone will walk away with the how-to-techniques and have fun doing it. You will find three days of concurrent presentations, outstanding speakers, workshops, creativity, camaraderie and inspiration, not to mention rising your hand for that “can’t-live-without” piece of memorabilia at the Auction, or wander through the work of your associates at the annual BioImage salon. Lastly, the awards banquet honoring those who have proven their expertise is a worthwhile achievement.

A special thank you goes to the conference chairs, Charlene Baron (BCA), Lynda Banzi Sponholtz (ABCD) and Arlyn Bonfield (HeSCA) for the long hours volunteered to plan the program, find outstanding speakers and coordinate all the behind-the-scene details that make for a successful meeting. Thank you to Laurie Lizotte for chairing BiolImages. Also a special thank you to our corporate sponsors for thier support and to Cliff Pollack and Jim Fosse for finding our sponsors.

Save the dates...
BiolImages Salon - Must arrive by April 23
www.bca.org/annual_meeting/biocomm2010/bioimages
Meeting registration - by May 7
www.bioconf.org/registrationform2010.pdf
Hotel Reservations - by May 9
www.radisson.com/bioconf
Maria Ilkenberg Linderg Keynote Address
*Darwin and the Survival of the BioCommunicator*
Domenic, Screnci, EdD Executive Director, Educational Media and Technology Boston University
Acknowledging the recent 200th birthday of Charles Darwin and using his “Survival of a Species” as a metaphor, the presenter will explain how the biocommunicator has evolved and survived to the present day. Referencing Darwin's evolution thesis, and exploring the presenter's personal experiences and professional evolution, he'll discuss how environment, opportunity and necessity shaped his career and guided him to his current profession. Although our species has dwindled on some levels, the future challenges hold great opportunities and promise. The creature that accepts transformation and variation will prevail.

Augmented Reality, Learning and Games
Eric Klopfer, PhD Director, MIT Scheller Teacher Education Program Director, The Education Arcade Affiliated with the MIT Media Lab and Comparative Media Studies
Augmented Reality (AR) technology blends real and virtual world experiences. The real world is blended and augmented by virtual computer generated imagery. This talk will explore AR for learning in these contexts and the broader context of games for learning using scenarios developed by STEP in environmental and health sciences.

Strategic Planning: You CAN get there from here
Allison Rimm Senior Vice President of Strategic Planning and Information Management, Massachusetts General Hospital President and CEO, Allison Rimm and Associates, LLC
Learn how to apply the principles of strategic planning to achieve both individual and workgroup goals. We will look at how to plan in difficult times and how to course-correct when things don't go according to plan. The information will range from looking at the 'big picture' to a case study from Mass General Hospital. Managers and department leaders will learn how to focus on strengths, plan for the future, and achieve more satisfaction in their work. Individuals will learn skills that can be applied to personal goal setting to assist in deriving greater fulfillment from life. For over 20 years, Allison has developed a unique ability to guide people on an organized path of self discovery that teaches them how to find direction and move forward with purpose, confidence and optimism.

Reframing Health Education: The power of musical messages
Machelle (Mache) Seibel, MD Founder, HealthRock® Professor, University of Massachusetts Medical School
This presentation will offer an overview of health literacy, the history of music as a teaching tool, the use of music in advertising and how music has been used to provide health messages in other countries. We will consider how to integrate music into the news, media, and patient educational materials to increase awareness, reduce embarrassment, and explain fundamental health concepts.

Ann Shiras Pioneer Members Lecture: More Than Pretty Pictures
Felice C. Frankel, Harvard University and MIT
Science photographer Felice Frankel holds concurrent positions at Harvard University, Harvard Medical School's Systems Biology, the Wyss Institute and the Massachusetts Institute of Technology. Working in collaboration with scientists and engineers, Frankel's images have been published in over 300 journal articles and/or covers and various other publications for general audiences such as National Geographic, Nature, Science, Angewandte Chemie, Advanced Materials, Materials Today, PNAS, Newsweek, Scientific American, Discover Magazine, New Scientist among others. Her previous books are Envisioning Science, The Design and Craft of the Science Image, (The MIT Press); On the Surface of Things, Images of the Extraordinary in Science, (Harvard University Press) co-authored with George Whitesides; and Modern Landscape Architecture, Redefining the Garden, with Jory Johnson, (Abbeville Press). She is founder of the Image and Meaning 2010 meeting
Wanna see what we've been busy planning for you? This is gonna be good...
workshops and conferences whose purpose is to develop new approaches to promote the public understanding of science through visual expression (Image and Meaning). She is also leading a National Science Foundation funded program, Picturing to Learn, an effort to study how making representations by students, aids in teaching and learning.

Felice Frankel has been honored with many awards including the Lennart Nilsson Award for Scientific Photography, the Progress Award from the Photographic Society of America, Honorary Fellow in the Society for Technical Communication, and Elected Fellow of the of the American Association for the Advancement of Science. Frankel and her work have been profiled in the New York Times, Wired, LIFE Magazine, the Boston Globe, the Washington Post, the Chronicle of Higher Education, National Public Radio's All Things Considered, Science Friday, the Christian Science Monitor and various European publications. She exhibits throughout the United States and in Europe. Her limited edition photographs are included in a number of corporate and private collections.

Workshops

Adobe Photoshop: Photographic Features & Workflows
Adobe Creative Suite: Integration & Workflows
Adobe InDesign


Bring your own laptop if you would like to follow along. Trial versions of the software are available at www.adobe.com.

Adobe Lightroom Essentials
Bob DiNatale  Adobe Certified Expert in Photoshop Lightroom

Facilities Design:  Best practices for the procurement and design of mediated systems
Stewart Randall  A practical case study approach. First is the best practices in the design and procurement of AV systems. Second area of discussion provides attendees with five building blocks from which any media system can be designed.

Making Websites, Multimedia and PDFs Accessible to Everyone
Geoff Freed  National Center for Accessible Media (NCAM) WGBH Educational Foundation

There are myriad guidelines and regulations available to ensure that all users can access the information you produce, and techniques abound for making digital materials more accessible to users with sensory impairments.

New England Aquarium: Behind-the-scenes tour
Founded in 1969, the New England Aquarium is a global leader in ocean exploration and marine conservation. The Aquarium is redefining what it means to be an aquarium: combining education, entertainment and action to address the most challenging problems facing the ocean. Visitors can experience the world of water by seeing the aquarium's more than 50 exhibits and thousands of marine animals in their habitats. Then, get the inside scoop on how the aquarium really runs, including a look at how the biologists do their work and how the animals are cared for in a guided, behind-the-scenes tour.

Creativity and Composition: Photographing Boston
Bill Fortney Nikon Professional Services
June 6
NOTE: This workshop takes place on Sunday, June 6. Extra fee applies, see registration information.

Where

One of America’s oldest cities (founded in 1630), Boston remains one of its most European in feel. Like many European cities, Boston is best explored on foot. Make sure to bring some comfortable shoes to explore the Freedom Trail (which links
key historic sites downtown by way of a red line painted on the sidewalk), the Public Garden, the bookshops and other stores of Harvard Square. In fact, driving is NOT recommended - our drivers and roads are insane, and the local public-transit system offers convenient and safe access to major tourist attractions. Brush up on your east coast English. Go to the Wicked Good Guide to Boston English, http://www.universalhub.com/glossary

Headquarters for the meeting is the Radisson Hotel in Boston close to the Boston Commons, Public Gardens and the Theatre District! www.radisson.com/bioconf

“Going, Going...Sold!” are the words you will hear at this year’s AUCTION 2010! BCA will participate in a fun-filled evening with HeSCA, and ABCD in the quest for the best. Thursday evening, beginning at 5:30, join us for a Silent and Live Auction to benefit your association. Members, attending or not, are asked to donate items to be auctioned. The most popular price range for items is in the $2-50 range with higher-end or “desirable” items being reserved for the live portion. Items like artwork, photography, local food items, and t-shirts are just some suggestions. This can get to be a contest of will and winning as members bid for that perfect item! Add a cash bar and light refreshments with colleagues and friends making for a good time.....priceless!

If you are interested in donating a tax-deductible item for the cause, you can contact me or visit the meeting site on the web for more information.
Sally Robertson, 2010 BCA Auction
srobertson@mth.org
570-340-2118
Louis Schmidt Award

and the 2010 Highest Honor goes to...

Professor Andrew Davidhazy will accept the Louis Schmidt Award at the Honor’s Banquet, June 5, 2010.

Professor Davidhazy has had a distinguished career as an educator, photographer, writer, inventor and imaging consultant for more than 50 years. He has served as Chair and Professor of the Imaging and Photographic Technology department since 1988 and he joined the teaching faculty of the School of Photographic Arts and Sciences in 1979 where he has enjoyed a fascinating and productive career.

Professor Davidhazy earned a Master of Fine Arts degree from Rochester Institute of Technology in June 1968 and his thesis project exploring Streak Photography and Future Display Techniques laid the groundwork for much of his life’s work. He also earned a Bachelor of Fine Arts degree also from Rochester Institute of Technology in Photographic Illustration. Additionally he earned an Associate in Applied Science degree in Photographic Science from RIT in 1964.

Professor Davidhazy has educated and inspired several generations of students. Dedicated to his student’s creative and professional development, Davidhazy has played a major role in preparing them for successful careers as leaders in their field of photographic and imaging endeavors.

Professor Davidhazy shares on his website that “I came to RIT as a student in 1961 and the reason for me being and remaining in Rochester was the School of Photographic Arts and Sciences. When I had to make a decision about college, it was a toss up between Princeton and RIT. Princeton offered a sports scholarship and I played soccer at that time and RIT offered a Photographic Science program. I had heard of Dr. Harold Edgerton of MIT and electronic flash fame. I visited his “Strobe Alley” and was impressed by the photographs and the man. I only spoke with him briefly about some problems I had with making pictures of fast-moving subjects but I saw the connection between science and photography and it interested me. Ultimately my brief encounter with “Doc” was probably responsible for me choosing photography.”

In 1988, Davidhazy was selected as one of the RIT’s Eisenhart Award winners presented for outstanding teaching and innovation in the classroom, and this is one of many accomplishments and recognitions too numerous to list.

An exhibiting photographer, his work has been featured in hundreds of solo and group exhibitions worldwide in thousands of books, magazines and other printed works. He has been actively lecturing and publishing during his entire career and it is near impossible to account for all he has contributed. A few notable activities might include being the 1992 inaugural Kodak Visiting Professor to RMIT in Australia sponsored by the Eastman Kodak Company, a 1988 guest instructor at The Institute for Photography of the University of Göteborg, Sweden in 1986, the recipient of a $43,000 Hasselblad Foundation award to support and improve the scope of instruction in the photo-instrumentation through the purchase of High Speed Video equipment, and in 1986 he received a large grant of High Speed Video equipment from the Spin Physics group of Eastman Kodak Company. He was awarded the Fellowship of the Society for Imaging Science and Technology for outstanding achievement in imaging science and engineering in 2001, and in May 1990 he received the Professor Raymond C. Bowman Award from the Society for Imaging Science and Technology. He also received Awards of Distinction as an Associate from the Royal Photographic Society in 1968 and the Photographic Society of America in 1985. In 1978, he collaborated with Drs. Leslie Stroebel and Ronald Francis from RIT in a further investigation for the House Select Committee on the assassination footage of President Kennedy.

He has been a consultant in Photographic Instrumentation for the National Aeronautics and Space Administration, Mobil Chemical Corp., International Telephone and Telegraph, Eastman Kodak Co., and countless other companies and governmental agencies.

He is a charter member of the International Association of Panoramic Photographers, a member of the Society of Photographic Scientists and Engineers, past counselor and chair of the Rochester Chapter Education Committee, a member of SPIE, the International Society for Optical Engineering and of the High Speed Photography, Videography and Photonics Working Group within SPIE and the RIT liaison to the Rochester Photo Historical Society Board of Directors.
Robert Rearick began taking photographs when he was in high school. He served in the U.S. Navy as a photographer and after discharge from the service, he worked in a photo lab at Redlands Camera. Later, after taking a full, two-year course, he received a degree in photographic science from the Art Center School of Photography in Pasadena. He also has taken courses in medical photography at the Rochester Institute of Technology. He came to Loma Linda in May 1973 as a photographer, first for the University and then for the Medical Center audiovisual department. He became a member of the BCA and the Professional Photographers of San Francisco and traveled extensively sharing and learning from photographers around the world.

Robert is best known for his photography work at Loma Linda while documenting Dr. Leonard Bailey’s infant transplant program. The program brought considerable international attention to Loma Linda and Robert’s job was to oversee every detail of the photography and video that was created. He photographed many infant heart transplant patients over time and his large-as-life images hung in the lobby of the Heart Institute. His primary objective was to demonstrate happy, normal childhood activities. The striking images literally flowed from the heart of the subject to communicate simply, effectively and visually.

Another memorable photo experience is the photomural of 18 infants with Dr. Leonard Bailey. Robert put many hours into preparing for the photograph. He had to decide how the children could be placed. He had a special bench built and covered with carpet, had a background hung behind the bench and created a plan A and plan B for the infants and parents. Plan A, the parents would line up with their children, some to the left and the others on the right. On the count of three, they would rush to the bench, put down their child, and quickly get out of the way. Robert switched to Plan B. The parents went behind the bench holding their children. On the count of three they leaned over, place the child on the bench and quickly ducked out of the way. Remember, this is BPS, before Photo Shop. It required patience and several tries. The turned heads of some children, most likely searching for their parents, added to the natural candid charm of the photo.

Recently retired, Robert is extremely appreciative of his photographic career at LLUMC but very modest regarding his personal creative achievements. He credits the BCA, RIT and the Professional Photographers of San Francisco for the technical and creative skills he acquired over the years. He believes the key is having the resources to pull one through the challenges of photography. With gratitude to all the friends he has made through his career, he continues to explore photography challenges in his travels.

Probably the most widely seen photo taken by Robert is the one taken in October 1984 of Baby Fae listening on the telephone to her mother’s voice. Baby Fae had a lethal heart defect. At 12 days old, she received the heart of a baboon in place of her own defective heart. She paved the way for the human-to-human infant heart transplant program at Loma Linda University Medical Center.

The photo of 18 heart transplant infants and children with surgeon Leonard L. Bailey, May 17, 1989. It was used for a foldout cover on LLU’s Scope magazine and also appeared in an issue of the New York Times. All of the children received heart transplants at LLUMC when they were infants except one who received his when he was three years old.
Sally Robertson

Sally Robertson, photographer and artist, is the Creative Services Coordinator at Moses Taylor Hospital in Scranton, PA. In addition Sally offers children and adults art and photography classes at the Lackawanna College Environmental Institute. All classes are environmentally themed or use materials derived from nature.

In September 2009 Sally held her first photography show entitled “Naturally Photographic.” Over 100 family, friends, students and folks from the surrounding community attended the opening reception. Her show attracted the largest turnout for an opening thus far at the Center. There were 50 pieces hung throughout the first floor of the refurbished homestead. By the end of the show, she had sold 21 prints total - a few with multiple requests. Twenty percent of Sally’s show proceeds were donated back to the center to support other environmental programs. Sally says, “I was overwhelmed at the support and the realization that others, like me, are as interested in the natural world as fine art.”

Sally Robertson
Creative Services Coordinator
President, MTH Auxiliary
Moses Taylor Hospital
700 Quincy Avenue
Scranton PA 18510
In October of 2006 I joined the team at the Institute of Reconstructive Plastic Surgery at NYU Langone Medical Center, as its medical photographer. At the time, I was a professional photographer with a 20-year commercial background. In addition, I had worked as a radiologic technologist over the years to keep my photography career going, but I wasn’t sure what medical photography was. I soon found out that I had gotten my “dream job.” It combined everything that I loved about photography and knew about medical imaging. My job is to photograph people with facial differences, mostly children, and to provide diagnostic images for our doctors to plan surgeries that change those children’s lives.

In the beginning I photographed pre- and post-surgical protocols. Many of our patients are young and vulnerable; they are apprehensive about everything “clinical.” I began building my studio as a child-friendly environment. I brought in child-sized posing chairs, dancing toys, and bubble machines - anything that would make the children comfortable enough to obtain the diagnostic photographs that the surgeons needed to plan their surgery.

Then one day around Christmas 2008, I was photographing a small child that was particularly apprehensive about letting go of daddy’s hand and I asked him if he wanted daddy and mommy in the photo with him. He said yes, and the “Family Portrait Project” was born. I took that first portrait not knowing what it would mean to the families or our department. Here, our families can sit for a portrait in a private setting, without any inhibition. Many of our families might not otherwise have a family portrait. These portraits are now displayed at the Institute in the gallery in our conference room. The portraits have become the face of the Institute. They also help the staff illustrate to new families that whatever they may face along their path, they have the support of everyone at the Institute as well as the families we treated before them.

Some of these photographs were in hung in exhibition at the Smilow Gallery here at NYU from June through September of this past year, and another exhibition is in the planning stages for another New York Gallery at the end of 2010.

Mary Spano

Big Sister

Family Portrait Project was born
Photographer David Hansen of Temple, Texas, has spent more than 40 years with camera in hand (or on tripod) perfecting his craft and talent for an unusual career as a photographer and teacher.

A native of Lakeside, Arizona, Hansen began his study of photography in the mid-1960s as a student at Phoenix College in Phoenix, AZ, majoring in photography. He received a bachelor of science degree from Southwest Texas State University (now Texas State University) in San Marcos. In addition, he studied the creative aspect of photography from Allen Dutton, a well-published and award-winning Arizona photographer. He credits his style of photography to his study with Paul Caponigro, a Guggenheim Award-winning master photographer.

Hansen spent much of his professional career as a medical photographer at Good Samaritan Hospital in Phoenix, Presbyterian Hospital in Dallas and more than 30 years at Scott and White Hospital in Temple. He has the distinction of being one of only 419 photographers internationally to be named a Registered Biological Photographer by the BioCommunications Association (BCA), and in 1990 was named a BCA Fellow for "distinguished craftsmanship and meritorious contribution to the advancement of media in the life sciences."

Hansen's medical photographs are represented in numerous scientific publications, textbooks and exhibits, and he has won numerous international, national and regional awards. After retirement from Scott & White, Hansen started a new career as a photography teacher and began to concentrate on creative works. Although he had previously taught photography on a part-time basis at Southern Methodist University and at Central Texas College, he seized the opportunity to set up the photography program at Temple College in the spring of 2002. He planned the photography studio and darkroom and began offering classes through the art department. The program has grown with each semester and now is one of the most popular classes offered at TC. A summer class incorporated a trip through New Mexico and Arizona to give students an opportunity to photograph the people and places of the Southwest and ended with a student show.

Hansen's creative works are in several private collections throughout the Southwest. In 2009, he had two one-man exhibits. "Retrospective" was an exhibit of his creative work from the time he was a student through the present at Temple College. The black-and-white photographs reflect memories of his early childhood in the rural mountains of Arizona.

"Up the Coronado Trail" was an exhibition of recent black-and-white photographs taken along the Coronado Trail in Arizona. The photographs depicting hardships and tribulations experienced by early settlers along the 125 miles of the rugged trail were exhibited at the Taylor Artist Guild Main Gallery in Taylor. The photographs were taken with a classic medium-format Hasselblad camera and were developed in the traditional way in the darkroom.

"He looks for images that tend to tell a story of the object themselves," Taylor Art Guild member Judy Blundell said. "When he photographs people, they tend to have a very distinctive posture and expressions that tell what life is like."

All photographs by Dave Hansen
by Norm Barker

Well, I really have to tip my hat to Michael Peres, Bill BuBois and Dawn Tower-Dubois and all the many folks involved in this enormous undertaking. The beautiful image that has come from the fruit of their labor is truly amazing. I’m sure most of you are familiar with the premise behind the big shot, and many of you have probably participated. If not please check out the great web site: www.rit.edu/cias/bigshot.

When I heard Rochester Institute of Technology was doing their annual Big Shot in Washington D.C. at the Smithsonian National Museum of the American Indian, I marked my calendar right away because it was my opportunity to finally participate in one of these events, and I was not disappointed. Washington is one of the most gorgeous cities in our country and it’s just a short 40 miles from Baltimore. For many years I have admired the images that the faculty and students have produced and impressed with the countless hours of preparation, organization and planning involved to make those beautiful images happen.

The National Mall, where the building is located, between the Air and Space Museum and our Nation’s Capitol is one of the most beautiful vistas in all American. Rising five stories, the curvilinear building is constructed to resemble natural stone formations. The magnificent curving exterior walls are made with gold-colored Kasota limestone from Minnesota. Other materials include granite, copper, bronze, maple and cedar. It has a very different and soft organic feel when compared to the stark white marble of all the neighboring institutional buildings that D.C. is famous for. The Museum opened on September 21, 2004, so it’s one of the newest additions to the mall. Many times during the daylight hours I have taken delight in this stunning and unusual building.

I convinced a friend to come on a field trip with me to help out, a fun activity for a Saturday night! I figured they could use all the help they could get. A non-photographer, a lawyer by trade, when I explained to her about painting with light and what they were trying to do and even showing her the photographs from years’ past, I’m not sure she grasped the whole concept. We arrived about 45 minutes early that evening with a pretty steady, cool fall rain and there were only a few people around. I thought the rain might of scared everybody away. The event was even advertised in the Washington Post weekend section.

As time passed, the rain picked up in intensity, but, surprisingly more and more people arrived. It was almost like those few minutes before the symphony when all the musicians tune their instruments. All of the sudden there were flashlights and electronic flash bursts going off in rhythmic sequences everywhere, as people were gathered into teams and instructed where to point their portable strobes and flashlights. You have to remember that this building takes up an entire city block in both directions. Luckily I brought some plastic baggies to store a couple of SB800s. We practiced our aiming technique under a large golf umbrella with rain water spilling up our arms as we pointed upwards towards the glowing building. Several minutes had passed and the crowd was starting to swell as I noticed people standing along the length of the building, as well as a larger group surrounding the front. Our groups job was to light the large over-hang in the front of the building. Needless to say you could feel the electricity in the air both figuratively and literally. With all that water and electricity... I must admit the thought of self-electrocution crossed my mind.

All of the sudden we heard a bull-horn, and Michael Peres went streaking by shouting out last minute instructions to the more than eight-hundred participants that had gathered on a rain drenched Saturday evening. I must admit the crowds spirits were very high, and you could feel the excitement build as the crowd was still testing out their equipment. Flashlights were wandering all over the surface of the building as bursts of electronic flashes were firing everywhere. You just could not help but smile when you looked out over the sea of people, and they all had smiles on their faces, obviously enjoying this unusual happening despite the pouring rain. I’d seen the building many times in many different types of light but never like this, Wow! All of the sudden we heard another bull-horn from a scaffolding set up behind us, with last minute instructions, and then a count down, as everyone started a loud resounding 10, 9, 8, 7, etc. As the count hit one and Bill DuBois exclaimed “shutter open” it was like the 4th of July.

Lights going off everywhere and the laughter and the high spirits of the crowd were infectious. Flash after flash, it’s amazing how hot those little strobes can get. After about thirty seconds, we heard a “shutter closed” and a large cheer, and lots of laughs rose up from the crowd. The whole process repeated itself several times. All I can say...
is what a great way to spend a Saturday night. As the final exposure was made and the festive crowd moved inside for an alumni reception, we heard a couple people say they will have it up on the web in a half hour. Washington is like Paris, it's a great city to walk in the rain, provided you have the right equipment, so we decided to walk across the mall, golf umbrella in hand and grab a little dinner. As we were sitting in the restaurant bar, shaking off the cold and drying out as well and enjoying an adult beverage or two, I checked the web on my Iphone and sure enough there it was, that beautiful image that we had just played a small part in helping to create, just a few minutes ago. We both raised our glasses and made a toast to RIT and all involved and exclaimed, “ain’t technology great”.

**Flashlights were wandering all over the surface of the building as bursts of electronic flashes were firing everywhere.**

*You just could not help but smile when you look out over the sea of people and they all had smiles on their faces, obviously enjoying this unusual happening despite the pouring rain.*

- Norm

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**Check It Out**

**BCA SpringWebinar April 21, 2010**

**“Effective Visual Presentations”**

**Presented by Keven Siegert**

Keven is the Director of Media Services at the University of Arizona College of Medicine – Phoenix. He is a member of the Health & Science Communications Association (HeSCA), currently serving on their Board of Directors. Check out his blog site at [www.telepathicstuntman.blogspot.com/](http://www.telepathicstuntman.blogspot.com/)

The webinar will start at 2PM EST and will be open to BCA and HeSCA members only. (…might be a good time to join!) For more details check the bcatalk list or contact Jim Koepfler. James.Koepfler@childrens.harvard.edu

**Endowed Fund for Education (EFFE) Grant application deadline is coming up, April 23 2010.**

The objectives of EFFE are to promote and assist study and research in the field of biological communication by providing financial support to the projects approved by the EFFE governing committee. Visit the Grants section of the BCA website for more information:


Chip Hedgcock, EFFE Chair
I am pleased to announce that Bob Turner has volunteered to represent the BCA on the JBC Management Board, and Alan Opsahl has agreed to take on the position of BCA Editor for the Journal of Biocommunications (JBC). On behalf of the BCA I would like to thank past BCA Editor, Mark Marzolf, for his excellent contributions to the JBC.

The JBC is both a link to our heritage and an asset to further our educational mission; and I see the roles of JBC Representative and JBC Editor as vital parts of our future as an association.

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

Alan began his career in microscopic imaging at Kraft General Foods, Glenview IL, in the Microstructure Group imaging and studying all types of food microstructures. After five 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 1993, when Pfizer purchased Searle, Alan moved to Groton CT.

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

Alan is married and has four children, two chocolate labs, and a couple of fish. In his free time, he is also the local high school swim coach for both the boys and girls high school teams.

Welcome, New Members (2009-2010)

Beth Beighlie  
Harvard Medical School, Boston, MA

Ian Philip Hoseman  
Houston, TX

Connie Gauthier  
RIT Student, Rochester, NY

Frederick Jones  
Profect Medical Technologies, Brewster, NY

Adrienne Lacey  
Shriners Hospitals for Children, Springfield, MA

Nigel Laing  
Vancouver, BC  CANADA

Noelle Pensec  
RIT Student, Rochester, NY

Neil Robbins  
Corner Brook, NL, CANADA

Jose Robertson  
Sun MedCom, LLC, Pocopson, PA

Claudia Schechter  
The Listening Lens, Fairfield, CT

Emily Steigler  
New York, NY

Molly Steinwald  
Miami University, Oxford, OH

Sara Swaciak  
RIT Student, Rochester, NY

James Wetzel  
Presbyterian College, Clinton, SC
These are trying times—both for us professionally and as an association.

We are living in a time of unprecedented change, and your board has been working diligently over the past year to ensure that this association is here for future generations of producers and users of visual media in the life sciences.

The board met for a strategic planning session in advance of BIOCOMM 2009, and we met again for two days in Atlanta in February. Much has been accomplished during these long days of face-to-face meetings and I have good news to report, and bad news.

Our mission is sound. Our vision is sound. However, the traditional membership model is not—a situation that we share with countless volunteer and non-profit associations, including our sister organizations.

At a time when membership rolls are shrinking and traditional workplaces have disappeared, we—as an association—must make some challenging and difficult decisions. Primarily, what is it about the BCA that makes it unique and who finds that valuable? In marketing parlance—“What is our value proposition,” and “Who is our target market.”

Unlike many groups that are grappling with these same questions, our recent Maria Ikenberg Lindberg bequest provides us with a war chest to be proactive and to transform ourselves to meet the demands of a changed environment.

One of the most significant outcomes from our Atlanta meeting was the unanimous decision to seek professional and dedicated assistance to translate the association’s deep well of expertise into content that new audiences will find attractive and valuable.

In the coming weeks, we will be advertising for and interviewing candidates to work with us to develop content, expand our presence in social media arenas, and to develop relationships with affinity groups and potential sponsors.

This is a bold step for us, and one that is not being taken lightly. As we move forward, you will be receiving additional communications providing you with details, seeking your feedback, and soliciting your participation.

We live and work in difficult times—please support your board as they work on your behalf to ensure the long-term viability of the BCA and its legacy.

Sincerely,

Richard Frederickson, FBCA, MBA
In Memoriam

Paul Newman, 90, passed away on Jan 7, 2010. He was a gregarious raconteur, had a wonderful way with people, and was a tenacious advocate for causes he believed in. A WWII veteran, he retired (1980) as Chief of Medical Media for the Veteran’s Administration. He was a decorated biological photographer, winner of two Golden Eagles for documentary films and a former President of the Biological Photographic Association.

After retiring, he served on the Board of Directors of the Paradise Valley Community Council, and on committees of the Paradise Valley School District. He was named Paradise Valley Citizen of the Year (1990).

He is survived by his beloved wife of 63 years, Lila, their three daughters Elizabeth Aurbach (Richard), Stephanie Newman and Judith Olson, and granddaughters Ann Aurbach and Jane Newman.

A feature article covering many of Paul’s life achievements and written by close BCA friends will be published in the fall issue of JBC.

The BPA was a huge part of my father’s life and he was very proud of his role in helping to establish the RBP standards and of the honors his colleagues bestowed on him - FBPA, The Ralph Creer and Louis Schmidt Awards. He was especially pleased by the creation of the H. Paul Newman Award by the Arizona/NewMexico chapter. I knew he had many dear friends from BPA.

Many thanks from our family,
Liz Aurbach

Newsletter Submission Guidelines
If you have comments, suggestions or would like to discuss a newsletter idea, please contact: khensley@mdanderson.org.

We’re looking for a half to full page (up to 750 words) per article on topics of your choice. If writing isn’t your cup of tea, we have people to assist with writer’s block and editing. Image files must be 350 dpi, no smaller than 2.5” x 2.5”.

We look forward to hearing from you!

Dates: Submissions for the Fall Issue due on September 1, 2010.