BIOCOMM 2015

Make plans now to attend the 85th Annual Meeting of the BioCommunications Association, June 22 - 26, in Santa Fe, New Mexico, where technology and creativity meet. The program is filling up quickly and promises to provide opportunities for professional growth, learn new technologies, gain valuable information to take back to your workplace and network with peers and leaders in imaging industries. All this at a very practical cost. In honor of BCA’s 85th anniversary the registration fee has been lowered to $85.00!

The meeting includes presentations and workshops from professionals in the field of photography, motion media, scientific illustration and graphic design. Additionally a special poster session has been added along with the annual Biolmage presentation that recognizes and awards work of high merit.

Keynote Speaker

Maria Ikenberg Linberg

Keynote Speaker is Joe McNally, an internationally acclaimed photographer known for his ability to create technically and logistically complex assignments, with his expert use of color and light. He has shot cover stories for TIME, Newsweek, Fortune, New York, Entertainment Weekly, The New York Times Sunday Magazine, and Men’s Journal. He has been a contract photographer for Sports Illustrated, a staff photographer at LIFE, and currently an ongoing 23-year contributor to the National Geographic, shooting numerous cover stories for those publications. In addition to numerous honors and awards, he was listed by American Photo as one of the 100 Most Important people in Photography. His work on The Faces of Ground Zero are considered to be one of the most important artistic endeavors to evolve from the 9/11 tragedy. In addition to the keynote, Joe will also present a technical talk in the afternoon, which will highlight how he produces his images and will walk us to a nearby Monroe Gallery where some of his work is displayed.

http://portfolio.joemcnally.com

Pioneer Lecturer

To wrap up the meeting, this year’s Anne Shiras Pioneer Lecturer is Scott A. Watson. Mr. Watson was born and raised in the mountains of northern New Mexico where good lighting and enchanting subjects are ubiquitous. As a staff scientist at Los Alamos National Laboratory, he spent 30 years pioneering flash-radiographic techniques in support of the US nuclear weapons program at PHERMEX and

EFFE Grants and Scholarships deadline is April 23, 2015
Clinical photography lighting Webinar, May, 2015 – page 13
DARHT. He has won two R&D 100 awards for the development of MOXIE (Movies Of eXtreme Imagining Experiments), the world’s fastest, most sensitive movie camera; and MiniMAX (Miniature, Mobile, Agile, X-ray system), the world’s smallest radiographic system. As a member of the Global Security Directorate, he was a radiographer for both the NEST (Nuclear Emergency Search Team), and JTOT (Joint Technology Operations Team) nuclear bomb squads, and spent two tours as a nuclear weapons inspector in Iraq. Some of his poorest quality radiographs have had the widest impact including those of the mile-deep, underwater well head from BPs Macondo well crisis response effort.

Mr. Watson holds a Master’s Degree in Electrical Engineering with an image processing emphasis from the University of New Mexico where his thesis topic was the application of fractal geometry to improve grazing characteristics of landscapes using Landsat data. He is President of Imagine Lightworks, a specialty, scientific-imaging company. In his spare time he enjoys building telescopes, hunting, and photography.

Mr. Watson describes photography as half art and half science in his abstract, Capturing the light - A Particle Panoply. His presentation is sure to be both informative and inspirational.

Sante Fe, New Mexico
The meeting takes place in Santa Fe, New Mexico. Santa Fe is well known as a center for the arts and preserving it’s architectural history. It is also an established mega for innovative science and technology. Nearby Los Alamos National Laboratory, the Santa Fe Institute, The National Center for Genome Resources and several technology companies has dubbed Santa Fe the “Info Mesa.”

In such a rich community the resources for an inspiring and educational experience makes Santa Fe an excellent choice for combining arts and sciences in biocommunications.

The Hotel
The meeting is being held at the Drury Plaza Hotel, druryplazasantafe.com. The fully renovated hotel and grounds in downtown Santa Fe has a legendary and colorful history. Artwork and sculptures can be found throughout the 5 acre property and all within walking distance of a vibrant cultural scene. The BCA has a special rate of $169 a night which includes free parking, a full breakfast and Drury’s Kickback from 5:30 to 7:00 featuring free hot food and cold beverages for guests.) Book your room by May 20, 2015. Rates are subject to change after this date. The BCA special rate is available three days pre and post meeting dates. Book your room at the Drury Plaza Hotel by May 20, 2015 for the special rate. wwws.druryhotels.com/Reservations.

BIOCOMM 2015 is sure to be a memorable and successful event. Updated details of the meeting can be found on the BCA website at www.bca.org.

Meeting Committee
Directory of Conferences
Adam Cooper, RBP, FBCA

Program Chair
Karna McKinney, FBCA

Workshops Chair
Thomas Kryton, BFA

BiolImages Chairs
Charlene Baron, FBCA and Karen Hensley
Hello Everyone,

As I have mentioned before, even as current President, this is not my BCA, it is yours. We look towards you, our current members and also towards those who are considering membership, now is the time to get involved. Don’t forget to mark your calendars for June 22-26, the dates for this year’s annual meeting set for Santa Fe, New Mexico. Joe McNally kicks off the meeting as our keynote speaker. Our BioImages salon always attracts fascinating images and this year will feature a significant change for Best of Show. Our website will have all of the details.

Now to the big news, in case you haven’t visited our website! In honor of our 85th anniversary, we have set the registration fee at $85.00! Yes, that’s correct. It’s not a typo – $85.00 is the total registration fee for all attendees. The rate includes all lectures, workshops and the Honors banquet for all members, non-members and guests/spouses.

Regarding nominations moving forward, we need to hear from anyone interested in supporting your BCA in this way to let us know. Consider this your invitation. The time is now.

We’re not in Santa Fe yet, but please do not hesitate to thank our meeting committee for this year, Adam Cooper, RBP, FBCA, Karna McKinney, FBCA Thomas Kryton, BFA.

Sincerely,

Joseph Kane
President

Save the Dates June 22-26, BCA’s 85th Annual Meeting Santa Fe, New Mexico
The freelance photographer selection and onboarding process: A case study.

Adam Cooper, RBP, FBCA

With the growth of the North Shore-LIJ Health System, a need arose to centralize and control the use of freelance photographers throughout the Health System. In the past, when a request came to us and the Studio staff photographers were not available, the response was to tell the requestor that they need to find their own freelance photographer and pay directly. The problems that arose from that were many. First, the Studio did not get copies of the photos and then when requests would come in for those photos, we had no knowledge of their existence. Tracking down any photos taken outside of the Studio was time consuming and sometimes the photos would be lost or not usable for technical reasons. Secondly, there was no standard in quality. The photographers would deliver only jpeg files or may not meet our professional standards. Third, there was no standard pricing. Photographers would charge whatever they could negotiate with the original requestor resulting in the Health System paying too much for services rendered.

In order to resolve these and other issues, it was decided that the North Shore-LIJ Studios would centralize, and standardize work created by freelance photographers. All photography requests would go through the Studio and if a staff photographer was not available, or it was out of the scope of services, we would offer the requestor the use of a freelance contracted photographer. The requestor would approve the amount and provide their cost center. When the invoice from the photographer came in, the Director of the Studios would compare it to the original photo assignment, and apply the cost center so that Accounts Payable could pay the photographer from the funds applied.

The process developed over the years and presently works very well. Here are the steps involved from beginning to end on the process of adding a contracted freelance photographer. We get referrals for photographers from staff, family and friends, and outside colleagues the Studio has recommended. The first step is to schedule the referrals for an interview. We meet with the photographer to review their qualifications, their work, their pricing structure and their liability insurance coverage. Primarily we contract out Public Relations and Marketing work. But ideally we look for photographers who are able to do a number of different types of work including, on-location studio portraiture, environmental portraiture, group photos, interior and exterior architecture, event work and more recently, video production.

As the Health System grows, hospitals and facilities are covering a larger geographic area. Specifically, we are now in Westchester County, New Jersey, Manhattan, Staten Island, Brooklyn, Queens, Nassau and Suffolk County (Long Island) as well as new alliances with Yale in New Haven, CT as well as Boca Raton, Florida. For now, we are concentrating on the New York Metropolitan area and also including the new hospitals in Westchester County.

When we bring photographers into the group, we take their location into consideration to reduce travel time to an assignment. We don’t want too many photographers in one location, but we need photographers throughout our catchment area.

If we meet a photographer that is capable and in a desired location, we let them know that we’d like to add them to the freelancer list.

The process to bring them on board is as follows. First we send them a blank scope of service form the Studio developed. We require the applicant to list their equipment, their capabilities in relation to what we are looking for, and their pricing structure. Our goal here is to standardize the quality of the work created and the pricing so our clients know what to expect. When the photographer sends back the scope of service form, the office coordinator then puts in a requisition for a new contract with the Procurement office. The staff in Procurement then contacts the photographer with a contract for them to sign and return. This has
worked smoothly with little negotiation required due to the interview process and the fact that we lay out the pricing structure for the photographers. The contract is actually a standing purchase order that has a two-year life. The limit is set at $10,000.00, which most photographers do not attain. If they do, however, Procurement then reissues a new P.O. At this point, the photographer is allowed to accept assignments.

With a list of approved photographers in place when a request comes in that requires a freelancer, we let the requestor know how many hours it will take and the cost of the service. The requestor submits to us their approval along with their cost center. We enter the information on our calendar for reference for when the invoice comes in. We then start the process of checking with our photographers on the list to see who is available. We need a large number of photographers around our geographic area because our first choice may not be available. If that's the case, we move on to the next photographer in the area. We do give all photographers some time to call back, but if it's an assignment with little lead-time, the first person to call back gets the assignment.

We require that our photographers shoot RAW mode and send us the photos within two business days. Some extenuating circumstances require immediate images, such as a press conference or immediate announcement of some sort. If that's the case, then we communicate that with the photographer prior to the assignment. We are in the process of setting up a web based FTP site, which will make the transfer of photos tremendously easier.

The Studio staff trains the freelance photographers from time to time in order to standardize the quality and style of the photos for our purposes. Workshops in on-location portraiture and architecture photography are held periodically to keep everyone on the same page. Sometimes photographers may be taken off the list for a variety of reasons. Therefore we add photographers every year in order to keep enough staff in locations throughout the Health System. Presently, we have 20 photographers on the contract list.

In conclusion, the centralization of all freelance, contracted photographers through North Shore-LIJ Studios has greatly improved the ability to cover photographic requests throughout the Health System and reduce costs. It keeps all the images together and filed with the Studio so that if anyone needs the photos in the future, we have them readily available. It saves the Health System thousands of dollars each year in money spent due to standardized pricing we negotiated with our contracted photographers. The process we use through Procurement and Accounts Payable, takes the Studio staff out of the price negotiation process, which keeps all processes and financial situations on the up and up.

The training and workshops we offer our freelance photographers keeps them up to speed and helps the Studio achieve our most important goal to provide excellent services at a fair cost.

If you would like more detailed information on any item in this article, I may be reached at adcooper@nshs.edu or at 516-465-8821.

Adam Cooper, RBP, FBCA
Chief Medical Photographer
Visualizing Procedures

James Fosse, RBP, FBCA

Does your institution have unique laboratory procedures or protocols that would benefit from a wider distribution?

Consider submitting procedures to the Journal of Visualized Experiments.

Back in 2006 I saw a short piece in Wired magazine about a new journal called JoVE (Journal of Visualized Experiments). Co-founders were Dr. Moshe Pritsker, Dr. Klaus Korak and Mr. Nikita Bernstein. The idea was that many lab procedures would benefit from being shown as well as being described. At that time the journal was open access and submissions were free. Later the journal went to a subscription model there was an added benefit in that the submissions were peer reviewed.

Scientists at my institution expressed interest but it wasn’t until 2013 that we began creating our first submission. Dr. Mitchell Palmer and Dr. Ray Waters in the infectious Bacterial Diseases of Livestock Unit set up an appointment to discuss shooting the video. The topic was going to be Application of long-term cultured Interferon-γ Enzyme-linked Immunospot Assay for Assessing Effector and Memory T Cell Responses in Cattle. Which is a method of measuring TB vaccine responses. I collaborated with Mayara Maggioli, a Brazilian visiting scientist who perfected the procedure while here at the National Center for Animal Health.

Mayara created a storyboard of the different parts to the procedure. Which we then videotaped in the lab. Taping went on over the 14 day procedure as various steps needed to be documented. Then she wrote the script based on the rough cut of the video. Once the narration was finalized she began work on the written paper. Next we worked on recording the narration. Scientific narration presents a formidable challenge even for native English speakers let alone someone converting from Portuguese to English. So after a couple trials we decided to use me as the narrator.

Animation was the next challenge. Almost all Jove videos start with animations that simplify the steps to be shown later. We began the project with a student medical illustrator who moved on to doing his masters degree during the project. Mayara and I did the basic animations using a mix of Powerpoint and Final CutX. You should be able to see the completed video posted on JoVE in the next 2 months.

It should be noted that JoVE has a list of certified videographers and editors as well as voice talent that you can use. Authors may chose from Standard (viewable by JoVE subscribers only) or pay for Open access viewable by anyone. Typical production costs run $4200.00 including videotaping, scripting, and recording. Open access costs $3,000.00.

Benefits: A chance to showcase your institution’s experimental techniques and your video production skills Go to www.jove.com to learn more and view sample productions.

Jim will present this work at the annual meeting in Santa Fe, New Mexico, June 21 - 26.
How one thing leads to another
Charles Hedgcock, RBP, FBCA

Chip, an expert photographer in entomology and natural specimens, has been volunteering to photograph the diverse species and wildlife of the Sky Island Region for the Madrean Archipelago Biodiversity Assessment project since 2009. He works collaboratively with US and Mexican scientists, biologists, archivist, and governmental officials to add photographs to a growing collection of specimen records and observations. His work and expertise have brought him awards, traveling exhibit pieces and opportunities to present at national meetings. This past February Chip was invited to lead a breakout session at the North Nature Photography (NANPA) Summit in San Diego, California. Chip provided photos of reptiles, amphibians, and insect specimens captured in the field, discussed his techniques, and promoted the Madrean Archipelago Biodiversity Assessment.

And one thing leads to another. Chip also spends time taking photographs at another preserved site, Tumamoc Hill just outside Tucson, Arizona. One of his photographs was published, along with the work of four other artists, in a book called This Piece of Earth: Images and Words from Tumamoc Hill. The book lead to an art show that is about Tumamoc and includes a series of Chip’s “Lumen Prints” and other artwork beyond the book. The show is called: “Tumamoc Hill: Art, Culture, and Science”. It’s quite interesting how it all evolved from photographers and artist who are inspired by nature and preserving its history through images. Here’s a blog post that talks about it: tumamocsketchbook.com/2015/01/tumamoc-at-tohono-chul.html

Chip has more than 25 years of experience photographing in medicine, the life sciences, and fine arts. His work has appeared in various publications including Spin, Ranger Rick, Cell & Tissue Research, BBC Wildlife, Outdoor Photographer, and the Journal of Biological Photography. His photos also have hung in numerous galleries as well as natural history museums and botanical gardens. His website is http://charleshedgcock.photoshelter.com

Artist Statement from the book, This Piece of Earth

I stood there in the near-dawn, even in the light breeze, my shirt sticks to my back. The weather is humid in the waning days of the monsoon. The mountain is surrounded by structures, roads, industry. All tucked snugly up against her skirts; desert bajada rimed in pavement and parked cars. I hear no goose music, see no green fire. I sense only fleeing saguaros and ancient civilizations seeking refuge.
- Chip
The Touring Exhibit of, Hidden Beauty: Exploring The Aesthetics of Medical Science visits Rochester Institute of Technology on it’s way to the Mütter Museum
by Norm Barker, RBP, FBPA

This collaborative book and traveling exhibit project by artist, Norm Barker from the Johns Hopkins University School of Medicine and a scientist, Dr. Christine Iacobuzio from Memorial Sloane Kettering Cancer Center. This exhibition asks the viewer to consider the aesthetics of human disease. The images show a dynamically powerful force of nature that acts without regard to race, religion, or culture. In October of 2014 the Exhibit and invited lecture was held at The William Harris Gallery at RIT’s School of Photographic Arts and Sciences. Currently the exhibition is at The Mütter Museum in Philadelphia and is on view through July 2015. Other venues include The Medical College of Georgia later this year and The American Museum of Natural History in New York in 2016.

Hidden Beauty presents visually stunning images with patterns of different diseases affecting various areas of the human anatomy. Captured with a variety of imaging technology, ranging from spectral karyotyping to scanning electron microscopy. There is beauty in the delicate lacework of fungal hyphae invading a blood vessel, the structure of the normal cerebellum, and the desperate drive of metastasizing cancer cells. However, appreciation of the imagery produced by disease, which has overtones of modern art, is bittersweet; the viewer will simultaneously experience the beauty of the natural world and the pain of those living with these disease processes.

The fifty large-format images will leave the viewer with an appreciation of the visual beauty of the human body as well as a deepening respect for those who struggle against the natural force of disease, while at the same time educating the lay audience with clear and concise legends for each image. These exquisite images are a behind the scenes look into the human body and the world of medicine, which many BCA members are privileged to share on a daily basis. Each individual image along with its extensive legend tells a unique story about the process of disease.

Many of the images, whether they have been taken under the microscope or via computer generated radiology, draw the viewer in and ask the question, “what is that?” Who among us does not know a friend or a family member who has suffered from some type of cancer. Part of the goal is to help educate people about these illnesses. This exhibition’s intention is to bring some of the answers and let the viewer appreciate the beauty and the struggle of modern medicine. BCA members Alan Opsahl, Will Willner and Michael Peres collaborated in the exhibit and book. Thanks also go to the BCA Endowment Fund for Education (EFFE) for a grant to help defray some of the costs of building custom shipping cases for transportation to various museum venues. To learn more visit, http://muttermuseum.org/exhibitions/special-exhibitions/

Norman Barker is a Professor of Pathology and Art as Applied to Medicine at the Johns Hopkins University School of Medicine. He specializes in photomicroscopy and macro photography.

Dr. Christine Iacobuzio-Donahue is Associate Director of Translational Research for the Rubenstein Pancreatic Cancer Research Center at Memorial Sloan Kettering Cancer Center.
Honorary Fellowship

Afzal Ansary, FBPA has been awarded Honorary Fellowship of the British Institute of Professional Photography (BIPP) for his services to the profession, more particularly for medical and scientific photography.

Afzal Ansary, trained in Medical Photography at St Mary’s Hospital Medical School, London, and studied Scientific Photography at the Polytechnic of Central London (now University of Westminster), after which he worked at Guy’s Hospital Medical School, London. In 1971, he established the Department of Medical Illustration at the University of Zambia, School of Medicine (University Teaching Hospital), which he headed for 18 years. During this period, he was also an Honorary Consultant to the National Council for Scientific Research, Lusaka, Zambia. He has worked in medical photography in three large teaching hospitals in the UK, and is an Accredited Senior Imaging Scientist, and Emeritus Fellow of the BioCommunications Association.

Besides his academic qualifications, he has been awarded five Fellowships in Medical, Scientific and Biological Photography plus an Honorary Fellowship of the Master Photographers Association. He won the RPS Medical Group Lancet Award in 1990, for the book, A Colour Atlas of AIDS in the Tropics, of which he is the principal author. He is the Chairman of the Imaging Scientist Qualifications Board and the Medical Group, a member of the Science Committee of the Royal Photographic Society (RPS). He coordinated the International Images for Science Exhibitions in 2011 and 2013, and has presented and published several papers. He was awarded the Fenton Medal and Honorary Life Membership of the Society in 2013. In 2013 he also co-ordinated the 'Visualizing Medicine' exhibition at the Fenton house, RPS.

Bath. He organized the 'Images for Medicine for Producers and Users' symposium at the University of Westminster in October 2014. With more than 50 years' experience he is still active in the field.

A favorite from countless images

My experience in medical and scientific photography spans over half a century plus. I have taken countless images but one that is one of my favourite is the Human Foetus in an adult’s palm (shown here). This image is now in the permanent achieves of the National Media Museum, Bradford, England.

The complete foetus is visible inside an intact amniotic sac, the membranous, fluid-filled bag that cushions & protects the developing infant. The amniotic sac is bound by two membranes, the inner amnion & outer chorion. On one level this image is rare in medical imagery on another the conceptual message is clear and powerful – here is a human foetus (a potential child) being held in an adult’s hand - we are reminded that through our life others do hold ‘our life in their hands’ on many levels.

This image was taken in 1987 abroad, not in the United Kingdom. As today in the UK, the Human Tissue Act 2004 regulates removal, storage and use of human tissue – defined as material that has come from a human body. It is unlawful to carry out these activities without a license.

An eight-week human foetus rests in an adult's palm. Dr. Afzal Ansary FRPS © 1987©
Swarovski Optik has announced the winners of their Digiscoper of the Year (DOY) 2014 international competition. From the Mammals category, 2nd Place was awarded to Bob Turner, RBP, FBPA for his “Male Pronghorn Antelope”. Bob captured the image during a recent trip to Yellowstone National Park.

Bob has frequently given presentations and written on the subject of digiscoping. It’s something he has a passion for whether he’s out shooting in the field or teaching others.

All award-winning videos and images, plus better than 700 accepted entries, can be viewed on the DOY web site: www.digiscoperoftheyear.com/en/the-winners
In Memoriam

Memories are a key, not to the past...but to the future.-Author Unknown-

Lynn Baldwin, RBP, FBPA
of Houston, Texas

Photographer par excellence, Lynn joined BCA in 1955 and he holds the distinction of being one of the most active senior members in our Association. With the exception of the Registry Program, he has been involved in every committee, both established and ad hoc. Having served as President from 1974 to 1975, his involvement with BPA/BCA has been outstanding and well recognized. Mostly recently he served as Secretary of the Schmidt Committee.
- Ron F Irvine, RBP, ARPS, FBPA

Lynn’s quiet, gentle leadership was of great service to BPA/BCA, especially to younger members early in their careers.
- Martin Scott, FBPA

I first got to know Lynn in 1967 when we started working together on the BPA 1970 meeting in Houston. He was the BPA general chair, and we almost became joined at the hip during the months leading up to the meeting. He was always willing to take on and accomplish any task quickly and competently, and was a wealth of information and ideas. He was the one who came up with the term “Biocommunications” that was first used for the ’70 combined meeting. Lynn and I got together regularly and eager to show us his most recent panorama prints from his final project photographing disappearing small towns in Texas and Missouri. He was a quiet giant, and a loyal friend who already is being missed.
- Herb Smith, FBPA
For more details about Lynn’s career go to: bca.org/publications/news/BCAnews_Fall2008.pdf

Don Engstrom, RBP
of Charlton, Massachusetts

Donald Engstrom, RBP. Before retiring Don was the manager of the BioMedical Media Department at UMass Medical School. Don was married for over 30 years to Jane Griesbach, Medical Photographer at St. Vincent Hospital in Worcester, MA. After retiring Don used his photography and video talents to travel around the world with Jane and document mission work for the Episcopal Church. He was an avid bird watcher, enjoyed old cars and was an ardent reader. Don had a great sense of humor, an inquisitive intellect, a soul for justice and a ready hug. I along with many others will miss him.
- Charlene Baron, FBCA

Don was an outstanding and brilliant man. Aside from his photography he was great - “back in the day” in early computer graphics and played a major role in getting Biomedical Media’s computer graphics service off the ground.
- Marilee A. Caliendo, RBP, FBPA

Donald H. Fritts, RBP, FBPA
of Sun City, Arizona

Don served our association in many ways over the decades, including holding the office of President in 1972-73. and Schmidt Laureate recipient.
“Don Fritts was a master photographer, teacher, mentor to young photographers, an outdoorsman, and a first-class gentleman. He had an eye for both the art and science of biophotography.

If my memory is correct, Don was the president during the annual meeting in Richmond, VA when the banquet table with his meal and the meals of several others hit the floor as the table slid off the dais. The shock wasn’t exactly funny but the story got better with each telling.

I especially valued conversations with Don as he moved from the vet school in Bozeman, Montana for a similar position in Champagne-Urbana, IL. His wise counsel helped a very young guy moving from Rochester, NY to Durham, NC settle into a department leadership position at Duke.”
- Tom Hurtgen, FBPA
Welcome 

NEW BCA MEMBERS 2014

John Brennan  
Freelance Photographer  
Ofordville, WI

Stéphane Dedelis  
Medical Photographer  
CHU Sainte-Justine  
Montreal, Quebec, CANADA

Christopher Herron  
Photography & Videography Digital Media Coordinator  
The University of Georgia/College of Veterinary Medicine  
Athens, GA

Sara Jarret  
Senior Medical Illustrator  
Springer  
North Wales, PA

Alexandre Marchand  
Medical Photographer  
CHU Sainte-Justine  
Montreal, Quebec, CANADA

Dawn Norris  
Freelance Photographer  
Amesbury, MA  01913

Nathan Pallace  
Digital Imaging Specialist/Photographer  
Mayo Clinic  
Phoenix, AZ

Rebecca Petro (Student Member)  
Southwestern University  
Salado, TX

Claire Smith  
Photographer/Plant Pathology  
Cornell University  
Ithaca, NY

Mitsuyoshi Yabe  
RIT Graduate/Natural Science Illustration (certified)  
Scottsville, NY

NEW BCA MEMBERS 2015

Christine Goerner  
Creative Manager and Senior Designer  
The Royal Children's Hospital  
Melbourne, AUSTRALIA

Nina Reznik  
Medical Photographer  
Suzanne Bruce and Associates, P.A.  
Houston, TX

John Yeats  
Medical Photographer  
The Children's Hospital at Westmead  
Sydney, NSW AUSTRALIA

Today’s “typical” member is not typical at all. With expanding technologies, our job descriptions have expanded dramatically. Many have supervisory or managerial responsibilities, as well as the need to have developed skills in areas such as computer graphics, digital imaging, biophotography, videography, curriculum design, teleconferencing, writing and editing, teaching, and scientific poster production. You can find our new member’s email address in the Members Only section of the BCA website - www.bca.org/index.html

Members Earn Certification

For 2014, Cindy Brodoway and Darian Hofer 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
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, 2015. EFFE Scholarship application deadline is April 23, 2015. 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

Upcoming Webinar, May 2015

Jason Candlin is very happy to do another webinar for BCA. The topic will be hand held flash for clinical work and the webinar will take place in May, 2015. Jason is the head of Medical Illustration at Heatherwood & Wexham Park Hospital in the UK, just west of London. He is also Chairman of the Institute of Medical Illustrators (IMI) He has been involved in the field of medical imaging for over 20 years.

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 a make plans to take advantage of this opportunity. Check it out: www.bca.org/membership/chapters.html

Newsletter Submission Guidelines

If you are interested in submitting material, or would like to discuss a newsletter idea, please contact Karen at khensley.bca@gmail.com

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? It’s very much like blogging. Anyone interested in photography, videography, illustration, social media and other related fileds 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.

- Ophthalmic Photography
- Focus Stacking
- Flash Unit for Event Photography
- Where does medical photography fall at your institution?
- Looking for a replacement printer?
- Can anyone identify the people in this photo?

How to Subscribe to BCATalk

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

Resources

stay in the loop