

**ABCD, BCA and HeSCA
Annual Joint Meeting**



Meeting Program and Schedule

June 23 - 26, 2001

at the Marriott Dallas - Addison Quorum Hotel



The Presidents of ABCD, BCA and HeSCA Welcome You to

WIDE OPEN SPACES: Connection for Communication

On behalf of the sponsoring Associations and the entire conference planning and support team, it is our pleasure to invite you to "Wide Open Spaces: Connection for Communication". We hope that this joint conference will provide you with an opportunity for sharing of ideas, experiences, techniques, and solutions with other biocommunications professionals.

We are pleased that the three organizations have jointly developed the programming, with the goal of deepening and expanding the amount of information you would get over a typical annual meeting from one group. This opportunity will certainly enhance your career!

The program offerings and workshops presented by recognized experts are designed to provide insight into current information and connect you with futuristic thinking on a variety of theoretical, as well as day-to-day, practical applications. "Big D" is at once large enough and intimate enough to provide plenty of Wide Open Spaces to corral the biocommunications community in one place to exchange information and to network with old hands and new cowpokes.

Come and circle your wagons around the speakers, workshops, professional and commercial contacts, posters, and social activities. We look forward to seeing you at the meeting and sharing the latest in biocommunications!

Sincerely,

Logan Ludwig, ABCD President

Bob Turner, BCA President

Jamie Guth, HeSCA President

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Information on the Marriott Dallas-Addison Quorum Hotel services, shops, restaurant, bar and sports/recreation areas...

Address for package or local service delivery during the meeting:

Attn: Your name, WIDE OPEN SPACES
Marriott Dallas-Addison Quorum Hotel
14901 Dallas Parkway, Dallas, TX 75240 USA

Main hotel phone numbers:

Phone: 1-972-661-2800 Fax: 1-972-934-1731

There are two types of internet connections available in the guest rooms, please check at the front desk for internet rate charges and information on hook-ups to your room.

Postal and Package Pickup Service:

There is a letter box located between the front desk and the gift shop in the main lobby of the hotel. If you require a package pickup service, please contact the Concierge office on what services are available to the hotel guests.

The hotel gift shop:

The gift shop offer unique souvenirs of Dallas, newspapers, magazines, sundries and is open during the hours of 7:00 am until 9:00 pm each day. If you forgot a toothbrush or personal hygiene item, and it is after the gift shop closes, call the front desk and they will send the needed item up to your room.

Sports and Recreation:

There is an indoor and outdoor pool , health club, whirlpool, sauna located on the first floor of the hotel. An outdoor tennis court is located on the roof of the covered parking lot. A Health spa and squash courts are located near the hotel. Several area lakes located 20 miles from the hotel offer patrolled sailing, jet skiing and water skiing areas for your water safety. There are four excellent public golf courses nearby to enjoy and the Concierge office will be happy to setup a round of golf for any size group during your stay at the hotel.

The four courses are:

- Chase Oaks Golf Club (18 holes; 6762 yards; 72 par; 10 miles away)
- L.B. Houston Golf Course (18 holes; 6705 yards; 72 par; 15 miles away)
- Plantation Golf Course (18 holes; 70 par; 8 miles away)
- Riverchase Golf Club (18 holes; 6933 yards; 72 par; 18 miles away)

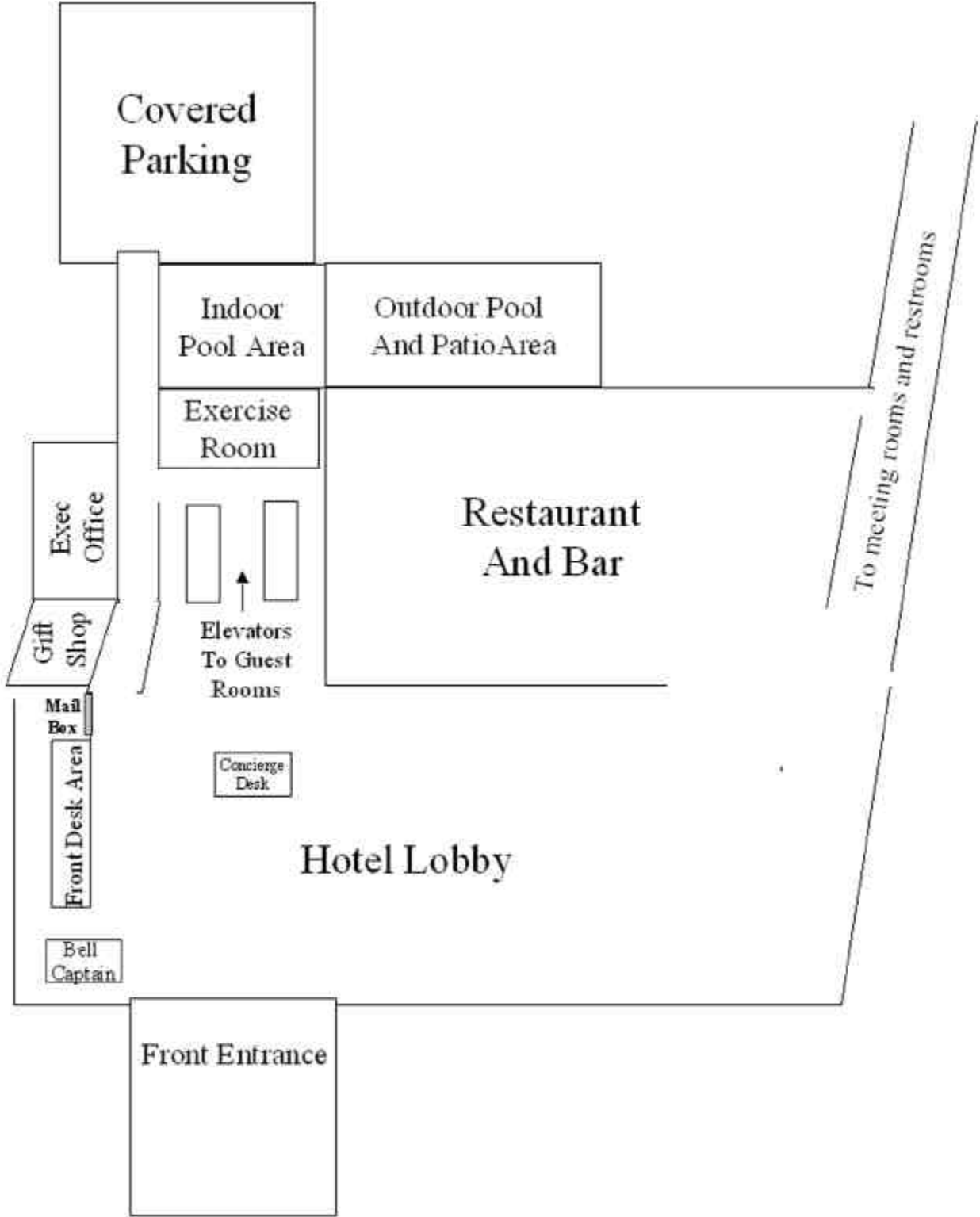
Food Service:

The Cafe Costa (Mediterranean) is open for breakfast, lunch, dinner. Perfect for committees to meet for lunch or for groups to unwind after a long meeting day. Breakfast is served Monday through Friday from 6:30 until 10 am. On Saturday and Sunday, service begins from 7:00 am until 11 am.

There is a breakfast buffet that offers economical and multi-selections of various breakfast foods to choose from. The breakfast buffet is available from 6:30 - 10am, Monday - Friday, 7 -11 am on Saturdays and 7 am - 12:30 pm on Sundays. Lunch services is from 11 am until 2 pm . Take advice from one who has eaten many lunches at the Cafe Costa, the Lunch Pasta bar is to die for and a terrific cost saver!. Dinner Service begins at 5 pm and the meal entree are priced from \$10 up to \$21.

The Cafe Costa Lounge's Happy Hour begins at 5 pm until 7:30 pm. Happy hours offers guests at the hotel great prices on beer, margaritas and appetizer.

First floor layout of the Marriott Dallas-Addison Quorum Hotel...



Not the most accurate map of the first floor but close enough to help you navigate around until you get familiar with the locations of the meeting rooms, elevators to the guest rooms and other useful services.

Local restaurants and attractions within walking distance of the hotel

Want a break from hotel food and without transportation, here's some tips for the walkers...

If you take the Quorum road which runs behind the hotel, it will take you up to Beltline Road where you will find several sandwich shops, great speciality restaurants, bars and shops. There is a great Comedy Club on the corner of Quorum and Beltline.

Being a local and having worked near Addison, I have tried many of these restaurants and they are all great.

Lunch delis...

Quorum Deli 5000 Quorum Dr # 150 Dallas, TX 75240-7583 972-702-0100 665 feet

Jason's Deli 4021 Belt Line Rd # 300 Addison, TX 75001-4366 972-239-0074 1.4 miles

Pizza places...

Pizza Hut 14841 Dallas Pkwy Dallas, TX 75240-7552 972-338-7700 235 feet

California Pizza Kitchen 5505 Belt Line Rd Dallas, TX 75240-7609 972-490-8550 0.78 miles

Domino's Pizza 15203 Knoll Trail Dr # 115 Dallas, TX 75248-7078 972-387-3030 0.79 miles

Pastazios Pizza 5026 Addison Cir Addison, TX 75001-3332 972-386-9200 0.82 miles

Mexican...

Zuzu Handmade Mexican Food 4866 Belt Line Rd Dallas, TX 75240-7541 972-960-6900 0.31 miles

Blue Mesa Grill 5100 Belt Line Rd # 500 Dallas, TX 75240-7579 972-934-0165 0.36 miles

El Fenix Famous Mexican Rstrnt 5280 Belt Line Rd Dallas, TX 75240-7530 972-387-2533 0.59 mi

Mattito's Cafe Mexicano 5290 Belt Line Rd # 114 Dallas, TX 75240-7512 972-503-8100 0.61 miles

Chili's Grill & Bar 4500 Belt Line Rd Addison, TX 75001-4515 972-233-0380 0.74 miles

On The Border Mexican Cafe 4400 Belt Line Rd Addison, TX 75001-4513 972-788-4400 0.89 miles

Oriental...

Taiwan Restaurant 4980 Belt Line Rd Dallas, TX 75240-7539 972-387-2333 0.26 miles

Chu's Restaurant 15080 Beltway Dr Addison, TX 75001-3709 972-387-1776 0.65 miles

3 Rice Boxx 5439 Belt Line Rd Dallas, TX 75240-1501 972-661-0608 0.70 miles

Italian...

Lou's Italian Patio 5100 Belt Line Rd Dallas, TX 75240-7559 972-788-1004 0.36 miles

Mo Mo's Pasta 5290 Belt Line Rd # 132 Dallas, TX 75240-7512 972-386-7373 0.61 miles

Ruggeri's Ristorante 5348 Belt Line Rd Dallas, TX 75240-7682 972-726-9555 0.64 miles

Speciality Restaurants...

The Magic Time Machine 5003 Belt Line Rd Dallas, TX 75240-7536 972-980-1903 0.29 miles

This restaurant is pure fun for small or large groups but plan on being there for a few hours if you order "The Roman Orgy". Entree run from \$9 up to \$25. I guarantee the waiters will make your trip to the Magic Time Machine a magical and epicurean experience.

Trulucks Steak and Stone Crab 5001 Belt Line Road (972)503-3079 0.28 miles

Trulucks is "Perfection" if you love steak, prime rib or great seafood but be warned... "Perfection" doesn't come cheap... Reservations a must on Sundays!

Kobe Steaks Japanese Restaurant 5000 Belt Line Rd # 600 Dallas, TX 75240-6746 972-934-8150 0.28 mi

Located just between Quorum and Dallas Parkway in a shopping center, Kobes is a perfect place to unwind at the end of a long meeting day and the prices aren't too bad!

You will find some great small shops for the serious shopper locate in the same center as Kobes. There are more shops to browse around across the Parkway east from the hotel but watch the traffic at night and day. North Dallas drivers don't seem to slow down at corners

It's hard to find an apartment or house with in the municipality of Addison. If you like hotels, office buildings, restaurants, bars, theatre, museums and other entertain spots then, you should feel right at home!

Local businesses you may need to use during the meeting...

Florists who deliver to the hotel...

Swan Petals 15201 Dallas Pkwy Addison, TX 75001-4626 972-789-3009

Mille Fleurs Flowers 5100 Belt Line Rd # 860 Dallas, TX 75240-7040 972-960-1021

Vicki's Floral Expressions 14315 Inwood Rd # 101 Dallas, TX 75244-3943 972-385-1199

Hair Salons...

Maria Bloomberg Hair Colour 4950 Belt Line Rd Dallas, TX 75240-7539 972-866-9983 0.25 miles

Hair By Kelly 4950 Belt Line Rd Dallas, TX 75240-7539 972-233-2484 0.25 miles

Suite 165 4950 Belt Line Rd Dallas, TX 75240-7539 972-866-9983 0.25 miles

For Fast-Economical Printing needs and meeting supplies...

Kinko's - Addison TX 4568 Belt Line Rd Addison, TX 75001-4531

Phone: (972) 960-9449 Fax: (972) 386-9543 EMail: usa3112@kinkos.com

Distance: 2.29

Office Depot, 4949 Belt Line Rd, Dallas, TX (972) 991-9052

Need an outfit for the Honors Banquet on Tuesday night...

North Park Ctr 8687 N Central Expy Dallas, TX 75241 214-363-7441 6.5 miles

Galleria Mall 13355 Noel Rd Dallas (972) 702-7100 3.0 miles

Valley View Center 2040 Valley View Mall Dallas (972) 661-2424 4.5 miles

Must-see DFW Area attractions to visit during your stay in Dallas...

You will find brochures of many great area attractions located near the gift shop in the hotel lobby but I highly recommend these outstanding attractions to visit. The Sixth Floor museum is located in the West End of Downtown Dallas and is just blocks away from the Main Neiman-Marcus Department Store. You've seen their Christmas catalogs, now visit the "Flagship" 7 floor store during your visit. Spend time in the store museum that's free and learn more about the Neiman Marcus experience.

The Sixth Floor (JFK) Museum 411 Elm St., Ste 120 Dallas, TX 75202-3301 Phone: (214) 747-6660

An educational exhibit and memorial to the life, death and legacy of President John F. Kennedy. The display is on the sixth floor of the former Texas School Book Depository, the site from which the shots that killed President Kennedy were allegedly fired. Portable audio cassettes, available in seven languages, explain the more than 400 photographs, displays, artifacts and films. Hours: Daily from 9:00 AM to 6:00 PM, except Thanksgiving and Christmas. Average tour time: one hour.

Admission: Adults, \$6; Seniors (65+), \$5; Students (6-18), \$5; Children under 6 are FREE. Audio Tour Adults, \$9; Seniors (65+), \$8; Students (6-18), \$8; Children under 6, \$3. Parking: \$3. Group rates available.

West End Historic District (Warehouse District) and Marketplace 301 N. Market St. Suite 650 Market Street @ Ross Avenue Dallas, TX 75202 Phone: (214) 741-7180 The Historic West End is Dallas' most unique restaurant, retail and nightlife district. A wide variety of international cuisine and entertainment is available from elegant to eclectic. Located on the west side of Downtown Dallas, the West End is convenient to all downtown hotels, the Dallas Convention Center and Dallas Market Center. This area, also known as the warehouse district, is rich in historically preserved buildings that date back to the turn of the century. Its street life is colorful with old-fashioned street vendors, sidewalk cafes and surrey service.

Dallas World Aquarium and Rainforest 1800 N. Griffin Dallas, TX 75202 Phone: (214) 655-1444

Features 80,000 gallons of saltwater exhibits including sharks, stingrays and hundreds of reef fish, all living in coral reef ecosystems. The immersion rainforest exhibit features plants and animals from Venezuela, along the Orinoco river. Hours: 10:00 AM - 5:00 PM, seven days a week. Admission: Adults, \$10.95; Children (3-12), \$6; Senior Citizens, \$6. Prices do not include sales tax.

Must-see DFW Area attractions during your stay in Dallas...

Lone Star Park 1000 Lone Star Parkway Grand Prairie, TX 75050 Phone: (972) 263-RACE

Web: <http://www.lonestarpark.com> Thoroughbred Season is from April through July and Quarterhorse Season is from October to November. Grandstand glass-enclosed with a seating capacity of 8,000. Seven levels of viewing, dining, box suites and penthouse suites. Visit the European-style saddling paddock and enjoy a behind-the-scenes look at the world of a racehorse with a barn tour. The Post Time Pavilion features a 36,000 square foot facility with year-round simulcast racing, sports bar and casual dining.

Medieval Times, Dinner & Tournament 2021 N. Stemmons Frwy. Dallas, TX 75207 Phone: (214) 761-1800

Enjoy an exciting evening of quality, family entertainment based upon the glory of the Middle Ages. Guests will experience spectacular pageantry, dramatic horsemanship, breathtaking swordplay, falconry, sorcery and an authentic jousting tournament between the six brave knights of the realm. During the festivities a four-course meal is served in true medieval pre-silverware fashion.

Showtimes: Tuesday through Sunday; hours vary. Reservations required. Call for information. Average length of show is approximately two hours. Admission: Rates vary. Special rates are available for groups of 15 or more. For group reservations call (214) 761-1855 or (214) 761-1853.

Neiman Marcus 1618 Main St, Dallas, TX (214) 741-6911 7 floors of fashions, home items, toys and other items that you won't find at any neighborhood mall department store. Full of rich historical Texas treasures that truly make this "Flagship" store a must-see for every visitor to Downtown Dallas. Just blocks from the West End shopping center and Sixth Floor Museum.

Baylor Media Services Baylor University Medical Center, 3600 Gaston, Wadley P-2 Dallas, Texas 75246 214 820-2106.

In a time when many in-house graphic departments in health care systems are closing, this small five person department offers the medical center, system-wide departments and private physicians, outstanding graphics, animation, digital imaging, video productions and special occasion/medical photography. The only employee in-house and full service department opened in any of the Dallas areas three large health care systems. Normal hours of operation are 8:00 am to 4:30 pm Monday through Friday but the digital graphics unit seems to be there all hours of the night and weekends working on her regular workload projects as well as logos, meeting book, signage and award presentations for this meeting. Stop by to see this unique department which is only one of two departments at Baylor who can offers its clients very close by parking. During your visit to Baylor, be sure to see the Adrian Flatt world famous hand collection and stop by the cafeteria for a Baylor brownie (voted each year as the Best of Dallas brownie). Baylor Media Services is located just 6 blocks away from Downtown Dallas and four blocks from Deep Ellum.

Deep Ellum Deep Ellum is a downtown entertainment area of unique shops, alternative music night clubs, restaurants, bars, micro-brewerys as well as piercing/tattoo parlors. Located just east of downtown Dallas on Main, Elm and Commerce between Hall Street and Central Expressway. If you like weird but fun to watch people, then this is where to see them in

Transportation around Addison, the Dallas area and back to the airport...

DART- Dallas Area Rapid Transit... The lowest cost transportation system of yellow buses or light rail trains that can take you all around the Dallas area. The four routes that will take you from Addison to Dallas are 31, 183, 36 and 205. Route 183 travels on Quorum Drive. The Dart sign for boarding this bus is near The Comp USA Offices. The one way trip is \$1.00. The other routes around Dallas can be boarded at the Dart Addison terminal. The hotel shuttle can take you to the Dart Addison terminal to catch a bus to Dallas. There will be information on the 4 routes located at the registration desk. You can also call Dart for more route information at 214-979-1111.

TAXIS Ask the Bell Captain located by the lobby entrance to call for a taxi. If you plan to go downtown Dallas, expect to pay \$30 one way. A trip to the Galleria, or Valley View Shopping Malls may cost up to \$10 one way. Northpark Mall may cost \$15 to \$20 one way depending on traffic. In short, taxis are not economical means of transportation for one passenger. Try and get a group of three to six to share the expenses. Six people spent \$51 total dollars going to the airport while one person spent \$40 going to the airport... get the idea. Give yourself two hours during rush hour to get to the DFW airport. Love airport is closer but it's located in a heavy rush hour traffic area also.

HOTEL SHUTTLE Available to guests at the hotel, the shuttle will transport you up to three miles from the hotel. You or a group can get to the Galleria Mall or just around 4/5 of all the shopping areas, restaurants, galleries, bars and other entertainment spots in Addison. You can try to make arrangements with the Bell Captain to get back to the hotel using the hotel shuttle but figure on calling a taxi for your return trip. Shuttle service is free but please tip the driver.

Wide Open Spaces Acknowledgements

You usually see the acknowledgements at the back of the meeting book but for 2001, we are putting it before the plenary highlights, workshop information, presenter information, daily schedules and everything else you need to know about for these four days in Dallas we call WIDE OPEN SPACES. If we didn't have these people planning for the past 18 months and working at the meeting, there wouldn't be any pages following this one.

Wide Open Spaces Registration Staff

Nancy Hurtgen, BCA Central Office Administrator;

Ron Sokolowski, HeSCA Exec. Dir and Sam Dement, Lake McQueeney, TX

Marriott Dallas-Addison Quorum Hotel Marketing/Meeting Representative

Brenda Strauss



Local Member Host, General Meeting Chair and HeSCA Program Chair:

Robert W. Myers, Baylor Media Services, Dallas, TX

HeSCA Workshop Chair:

Lynn Povanda, George Washington University Medical Center, Washington D.C.

Committee members: Robin Fisher, ETSU/James H. Quillen Col of Med. Johnson City, TN

and Jeannie Schlesinger, VCU, MCV Campus, Richmond, VA

Wide Open Spaces Promotions, Logo Design, Meeting Booklet, HeSCA AV Equipment Coordinator, LRC Coordinator, Media Festival Awards Presentation/Chair and Signage Design:

Mary A. Seither, Baylor Media Services, Dallas, TX

LRC Staff: Larry D. Seither, Irving ISD Educator/AV Specialist, Irving, TX

HeSCA Member Presentation AV Staff:

Neil Risenhoover, Norman Regional Hospital, Norman OK; Keven Siegert; Mary Seither and Donna Wolbe, AVI, Dallas, TX

HeSCA Coordinator for Wide Open Spaces Auction:

Sue Green, Baylor Media Services, Dallas, TX

Wide Open Spaces Website Designer and Webmaster:

Keven Siegert, The University of Arizona, Phoenix, AZ

Wide Open Spaces "People Show" Production Team:

Bill Peters, St. Boniface Gen Hospital Research Ctr., Winnipeg, Manitoba, CANADA

JK Stringer, School of Medicine, Virginia Commonwealth University, Richmond, VA

ABCD President and Meeting Chair:

Logan Ludwig, PhD., Loyola University Health System, Chicago, IL

BCA General Meeting BioComm Chair, Pre-Registration Materials, Pocket Schedule Design, BCA Coordinator for Wide Open Spaces Auction and BCA AV Equipment Coordinator:

Anita Tellier, 16 Old Nod Road, Clinton, CT 06413

BCA Program Chair:

Marilee Caliendo, RBP, FBPA, 2453 SE 15th Street, Pompano Beach, FL 33062

BCA Workshops and Vendor Chair:

Eric Larson, RBP, 102 William White Court, Carrboro, NC 27510

BCA Biolimages Chair:

Connie Johansen, RBP, 14321 Louisa Street, Woodbridge, VA 22191

BCA Communications Chair:

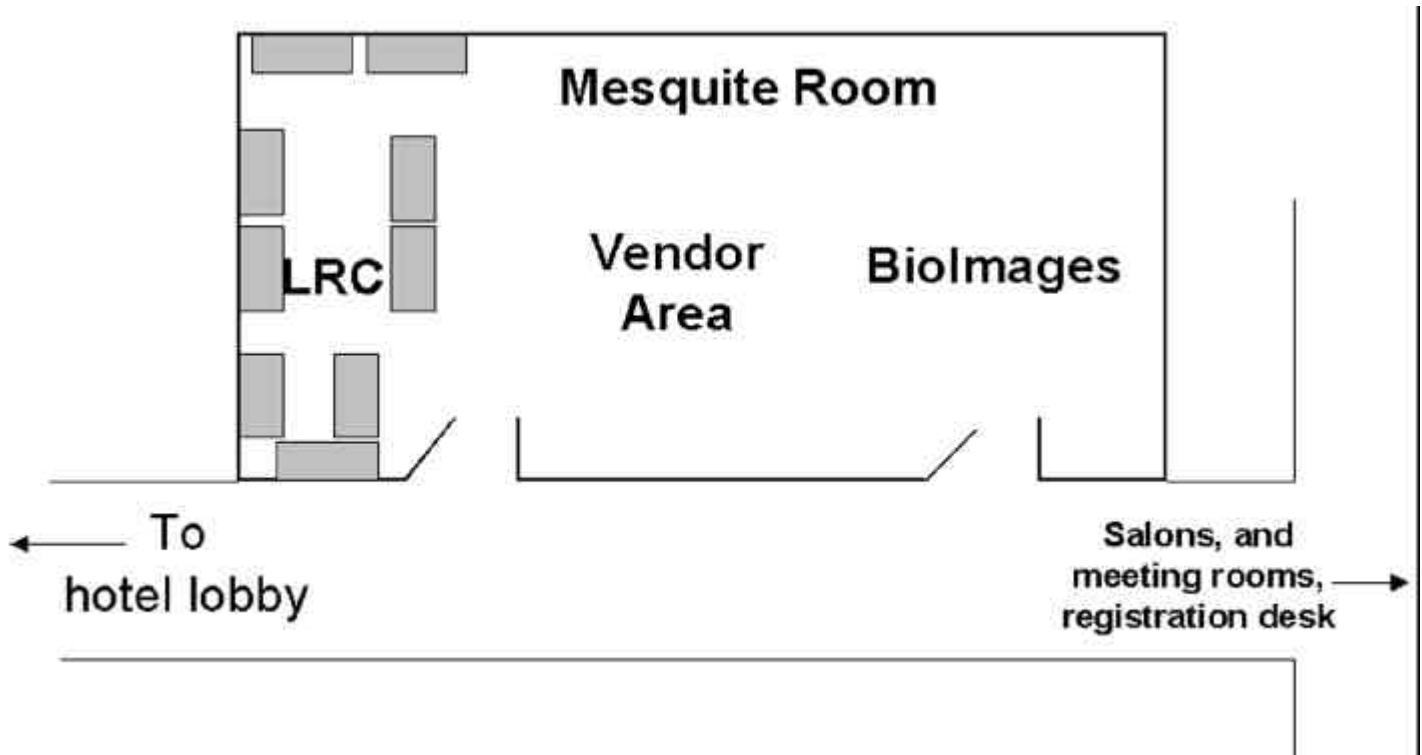
Bobb Sleezer, RBP, Logix, Inc. 11900 Farmington Road, Livonia, MI 48150

Meeting Photography

Susanne Loomis, Production Coordinator, Radiology Educational Media Services (REMS), Massachusetts General Hospital

Special Services and display areas at the meeting...

LRC - VENDOR AREA - BIOIMAGES (See time information for each area listed below.)



Located in the Mesquite Room which is just off the hallway before you enter the Salons and other meeting rooms at the conference wing of the hotel.

LRC - Learning Resource Center. This service provides attendees access to the 2001 Media Festival Entries. You will find the bronze, silver and gold nominee entries which will be awarded at the Honors Banquet on Tuesday evening. The Holly Harrington Lux, Milton E. Adsit and Elmer Frieman awards are the only special Media Festival awards that may be judged in the LRC. Visitors to the LRC can play videos, interactive programs, view the print entries and view website entries. Access to the internet is available but we ask that you limit personal internet access visits so other attendees may use the computers during the LRC hours. The LRC will be open on Sunday after the two Plenary presentations until closing. It will reopen on Monday at 9:00 am until closing.

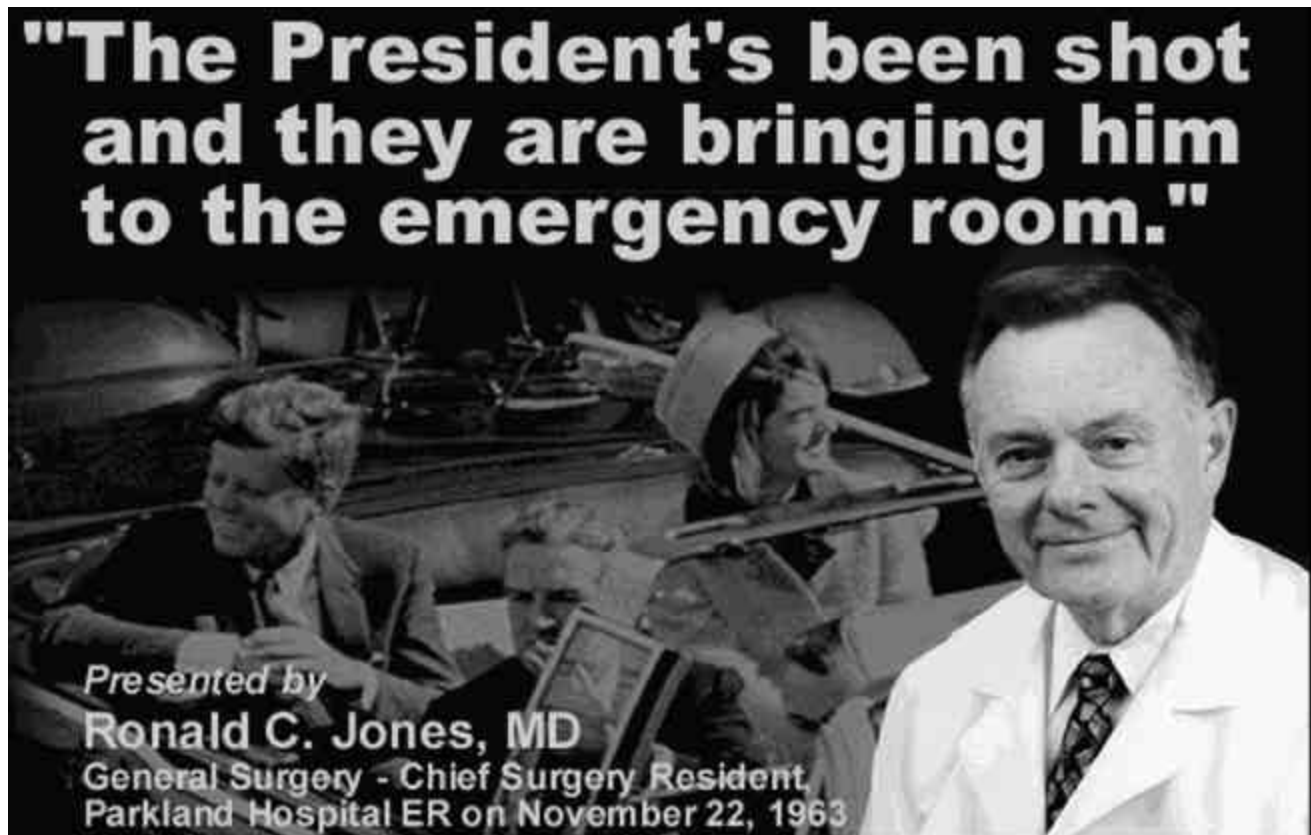
The LRC will not be open on Tuesday.

VENDOR AREA - The Commercial Exhibit is an opportunity to meet with Manufacturers who supply our profession with equipment and services. Take time to talk to the representatives, collect information and see what these companies have to offer. There is no better place to learn what's out there. For those attendees not participating in Monday morning workshops, you will have ample opportunity to talk with exhibitors. We encourage you to take advantage of their expertise and support them later with your patronage.

BIOIMAGES - Viewing the panel displays begins at 6 pm on Saturday night, The Awards Ceremony for the 2001 Biolimages winners will be held after the Opening Reception at 7:30 pm. Visitors will be permitted on Sunday after the Plenary presentations and until closing at 5 pm. Biolimages will re-open on Monday at 9 am and close at 5 pm. The displays will not be available for viewing on Tuesday.

Special Presentation - Plenary I

Located in Salon E on Sunday June 24. Dr. Jones will begin following the "Welcome Presentation" which starts at 8:45 am. Please do not be late for this historical presentation. A short Q&A follows Dr. Jones presentation for those interested in seeking more information about this tragic period in Dallas history.



Dr. Ronald C. Jones, is the current Chief of Surgery at Baylor University Medical Center in Dallas. There are handouts "Assassination of a president" available at the back of the room.

Dr. Jones was General Surgery - Chief Surgery Resident at Parkland Hospital ER on November 22, 1963. When Dr. Jones answered a page during his lunch break from duty in the Parkland ER, he learned that President Kennedy had been shot and was being brought to the emergency room. Dr. Jones and the other ER staff members rushed to the ER to find the President motionless. The sounds, the emotions and aftermath that followed, forever changed their lives. Dr. Jones has assembled a historical and visual documentation of those hours and will present "The President has been shot and they are bringing him to the emergency room".

This special presentation is scheduled on Sunday, June 24 in Salon E and will start after the Welcome presentation that begins at 8:45 am. We are extremely fortunate that the distinguished Dr. Jones is available to share his experiences and answer questions following the talk. The events that occurred in the Parkland ER that November afternoon has left a lasting impact in American history and in all areas of Biocommunications.

Many of us still remember that day and where we were when as we heard "President Kennedy was shot in Dallas". For those who do not, this presentation is a must-see.

Plenary II - Sunday morning, June 24

Located in Salon E on Sunday June 24. Jeff Wheeler will begin his presentation at approximately 10:30 am, following the outdoor group photo. Location of this photo will be announce at the end of Plenary I.

Computer aided simulation, visualization, and animation: Current technology and application in Biocommunications



Jeffrey B. Wheeler, M.S.
Vice President / Director of
Biomechanics
Knott Laboratory, Inc.
Denver and Los Angeles
University of Colorado Orthopedic

Knott Laboratory's extensive computer animation and graphics capabilities help clients to communicate a situation or scenario to their particular audience, such as a jury.

The computer animations, simulations and graphics produced by experienced engineering staff are based upon accurate, detailed research and engineering analyses. Knott Laboratory utilizes state-of-the-art animation technology to assist clients by developing detailed technical information in a clear, concise graphical presentation. Animations can visually communicate factors such as speed, lighting, weather conditions and visibility.

Significant technological advancements have been made in recent years in the methods and techniques of photogrammetry, videography, and motion capture and their application to simulation, visualization, and animation.

These techniques bring to life complex dynamics including human anatomy, motion, and injury mechanics that are otherwise difficult to describe and demonstrate. The applications of such technology include teaching, research, and multi-media presentations to the public in various venues.

An overview of the available technology will be discussed and examples of various applications will be presented.

Plenary III - Pioneer Lecture, Tuesday June 26

Located in Salons ABCD on Tuesday, June 26. Jan Phillips will end the meeting presentation sessions with this Pioneer Lecture which begins at 3:30 pm. Please do not be late for this inspirational presentation.

Seeing Our Way Clear: The Challenge of Creating and Communicating in Chaotic Times



Jan Phillips is an award-winning writer, photographer, video producer, and workshop director. She is the author of *God Is at Eye Level - Photography as a Healing Art* (Quest Books, 2000), *Marry Your Muse-Making a Lasting Commitment to Your Creativity* (Chicago: Quest Books, 1997), *Making Peace-One Woman's Journey Around the World* (New York: Friendship Press, 1990), and co-author of *A Waist is a Terrible Thing to Mind—A Wake Up Call*

Marry Your Muse won the 1998 Ben Franklin Award presented by the Publishers Marketing Association and the 1998 Athena Award presented by Mentor/Protégé Magazine. *Making Peace* was placed on the recommended reading list for United Methodist Women.

Jan Phillips has produced videotapes for several national organizations, including Amnesty International, NY Civil Liberties Union, Children's Foundation, International Women's Writing Guild and the University of Texas. She has recorded an album of original compositions, and has had her photographs published as cards, posters, and calendars.

Her work has appeared in the *New York Times*, *Ms.*, *New Age Magazine*, *Harper's*, *Christian Science Monitor*, *National Catholic Reporter*, *Utne Reader*, *Texas Highways*, and in dozens of newspapers and magazines around the world. Her photographs have been exhibited at the National Women's Hall of Fame, Port Authority of New York and New Jersey, Los Angeles County Museum, Tyler Art Gallery, the Children's Museum, Sarah Lawrence College Gallery and in several international venues.

She is a co-founder of Syracuse Cultural Workers, publishers and distributors of socially-conscious artwork, and was the editor of their *Women Artists Datebook, In Praise of the Muse*, for three years. She has won awards for outstanding writing and photography from the New York Press Association, the National Organization for Women, the National Catholic Press Association, the National Federation of Press Women, the National Religious Press Association and the Syracuse Press Club. *tist/activist*, Jan's commitment to spiritual healing and social justice resonates in her work and her workshops are vibrant with that passion and sensibility.

As an artist/activist, Jan's commitment to spiritual healing and social justice resonates in her work and her workshops are vibrant with that passion and sensibility.

Workshops - Saturday, June 23

8:00am-5:00pm - Off-site

Workshop #1: Adobe Photoshop v6.0

Instructor - Alan Arellano

This workshop is located at a CompUSA store classroom several blocks from the hotel. Please check with Connie Johansen, RBP or at the meeting registration desk for more details on transportation over to the workshop site.



This is a hands-on, eight hour, workshop that will provide a solid foundation for understanding Adobe Photoshop, the most powerful image editing and color correction software available on desktop today. Participants will develop an understanding of the various approaches to producing professional results for Bio-Medical purposes. An overview of all the new Photoshop 6.0 features, tools and menu items will be discussed, along with techniques on photo restoration, filter enhancements and simple compositing.

8:00am - noon in Salon B

Workshop #2: Basic Electronic Presentation Media

Instructor - Samuel Giannavola, RBP, FBPA

A demonstration on how to use currently available technology to produce and deliver classroom, board-room or internet based live presentations. Participants will be shown how to produce text, data base visuals (charts and graphs) and how to acquire electronic forms of existing images and how to put it together in a usable package (PowerPoint).

8:00am - noon in Salon C

Workshop #3: Major in Imagination at Kreativity Kollage

Instructors- Jeanne Schlesinger & Carrie Williams

Genuine creativity is much more than a catchword or cliché. Genuine creativity has everything to do with using our imagination. In this session you will learn what inhibits your creativity, how to tap into your imagination (we all have it), how to use your imagination and creativity for problem solving, and to feel invigorated and inspired with your imaginative potential. You won't just hear about imagination, you'll experience it with hands-on exercises designed to activate it. You will work with a wide variety of artistic stimuli, imagining objects that can only be seen in close-up using word games to stimulate new ideas. Participants will work in small groups to problem solve and much more.

Jeanne Schlesinger is an Assistant Professor and the Director of Instructional Development for the School of Medicine's Office of Faculty and Instructional Development at VCU. She has an M.Ed. in Adult Education and Human Resource Development.

Carrie Williams is a Multimedia Editor in the School of Medicine's Office of Faculty and Instructional Development at VCU. Her works includes assisting with the development of computer based instructional material to support the medical school curriculum.

Workshops - Saturday, June 23

1pm - 5pm in Salon B

Workshop #5: Advanced Electronic Presentation Media

Instructor - Samuel Giannavola, RBP, FBPA

This demonstration workshop will cover the use of digital cameras to acquire images and how to put together a PowerPoint presentation using diverse sources of input (scanned images, screen grabs, word slides, 3rd party clip art, motion media and hyperlinking). For those wishing to take only the advanced workshops, it is strongly advised that they have a very good understanding of the technical and aesthetic criteria for presentation graphics and possess a good understanding of raster graphics, vector graphics and the use of desktop scanner technology.

1pm - 5pm in Salon C

Workshop #6: Flash Animation Techniques

Instructor- Susana Halpine

Macromedia Flash is actually several software programs rolled into one. It is an excellent program for creating scaleable vector illustrations, for generating storyboards and developing animations and for building freehand pen tool and shape morphing capabilities. Its extensive importing features allow content created in other programs, such as book illustrations or photographs, to be used within animations. A review of the top Flash websites is included to demonstrate the software's capabilities and spark implementation ideas.



Susana Maria Halpine received her Master's degree while simultaneously working at the Howard Hughes Medical Institute at Columbia University and exhibiting her paintings in New York City galleries. She then combined these interests as the Biochemist at the National Gallery of Art.

Now working in Los Angeles as a multimedia developer, her current goal is to present educational concepts in an interactive, visual format. She uses Macromedia Flash as her primary software tool. Her recent projects for the publisher, W. H. Freeman, include CD-ROM's and companion websites for college-level science textbooks such as Lodish Molecular Cell Biology, Purves Life Biology, and Kuby Immunology.

1pm - 5pm in Salon D

Workshop #7: Quicktime VR

Instructor - Jim Fosse, M.S. RBP

This presentation explores the possibilities of QTVR, which is a part of Quicktime 5, a free cross-platform media player. The presenter will demonstrate Apple's Quicktime Authoring Studio. This software allows rotation of objects, making panoramas for use on the Web, and virtual tours for patients and prospective students.

Jim Fosse is currently Biomedical Photographer at the College of Veterinary Medicine at Iowa State University.

Workshops - Monday, June 25

8am - 12pm in Salon D

Workshop #8: Management - Best Practices in Customer Satisfaction

Instructors - Logan Ludwig, Ph.D, Jim Barrett, Ed.D

This workshop will examine the ten best practices essential to customer satisfaction:

1) commitment and vision, 2) translating the vision, 3) employee selection, 4) service assessment, 5) performance management, 6) recognition and rewards, 7) education and training, 8) seamless service, 9) physical ambiance, and 10) service recovery.

Logan Ludwig has over 30 years experience as a senior staff manager, has authored articles on customer service and evaluation, presented dozens of talks and workshops on performance management, and has served as an elected officer in several associations including both HeSCA and ABCD president.

Jim Barrett has over 30 years experience in directly providing and managing customer support services. He leads a self-supporting department that has grown and survives on its reputation for service. He has done all that other stuff Logan has done also, but it has not made him a dean yet.

8am - 12pm in Salon H

Workshop #9: Adding Impact to PowerPoint Presentations

Instructor - Steve Pendry

This workshop will present several examples of biomedical subject matter that have been visualized more effectively using PowerPoint. Many of them are based on aging, static images that were submitted to provide a starting point for improvement. Several of PowerPoint's image creation features will then be explored in detail, providing an array of tools that can be applied to design problems without the need to invest in any design software beyond PowerPoint itself.

Steve Pendry is Manager of Biomedical Communications at the College of Veterinary Medicine, Iowa State University, Ames, Iowa since 1977 -- and on the ISU BMC staff since 1973. Steve is actively involved in graphic design, photography, video production, presentation technology, computer training, and endless browsing on the Web.

8am - 12pm in Salon I

Workshop #10: Streaming Video: The New Broadcast Paradigm

Instructor - Ben Waggoner

This workshop will demonstrate techniques to use when creating successful streaming video. It will define the interactive streaming workflow on the Internet, demonstrate how to optimize Internet video content for the strengths of QuickTime, RealSystem and Windows Media players for both on-demand and live streaming using Cleaner 5. Emphasis will be placed on key production strategies that accelerate the streaming media process while preserving quality. Finally, we will address when to do it yourself, when to outsource encoding and hosting, and how to best use a third part services provider.

Ben Waggoner runs Interframe Media, a digital video consultancy. As one of the industry's leading streaming media experts, he works with enterprises to develop and deploy digital video production methodologies, systems, and products. Widely recognized as a streaming media authority, Ben is a regular contributor to industry publications and a speaker at events including DVExpo and NAB. He is the world's greatest compressionist.

Presenters - Sunday, June 24

1:30pm - 3:00pm in Salon E Concurrent A - Management Session

Charles Farmer

During the early 1970's, the Director of the National Medical Audiovisual Center (NMAC), then an arm of the National Library of Medicine, brought directors of developing biocommunications units from across the continent to Atlanta, Georgia for a series of forums. These meetings defined a common purpose and set the agenda for the future of biomedical communications in America as we know it today. They also led directly to the creation of the Association of Biomedical Communications Directors (ABCD).

The NMAC leader with this vision was Charles Farmer. Charlie will again be addressing the profession, including some who attended those nascent gatherings, as he kicks off the Sunday afternoon management session. This is a must see for anyone in biocommunications management, those aspiring to it, or anyone interested in the history and future of our profession.

Mr. Farmer's presentation will be followed by a panel discussion featuring comments from past and present biocommunications associations presidents who will discuss past, present and future issues of importance to our profession.

Moderator: Jackson Townsend, PhD

Panelists: Shelley Bader, Jamie Guth, Robert Turner, Reba Benschoter, Bennie Benschoter, Logan Ludwig

3:30pm - 4:30pm in Salon E What's Your Leading Color?

by Barbara Crim and Suzan New

Do you feel like some people, such as co-workers or family members, are put on this earth to drive you crazy? Have you noticed that some people just rub you the wrong way? Ever wondered why? Come explore with us as we look at four basic leadership styles identifying their strengths and weaknesses. Walk away with ideas on how to more effectively interact with those who are unlike you.

Objectives:

1. Identify four basic leadership styles.
2. List characteristics of participant's identified style.
3. List ways this information helps us lead others.

Presenters - Sunday, June 24

1:30pm - 3:00pm in Salon ABCD

Concurrent B - Alternatives in Biomedical Photography

Gale Spring, Moderator

Perceptions and Misconceptions of Photographic Evidence

Gale Spring, FBPA

"Seeing is believing" may be an acceptable way of dealing with photographs on a casual basis. When photographs are required to give a fair and accurate account of a scene or situation, a deeper analysis must be undertaken to determine how, why, when, where and by whom the photograph was created. Problems are often encountered in the interpretation of the image. Technically speaking all photographs "lie"; sometimes by accident and sometimes by deliberate misrepresentation. Using a variety of case studies, this presentation covers areas of difficulty in extracting facts from photographs and what photographs can and cannot reveal.

Indexed Visuals - Not your "Traditional" Stock House

by William Westwood

Indexed Visuals is a one-of-a-kind online database that currently represents the largest collection of stock medical illustrations in the world. We at IV want it to also become the largest collection of medical photography in the world. But why should medical photographers join Indexed Visuals and what could this new company have that photographers aren't already getting from traditional stock houses? Believe us, there's plenty! Attend this exciting presentation and find out why medical photographers and Biocommunications departmental managers could be missing out on important opportunities for the creation of significant new income streams from their and their department's medical image collections. Learn how IV has come up with a corporate plan for your images that benefits you first and foremost and not some stock house bottom line through "high volume, low pricing" marketing strategies. There is a better way. Whether you have a small number of images sitting in a drawer gathering dust or a large collection that's not working hard for you, don't miss this presentation. We guarantee to provide thought-provoking information.

How education and certification can keep us in our medical and clinical photography job: A view on the situation from Denmark

by Thomas Carlslund

In Denmark departments are being closed, and people fired. Doctors and nurses are doing our work. We have an education for photography here in Denmark mostly pointed at commercial photography. The organization I'm a member of are now looking in to making a specific education for clinical and medical photography. The main issue is to insure our job and to make us a part of the system in which we work. A question to be raised are: for many years we were part of the hospital culture and the doctors and science needed us, how come we are not as important now. Looking at digital development and demands for quality in our work we have a clear role to play within medical/clinical photography. So how do we get back on track? This paper will take up the issue as the look from Denmark, with information on the development in Europe.

Perinatal Bereavement Photography

by Helen Farrah, RN, BSN and Matthew F. Zirakian

The Perinatal Bereavement Program at UMass Memorial Health Care in Worcester, Massachusetts has been in existence for over a decade. One aspect of this program is bereavement photography, which provides lasting keepsakes for families of their infants. Wanting to improve the quality of photographs provided to parents, a Perinatal Bereavement Photography Team was formed. This group is a collaboration of the 7 nurse photographers and the media services department. Photographs of all infants, some as young as 12 weeks gestation, are taken using black and white film. Consideration is given to specific requests as well as including family members in the photographs. A standard of practice was established regarding bereavement photography. Ongoing education is provided through review of their work as well as attendance at annual workshops. The group consists of no more than eight so the performance standard is maintained. A call rotation is maintained 24/7. The collaboration of the nurse photographers and the media services department provides an atmosphere for a successful program.

The New Technology - Its Impact on Photographic Services at an Agricultural Research Station

by Joe Ogradnick, FBPA

This paper offers an overview on how digital imaging has impacted photographic services at Cornell University's New York State Agricultural Experiment Station. The presenter will discuss the positive and negative aspects of the new technology as it relates to his work and share some personal views and insights on the whole process.

Presenters - Monday Afternoon, June 25

**1:30pm - 5:00pm in Salon E (3 - 3:30pm Break)
Concurrent C - Streaming Opportunity**

1:30 pm - Introduction to Streaming Opportunity
Arlyn Bonfield

1:35 - 2:40pm - Expanding the Web's Boundaries: The Streaming Opportunity
Ben Waggoner, Interframe Media, Portland, Oregon

With the rapid adoption of technologies like Flash, Shockwave and Java, Web designers are hungry for tools that enable them to produce better, more effective sites. It's no secret that video and audio are extremely effective ways to communicate. Now the combination of video and audio with the Internet is creating a whole new communications medium that promises to have a profound impact on biocommunications. This session will highlight the trends that are shaping the future of the Internet and show you why streaming media will play a critical part in your Internet efforts. It will provide valuable advice on establishing appropriate goals for a successful streaming program given today's technology with an insider's look towards the direction streaming media is likely to take during the next few years.

Internet Streaming Essentials: Shooting and Designing Video for the Web
Ben Waggoner, Interframe Media, Portland, Oregon

The new streaming capabilities of the Web present media producers with exciting possibilities, but some real production challenges. How is producing video for the Web different from producing it for traditional distribution? In this presentation learn to shoot, design and format video effectively for streaming. Learn the language of the streaming production workflow, the terms, the formats and standards, but especially why they matter. The presenter will offer tips on image acquisition, editing and design techniques to produce reliable streaming files quickly and easily, even for the first time.

Ben Waggoner runs Interframe Media, a digital video consultancy. As one of the industry's leading streaming media experts, he works with enterprises to develop and deploy digital video production methodologies, systems, and products. Widely recognized as a streaming media authority, Ben is a regular contributor to industry publications and a speaker at events including DVExpo and NAB. He is the world's greatest compressionist.

2:40 - 3:00pm - Tin Cans, String and Cardboard Boxes: Video Architectures and Codecs
JK Stringer, Telemedicine Technical Manager,
Virginia Commonwealth University, Richmond, VA

How do you wrestle the zeros and ones of digital video out of a swimming pool of data and through the distribution straw? Compression is the funnel that allows video to be streamed over the Internet, pressed into a CD-ROM or DVD, and shown by your digital cable provider. From streaming to flooding, we'll look briefly at the compression formats available to today's digital video producer.

3 - 3:30 Break

3:30 - 3:50 pm - Video Streaming - An Added Value Benefit to an In-House Web Team
Dick Williams, Director, VAS Communications, Arizona Heart Institute, Phoenix, AZ

This presentation will discuss the rationale for establishing an in-house web development team with the capability of live and archived televised events through video streaming. Emphasis will be placed on: goals and objectives, design and cost of the web team, design and cost of video streaming, program monitoring, measurement and evaluation of video streaming. Session participants should develop an awareness and appreciation for the advantages of an in-house web development team; become knowledgeable of the strength and weakness of in-house video streaming; and recognize departmental budget impact on institutional finances.

Presenters - Monday Afternoon, June 25

**1:30pm - 5:00pm in Salon E (3 - 3:30pm Break)
Concurrent C - Streaming Opportunity continued**

**3:50 - 4:10 pm - Integrating On-demand Streaming into a Web Site for Physicians
Arlyn Bonfield, Biomedical Media, Sharon, MA**

Like in all media, content rules on the web. Physicians are particularly pressed for time and if the media they are offered isn't strong on content, appealing to view, dynamic and digestible, they are not likely to return for more. Video and audio can enrich the content offered on a web site but it must be integrated in a way that enhances the value of the content, rather than being used just for window dressing. This presentation will discuss our experience developing a news, information and educational web site for physicians and how on-demand media streams fit into the equation.

**4:10 - 4:30pm - Lessons in Process and Production:
A Website for Shared Medical Decision Making**

**Tom Kidder, Producer-Writer, Media Services, Dartmouth-Hitchcock Medical Center,
Lebanon, NH**

Dartmouth-Hitchcock Media Services is in the process of creating a comprehensive patient education web site for a medical decision making foundation and a for-profit insurer. The goal is to help people make decisions about their health care by selecting questions that represent decision points in their care. The program presents the user with audio narration, text, and graphics that give pertinent information about the condition and the options for treatment. This presentation will outline how a variety of products (Media Cleaner Pro, Photo Shop, and Real Media) were used to develop the site using video frame grabs, illustration, and audio processing, and how we reformatted a previously produced video into this web site. The presenter will talk about the process and the lessons learned in determining which types of media to use for patient web sites.

4:30 - 5:00pm Panel discussion on streaming

Arlyn Bonfield, Tom Kidder, JK Stringer, Ben Waggoner and Dick Williams

Presenters - Monday Afternoon, June 25

1:30pm - 5:00pm in Salon ABCD (3 - 3:00pm Break) Concurrent D - Digital Photography - Learning and Working with the New Medium

David Davolt, Moderator

The Honduras Experience

David Davolt

A small group of physicians with differing specialties gathered to provide a vast array of surgical and medical care to residents of Santa Rosa de Copan and the Western areas of Honduras. Since 1982 the "South Texas Physician Outreach" organization has made several trips to Honduras and have flown many children and adult patients to Texas for surgeries that could not be performed in Honduras. Typically, the team is composed of 25-30 people. I provided Photographic support the previous two years using film technology (1998) and a combination of film and digital technology(1999). As the team photographer my primary responsibility is to document the sequence of the patients' care throughout their treatment. In 1998 nearly 100 rolls of film were exposed during the trip and in 1999 nearly 2,000 digital images were exposed while still carried a film system as back up. On the 2000 trip over 2,000 digital images were exposed using only digital equipment. This paper will discuss trip itinerary, the team make up and activities, the equipment used, and the attempt to send information back to the BCA web site.

Applied Digital Photography, One Pixel at a Time

by Gordon Brown

In this program, Gordon will lay the framework for a better understanding of the Digital Photographic System using a MS PowerPoint program and a digital projector. Because digital photography is relatively new, many misconceptions have arisen which can cloud one's thinking, and lead them to making the wrong decisions regarding their photographic tasks.

Since the fast-moving pace of the digital imaging world is difficult to keep up with, this program is constantly being updated to make it as current as possible. Gordon will explain the major concepts you need to know to make excellent digital images. He will also explain, in depth, how digital images are formed, in advanced amateur and professional digital cameras.

To help lead to a better understanding of the digital system, particular attention will be paid to the following concepts:

1. Scientific uses of digital photography
2. Authentication software
3. Archiving images
4. Camera exposure sequence
5. Digital shutter lag
6. Digital zooms
7. Scanners
8. Interline and Full Frame CCD imagers
9. CFA interpolation
10. Color aliasing
11. Sensor "noise"
12. In-camera Image enhancement
13. Exposure latitude
14. Color reproduction
15. DPI vs. PPI
16. Service bureaus

The New Blue Diazo

By Gabriel G. Unda

the usual uses of PowerPoint as a creator of slides and electronic slide shows, its true strength lies in its ability to act as a container for digital media. This presentation explores the abilities of PowerPoint to emulate many forms of media including motion media, multi-image and virtual-reality. It also explores options for delivering the content created in PowerPoint, in forms that allow it to break free of platform specific constraints.

Presenters - Tuesday Morning, June 26

8:00am - 11:30am in Salon E (9:40 - 10:00 Break)
Concurrent E - HeSCA ShowCase

8:00 - 8:30 am - A Review of Health Sciences Communications Professionals Continuing Education Needs

Karen I. Adsit, EdD, Director, Walker Teaching Resource Center
The University of Tennessee at Chattanooga

This presentation will outline the results from a continuing education needs assessment survey conducted during the fall of 2000 of health communications professionals from AMI, ABCD, HeSCA and BCA. Questions to be addressed will be: What kinds of continuing education opportunities does this population need? What topics do the workforce see as pertinent? Who are the best providers to meet these continuing education needs? What is the best way to deliver continuing education needs? What are the barriers to participating in continuing education opportunities? Are there differences in the needs based on age or stage in career? Final results of the survey will be presented and discussed with implications for meeting these needs.

8:30 - 9:00am - Pondering Distance: Questions to Ask Faculty When Designing Courses for On-line Delivery

Ellen (Marino) Nathan, M.Ed., Instructional Technology Coordinator
Butler University, Information Resources Department

Translation of traditional classroom materials into a dynamic on-line course requires more than just saving documents into html files and launching them onto a web site. Planning on how to create an educational experience where face to face interaction with students is limited is the key. Based on experiences of an instructional designer collaborating with faculty to develop on-line courses, this presentation will describe key questions to answer that will assist with on-line course development.

9:00 - 9:40am Creating Dynamic Poster Displays with Adobe Illustrator and Photoshop **Robin Fisher, Graphic Designer, Biomedical Communications/Learning Resources** **J. H. Quillen College of Medicine**

The plethora of graphics software programs available has created a maze of choices for the designer or medical faculty/staff member wishing to create effective scientific posters. Popular programs such as PowerPoint®, PageMaker®, Illustrator® and Photoshop® are so complex that anyone unfamiliar with the software can become bogged down by their profusion of features. A steep learning curve can keep the user from resolving even the simplest design problem, much less a scientific poster.

I will present a fast, flexible and cost-effective means of electronically creating attractive posters utilizing a combination of Adobe Illustrator® and Photoshop®. These roll-up digital posters (one-piece murals) have become preferred by customers over modular posters (i.e., separate components mounted on mat board). They are faster and easier to produce, allow for more sophisticated design solutions, and, being lighter, are generally easier to transport.

The presentation is divided into three parts:

- 1) Planning: using a designer/client checklist and organizing materials
- 2) Design/Production: setting up your document, typesetting and fonts, graphic file formats, shortcuts, working cross platform, file sizes and memory, and design tips
- 3) Proofing/Output of Job/Archiving: pdfs vs. hard copies, choosing print and lamination materials, working with service bureaus vs. printing "in house," and archiving. Detailed notes for all participants will be provided in addition to demonstrating "part 2" of the presentation. In addition, a portfolio of my poster designs will be on hand for participants to review.

Robin Fisher has worked as a designer in the department of Biomedical Communications for the Quillen College of Medicine at East Tennessee State University since 1992. Prior to ETSU, she worked as a graphic artist in advertising. She graduated from Florida State University with a BA in visual communications in 1975.

Presenters - Tuesday Morning, June 26

**8:00am - 11:30am in Salon E (9:40 - 10:00 Break)
Concurrent E - HeSCA ShowCase continued**

9:40 -10:00am Morning Break

10-10:30 - Web Content Management for Medical Centers

Jamie Guth, Acting Director Public Affairs/Marketing, Dartmouth-Hitchcock Medical Center

How do you implement a web system that allows for decentralized web content maintenance, while maintaining a consistent look and feel? How do you create a site that meets the needs of patients and visitors, while decreasing the amount of time needed to keep information current? How do you set up an interactive system where all at ne site patients can find a specialist in one city and a primary care physician in another, get disease-specific information, primers on upcoming visits and listings of appropriate support groups and other services in their local community?

This presentation will provide an overview of the types of software available to help health care providers/systems, including template creation, email reminders to update contents, and database-driven software. It will also show the makeup of the necessary team and how to work with outside vendors, through the experiences at Dartmouth-Hitchcock, a New Hampshire-wide healthcare system.

10:30 - 11:30am - Developing Interactive Biomedical Animations using Macromedia Flash

Susanna Halpine, Artist-Biochemist, Playa del Ray, California

For Leonardo Da Vinci, a writer can represent a story with a pen, but a painter renders it "more easily satisfying and less tedious to understand." Traditional journals have become ineffectual in describing biochemical reaction, while changes in conformation, rotation, and molecular "docking" are readily perceived through animation.

The computer offers a new medium, distinct from print and TV and Macromedia Flash provides the tools to exploit it. With scaleable vector graphics, interactivity, and open-source code, Flash has brought the Internet of age. Educators can now take a "right-brain" approach to teaching science and medicine, translating topics into nonlinear formats such as animation, with hyperlinks to indepth information and printouts for take-away messages. Animations can reach past math/science-fear, across linguistic and age barriers, to instruct students from kindergarten to adult education.

Advances in chemistry now influences day-to-day decisions within courtrooms, kitchens, and voting booths. We can no longer ignore populations that learn through non-textual means.

Presenters - Tuesday Morning, June 26

9:00am in Salon ABCD Concurrent F - Digital Techniques

John Massman, Moderator

The Power of PowerPoint Plug-Ins **Sam Giannavola**

Through the use of free or low cost add-ins (programs that work within or as an aid to PPT), there are many functions which can be automated to make PPT a more powerful and more efficient tool. Among the functions to be discussed will be batch importation of raster graphics, creating a truly executable file from any PPT presentation, creating a CD that will automatically run a PPT presentation on a computer with or without PowerPoint being on that machine, and more. All these add-ins are easy to use and readily available at little or no cost.

Digital Group Pictures **Sue Loomis**

I will discuss the preparation: group meetings and advertisements; the photography: 4x5 camera, grouping people, and taking nine different photographs in three days; scanning the film, the merging images and adding text; printing the 6' x 3' image; hanging the image and the unveiling; also producing and distributing 11x14 prints. I will include the good, the bad, and the ugly of the whole experience.

Susanne Loomis is the Production Coordinator for the Radiology Educational Media Services Department at Massachusetts General Hospital. She has been working in the field for over 14 years. Sue graduated from RIT with a Masters degree in Cross-Disciplinary Studies and a Bachelor of Science in Biomedical Photographic Communications. She also has two other Bachelor of Science degrees: Fine Art Photography, and Health and Physical Education.

Powerful PowerPoint Presentations **Gordon Brown**

Gordon will present to attendees who want to learn how to produce convincing PowerPoint slide presentations the easiest, most straightforward, graphic, and creative way. Photographers who want to show their photographs in on-screen shows, or who want to make 35 mm slides and avoid the most common mistakes. Microsoft PowerPoint is a powerful presentation program that has many options, perhaps too many. When you are putting a presentation together it is sometimes difficult to know if you are doing the right thing.

Are the files too large? Is the program too slow? Why are my graphics so bad? Is this the best way of doing it? What are the tricks of the trade? He will illustrate his program using the same techniques that he will be explaining. During the program you will see the majority of the applications within PowerPoint actually being used.

During this program, Gordon will demonstrate, explain, and show you how to produce the following; Page setup, Sample Presentations, Template design, Slide layouts, Color Schemes, Graphic file folders, Digital files, Imaging software, Pixel size, Inserting pictures, JPG, GIF, GIF 89a files, Arrange images, Graphics, Acquiring photos, Picture CD, Screen Capture, Scanning for presentation, Menu "Secrets", B/W notes, File sorting, Menus explained, Hyperlinks, Slide transitions, Animations, Avoiding problems, Photo CD, Making 35 mm slides and Finishing your show.

Gordon Brown is a consultant for the Digital and Applied Imaging Division of Eastman Kodak and has been producing PowerPoint presentations for Kodak for more than ten years.

Presenters - Tuesday Afternoon, June 26

1:30am in Salon ABCD (1:30 - 5:00pm) Concurrent G - Networking Opportunities for all attendees...

Also described as the only scheduled non-presenter session...

Have you seen every presentation that you wanted to attend during this past three days. Then grab another association member or new friend who is a first time attendee and make the most of your last afternoon.. Don't stray too far from the hotel because the reception for this evening's Honors banquet begins at 6:30 pm.

Some suggestions on how to enjoy the afternoon...

- 1) Spend it at the outside pool and patio soaking up the warm Texas sun or swim under the glass partition to the indoor pool for a sun-burn free relaxing float. Join your friends in the jacuzzi. Spend some time in the exercise room next to the indoor pool area and work off some extra space for the banquet dinner!
- 2) Take the hotel shuttle to the Galleria for an afternoon of shopping or catch a bite of lunch over near the ice rink... Yes, Dallasities can ice skate year around and you can enjoy one of the prettiest of the 5 area indoor ice rinks...
- 3) Gather the committee together for a great lunch and time to discuss the next year's goals. Try the hotel restaurant or select one of the local restaurants within walking distance (see page 5 and 6 for a list of all the close-by restaurant choices)
- 4) Visit the hotel gift shop and grab some souvenirs to take back home. The lady who works there is quite friendly and loves visiting with all the guests who stop by for reading material, a quick snack or a gift to take back home...
- 5) Get a start on repacking your suitcase especially if you have a early flight out... be sure to allow enough time to get to the airport. See page 7 for information on rush hour traffic heading west on 635 to DFW airport. Take time to visit the Bell Captain in the front lobby and tell him when you need a cab or shuttle to leave for the airport. This is also a perfect time to find other attendees who might share the ride so you all save on the fare!

Presenters - Tuesday Afternoon, June 26

**1:30pm in Salon ABCD
Concurrent H - INFOSHARE**

Bob Turner, Moderator

A fast-paced collection of brief presentations, tips and tricks of the trade. InfoShare covers a wide variety of topics from your colleagues that will broaden your horizons and make your work more interesting and easier to perform.



The 2001 WIDE OPEN SPACES planning committee members and meeting staff are pleased that you came to Dallas. We hope you had fun, got lots of great bargains at the Auction, made long lasting friendships, learned new production techniques to share back at work, talked to the many vendors to learn more about their products. We also hope that your time in Dallas was capture on digital camera or 35 mm film during the Pre-Dawn adventure. Maybe you were caught on tape by the "People Show" production crew. Try to you spot yourself during this crazy and exciting meeting video to see just how much fun you were having at whatever presentation, workshop or activity that the camera lens found you! The "People Show" is the last special presentation following the ABCD awards, the BCA awards, the HeSCA Media Festival awards and special HeSCA awards. If you are interested in buying a copy of the "People Show" see Bob Myers, (your WOS local host and General Meeting Chair) for more information.

Please don't dart for the door when the banquet room lights finally are turned back up. It's time to dance and celebrate another outstanding Joint Annual Meeting. Practice those two-step moves you learned on Monday night at CircleR Ranch. Impress your fellow members with your ballroom dance moves.

Whatever your choice of dance steps are, the WIDE OPEN SPACES DJ will have the perfect music to play.

If this was your first time at an annual meeting, we hope our members made you feel welcomed. We hope you are interested in joining one or maybe all of the associations and we hope you come back next year to our annual meeting. Check the 2001 meeting site and get linked to the website for more information from Bill Peters and Tim Spencer on Winnipeg 2002. Look for the website that lets you know what presentations or workshops will be offered at the BioComm 2002 meeting.

Networking Activities on Saturday and Sunday

The ABCD Retreat Day, Saturday, June 23, 8:00 am - 5:00 pm

The ABCD Retreat Day will be held at the Hotel Crescent Court. The Crescent Court serves as the centerpiece of the Crescent Complex, a landmark, mixed-use development that includes the prestigious Crescent Office Towers and The Shops and Galleries of The Crescent.

Buses will depart the Marriott Quorum at approximately 8:00 am on Saturday and return around 5:00 pm.

The Retreat Day will begin with a leisurely continental breakfast where attendees can renew old acquaintances and catch up on personal and business happenings. The morning session, held in Salons A & B, will be devoted to an analysis of the current status of the Association and the bio-medical communications field in general. Guided by several ABCD Directors, we will examine the strengths, weaknesses, opportunities and threats to our association and to the profession.

Lunch will be served in the Pool Suite of the Executive Conference Room. Time will be allotted for brief visit to the Shops and Galleries of the Crescent and for participation in our annual Group Photo in the Gallery Courtyard <http://www.crescentcourt.com/ccshop.htm>.

The afternoon session will feature a number of Cracker Barrel sessions focusing on such topics as 1) the annual meeting, 2) ABCD Pricing Survey, 3) ABCD Membership Survey, 3) JBC participation, and 4) special concerns of biocommunications units.

The ABCD Retreat Day is open to ABCD members only and a separate registration fee of \$80 is required. Buses will return you to the Marriott is plenty of time to participate in the Wide Open Spaces opening reception.

Silent/Live Auction - Sunday, June 24, 7:00pm - 10:00pm

The Annual Auction will be a joint ABCD, BCA & HeSCA fun filled affair on Sunday evening. Auction items may be functional equipment, computer hardware and software, signed artwork or photographic images, books, film, video or graphic supplies, lab or service bureau gift certificates, photographic antiques and collectibles and handcrafted items.

Networking Activities on Monday

Pre-Dawn Adventure - Monday, June 25 - around 4:00am

Give yourself a fun break!

Remember how much fun photography used to be?

Join Bill Durrence in an early morning excursion to a location of his "choice" for some fun again. Part of the fun is the mystery of where Bill will take you. Bill usually brings some special photographic equipment, a.k.a "fun toys" along for participants to use.

This will be a great adventure for everyone, so get out there and do some photography just for yourself. You must sign up on the registration form, since transportation arrangement need to be made in advance. There will be a small fee to cover the cost of this "most excellent adventure". The group usually leaves the hotel around 4:00am.

Circle R Ranch, Monday, June 25, 6:00pm - 10:00pm

Saddle-up for a "Texas-sized" experience at Circle R Ranch!

We hope you'll join us on Monday, June 25th for an evening of dancing, barbecue, and sitting around the campfire - networking, visiting and having fun with your colleagues.

The Circle R Ranch is an authentic, event-oriented ranch - set amidst acres of green rolling hills and open pasture in the North Texas countryside between Dallas and Fort Worth.

The cost of this terrific event is \$65.00 and includes:

- Transportation to and from the Ranch from the hotel*
- Bar-B-Q dinner with all the trimmings*
- All the Iced Tea, beer, wine and coffee you can drink*
- DJ and a dance instructor to teach line dancing*

Friday, June 22, 2001

Time	Activity	Room or Location
8:00am - 10:00pm	BCA Board of Registry	Salon G
1:00 pm - 2:00pm	HeSCA Exec Board	Preston Trail III
2:00pm - 6:00pm	Board of Govenors	Salon H
2:00am - 8:00pm	HeSCA Boardt	Preston Trail III

Saturday, June 23, 2001

Time	Activity	Room or Location
8:00am - 5:00pm	Registration	Foyer near Salons A-D
8:00am - 10:00pm	Board of Registry	Salon G
8:00am - 5:00pm	ABCD Retreat	Hotel Crescent Court
8:00am - 5:00pm	Full Day Workshop #1 Photoshop	CompUSA store
8:00am - 12 noon	Workshop #2 Basic E. Media	Salon B
8:00am - 12 noon	Workshop #3 Major in Imag at KK	Salon C
8:00am - 12 noon	RBP Oral Exams	Preston Trail 1
10:00am - 10:30am	Morning Break	Salon A-D Foyer
1:00pm - 5:00pm	Workshop #5 Advanced E. Media	Salon B
1:00pm - 5:00pm	Workshop #6 Flash	Salon C
1:00pm - 5:00pm	Workshop #7 QTime VR	Salon D
8:00am - 5:00pm	CBP Written Exams	Preston Trail 1
3:00 pm - 3:30 pm	Afternoon Break	Salon A-D Foyer
6:00pm - 6:30pm	First Timers Reception	TBA at Reg desk
6:00pm - 6:30pm	Opening Reception	TBA at Reg desk
6:30pm - 7:30pm	Biolimages	Mesquite
7:30pm - 8:30pm	BCA Awards Ceremony	Preston Trail

Sunday, June 24, 2001

Time	Activity	Room or Location
7:30am - 8:30am	Continental Breakfast	Preston I & II
8:45am - 10:00am	Welcome and Plenary 1 "The President has been shot..."	Salon E
10:00am - 10:30pm	Group Photo	Pool area
10:30am - 11:30am	Plenary 2 "Computer added simulation..."	Salon E
11:30am - 1:00pm	BCA Business Meeting and Luncheon	Preston Trail BR
11:30am - 1:30pm	Lunch on your own	Mesquite
11:30am - 5:00 pm	LRC/Vendor Area/BiolImages	
1:30 pm - 5:30 pm	Concurrent A: Management Session Charlie Farmer and Panel Discussion	Salon E
1:30pm - 3:00pm		
3:00pm - 3:30pm	Afternoon Break	Main Foyer
3:30pm - 4:30pm	"What's Your Leading Color" Barbara Crim and Suzan New	Salon E
1:30 pm - 5:30 pm	Concurrent B: Alternatives in Biomedical Photography Gale Spring William Westwood Thomas Carlslund Helen Farrah, RN, BSN and Matthew F. Zirakian Joe Ogradnick	Salon ABCD
3:00pm - 3:30pm	Afternoon Break	Main Foyer
4:30pm - 5:30 pm	HeSCA Towne Meeting	Salon E
7:00pm - 10:00 pm	ABCD/BCA/HeSCA AUCTION Silent Auction Live Auction`	Salon ABCD Salon E

Tuesday, June 26, 2001

Time	Activity	Room or Location
7:30am - 8:30am 8:00am - 11:30 pm	Continental Breakfast Concurrent E: HeSCA Showcase Karen Adsit, EdD Ellen Nathan Robin Fisher	Preston I & II Salon E
Break 10:00am -10:20 am		Main Foyer
9:00am - 12noon	Jamie Guth Susanna Halpine Concurrent F: Digital Techniques Sam Giannavola Sue Loomis Gordon Brown	Salon ABCD
Break 10:00am -10:20 am		Main Foyer
11:30am - 1:00pm	HeSCA Business Meeting and Luncheon	Preston Trail BR
11:30am -5:00 pm 1:30pm - 5:30pm	Lunch on your own Concurrent G: Networking Opportunities	On your own
1:30pm - 3:00pm	Concurrent H: INFOSHARE	Salon ABCD
3:00pm - 3:30pm	Afternoon Break	Main Foyer
3:30pm - 5:00 pm 6:30pm - 7:30pm 7:30pm - ??? After Banquet/Awards	Plenary 3: PIONEER LECTURE Honors Reception Honors Banquet WIDE OPEN SPACES Closing Dance	Salon ABCD Salon ABCD Salon E & F Salon E & F

Wednesday, June 27, 2001

Time	Activity	Room or Location
Attendees departing WIDE OPEN SPACES		
8:00am - 12:00 pm	HeSCA Board Meeting	Room TBA
	Associations Post-Meetings	Rooms TBA

BCA invites you to attend BIOCOMM 2002

Marilee Caliendo, RBP, FBPA, General Meeting Chair

**2002 Co-chairs, Bill Peters and Tim Spencer
invite all WIDE OPEN SPACES attendees
to their home city of Winnipeg
for**



**Historic Hotel Ft. Garry
Winnipeg, Manitoba, Canada, June 18-22, 2002.**

Visit with Bill and Tim at the 2002 Conference table
located across from the meeting registration area between Salon D and E
and

look for more information about this exciting Biocommunication meeting
by visiting <http://www.hesca.org> after this meeting.

