

Candidate for President-Elect



Lori Klein, M.A.L.S.

Senior Electronic and Non-Print Programs Coordinator in the Reference Section of the National Library of Medicine (NLM)

I have been a member of HeSCA since 1988. That year I attended the Imagine meeting in San Diego, not knowing anyone in the organization except Lionelle Elssesser (who promptly had me choose a committee to be involved with). I also presented my first paper at a concurrent session that

meeting, and was deeply involved before I knew it.

Since that first meeting I have gotten to know many of you, and been involved at a number of levels. HeSCA for me has been a sharing experience, with the organization and its members helping me to develop my leadership and presentation skills and serving as occasional consultants for me, while I have shared my organizational skills and knowledge. To refresh your memories, two of my more recent presentations were:

Planning to renovate? Plan (and budget) for the unexpected as well as the routine. Paper presented at: 2000 Annual Meeting for the Health Sciences Communications Association and Association of Biomedical Communications Directors; 2000 Jun 29; Asheville, NC.

Is your WWW site missing some essential information? Paper presented at: Annual Meeting for the Health Sciences Communications Association and Association of Biomedical Communications Directors; 1999 Jun 11; Phoenix, AZ.

We need to continue to work on maintaining HeSCA's diversity, as well as maintaining our membership. The ongoing tasks of interesting new members, and obtaining and retaining corporate sponsors, are vital to our continued survival. Membership turnover is a reality we must deal with, as members retire or otherwise leave the field. The Listserv and website are great member benefits, but only as useful as the information shared and the content; we need to keep the interest going and the content current, and our membership actively involved in HeSCA. Ties with our sister organizations are important and need to be maintained, but alone will not sustain us.

All of our professions are continuing to change, and we need to keep those changes in mind as we plan programs and seek content for the website, as well as articles for our publications. Now more than ever, our diversity is a strength – recently I had to make some predictions as to what non-print formats libraries would be acquiring (and how) in five years, and who better to advise me than those who are doing the production? Time will tell how close they were. I've seen many others seek and obtain advice or help on the listserv.

If elected I will work to continue the efforts to grow our membership, and seek to involve more members in small ways. The website and listserv will continue to be important venues of communication as well as a strong member benefit, in addition to the in-person sharing at our meetings. In recent years the

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From the Editor

by Jamie Guth



I wrote about the sense of spring in the last issue of this newsletter, and I'm still waiting for the signs to settle in and stay. Since the last publication, we've had several snowfalls (more than all winter), and many periods of almost summer-like weather. Sometimes good things are just worth the wait! And sometimes an unexpected rush of warmth makes you realize that fast relief is satisfying, too.

That's the way I feel about my work many days. We've just completed two projects. One was the result of long-term patience and 18 months of work by over 100 people to launch a new web site. The other was an employee rap video that was completed from conception to finish in just a couple days by three people. Each was successful in its own way, so I celebrate the great variety and spice in the process of life and work.

In this issue, you'll get a good dose of that variety. You'll hear how one member used the listserv to gain support for NOT making changes at work. And in the bios of the members running for board positions, you'll

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President's Column

Good times for HeSCA. I'm so glad that I can begin a column with those words. I can do that because many positive things have been happening this winter. Some have been more visible than others, so you may not be

aware of them all. I'd like to use this opportunity to provide an update so you can share in my excitement.

Membership numbers are increasing again and Media Festival entries are up quite significantly this year. Are we producing more or just producing more that we're proud of? Whichever is true, it bodes well for our profession. It will also mean a more vibrant Learning Resource Center at the annual meeting and a richer, more exciting Awards Banquet.

The listserv has been humming with questions and answers to the many challenges our members encounter. This April will mark the official launch of moderated listserv discussions. Several board members have volunteered to take a subject and lead a discussion on it. We would like to have other members step up and offer to lead other discussions. Discussions may be on topics where you have expertise or are looking for varied viewpoints. The only proviso is that it has a connection to the work you do in health and science communications. Chris Sarley is coordinating this effort and would like to hear from you.

Bill Peters, Tim Spencer and their team are putting on an annual meeting program in Winnipeg, Canada, that you won't forget. They have secured sponsorship from both government and private sector sources that will permit us to enhance the program and provide "extras" that make a meeting especially rewarding. A bonus to having the meeting in Canada is that the US dollar goes far. For example, the room rate at the Fort Garry Hotel is \$129 Canadian. This translates into only \$84 US! Check out the details on the web and register early. This is one meeting you really won't want to miss.

The HeSCA marketing plan is just about complete and Mark Saba at Yale is chairing the new marketing effort. His committee will be creating a uniform look for HeSCA with a consistent look of professionalism for all of our outreach efforts. There will also be a new emphasis on promoting member works, including writing bios of members and accomplishments and getting them widely distributed. If you'd like to be a part of this work, please contact Mark Saba by emailing him at <mark.saba@yale.edu>.

Elections are upon us and I want to be sure to draw your attention to the truly excellent slate of candidates for the Board. The candidates have all stepped forward to serve our association. Each has demonstrated a long and deep commitment to our profession and they deserve your thoughtful support. Please read the statements from the candidates in this issue and send in your ballot today.

Finally, I would like all of you to start thinking about how you can contribute to HeSCA during the next year. You may have a web-based course that we can link to from the Member's Only section of our site, or a topic to discuss on the listserv, or a committee you would like to work on. Just let me or President-elect Ellen Nathan know what your interests are and we'll put you in touch with the right person. Contributing to HeSCA's development quickly translates into contributing to your own professional development. I can promise that your efforts will be richly rewarded.

So HeSCA's times are looking good. A lot is going on, but there's always more to do. It is great fun to know HeSCA is doing so well. ■

Arlyn Bonfield, President

Candidate for President-Elect

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focus has been on survival, and we have survived. Though that battle will never be over, it is time to start looking at and planning more for the future. I hope if you are contacted to share your skills or expertise in some manner that you will accept; I have learned that the more I give to the organization, the more I gain also.

Background:

Professionally I have a B.A. in History and an M.S. in Library Science, and am the Senior Electronic and Non-Print Programs Coordinator in the Reference Section of the National Library of Medicine (NLM). Amongst other things, I oversee the Learning Resource Center at NLM, provide reference service to the public, create and maintain some information on the Library's Intranet, and am a member of the MEDLINEplus team. Unofficially, I wear several other hats, such as access to electronic journals, telecommunications (well it isn't print), and renovations. Before joining the NLM staff, I was a hospital librarian for a number of years with the Veterans Administration.

Some of my activities and responsibilities within HeSCA have been:

- Member, Publications Committee, 1989-present.
- Editor, Guide to locating patient and consumer health education audiovisual materials (1st ed. 1989; 2nd ed. 1996).
- LRC Coordinator, 1990 (co-coordinator), 1998 annual meetings.
- Workshops coordinator, 1991 annual meeting.
- Chair, Education Committee 1991/92.
- Chair, Biomedical Libraries Interest Group (BLIG) 1993/94.
- Elected member, Board of Directors 1994-1997.
- Reviewer for Journal of Biocommunication, 1996-present. ■

Important HeSCA Links

Web site: www.hesca.org/

Webmaster's e-mail: keven@hesca.org

Administrative office e-mail

(Ron Sokolowski): HeSCAone@aol.com

Candidates for Board of Directors



Jody Beeler

*Video Producer, Medical Products Division
W. L. Gore & Associates, Inc., Flagstaff, AZ*

I have been a Video Producer for the last 12 years with the Medical Products Division of W. L. Gore & Associates, Inc., in Flagstaff AZ. That is my job description. However, being a small, one-man video department, I have learned to adapt and wear many hats over the years. We produce results. Recently we have expanded to become the Dynamic Media Group -- an all-inclusive, multimedia service organization within our division -- three guys, one doing video/surgical, one doing DVD/multimedia and one doing web development. My current projects include touch screen/DVD kiosks for tradeshow booths, surgical video demonstrations of new products, sales and marketing, multimedia presentations for new product launches, and producing large corporate meetings. My department is involved in every aspect of our divisional business. If we can't do it, we'll find someone who can. Problem solving is #1. All that matters is the end result.

I graduated from Northern Arizona University in 1986 with a Bachelor of Science degree in telecommunications. Following my graduation, I completed an Internship with VAS Communications in Phoenix, AZ, with Dick Williams, and became involved with the BPA (now BCA). Through this work I learned a lot about the biomedical communications field. Those experiences led to where I am today.

I have been involved with HeSCA since 1990 and feel that HeSCA is leading the way to become the flagship resource for biomedical communications. My work with HeSCA has included audio-visual support of the annual meeting held in Phoenix three years ago and continued involvement in the Media Festivals. Growth is important for this organization, and I want to be a part of it.

Thoughts about the Board

I would like to be a part of the Board of Directors for HeSCA, to be more involved with the organization and lend a hand when and where it is needed. I feel that I can bring a little experience and a different outlook to the board. But most

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Tom Kidder, M.A.

*Producer-Writer, Media Services Department
Dartmouth-Hitchcock Medical Center
Lebanon, New Hampshire*

I would be pleased to serve on the HeSCA board. Having been an active member and a workshop leader over the years, I feel that I have a clear vision of HeSCA's potential as a supportive, educational fellowship of communications professionals.

I joined HeSCA in 1989 and discovered all of the benefits and joys of coming together with other health communications professionals, and quickly discovered that HeSCA members were a delightful group of people.

I would not come to the board with a particular agenda of new ideas and change. My approach would be first to listen--to absorb all I can about the workings of the board and our vision for HeSCA. Our membership includes professionals from all facets of medical education and communication as well as from all parts of the world. I want to be certain that we value the diversity, that all members are well served by the organization, and that we plan policies and goals in such a way that we are all benefiting from each other's talent and ideas.

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Jody Beeler *(cont'd)*

importantly, I want to learn and gain from the experience.

Familiarity with the past history of this organization and others presents interesting challenges for HeSCA. HeSCA has risen to become the premiere organization for professionals within health sciences communications. With the new vision and mission statements, we can only get better with experience and time. Our annual meetings are an excellent springboard for networking and ideas; we need to continue and build upon that. I want people to get EXCITED about it!

Personal notes

Likes: Stimulating conversation, a good beer in good company. Getting the Job Done. Traveling. People from different places. Sunsets, Autumn, Crisp Cool days.

Favorite Foods: Seafood, Mexican

Musical tastes: Everything from Elvis to U2, Jazz, you name it...

Stuff I like to do: Spend time with 9-year-old son John. Swim, hike, fish, camping, hunting, take pictures, shoot video. Laugh a lot.

Dream jobs: Helicopter pilot-firefighter-scuba dude.

Most dreaded work task: Paperwork, Logging timecodes.

Favorite Comedians: Richard Pryor, Sam Kinison.

Favorite Color: Blue

Residence: Sedona, Az ■

HeSCA Board of Directors

President: Arlyn Bonfield
(abonfield@aol.com)

President-Elect: Ellen Nathan
(enathan@butler.edu)

Past President: Jamie Guth
(jamie.a.guth@dartmouth.edu)

Chief Financial Officer: Chuck Lenosky
(clenosky@creighton.edu)

Board Members:

Ray Aldrete (aldrete@rockvax.rockefeller.edu)

Logan Ludwig (lludwig@luc.edu)

Beverly Peters (beverlyp@baylordallas.edu)

Bill Peters (billp@sbrc.umanitoba.ca)

Cliff A. Pollack (pollack@slu.edu)

Dean Shaffer (dean.shaffer@desales.edu)

Keven Siegert (keven@u.arizona.edu)

Candidates for Board of Directors

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Victoria Swift, M.F.A.

*Publications Coordinator, Medical Media Division
University of North Dakota School of Medicine and
Health Sciences, Grand Forks, ND*

I have been Publications Coordinator of the Medical Media Division at the University of North Dakota School of Medicine and Health Sciences for four years, and became the director two years ago. I received my Masters of Fine Art from the University of North Dakota in 1993, and my Bachelor of Fine Art from The Rhode Island School of Design in 1983, with an emphasis on printmaking. Current projects include designing and implementing instructional workshops using PowerPoint, CorelDraw, Photoshop, and digital photography for medical school faculty and staff. Another long-term project is gathering and digitizing historic school photos into a searchable database.

For the past two years I have taught beginning and intermediate Photoshop classes at the University's School of Fine Arts. As a graduate student I taught classes in relief and silkscreen printmaking, and drawing. I also held internships with IBM's Department of Multimedia in Rochester, Minnesota, and Atlanta, Georgia. In Atlanta, I used AVI software to develop a sample multimedia kiosk for the 1996 Atlanta Olympic Games.

Prior to coming to North Dakota, I taught part-time in the printmaking department at the Rhode Island School of Design, and also worked as their printmaking technician.

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Donna Wolbe

*A/V Systems Integrations Specialist
Audio Visual Innovations, Inc., Dallas, TX*

I am an A/V Systems Integrations Specialist for Audio Visual Innovations, Inc., Dallas, TX. AVI specializes in turnkey communications and presentation systems for corporate and medical clients. My career in technology sales began 11 years ago (1991) with Lanier Worldwide as a presentation systems account manager. Prior to that, I was an interior designer and real estate broker, combining those vocations with remodeling homes. My sales experience has included peddling everything from Girl Scout cookies, swimming lessons, and handwriting analysis/fortunes (don't ask, please!) to houses, furniture and draperies, and finally, to projectors, audio, and videoteleconferencing systems!

I was first introduced to HeSCA in 1995. Bob Myers, a long-time client/associate from Baylor Medical Center, requested my help with the Milwaukee Annual Meeting. I have provided A/V equipment and meeting support for most of the HeSCA meetings since then.

I immediately became interested in the mission of HeSCA. I was impressed with the efforts being made to provide education to promote the correlation between technology and communications.

My challenge as a HeSCA Board Member, if elected, will be to facilitate more involvement with manufacturers of communications products pertinent to medical applications. My goal is to be a source for bringing new vendor relationships and to help HeSCA form partnerships that will bring future support for interesting and innovative programming. I would like to promote this 'information-sharing' with HeSCA members year-round, not just at the Annual Meeting.

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Victoria Swift (cont'd)

I was introduced to HeSCA through past president Keith Stenehjem, my supervisor for three years. My work with HeSCA includes the design of the logo for the Annual Meeting in Winnipeg this summer, and I am currently working with Bill Peters on other materials for the conference.

Thoughts about the Board

As a first-time conference attendee in Asheville, I was very fortunate to meet some of the long-term HeSCA members, whose names had become familiar to me from the listserv. I was pleasantly surprised to find everyone in this "select circle" quite approachable. I felt an immediate sense of belonging to the group, which can be rare for a new member. The HeSCA board seems to be able to accomplish business in an enjoyable way, also a rarity. I want to be a part of this organization, both to learn from it and to offer what I can for its continued success.

Although I am not familiar with HeSCA's membership history, I sense there are untapped markets out there for potential members and participants. Perhaps we could conduct a study to seek out new areas for members. On a smaller scale, perhaps we could develop a 'new member outreach' program to insure that all first-time meeting attendees receive the same excellent welcome from well-established HeSCA members that I did at my first meeting.

Personal notes

Locally known for: Designing logo for the North Dakota Sundog Jazz Festival last summer.

Currently singing along to: Rufus Wainwright's self titled 1998 CD.

Watermarks: Lost thousands of possessions in a flood. Gained perspective. Learned how much water a 13 inch television holds.

Favorite junk food: Cheetos.

Dream jobs: Hot air balloon designer for Macy's Day Parade, free-lance choreographer, beachcomber, textile designer, backup singer for Elvis Costello or Sweet Honey in the Rock.

Most dreaded work task: Giving a lecture called *What is a Biomedical Communicator?* to University of North Dakota freshman and sophomores each semester.

New interests: Sea kayaking - can't wait to buy my own boat. Marriage - celebrated one year in October 2001. ■

HeSCA Annual Meeting Moves North!

This year's annual meeting in Winnipeg, Canada, offers a wide variety of tantalizing programs. The June 19-21 event is being organized by the hip Canadian team of Tim Spencer and Bill Peters, who've drawn together a great blend of both Canadian and American speakers.

The conference will be held in the Hotel Fort Garry in Winnipeg, Canada. Built in 1913 by Canadian railway companies, this is an elegant chateau-style hotel with 230 rooms including 16 suites. Facilities include 16 meeting rooms, a piano bar lounge, an indoor swimming pool, a health club, and a LOT of character. Reserve your room early! (www.fortgarryhotel.com)

Here's an overview of the great programming developed for you. Full details are at the HeSCA website at www.hesca.org.

Thursday, June 20: Telehealth Day, with two keynote speakers

Telehealth: A Vision for the Future

Ronald S. Weinstein, MD, Vice President, American Telemedicine Association

Identifying Predictors of Success for Telehealth Networks

Mark VanderWerf, CEO, AMD Telemedicine

Telehealth in Canada

Robert M. Filler, MD, FRCS(C), President, Canadian Society of Telehealth
Professor of Surgery and Pediatrics, Emeritus, University of Toronto
Consultant in Telehealth, The Hospital for Sick Children, Toronto

Establishing a Sustainable Telehealth Network: A Texas Experience

Dr. Bob Brecht, CEO, eHealth Solutions Inc, Houston, TX
Michael Baker, VP, Distance Education, Polycom – USA

The Membership Model: One Approach to Network Sustainability

Kevin M. McNeill, Ph.D., Chief Information Officer and Associate Director;
Arizona Telemedicine Program and Associate Research Scientist, Department of
Radiology, University of Arizona

Integrating Diverse Resources: Canada's Newest Telehealth Network

Wayne Boyce, Director, MBTelehealth, Winnipeg, Manitoba

Social and Economic Impact of Telehealth Programs on Rural Communities

Penny Jennett, Ph.D., – Director of Telehealth, University of Calgary

Increasing Network Utility with Peripheral Devices

Joe D'Iorio, Tandberg USA

Designing Telehealth Facilities and Making Existing Facilities Work

Janet Major, Technical Coordinator, Arizona Telemedicine program
Distance Program Coordinator, Biomedical Communications, University of
Arizona

Creating a Culture of Use: Promoting Telehealth at the Local level

Dan Reinbold and Sean O'Neill, Alberta Telehealth

Friday, June 21 – Internet Day

KEYNOTE: It's Made of People: Online Community Makes the Internet Hum

Mark Surman, The Commons Group, Toronto, Canada

Winning at Relationship Marketing: Online Strategies

Thomas C. Lawry, CEO, Verus Inc.

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Tom Kidder *(cont'd from page 3)*

I know that HeSCA has spent several years trying to merge with BioCommunications Association, and that in spite of intense effort, the merger has not succeeded. One of my goals would be to continue to explore the idea of joining forces with another organization, to open up the opportunity to expand our bases for new ideas and new educational opportunities as well as to help maintain a strong economic base.

I believe my background provides expertise that would be valuable to HeSCA. I have extensive and varied experience as an educator and video producer, and I have taken active roles in professional and community organizations. I have been producing film and video for over 20 years, beginning with 16-millimeter documentaries and moving into video, where my emphasis has centered primarily around medical education. I have also had a second career as a teacher of film and video production, drama, journalism, photography, and English, and I have worked as a high school administrator.

I am a producer, cameraman, editor, and writer, now serving as producer-writer for the Media Services department of the Dartmouth-Hitchcock Medical Center in New Hampshire. I worked for five years in northern India, producing health-related video for medical organizations and teaching media and theater in an international school. I also made one excursion into Nepal to work on a healthcare video.

My production work on *The Doctor Is In*, DHMC's public television program, and other video projects has helped win a number of national awards for our Media Services department.

I have presented workshops at HeSCA meetings on finding and using archive footage and creating time-lapse video. I took a seven-year leave from the organization while I was living abroad, but maintained many of my contacts with members. I returned in 2001 and attended the national conference in Texas, where I offered a presentation on an interactive health education website we were producing. It was great to be back, renewing old friendships, and meeting new members.

I have gained immensely from this organization and would be honored to have the opportunity to become involved in its governance and leadership. ■

HeSCA Annual Meeting Moves North!

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Building a Consumer Site that Works

Clint Taylor, Vice President of Marketing, HealthVision

Dynamic Content as the Future of the Internet

Stephane LeSieur, Macromedia Canada

Implementing a Data-Driven Internet Site for a Health Care System

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

Content Management Tools and Resources: A demonstration of several content management tools and resources including:

KidsHealth.org: Licensing Children's Health Content

Neil Izenberg, MD, CEO, KidsHealth.org

HealthVision: Content Management Tools & Licensed Content

Clint Taylor, HealthVision

Verus: An Interactive Pregnancy Resource & News Center

Thomas C. Lawry, CEO, Verus, Inc.

WebBuild: Developing an e-Learning, Organization Wide Platform

Marc E. Smith, Executive Vice President, Operations, HealthyConnect

"Beyond 'Click This': Blackboard Integration into Teaching/Learning"

Karen Adsit, EdD, Director, Walker Teaching Resource Center, The University of Tennessee at Chattanooga, Chattanooga, TN; Dean Shaffer, Director, Instructional Technology, DeSales University, Allentown, PA; Collette Hanson, Assistant Director, Media Services, Creighton University, Omaha, NE; Ellen Nathan, MEd, Instructional Technology Coordinator, Butler University, Indianapolis, OH

Saturday, June 22

KEYNOTE: Streams of Conscious: Tales from a Winnipeg Filmmaker

Guy Maddin, Winnipeg, Manitoba, Canada

Quicktime VR: A World of Possibilities

Jim Fosse, Biomedical Communications, College of Veterinary Medicine at Iowa State University, Ames, IA

Copyright Justice: A Model for Fairness and the Professor Exception to Work Made For Hire

Paul Zuckerman, Salt Lake City, UT

Providing Quality Remote Customer Service in an Electronic Age

Lori Klein, National Library of Medicine, Bethesda, MD

The Future is in Your Hands: Four presentations looking at various aspects of the wireless computing revolution.

Handheld Computing Devices – An Overview

Dean Shaffer, Director of Instructional Technology, DeSales University, Allentown, PA

Medical Applications for Handheld Computers

Christopher Sarley, Center for Educational Development, Lehigh Valley Hospital, Allentown, PA

Technology Trends of Instructional Materials in Higher Education

Craig Bauer, Division Director, Book Publishing Digital Services, RR Donnelley

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Listserv to the Rescue!

by Beverly Peters

It happens all too often: As you try to deal with the challenges of a typical workday, a crisis arises. It may be a technical glitch involving equipment, an unexpected project with an impossible deadline, or a missing piece of key information for a report or proposal. You need an answer and you need it quickly.

For those who work alone or in small departments, the feeling of isolation at these times can be overwhelming. Even a small problem or a single unanswered question can throw a monkey wrench into the works, especially when time and resources are limited. What can you do to regain control? After the initial adrenaline jolt has cleared, take a deep breath, gather your thoughts, and post a query to the HeSCA listserv. Chances are good that a HeSCA colleague has dealt with the situation before or can link you to the information or resources you need.

Last spring, I discovered that the HeSCA listserv can provide not only concrete answers but emotional support as well. After 14 years of doing graphics and desktop publishing on a Mac, I was faced with the potential trauma of having to change to a PC to conform to institutional preferences. At the very least, the other Macs in my department would be changed to PCs, and my computer would have to share files with them over a network. After doing some research on the Internet, I posted a question to the listserv about a particular file-sharing program and hoped to receive recommendations from those who had used it. I got what I asked for and much more.

I received seven responses, ranging from detailed descriptions of file-sharing successes to the simple rallying cry, "Don't give up your Mac!" Two respondents affirmed that Mac is still the preferred platform for graphic design and prepress; others cited the problems inherent in cross-platform work and provided solutions. Several respondents wished me good luck; one offered to discuss my situation at length. I felt rejuvenated. I had made contact with those who had been through this and survived. More than that, I learned that I had allies. The information was important, but the camaraderie conveyed with it was inspiring.

I forwarded the pertinent messages to my manager, who wrote a report for her superiors. A sympathetic Mac-savvy technician from my

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HeSCA Annual Meeting Moves North!

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The State of Wireless Data Connectivity

Matthew Waitt, Associate Project Director, Program and Strategic Development, eBusiness Institute, DeSales University, Allentown, PA

Workshops

Culture and Communication, and the Communication of Culture: An Aboriginal Perspective

Wednesday morning 8:00 am – 12 noon

Afternoon trip to participate in a traditional healing Sweat Lodge experience is complimentary to people registered for this workshop.

Handheld Computing: I Got This Thing for Christmas - Now What?

Wednesday morning 8:00 am – 12 noon

Acrobat for Creatives: Getting the Most Out of the PDF Workflow Process

Wednesday, June 19, 8:00 am – 12:00 noon

Building Successful Telemedicine Programs

Wednesday June 19, 1:00 – 5:30 pm

Handheld Computing: Advanced Topics

Wednesday June 19, 1:00 – 5:00 pm

Quicktime VR: A World of Possibilities

Thursday June 20, 8:00 – 12:00 noon

Character Building: A Basic Introduction to Macromedia Flash Animation

Thursday June 20, 8:00 am – 12:00 noon

Building Multimedia Presentations with Flash: A Powerful Alternative to Powerpoint

Thursday, June 20, 1:00 – 5:00 pm

Website Design: Looking Behind the Page

Thursday, June 20, 1:00 - 5:00 pm

Special Evening Events

Thursday evening, June 20

Riverboat Cruise

While you're in River City, enjoy the scenic and historic sights of Winnipeg on the MS Paddlewheel Princess.

Friday evening, June 21

A free evening to enjoy the Winnipeg Jazz Festival, Northern League Baseball, CFL Football, Horse Racing at Assiniboia Downs, or relaxing in "Little Italy"...

Saturday evening, June 22

Media Festival Awards Banquet and Dinner Dance

We're not done yet! There has also been tremendous interest in a post-meeting excursion organized by our friends at Wildlife Adventures to Churchill, Manitoba - the Polar Bear Capital of the World. It may be a little too early in the season for polar bears, but it is an ideal time to check out the Beluga Whale migration, icebergs, and taste a little Arctic Char... Check out wildlifeadventures.com/Frontiers/HeSCA2002.htm or call them at 800-593-8881. ■

Donna Wolbe (cont'd from page 4)

resources such as the HeSCA website and Feedback, we should be able to obtain educational information from vendor/partners to publish for members on a regular basis.

I look forward to being more involved with the organization as a real member(!), not just as a vendor. My job in the past has been to solicit support from companies such as NEC, Philips, Telex, and Mitsubishi. These companies have provided projectors at no cost to HeSCA for group meetings and breakout sessions for several years. I provided support to the presenters and speakers before and during their classes. I also helped coordinate the audiovisual needs with the hotel staff.

I have found that being involved with HeSCA members has not only been a lot of fun, it has helped me to better understand the needs of my medical clients who look to me for communication and audiovisual solutions. ■

From the Editor

(cont'd from page 1)

read about plenty of experiences and perceptions of our professional world. Consider them carefully; these people are offering their time and skills for us, and please send us your vote!

And finally, there's great anticipation in the air for this year's annual meeting in Winnipeg, Canada. This is the first time in many, many years that we've held this meeting outside the United States, and this international team has developed a first-rate program. So think ahead to the warmth of a HeSCA meeting, which we get regardless of the temperature outside! ■

Listserv to the Rescue!

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institution's information services department provided additional input that helped quell the PC fervor. We kept our Macs. The crisis was over, at least for the time being. I credit the listserv respondents with providing perspectives that I wouldn't have gotten elsewhere. Every message was valuable.

So the next time you're faced with a work-related dilemma but lack the resources to resolve it, call on your HeSCA colleagues through the listserv. The help you need may be just a click away. ■

HeSCA Sustaining Members

The following organizations have reaffirmed their support for the field of biomedical communications by making a major commitment to the Health Sciences Communications Association. They deserve your thanks and support:

Educational & Training Systems Int.

Vera Pfifferling
201 Silver Cedar Court
Chapel Hill NC 27514-1517 USA
Phone: 919-967-9900
Fax: 919-967-0058

Audio Visual Innovations

Donna Wolbe
3210 Belt Line
Suite 124
Dallas TX 75234 USA
Phone: 972-243-4422
Fax: 972-243-5450
Email:
dwolbe@theavwarehouse.net

Gateway Computer

Blake G. Adkins
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Email: www.media100.com

Visit our website at www.hesca.org
