

A Note from the President

It does seem like ages since I met many of you in St Louis, and I'm sure you are well settled into your work places and going about your daily routines as usual. I would like to again thank Cliff Pollack for a successful 2009 annual meeting and allowing our members to experience his beautiful work facility at Logan College of Chiropractic. Hopefully you have taken many ideas, solutions and friendships back with you.

Each year we get to experience an informative program focusing on the latest topics, techniques and technologies in unique work environments which are so valuable to our professional growth. Being able to meet members face to face and discuss issues en mass cannot be duplicated by the online experience.

Next year's annual meeting will be a joint one with the BioCommunications Association the Association of Biomedical Communications Directors and HeSCA. Having three associations meet together will provide members additional opportunities for networking and exchanging work experiences. I look forward to having us all together.

So what do we do until the annual meeting? Over the past year HeSCA has taken the social media leap. Members can connect via Twitter, Facebook, YouTube, or LinkedIn. Visit our website to get the latest news on the associations activities. Continue to use the listserv to gather colleague's advice.

Plans are now under way for the 2010 annual meeting in Boston, June 2-5, so please consider sharing your work experiences with the membership. The Call for papers has been sent and this year's theme is **Revolutionary Ideas in BioCommunications**. Make your plans to be there because we can't start the revolution without you!



LYNN POVANDA, HeSCA President



New Members

A very warm welcome to our newest members

Doug McCartney

St. Boniface Gen. Hosp. Research Centre
Winnipeg, Canada

James Fiege

Faculty of Dentistry, Univ. of Toronto
Toronto, Canada

Christine Nicolau

Faculty of Dentistry, Univ. of Toronto
Toronto, Canada

Andrea Cormier

Faculty of Dentistry, Univ. of Toronto
Toronto, Canada

Mary Kate P Wright

MK Illustrations
Ewa Beach HI

Carly Betton

University Hospitals Birmingham NHS
Birmingham, United Kingdom

Janet Mah

Cross Cancer Institute
Edmonton, AB, Canada

Sara Thompson

Dept. of Pathology
Univ. Arkansas for Medical Sciences,
Little Rock AR

Catherine Bianco

Ontario Veterinary College
University of Guelph, Guelph, ON Canada

Mary Moore

Calder Library & Biomedical Comm.
Univ. of Miami School of Medicine,
Miami FL

David Goolabsingh

Learning Resource Center
Univ. of Miami School of Medicine,
Miami FL

Gediminas Paulaitis

Biomedical Communications
Univ. of Miami School of Medicine,
Miami FL

Emilié Lacharité

University of Ottawa Heart Institute
Ottawa, ON Canada

Ian List

Cambridge MA

Jason Berg

Precision Graphics
Champaign IL

Margaret Liss

Health Solutions Business Unit
SAIC
Alexandria VA

DESTINATION: BOSTON

Start making plans to join us **June 2 - 5** in historic Boston for *Revolutionary Ideas in Biocommunications*. This conference will showcase some of the finest, most interesting applications of technology in communications, creative applications, and problem solving solutions to communication and imaging challenges.

HeSCA's 2010 International Conference on Health and Science Communications will be a combined meeting with the Association of Biocommunications Directors (ABCD) and the BioCommunications Association (BCA). We're excited to join our colleagues for what promises to be a great venue for a terrific meeting.

Planning is well underway, but we'd like to hear from you. Contact HeSCA Conference Chair, Arlyn Bonfield (781-784-9700, abonfield@biomedicalmedia.com) with questions, ideas, or to volunteer to work on the meeting. And consider making a presentation (see Call for Participation opposite or at www.hesca.org). But don't delay. The deadline for abstract submission is November 30.

We look forward to hearing from you and seeing you in Boston.

Save the date!





www.bioconf.org

Boston
JUNE 2-5
2010

Revolutionary Ideas in BioCommunications

The 2010 annual conference will be a combined meeting of the Association of Biomedical Communications Directors (ABCD), BioCommunications Association (BCA) and the Health and Science Communications Association (HeSCA). This meeting will showcase some of the finest, most interesting applications of technology in communications, creative applications, and problem solving solutions to communication and imaging challenges. Historic Boston – a popular destination for so many reasons – will host the conference at a central, downtown location.

Call for Papers

We invite you to submit an abstract for presentation. Topics may include, but are not limited to imaging technologies, web applications and solutions, interactive sessions, distance learning, digital asset management, software skills, social networking, e-learning, telehealth, management challenges, facility planning, instructional technology, streaming video, website usability and accessibility, and more. Don't forget the more traditional tools – topics about interesting applications of photography, graphics, or video are also encouraged.

Preparing your abstract

Your abstract should be a clear, concise summary of your presentation. All abstracts should include the following: Title, author, name(s), institution(s), full name, address and phone number for correspondence. Do not include degrees, titles, institutional appointments or addresses as part of the abstract. Organize the body to include intent, target audience and summary of work. Do not include introductions, literature reviews, historical data, references, or bibliographies. Abstracts should be limited to 200 words. Please also submit a short bio (70 words maximum) for each author and a head shot (jpg).

Submitting your abstract

Electronic submission is preferred. Subject line of your email should read: Abstract – ABCD/BCA/HeSCA 2010

Submit your abstract along with the information requested as an email attachment to:

abonfield@biomedicalmedia.com

Questions may be directed to:

ABCD: Lynda Banzi Sponholtz (617-724-5342)

BCA: Charlene Baron (508-856-1600)

HeSCA: Arlyn Bonfield (781-784-9700)

Presentation format (check one):

- ☐ Plenary/concurrent presentation
(20 minutes) ☐
(30 minutes) ☐
- ☐ Infoshare (5 - 10 minutes)
- ☐ Show your stuff (5 - 10 minutes)
- ☐ Workshop (1.5 - 3 hours)

See www.bioconf.org for description of presentation formats

Title: _____

Name of lead author/primary contact: _____

Organization: _____

Address: _____

City: _____

State/Province: _____

Zip/Postal Code: _____

Country: _____

Telephone: _____

Email: _____

Please note: Presenters are responsible for their own conference registration, travel, and related expenses.

Deadline for abstracts: November 30, 2009



www.abcdirectors.org



www.bca.org



www.hesca.org

New Member Biography

Mary Kate Wright is a certified medical illustrator currently living in Ewa Beach, Hawaii. She holds a BA from Tulane University and a MSc in Medical Illustration from the Medical College of Georgia. She received her certification in medical illustration in 2005 from the Association of Medical Illustrators.

Following graduation, Mary Kate worked as medical illustrator in a two-man department at the Hughston Foundation, a supporting entity for the Hughston Clinic and the Jack Hughston Memorial Hospital in Columbus, Georgia. There, she created original 2D and 3D artwork for publication, digital presentations, and patient-information posters, brochures, and videos. She also served as illustrator and art director for the Hughston Health Alert, a quarterly patient-education newsletter.

In 2005, her husband, an officer in the United States Army, received new orders and they moved halfway across the globe to Hawaii. She landed a fascinating, but short, contract position as medical illustrator with the University Clinical, Education & Research Associates of the University of Hawaii, John A. Burns School of Medicine. She worked closely with Dr. Kenneth Ward who was studying human placentas for insight into many life-threatening diseases in women.

After the move to Hawaii, Mary Kate decided to pursue a lifelong dream and began her own medical illustration business. She is currently sole proprietor of MKIllustrations and has clients from all aspects of the medical and scientific community. She loves the flexibility and challenge that comes with owning her own business and looks forward to expanding her clientele base.

Mary Kate's award-winning work has been published in journals, newspapers, books, brochures, and patient education newsletters. Her student artwork has won awards from the AMI, the Medical College of Georgia, and the University of Georgia, including the Stenstrom Award of Excellence. Professionally, she has been recognized in the APEX Awards for Publication Excellence, winning the Grand Award in Design and Illustration in 2004, and an Award of Excellence in Illustration and Typography in 2005. Mary Kate is a professional member of both the AMI and GNSI. Joining HeSCA this year, she has hopes of meeting new colleagues and networking.

When not drawing guts, Mary Kate likes to go to the beach and go hiking with her husband and two dogs. She enjoys running, surfing and volunteering with the Family Readiness Group for her husband's unit.



Contact info:

marykate@mkillustrations.com

DATE • UPDATE • UPDATE • UPDATE • UPDATE • UPDATE

Are your contact details up-to-date?

**Electronic newsletters
and announcements coming soon.**

**Please email: hescaone@sbcglobal.net
with any updates to ensure you experience no disruption**

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Where are they now?

JODY BEELER

I left the world of biomedical communications and my job at W.L. Gore & Associates, Inc. prematurely due to the sudden and untimely death of my mother in April 2004. Since then, I have been immersed in the family art business full-time; my mother had been the backbone of the business and I had to leave and help my dad. He was the premier Western /Cowboy Artist of his time, until his death at age 74 in April 2006, and his work continues to be popular to this day. I am the CEO and President of the company, and oversee the use of copyrighted material and images daily. I am directly involved in the marketing of the remaining Joe Beeler bronze sculptures and his other forms of artworks.

"I got to hang out with Ernest Borgnine..."



(L-R) Ernest Borgnine, Dean Smith - stuntman/olympic athlete, and Ol' Jody!



(L-R) Joe Beeler (dad), Don Hedgepeth - author, and Jody.

My dad was pretty much solely responsible for the resurgence in the popularity of Western/Cowboy art in the late 50s, which caught on in the 60s, became hugely popular in the 70s, and monstrous ever since. His art was popular with Barry Goldwater, John Connolly and a score of other characters. He was one of four founders of the Cowboy Artists of America (CAA), founded here in Sedona in 1965. The CAA were the first elite group of cowboy artists to assemble formally; more information on my father and the association can be found at: cowboyartistsofamerica.com/members/joe_beeler/deceased

We are fortunate with the continuation of the popularity of Western Art. We received a Western Heritage Award in 2005 for Best Art Book – *Joe Beeler, Life of a Cowboy Artist*. The award was presented at The National Western Heritage Museum in Oklahoma City, and I got to hang out with Ernest Borgnine who was being honored for his lifetime contribution of Western Heritage for his role in the movie 'The Wild Bunch' by Sam Peckenpah.

CEDRIC GILSON

Dear HeSCA,

It is with enormous regret that I will not be renewing my membership this year – I have been away from the profession for nearly nine years and gone on to different things. I am now Visiting Fellow at the School of Law, University of Westminster, London UK, having obtained a PhD there in March 2007. I still read HeSCA news and announcements avidly and am reminded of the names of people I met at past conferences. It gives me great pleasure when I remember the fantastic welcome, warmth, friendliness, hospitality and companionship of fellow HeSCA-ns and the real enjoyment of being among you. I am pretty out of touch with developments in teaching support these days but I recognize the energy and enthusiasm with which the organization is pursuing excellence and originality in the work of its members.

HeSCA is very much what I wanted the British organization to be originally – all-embracing, interdisciplinary, multi-faceted. Unfortunately, some of the professional groups that HeSCA nourish do not exist in such a structured way in the UK (for instance, every teacher thinks they are an educational designer, so there are very few educational designers). But I am proud to recall that two HeSCA presidents have been Brits. That's quite an achievement!!

As a last remark while I am still legally a member(!), with regard to the **Journal of Visual Communication in Medicine**, I would like to see more American articles in it. At the moment, they are all British! Get writing on your side of the pond!

My very best wishes to you and the entire membership. Thank you for an excellent service. May HeSCA always achieve its most precious wishes. Keep up the good work; keep up the standard!!

Kind regards,

Cedric C. Gilson

(retired, pensioned, still working but unpaid!)

My UK Experience – Jim Huff IMIHEP RECIPIENT 2009

Opportunities often seem to present themselves at times when we can find a number of reasons not to take advantage of them. While returning home from my first HeSCA meeting I shared a taxi to the airport with someone that I had just met at the conference. After learning more about my background she asked if I would be interested in a short term teaching program abroad. An organization called Project Hope had an opportunity to teach medical photographers at the University of the West Indies. My initial thoughts were all roadblocks to the opportunity; how could I leave work for three months, where would I stay, what would I teach. Fortunately because of the advice of other HeSCA members I took advantage of that opportunity which proved to be one of the highlights of my career and the reason that I became interested in global health. So when I had the opportunity to participate in the IMI HeSCA Exchange Program and the roadblocks started to surface I again moved forward and took advantage of the opportunity. And once again I benefited from that choice.

I arrived in Cumbernauld, Scotland on September 17 after a very scenic train ride from Edinburgh. My networking started early as I struggled to find a way from the train station to the hotel. I met Norm Barker and Bard Kjersem who had secured one of the few taxis available in town. The networking continued as I arrived at the registration room to find several familiar faces from the last HeSCA meeting. I quickly felt right at home as I was introduced to the meeting program team and several other attendees. The conference was opened by the IMI Chairman, and my good friend Angus Robertson who introduced me to the entire group. I must admit that even though I have presented at several meetings I was made to feel like a celebrity as the IMIHEP awardee.

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lpovand@gwu.edu

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HeSCAOne@sbcglobal.net

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aueyama@cvh.on.ca

Arlyn Bonfield (rolling)

Biomedical Media
abonfield@biomedicalmedia.com



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The program was diverse with topics ranging from the opening keynote on how social and economic factors create health to specific photographic and illustrative techniques, new technology applications, and practice experiences. The program ended with an interactive presentation on anatomical correctness in patient photography. It was refreshing to witness the passion for professionalism that was exhibited during this discussion. I will describe these in more detail in an upcoming article to be published in the Journal of Visual Communication in Medicine.

In addition to the social interaction I had at the meal functions and breaks, we had a wonderful casino evening of poker, roulette and blackjack. There was even a magician to cheer us up as we watched our 50 pound stakes disappear as the evening also disappeared into morning. But the evening ended on an up note with a pound pitching contest (like pitching pennies with silver dollars). The winner (not me) wound up with a bottle of the finest Scotch whiskey and all the pitched pounds were donated to charity.

The other highlights of the meeting were the trade show and the awards banquet. There were over 25 vendors exhibiting quite a variety of products and services.

I found them all very helpful in both explaining their products and assisting me with specific applications to my needs and interests. I even posed for a 3D photograph with full texture mapping of my face. And as always the Piece de Resistance was the awards banquet. The quality, creativity and variety of technique always makes me proud to be in this profession.

I appreciate the opportunity to have been this year's IMIHEP representative at IMI 09. As with every HeSCA meeting I have attended, I left with relationships updated and renewed as well as new ones started. And once again appreciative that I recognized the value of the opportunity that challenged me to accept it.

Visiting Boston in June

Boston – a blend of stylish sophistication and historic New England charm where you can uncover the city's past while enjoying its distinctively modern edge. And June is a great time to visit.

Affectionately known as 'America's Walking City,' you can stroll the Boston's sidewalks, wander its green parks, or just people-watch at one of the many outdoor cafes. There are free concerts on the Charles River Esplanade, shopping at Faneuil Hall Marketplace and the boutiques of Newbury Street, world-class museums, and great neighborhoods to get lost in. Walk the Freedom Trail or follow Paul Revere's ride to learn about Boston's role in the Revolutionary War. For sports fans, catch a Red Sox game at Fenway Park. When the sun goes down, experience the nightlife in the city's restaurants, bars and clubs.

Before or after the conference, consider exploring nearby colonial New England towns such as Salem (home of the witch trials), Concord and Lexington (where the war against the British began), Cape Cod (for beaches) or the Berkshire Mountains (home of the original Alice's Restaurant).

Wherever you visit, you'll be glad you came.

