

ABCDExchange

ASSOCIATION OF BIOMEDICAL COMMUNICATIONS DIRECTORS

No. 44, May 2001



The ABCD Annual Meeting

In conjunction with HeSCA and the BCA
in Dallas, Texas
at the Marriot Quorum Hotel
June 23 - 26, 2001

Featuring a presentation by
Charlie Farmer

“To look backward for a while is to refresh the eye, to restore it, and to render it more fit for its prime function of looking forward.”

— Margaret Fairless Barber (a.k.a. Michael Fairless)

“Wide Open Spaces” is the theme for the 2001 Annual Meeting for Biocommunications which is being held jointly by ABCD, the BioCommunications Association (BCA) and the Health Sciences Communications Association (HeSCA). Explore the meeting website for detailed information about the exciting educational, social, and creative opportunities available at this year’s meeting. You can access the site and registration form through HeSCA at www.HeSCA.org.

Of special interest to members of ABCD will be a presentation by Charlie Farmer at 1:30 p.m. on Sunday, June 24. Many in ABCD remember Charlie and worked with him years ago. But for the newer generation a little history may be in order. 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. 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. Come, “refresh the eye,” and celebrate 30 years of ABCD with the person who got it all started.

ABCD President Logan Ludwig has planned a great retreat day on Saturday, June 23. 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 biomedical 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 a brief visit to the Shops and Galleries of the Crescent and for participation in our annual Group Photo in the Gallery Courtyard. Check out the hotel at 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. Let’s all try to make it this year!



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