AMI Registration Desk:
Heritage Hall Lobby
Wednesday, 6:45am-6:30pm
Thursday, 7am-6pm
Friday, 7am-6pm
Saturday, 7am-1:30pm

Salon Exhibit Hours:
Marriott Ballroom, Marriott Hotel
Thursday, 7am-9pm
Friday, 7am-9pm
Saturday, 7am-1:30pm

Board of Governors Meeting:
Wednesday, 8am-4:30pm | Dannon House, Mayo Clinic
Saturday, 7-8am | Viking Room, Kahler Hotel

Executive Management:
AMR Management Services
AMI Executive Director: Melanie Bowzer
AMI Program Manager: Sara Zach
AMI Conference & Events Manager: Glen Ellwood
AMI Records Coordinator: Amy Rhorer

Volunteers:
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Program: Joanna King, David Cheney
Workshops: David Cheney
Digital Salon: John Dorn, Nick Klein
Traditional Salon: John Hagen, Mike King, Carl Clingman
Salon Judging: Ryan Fongemie
Professional Exhibits: Lori Messenger, Christy Krames
Website: Jennifer Fairman
First Timers’ Workshop: Emily Shaw, David Cheney
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Thank you, students, and other Mayo Clinic volunteers, for your contributions to help make this conference a success!

SPECIAL THANKS TO OUR SPONSORS AND PARTNERS!

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WELCOME TO THE ANNUAL ASSOCIATION OF MEDICAL ILLUSTRATORS CONFERENCE!

At the heart of our profession are compelling stories. Tales of cutting-edge medical procedures, newly discovered molecular processes, revealing scientific mysteries, and inspirational journeys fascinate us. Celebrate unique stories of innovators, visionaries, pioneers, scientists, and artists during this 69th Annual Conference—AMI2014 at Mayo Clinic.

A celebration of creativity and talent, AMI2014 will offer a diverse program including workshops, programming, and activities with the backdrop of the Mayo Clinic in Rochester, MN—one of the world’s premier healthcare institutions.

The program promises to be dynamic and exciting with a vigorously paced schedule modeled after the popular TED series. Speakers will highlight topics ranging from sculpting, anatomical body painting, écorché modeling, mobile technology, virtual 3D simulation, and paperquilling to physiology in extreme environments, regenerative medicine, 3D medical imaging, patient engagement strategies, and conjoined twins separation. With each talk lasting only 20 minutes, there will be no breakout groups or concurrent sessions—everyone in attendance shares the same experience in the main hall.

New this year is the ‘Social Hub’—an on-site gathering space, adjacent to the main hall. Sponsored by Maxon’s Cinema 4D, this space has been designed to offer opportunities to engage, collaborate, eat, relax, bid on VT silent auction items, recharge (both yourself and your mobile devices) and experience innovative work by Maxon and the AMI community. Exhibitors this year will showcase software, 3D imaging, hardware and publishing.

Please take the opportunity to meet some new people as both the BioCommunications Association (BCA) and the Association of Biomedical Communications Directors (ABCD) are meeting in Rochester this week. To kick things off, we are excited to offer a joint AMI Salon/BCABioImages opening Wednesday evening sponsored by Amgen.

The Salon Exhibit showcases exemplary work in medical photography, illustration, medical legal, publishing, medical models and design. Be sure to check out the Animation Theater sponsored by AXS Studio, and the multimedia section for the very best in animation, interactive online media and mobile apps/games. We extend special thanks to iSO-FORM for providing the programming to display the digital work. Don’t miss the Opening Reception kick-off to reconnect with friends, network and be inspired by visual media illuminating the science of life.

You will indeed leave this meeting inspired!

Rochester Host Committee

Bob Morreale
Joanna King
David Cheney
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TOURS

MAYO CLINIC HERITAGE

10am – 11am / 2pm – 3pm
Mayo Building Lobby
Tour led by Matthew D. Dacy, MA
This one-hour walking tour will introduce you to the history, mission, art and architecture of Mayo Clinic—experiencing what Dr. William J. Mayo called "the spirit of the Clinic." At Mayo Clinic, art and design are key elements of the healing process. While the visual expression of Mayo Clinic has changed significantly during the past 150 years of medical practice in Rochester—and will continue to evolve as Mayo moves forward—the unique function of Mayo’s "healing environment" remains constant. You will discover works by Calder, Chihuly and Tiffany, as well as stories of people from many walks of life who shaped Mayo Clinic into a global center of hope and healing.

NEW PROTON BEAM THERAPY FACILITY

6pm – 7pm
Kahler Hotel Lobby
Tour led by Erik Tryggestad PhD, DABR
Dr. Tryggestad will lead a tour of the soon to be opened Mayo Clinic Proton Beam Therapy Facility, housed in the newly-constructed Richard O. Jacobson Building at the Mayo Clinic, Methodist Campus, in downtown Rochester. Proton beam radiotherapy offers the benefit of lower normal tissue radiation exposure, which promises fewer short and long-term complications associated with therapy. This translates to a significantly reduced risk of developing secondary cancers (e.g. Sethi et al., 2014; Chung et al., 2013), which is particularly relevant for pediatric patients and adult patients with good long-term prognoses. Along with a second, identical, proton facility being constructed at Mayo Clinic, Arizona, Mayo's proton therapy program will be the first in the United States to utilize only pencil beam scanning, the latest delivery technology offering the best available in terms of tumor-conformal dose distributions without the need for patient-specific dose-shaping devices. http://www.mayoclinic.org/proton-beam-therapy

WORKSHOPS

TRADITIONAL

Anatomical Écorché Sculpture in Clay
Melinda Whitmore, MFA
8am – 5pm · Viking Room, Kahler Hotel
CEUs: 0.4 Art, 0.4 Biomed
Écorché (ay-kor-shay) is a French word meaning “flayed” or “skinned,” but to figurative artists it also refers to any representation of the figure that describes what lies under the skin. This workshop focuses on the major masses of the human body—the skull, ribcage, and pelvis.

Drawing from Life: Portrait Drawing
David Jamieson, MFA
8am – 5pm · Rochester Art Center
(Leave Elizabethan Room, Kahler at 7:45 am to walk over)
CEUs: 0.8 Art
In this workshop, students will learn the procedures for drawing an accurate likeness of the human face. Demonstrations will illustrate the basic geometric structures of the skull and facial features, and emphasize the importance of correct proportion and consistent angle of view in a well-constructed portrait.

Dissecting with a Paintbrush—the Not So ‘Gross’ Anatomy
Danny Quirk, BFA
8am – 5pm · 9-42 Stabile Building, Mayo Clinic
(Leave Elizabethan Room, Kahler at 7:45 am to walk over)
CEUs: 0.8 Art
The workshop will consist of a demonstration in which Quirk will ‘dissect’ a model with a paintbrush, revealing a given region of the body. Those in attendance will have the opportunity to paint as well, get a feel for the materials, and experience it all first hand.

Anatomical Origins: Reconstructing Human Evolution
Viktor Deak, MFA
1pm – 5pm · Regency Room, Kahler Hotel
CEUs: 0.2 Art, 0.2 Biomed
This workshop will explore the forensic reconstruction of an early hominid. Participants will be provided partial skull casts from an early hominid and will be instructed in the basics of reconstructing facial features in clay using forensic paleo-reconstruction techniques.
BIOMEDICAL

Closer to Life: Exploring Anatomy Through Dissection of Unembalmed Cadavers
Wojciech Pawlina, MD and Nirusha Lachman, PhD
8am – 5pm • Procedural Skills Lab: 9th Floor Stabile Building
Workshop Length: Ten 2-hour sessions
CEUs: 0.2 Biomed per 2-hour session

Drs. Lachman and Pawlina will lead ten concentrated two-hour hands-on sessions in human cadaveric dissection using fresh, unembalmed cadavers. The sessions offered will be Head and Neck, Torso, Abdomen, Upper Limb, and Lower Limb.

The ten workshop sessions are as follows:
• Head and Neck Session 1: 8am-10am
• Thorax, Session 1: 8am-10am
• Abdomen, Session 1: 8am-10am
• Head and Neck, Session 2: 10am-12pm
• Thorax, Session 2: 10am-12pm
• Abdomen, Session 2: 10am-12pm
• Upper Limb, Session 1: 1pm-3pm
• Lower Limb, Session 1: 1pm-3pm
• Upper Limb, Session 2: 3pm-5pm
• Lower Limb, Session 2: 3pm-5pm

(Leave Elizabethan Room, Kahler 15 min before session to walk over)

Workshop meals are provided in the Elizabethan Room, Kahler Hotel for all Biomedical, Digital, and Traditional Workshop attendees:
Breakfast: 7 – 8am
Lunch: 12 – 1pm

Digital

Mastering Human Anatomy in ZBrush®
Andrew Cawrse
8am – 5pm • Centennial Hall, Kahler Hotel
CEUs: 0.4 Art, 0.4 Biomed

Andrew will lead workshop attendees in a condensed version of his 4-day workshop on foundational & advanced anatomy. This workshop is an active learning course meant for all digital artists who wish to master the figure.

High-Quality 3D Models from Medical Image Data–Osirix to ZBrush® and Beyond
Travis Vermilye, MFA
8am – 12pm • Regency Room, Kahler Hotel
CEUs: 0.4 Art

This workshop leads participants through a step-by-step process for creating high-quality surface models from medical image data.

Polygonal Modeling the Skeletal Thorax, Esophagus, and Stomach With Autodesk® Maya®
Glen Hintz, MS
8am – 5pm • Directors Room, Kahler Hotel
CEUs: 0.8 Art

This course will introduce techniques for shading and rendering polygon models literally and interpretively. It will also include artistic techniques. The workshop will utilize a flipped classroom strategy by asking registrants to complete a set of online tutorials prior to attending the workshop. These tutorials will introduce polygonal modeling and shading methods using Autodesk® Maya®.

SALON OPENING

7pm – 9pm
7:30 pm Ribbon Cutting
&S Sponsor Remarks
Marriott Ballroom, Marriott Hotel

Sponsored by

This year’s Salon Opening will be held jointly with the BioCommunications Association (BCA) and Association of Biomedical Communications Directors (ABCD) as the BCA BioComm conference will be held in Rochester during the same week as AMI’s meeting!
SESSION 1: **LAUNCH!**

Mayo Clinic’s Chief Marketing Officer will share insights on how this renowned institution plans to extend and enrich their brand with a goal of touching billions of people worldwide. The AMI President will build on the idea of ‘strong brand expression’ from a perspective of openness (as individuals, as businesses, as an association) to engage the science community with our unique voice and perspective. Details of the forward progress made in establishment of laws surrounding author rights in our field will be highlighted. We’ll also hear from an authority on artistic anatomy—an artist with a distinguished background in visual effects work on films such as the futuristic Avatar and Star Wars—films that launched us into other universes. This forward-looking first session will set the pace for all the thrilling content to come.  

(CEUs: 0.15 Business)

**Conference Introduction:**

Harnessing the Power of Stories  
**Robert F. Morreale, MST, CMI,** Chair, AMI 2014 Conference Director of Creative Media, Mayo Clinic

The Impact of a Multi-Billion Dollar Brand  
**John Weston, EMBA,** Chief Marketing Officer, Department of Public Affairs, Mayo Clinic

Presidential Address: **Openness**  
**Tonya Hines, CMI, FAMI,** President, AMI  
Art Director, Mayfield Clinic, University of Cincinnati

Rights, Resale & Royalties  
**Cynthia Turner, MA, CMI, FAMI,** Medical Illustrator, Alexander & Turner Inc., Medical Illustration Studio

Keynote Address: **Mastering Anatomy**  
**Andrew Cawrse,** Sculptor and Artistic Anatomy Instructor, President and Cofounder, AnatomyTools.com

**WHAT’S NEXT:**  
**MEET THE SPEAKERS + NETWORK**  
12 – 1:30pm | Heritage Hall, Kahler Hotel

**WHAT’S NEXT:**  
**MEET THE SPEAKERS + COFFEE BREAK**  
10 – 10:30am | Heritage Hall, Kahler Hotel

SESSION 2: **INSPIRE**  

From reimagining classic images to the beauty of the obvious—we move into a world of intrigue. Listen for the secrets and the hidden gems found in a landmark anatomy text. Find out how bioengineered stem cells are used to treat the mechanisms of heart disease. Discover organic structural patterns with radiological images of the human body and compare them to the beauty found in nature. Be astounded by the detailed anatomical cross sections of the human body created with rolled pieces of Japanese mulberry paper.  

(CEUs: 0.05 Biomed/0.05 Art)

**Imaging Amplified: 40+ Years of Computed Tomography (CT)**  
**Terri J. Vrtiska, MD,** Diagnostic Radiologist, Assistant Professor of Radiology, Mayo Clinic

Are You Ready for a New Slice of Reality?  
**Lisa Nilsson, BFA, CMA,** Fine Artist  
Represented by Pavel Zoubok Gallery, New York

Regenerative Medicine: Stem Cell Biology to Clinical Translation  
**Timothy J. Nelson, MD, PhD,** General Internal Medicine  
Associate Professor of Medicine, Assistant Professor of Pharmacology, Medical Director, Regenerative Medicine Consult Service Mayo Clinic

Brödel Memorial Lecture:  
**Transforming Vesalius: The 16th-Century Scientific Revolution Brought to Life for the 21st Century**  
**Daniel H. Garrison, PhD,** Professor Emeritus, Department of Classics, Northwestern University

**WHAT’S NEXT:**  
**MEET THE SPEAKERS + NETWORK**  
12 – 1:30pm | Heritage Hall, Kahler Hotel

**AFTER THAT:**  
**EAT LUNCH (PROVIDED)**  
12:30 – 1:30pm | Business Lunch | Heritage Hall, Kahler Hotel  
12:30 – 1:30pm | First Timers’ Lunch | Elizabethan Room, Kahler Hotel

**THEN:**  
**VIEW SALON & VESALIUS TRUST POSTERS**  
1:30 – 2:00pm | Marriott Ballroom, Marriott Hotel
### SESSION 3: SPARK

An indefinable quality lies at the heart of any successful idea or project—a spark of intuition, genius, or insight that acts as the driver to influence later actions. Our speakers in this session all possess such a spark. You will hear from the cofounders of a cutting edge 3D stereoscopic animation company from Chile. A Mayo Clinic surgeon who led a 70-person care team through the successful separation of conjoined twins will highlight this case, one of many successful separation surgeries he’s performed at Mayo Clinic.

*(CEUs: 0.075 Biomed/0.075 Art)*

**Integration of a Biomedical Visual Artist into a Biopharmaceutical Environment: A Case Example**

Frank Pompilio, PharmD, Director, Medical Communications
Amgen Scientific Affairs

Craig Kiefer, Biovisualization Specialist

**One in a Million: The Anatomy of a Successful Separation**

Christopher Moir, MD, Pediatric Surgeon, Professor of Surgery, Mayo Clinic

**The Microanatomy of the Human Inner Ear**

Robert D. Acland, MD, PhD, FRCS, Anatomist and Creator, “Video Atlas of Human Anatomy”
Professor Emeritus, University of Louisville

**Using Stereoscopy in Scientific Animation**

Ana Campos, Project and Content Director, Proyecto Lumina: Scientific Illustration & Animation Studio, Chile

Walter Waymann, Creative Director, Proyecto Lumina: Scientific Illustration & Animation Studio, Chile

**Form and Function 3D: Utilizing a Gesture-based Natural User Interface for Undergraduate Anatomy Education**

Brendan Polley, BEd, MSc (MScBMC candidate for 2014)
Vesalius Trust Scholar, University of Toronto

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### SESSION 4: PARALLEL

Inspiration often comes as a result of time-tested experience and consistent exposure to real life scenarios—learning from doing. But how do you increase the opportunities to learn, to be tested, and to practice? Create a parallel virtual world perhaps. The speakers in this session are visionaries who propose that virtual simulated techniques can replace or amplify real experiences with planned experiences, often immersed in nature, that evoke or replicate the real world.

*(CEUs: 0.1 Art)*

**Designing the Original Robotic Surgery Simulator**

Emily Shaw, MA, CMI, EMT-B, Medical Illustrator and Principal, Illustrating Medicine, Regional Sales Manager, Northeast Mimic Technologies

Steve Rowse, Lead 3D Artist, Northeast Mimic Technologies

Gordon Nealy, MS, Art Director, Northeast Mimic Technologies

**Medical Illustrating in Military Medicine and Medical Simulation**

Elizabeth N. Weissbrod, MA, CMI, Medical Illustrator, Val G. Hemming Simulation Center of the Uniformed Services University

Valerie Henry, MFA, 3D Virtual Environment Artist, Val G. Hemming Simulation Center of the Uniformed Services University

**Augmented Reality Reveals Anatomy Within Art**

Sarah Hegmann, MS, Medical Illustrator, Division of Clinical Anatomy, Stanford University

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### WHAT’S NEXT: MEET THE SPEAKERS • NETWORK

**(session times)**

**6 – 6:30pm | Heritage Hall, Kahler Hotel**

**WHAT’S NEXT: MEET THE SPEAKERS • COFFEE BREAK**

**4 – 4:30pm | Heritage Hall, Kahler Hotel**

**AFTER THAT: EAT DINNER (ON YOUR OWN)**

**7:30 – 9pm | Thursday’s on First & 3rd, Plaza**
SESSION 5: TOUCH

Good things happen when health care providers can touch the patient and their families in a way that affords them the opportunity to be effectively engaged. Research tells us that patient understanding and outcomes improve significantly with this approach. The advocates in this session will share ideas for utilizing visual approaches to increase patient engagement and patient self-efficacy.

(CEUs: 0.15 Art)

**Helping Patients Make Wiser Choices—The Mayo Experience**
Michael Gionfriddo, PharmD, Graduate Student, Knowledge & Evaluation Research, Mayo Clinic

**Hyper-Stasis: An Artistic Representation of Public Health Information**
Travis Vermilye, MFA, Medical Illustrator, Assistant Professor, Department of Visual Art, University of Colorado Denver

**Exploring the Perceptions Of Somali Immigrants In Sweden On Visuals For Health Communications: A Qualitative Research Study**
Anneliese May Lilienthal, MS, CMI, Web Communicator, CLK, Department of Learning, Informatics, Management and Ethics Karolinska Institutet

**Way Beyond The Touch**
Fr. Nick Mezacapa, Episcopal Priest, Rector, and Teacher

SESSION 6: NARRATE

The speakers in this session will offer compelling evidence that a pictorial narrative can play an important role in patient care, medical education, and the social critique of the medical profession.”

(CEUs: 0.1 Art)

**Graphic Medicine: Why Communicate Medical Information With Comics?**
Lydia Gregg, MA, CMI, FAMI, Instructor and Medical Illustrator, The Johns Hopkins University School of Medicine

**Graphic Medicine: Why Use Comics for Patient and Practitioner Reflection?**
MK Czerwiec, RN, MA, Artist-in-Residence Northwestern Feinberg School of Medicine

**Patent Medicine: Selling the Cure**
Norm Barker, MA, MS, RBP, Associate Professor, Department of Pathology and Department Art as Applied to Medicine Director, Pathology Photography and Graphic Arts, The Johns Hopkins School of Medicine

**The Molecular Mechanism of HIV Entry**
Veronica Falconieri, MA, Vesalius Trust Scholar, The Johns Hopkins University School of Medicine

**Evo-Devo Exploration Through Human Cyclopia**
Christopher Smith, MA, Vesalius Trust Scholar, The Johns Hopkins University School of Medicine

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**WHAT’S NEXT**: MEET THE SPEAKERS • NETWORK
12 – 12:30pm | Heritage Hall, Kahler Hotel

**AFTER THAT**: EAT LUNCH (ON YOUR OWN)
1:30 – 2:00pm | Marriott Ballroom, Marriott Hotel

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**WHAT’S NEXT**: HELP PATIENTS MAKE Wiser CHOICES—The Mayo Experience
10 – 10:30am | Heritage Hall, Kahler Hotel
SESSION 7: PERCEIVE
Sponsored by INVIVO

Is seeing really believing? Or is seeing just the beginning for understanding? You likely already have an opinion—but will it be the same after this session? Speakers in this session will challenge you to question the integrity of visual data and explore the creation of information graphics in the context of the content it represents. You’ll also hear stories of how visualization techniques can change a person’s perception of their own patient experience. You will be challenged to hone your observational skills, refocus, and concentrate on “now.”

Keynote Address: Beyond Perception
Jeff Lieberman, MS, Roboticist/TV Host, Time Warp, The Discovery Channel

Lies, Damned Lies, and Statistics: Ensuring Graphical Integrity in the Design of Data Visualizations
Jodie Jenkinson, MScBMC, PhD, Assistant Professor, Department of Biomedical Communications, University of Toronto

Content in Context: Developing Information Graphics for Scientific American Magazine
Jen Christiansen, BA, Art Director of Information Graphics, Scientific American

Digital Interpretive Visualization
Daniel Newman, BS, Graduate Student, Department of Digital Media, Drexel University

Resiliency in Communicating Evolution
Viktor Deak, MFA, Paleolithic Artist

WHAT’S NEXT: MEET THE SPEAKERS • COFFEE BREAK
4 – 4:30pm | Heritage Hall, Kahler Hotel

SESSION 8: FORGE

We are forging ahead. Speakers will demonstrate the complexities of organ transplantation through an innovative video atlas of 3D simulated procedures. Another will share stories of pioneering research and development of remote monitoring devices in extreme environments like Mount Everest. A team of Mayo Clinic plastic and neurosurgeons will provide amazing examples of revolutionary surgical approaches with case-based details that will astound.

(CEUs: 0.05 Biomed/0.05 Art)

Untangling and Re-spinning the Surgical Narrative: A Collaborative Effort Between Surgeons and Biomedical Communicators
Albert Fung, MScBMC, Medical Illustrator, The Toronto Video Atlas of Liver, Pancreas and Transplant Surgery
Paul Kelly, MScBMC, Medical Illustrator, The Toronto Video Atlas of Liver, Pancreas and Transplant Surgery

Surgical Treatment of Craniosynostosis
Nicholas M. Wetjen, MD, Pediatric Neurosurgeon; Associate Professor of Neurosurgery and Pediatrics, Mayo Clinic

Facial Transplantation
Samir Mardini, MD, Plastic Surgeon, Program Director, Division of Plastic Surgery, Director, Facial Paralysis and Reanimation Clinic, Professor of Surgery Division of Plastic Surgery, Mayo Clinic

Remote Monitoring in Extreme Environments
Amine N. Issa, PhD, Research Fellow, Human Integrative and Extreme Physiology Laboratory, Division of Cardiovascular Diseases, Mayo Clinic

WHAT’S NEXT: MEET THE SPEAKERS • NETWORK
6 – 6:30pm | Windsor Room (Cinema 4D Social Hub), Kahler Hotel
AFTER THAT: AWARDS BANQUET, Sponsored by Autodesk
7:30 – 9pm | Heritage Hall, Kahler Hotel
### SESSION 9: EVOLVE

Gross anatomy class—it’s a rite of passage in medical education. How has teaching the science of anatomy evolved over the years? We’ll build on what we’ve heard about teaching anatomy, but get ready to hear stories about ‘flipping’ the classroom or using anatomical body painting to enhance context for the learner. Explore boundless digital landscapes for anatomical reference, and learn a new ‘anatomical alphabet’. We’ll also look at where the future of anatomy instruction is headed with incorporation of 3D anatomical references.

(CEUs: 0.15 Art)

**An Evidence-Based Reappraisal of Surface Anatomy**
**Stephen W. Carmichael, PhD, DSc**
Editor Emeritus, Clinical Anatomy, Professor Emeritus of Anatomy and Professor Emeritus of Orthopedic Surgery, Mayo Clinic

**A Flipped Classroom Model for Teaching Anatomic Figure Drawing**
**Glen Hintz, MS**, Medical Illustrator, Associate Professor, Department of Medical Illustration, Rochester Institute of Technology

**Using Kickstarter to Publish a Children’s Anatomy ABC Book**
**Karen Bucher, MA, CMI**, Medical Illustrator, Instructor, University of Illinois at Chicago

**Dissecting With a Paintbrush**
**Danny Quirk, BFA**, Anatomical Artist

**The Digital Écorché**
**Andrew Cawrse**, Sculptor and Artistic Anatomy Instructor, President and Cofounder, AnatomyTools.com

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### SESSION 10: MINGLE

Playfully titled “mingle,” this session explores a range of social media used by speakers who are not afraid to push the boundaries of communication and information exchange. We’ll hear about a new (small) online publication that highlights the importance of science-based art. In contrast, we’ll also hear about an established (big) organized system of social media tools designed to extend and enrich the Mayo Clinic brand. In both cases, they share the same goal—to start conversations.

(CEUs: 0.05 art/0.05 Business)

**SciArt in America**
**Julia Buntaine, MFA**, Founder and Editor-in-Chief, SciArt in America

**Applying Social Media in Health Care**
**Lee A. Aase, BS**, Director, Mayo Clinic Center for Social Media

**Visualization: An Essential Component to the Health Care Innovation Process**
**Marnie Meylor, MDes**, Service Designer, Mayo Clinic Center for Innovation

**Making the Ugly World of Online Illustration Pretty Again**
**Glendon Mellow, BFA**, Blogger for Symbiartic, Scientific American Blog Network

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**WHAT’S NEXT: MEET THE SPEAKERS • COFFEE BREAK**
10 – 10:30am | Heritage Hall, Kahler Hotel

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**WHAT’S NEXT: MEET THE SPEAKERS • NETWORK**
12 – 12:30pm | Heritage Hall, Kahler Hotel

**AFTER THAT: EAT LUNCH (PROVIDED)**
12:30 – 1:30pm | Heritage Hall, Kahler Hotel

**THEN: SALON BREAKDOWN/PICK UP**
1:30 – 2:00pm | Marriott Ballroom, Marriott Hotel
SESSION 11: **EMPOWER**

An image and its creator—there is empowerment in that combination. Focus on just those two things while you listen to fascinating details about historical visuals in medicine. From the position of creator, find out about certain rights protection strategies. And, be inspired by the careers of two legendary medical illustrators—one of whom will share his insights on the liberation of being a retired artist.

*(CEUs: 0.075 art/0.075 Business)*

**Imaging the Heart from Leonardo to the Late Nineteenth Century: 350 Years of Artistry**

*W. Bruce Fye, MD*, Emeritus Professor of Medicine, Mayo Clinic

**To Catch a Thief: Stories of Infringements, Pursuit, and Outcomes Part I and II**

*William B. Westwood, MS, CMI, FAMI*, Medical Illustrator

*Teri J. McDermott, MA, CMI, FAMI*, Medical Illustrator

**Medicine’s Michelangelo:**

*The Life & Art of Frank H. Netter*

*Francine Mary Netter, MA, MBA*, Author,

*Medicine’s Michelangelo: The Life & Art of Frank H. Netter, MD*

**Muriel McLatchie Miller Lecture:**

*Can’t Wait to Get up in the Morning!*

*Robert Demarest*, Medical Illustrator, Director Emeritus, Center for Biocommunications, Columbia University

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SESSION 12: **PUSH**

This final session will offer some inspirational stories by speakers who have pushed beyond obstacles to achieve amazing results in both scientific advancement and biomedical visualization. We hope these stories—along with all the other stories shared at AMI 2014—inspire the work we do in illuminating science.

*(CEUs: 0.05 art/0.05 Business)*

**The Embodied Cell**

*David Odde, PhD*, Professor of Biomedical Engineering, University of Minnesota

**Achieving Medical Accuracy**

*Nicolas Wiederhold*, Director of Technical Content, Ghost Productions, Inc.

**Visualizing the Nanoscale: A 3D Animation of Targeted Anti-cancer Drug Delivery Using Polymeric Nanoparticles**

*Karyn Ho, BASc, PhD* (MScBC candidate for 2014)

Vesalius Trust Scholar, University of Toronto

**An Exploration of 3D Visualization and Interactive Media to Describe Super-Resolution Microscopy as Applied to Neurobiology**

*Andrew Tran, BS* (MScBC candidate for 2014)

Vesalius Trust Scholar, University of Toronto

**Meandering to a Finish**

*David Bolinsky*

Founder & Creative Director, e.mersion learning company

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**WHAT’S NEXT:** MEET THE SPEAKERS • NETWORK

6 – 6:30pm | Heritage Hall, Kahler Hotel

**AFTER THAT:** VESALIUS TRUST AUCTION

6:30 – 9pm | Plaza (rain: Elizabethan Room, Kahler Hotel)
SPECIAL EVENTS

SALON OPENING
Wednesday, 7/23 | 7pm–9pm | Marriott Ballroom, Marriott Hotel
7:30pm Ribbon Cutting & Sponsor Remarks

This year’s Salon Opening will be held jointly with the BioCommunications Association (BCA) and Association of Biomedical Communications Directors (ABCD) as the BCA BioComm conference will be held in Rochester during the same week as AMI’s meeting!

ANNUAL BUSINESS LUNCHEON
Thursday, 7/24 | 12:30–1:30pm | Heritage Hall, Kahler Hotel

Outstanding Service Award, Literary Award, 25/50 yr member recognition presented

AWARDS BANQUET
Friday, 7/25 | 7:30–9pm | Heritage Hall, Kahler Hotel
Cocktails from 7-7:30 pm in Cinema 4D Social Hub

Sponsored by Autodesk
Netter Award, New Fellows, Salon Awards, Brodel Award in Education, and Lifetime Achievement Award presented

VESALIUS TRUST AUCTION
Saturday, 7/26 | 6:30 – 9pm | Plaza (rain: Elizabethan Room, Kahler Hotel)
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Lee Aase, BS
Lee Aase, BS, is Director of the Mayo Clinic Center for Social Media, which builds on Mayo Clinic’s leadership among health care providers in adopting social media tools. Mayo Clinic is a pioneer in hospital blogging and has the most popular medical provider channel on YouTube, as well as active, popular outposts on Twitter and Facebook. By night, Lee is Chancellor of Social Media University, Global (SMUG), a free online higher education institution that provides practical, hands-on training in social media for lifelong learners. In 2013, he was inducted into the Healthcare Internet Hall of Fame. Prior to joining Mayo Clinic in 2000, Lee spent more than a decade in political and government communications at the local, state, and federal level.

Robert D. Acland, MD, PhD, FRCS
Robert D. Acland, MD, PhD, FRCS, is a British-born clinical anatomist. A former reconstructive microsurgeon, he turned to anatomy as a second career. From 1981 to 2011, he ran a fresh tissue anatomy dissection laboratory for surgeons at the University of Louisville, which was the first of its kind in the United States. His surgical experience with videography led him to create a comprehensive Video Atlas of Human Anatomy, which is now online and has become a popular visual learning resource. Dr. Acland has a strong interest in the history of anatomy and anatomical art. He is a professor emeritus in the Department of Anatomical Sciences at the University of Louisville.

Norm Barker, MS, MA, RBP
Norm Barker, MS, MA, RBP, is Associate Professor in Pathology and Art as Applied to Medicine at the The Johns Hopkins University School of Medicine. He is Director of Pathology Photography and Graphics Laboratory at The Johns Hopkins School of Medicine. A graduate of the Maryland Institute College of Art, he also holds an MS from The Johns Hopkins University in education, as well as an MA from The University of Baltimore in publications design. He specializes in photomicroscopy and macro photography. He is a Fellow of the Biocommunications Association, and his work appears in textbooks, journals, and museums worldwide. His photographs are in the permanent collections of more than 40 museums, including The Smithsonian, The George Eastman House, The American Museum of Natural History, The Nelson-Atkins Museum, and The Science Museum in London. He has published 6 books and numerous scientific articles. His new book collaboration, Hidden Beauty: Exploring The Aesthetics of Medical Science, shows the beauty of medicine and the human body and will be going on a museum tour from 2014 through 2018. The first stop, The Mütter Museum in Philadelphia.

David Bolinsky
David Bolinsky is the Founder and Chief Creative Officer of e.mersion studio, LLC. David is an accomplished medical illustrator (BS Ohio State ’74) and animator whose groundbreaking career in digital animation spans 30 years. David left his position as Senior Medical Illustrator at the Yale School of Medicine to found the world’s first digital medical animation company, Advanced Imaging, Inc., in 1984. In 2001, David co-founded XVIVO Scientific Animation, where he produced the signature animation “Inner Life of the Cell.” He has spoken on this subject at numerous US and international conferences, including regular lectures at Singularity University’s FutureMed, the USA Science & Engineering Festival in Washington, DC, the World Science Festival in New York, and at Harvard, Yale, and Cambridge Universities. A multiple TED speaker, David is passionate about bringing the power of interactive animation to science education. He is currently partnered with the new Frank H. Netter School of Medicine to create a series of innovative interactive apps for medical students.

Karen Bucher, MA, CMI
Karen Bucher, MA, CMI, is a certified medical illustrator and owner of Bucher Illustration, which has produced hundreds of images for a variety of media, including textbooks, journals, websites, and presentations for clients across the globe. She received her MA in medical and biological illustration from The Johns Hopkins University and is a faculty member in the Biomedical Visualization graduate program at the University of Illinois at Chicago.

Julia Buntaine, MFA
Julia Buntaine, MFA, is the Editor-in-Chief of the online science-based art magazine, SciArt in America, founded in the summer of 2013. In addition, Buntaine is also a neuroscience-based conceptual artist, having earned her BA and Five Colleges Certificate in cognitive neuroscience from Hampshire College. Buntaine also holds a post-baccalaureate certificate in studio art from Maryland
Institute College of Art, and is a recent graduate of the MFA Fine Arts program at the School of Visual Arts in New York. Buntaine has exhibited internationally, including shows in Amherst, New York City, Baltimore, Seattle, Madison, and Toronto. Buntaine is currently working and living in New York City.

**Ana Maria Campos**

Ana Maria Campos is a speech and language pathologist, as well as a music licentiate of the University of Chile. In 2007, she founded the Lumina Project, a pioneer study in South America in the area of scientific illustration and animation, in which she is currently participating in the capacity of Director of Projects and Contents. Between 2007 and 2013, she implemented the Scientific Illustration and Animation Unit of the College of Medicine at the University of Chile, where she was the Director of Audiovisual and Multimedia Project Contents for cell biology, physiology, health sciences and other fields. She is a master of science degree candidate in biological and medical sciences at the University of Chile and is conducting her work at the Laboratory of Neurosystems of the Biomedical Neuroscience Institute of this University. Her research area is focused on perception processes related to stereoscopic and computer-generated images by means of pupillometry and eye tracking. She has also studied communication processes in science, health and, mobile devices.

**Stephen Carmichael, PhD, DSc**

Stephen Carmichael, PhD, DSc, was born in Detroit Michigan. He attended Tulane University to receive his PhD in anatomy. He was a professor of anatomy at Mayo Clinic from 1982 to 1987, and Chair of the department from 1991 to 2005. He also had a joint appointment as a professor of orthopedic surgery. Currently, he is a professor emeritus of anatomy and orthopedic surgery at Mayo Clinic. Dr. Carmichael was also Editor-in-Chief of *Clinical Anatomy* from 2000 to 2012, and is currently an editor emeritus. He has published over 150 articles and 150 abstracts. He is a member of 26 scientific societies, including the American Association of Anatomists and the American Association of Clinical Anatomists. Dr. Carmichael has received several honors for teaching, including Teacher of the Year, Mayo Medical School. He also was honored with the Mayo Clinic Alumni Association Distinguished Alumnus Award.

**Andrew Cawrse**

Sculptor and Artistic Anatomy Instructor

Andrew Cawrse is an established worldwide authority on artistic anatomy and instruction, and is recognized as a creator of some of the world’s most incredible products for anatomy education. Andrew also has a distinguished background in movie VFX, with over 9 years at Industrial Light & Magic as a model supervisor & digital concept sculptor. His effects work has been featured in the films *Avatar, The Spiderwick Chronicles, Van Helsing, Dreamcatcher,* and *Star Wars Episode I and II.* A sought after anatomy instructor, he teaches in both traditional and digital mediums, and instructs medical, game, VFX, illustrators, and fine art professionals.

**Jen Christiansen, BA**

Jen Christiansen, BA, is Art Director of Information Graphics at *Scientific American.* She completed her undergraduate studies in geology and studio art at Smith College, followed by graduate studies in natural science illustration at the University of California, Santa Cruz. She began her publishing career with her first stint at *Scientific American* as an assistant art director in 1996. She later moved to Washington, DC, to join the staff at *National Geographic Magazine* (as assistant art director and then a designer), before freelancing and ultimately rejoining the *Scientific American* team in 2007.

**MK Czerwiec, RN, MA**

MK Czerwiec, RN, MA, is the artist-in-residence at Northwestern Feinberg School of Medicine, Northwestern University. She has a BA in English and philosophy, a BSN in nursing, and an MA in medical humanities and bioethics. Her clinical experience is in AIDS and hospice care. She has been making comics under the pseudonym Comic Nurse since 2000. With Dr. Ian Williams in the UK, she co-runs Graphic Medicine, a website that explores the intersection of the medium of comics and the discourse of medicine. She is currently working on her first graphic novel, *Taking Turns: A Careography.*

**Matthew D. Dacy, MA**

Matt Dacy earned an AB degree in history from Ripon College in Wisconsin and the MA in journalism from the University of Missouri. A 30-year employee of Mayo Clinic, he has worked in a wide range of positions related to public affairs, commercial
Viktor Deak, MFA
Viktor Deak, MFA, has been a professional paleo-artist in New York City for over a decade. Specializing in the forensic reconstruction of fossil hominids, he creates life-like, anatomically correct scientific reconstructions for museums, books, magazines, and television. His clients have ranged from 20th Century Fox, The National Geographic Channel, BBC, and Nova. His work appears in natural history museums worldwide, including The American Museum of Natural History NYC and The Houston Museum of Natural Sciences TX. In 2007, he was co-creator of the award-winning book, The Last Human, and later went on to scientifically consult on 2011’s Rise of The Planet of the Apes. His current projects are a forthcoming book about the evolution of human anatomy, anatomical research at Mt. Sinai Medical NYC, and a variety of commissions for anthropologists worldwide.

Robert Demarest
Robert Demarest is Director Emeritus of the Center for Biocommunications at the College of Physicians & Surgeons, Columbia University, New York, New York. He spent his entire career at Columbia University. He received the Lifetime Achievement Award from the Association of Medical Illustrators in 1989. He twice served as President of the association and served as Chairman of its board. Upon his retirement, Columbia’s Health Science Library requested his records and medical illustrations for their Permanent Archive. He is also most proud of being the honored recipient of the Ranice W. Crosby Distinguished Achievement Award, awarded by The Johns Hopkins University School of Medicine. Bob is author of several books, one of which has been translated into 5 foreign languages. His recent book on Winslow Homer has led to lectures in many major museums and art societies.

Veronica Falconieri, MA
Veronica Falconieri, MA, is a recent graduate of The Johns Hopkins University School of Medicine Department of Art as Applied to Medicine. For her master’s thesis, she collaborated with researchers at the National Institutes of Health to create an animated 3D model of the molecular mechanism of HIV entry. She studied biology and art at Smith College and graduated magna cum laude with highest honors in 2012.

W. Bruce Fye, MD
W. Bruce Fye, MD, has recently retired as a consultant in the Division of Cardiovascular Diseases at Mayo Clinic. He completed a medical residency at New York Hospital-Cornell Medical Center in Manhattan before returning to Johns Hopkins for his cardiology fellowship. Selected as a Robert Wood Johnson Clinical Scholar, he also received a master’s degree from the Institute of the History of Medicine. He joined the Cardiovascular Division of the Mayo Clinic in 2000. A professor of medicine and the history of medicine, he was the founding Medical Director of the Mayo Clinic Center for the History of Medicine. He is the author of more than 100 historical papers and two books, The Development of American Physiology: Scientific Medicine in the 19th Century (1987) and American Cardiology: The History of a Specialty and Its College (1996). His third book, Caring for the Heart: Mayo Clinic and the Rise of Specialization, will be published in 2015. Dr. Fye is a past president of the American College of Cardiology, the American Association for the History of Medicine, and the American Osler Society. Dr. Fye curated an exhibition, Five Hundred Years of Medicine in Art, in 2010. The exhibit, which included more than 300 prints and engravings, was organized to coincide with the annual meetings of the American Association for the History of Medicine and the American Osler Society. was on display at the Rochester Art Center for more than 3 months.

Albert Fung, MScBMC
Albert Fung, MScBMC, graduated from the Master of Science in Biomedical Communications program at the University of Toronto, and has been developing surgical videos and animations for the TVASurg team since its conception. He strongly believes that communication and camaraderie between team members is key in creating concise and educational pieces, as shown in the video atlas project.

Daniel H. Garrison, PhD
Daniel H. Garrison, PhD, is Professor Emeritus of Classics at Northwestern University. A graduate of Harvard University, he also holds a PhD from the University of California, Berkeley. Most of his books have been devoted to Greek and Latin poetry. They include a monograph on the Hellenistic love epigram and editions of Virgil, Horace, and Catullus. In addition, he has also written a book on Greek Sexual Culture (2000) and a who’s who of P.G. Wodehouse (1987, 1989). His work on Vesalius includes The...

Michael R. Gionfriddo, PharmD
Michael R. Gionfriddo, PharmD, received his degree from Wilkes University, located in Wilkes-Barre, Pennsylvania. Following the completion of his PharmD in 2011, he came to Mayo Clinic to pursue a PhD within the Center for Clinical and Translational Science. Under the mentorship of clinician-researcher Dr. Victor M. Montori, he studies how to improve communication and create conversations between clinicians and patients through the use of shared decision-making. This includes development and implementation of patient-centered communication tools such as decision aids.

Lydia Gregg, MA, CMI, FAMI
Lydia Gregg, MA, CMI, FAMI, is an instructor and certified medical illustrator in the Division of Interventional Neuroradiology, jointly appointed in the Department of Art as Applied to Medicine at The Johns Hopkins University School of Medicine. She owns and operates ProAtlantal Studio with her husband and colleague, Fabian de Kok-Mercado. Lydia is currently a member of the Board of Governors of the Vesalius Trust, Chair and Lead organizer of the 2014 Comics & Medicine Conference, and a Fellow of the Association of Medical Illustrators. Lydia received her master of arts degree in medical and biological illustration from the Department of Art as Applied to Medicine in 2007.

Sarah Hegmann, MS
Sarah Hegmann, MS, graduated with honors from Louisiana State University with a BS in biological sciences and a minor in studio arts. She completed her MS in biomedical visualization at the University of Illinois at Chicago. She currently works as a medical artist for the Division of Clinical Anatomy at Stanford University. There, she is part of a talented team that develops innovative, accessible medical content for students and educators alike. Sarah and the team at Stanford use the Unity 3D game engine to develop and deploy cross platform applications for students, museums, researchers, professors, bioengineers, and more. In addition to supplying the division with content, they focus on ways to integrate technologies such as the Qualcomm Augmented Reality toolset, the Kinect system, and the Emotiv EEG controller to explore new possibilities in the learning environment.

Valerie Henry, MFA
Valerie Henry, MFA, grew up in Sonoma, California, where she enjoyed spending time collecting insects and drawing whatever she felt like. She pursued an undergraduate degree in biology from Chico State University, and from there continued on to earn her MFA in medical illustration from Rochester Institute of Technology. It made perfect sense that Valerie would find her way to a career that uses her two longest-standing interests of science and art. After finishing the program at RIT, Valerie began working for the Uniformed Services University’s Medical Simulation Center (the Val G. Hemming Simulation Center) in Silver Spring, Maryland, as a part of the Virtual Reality Lab. Her primary duty has been to design and build 3D virtual environments that make up scenarios used for training on the Wide Area Virtual Environment (WAVE) platform.

Tonya Hines, CMI, FAMI
President, Association of Medical Illustrators
Tonya Hines, CMI, FAMI, has over 24 years experience in biomedical communications, health care marketing, and patient education. With a foot in both corporate and academic settings, she is Art Director at the Mayfield Clinic serving the University of Cincinnati Neuroscience Institute. Their in-house agency, GliaMedia, is a hive-minded team of medical writers, journalists, public relations specialists, Web designers, branding and business strategists, and medical illustrators. Tonya has a long history of AMI service, including: Board of Governors, Professional Guidelines Committee Chair, Artists, Rights Committee, Outstanding Service Award, and Fellow of the AMI. She lectures and advocates on artists rights, metadata, open access, and health literacy.

Glen Hintz, MS
Glen Hintz, MS, is the Interim Chair for the School of Art and the Program Chair for the BFA Medical Illustration program and has been teaching in the BFA and MFA Medical Illustration programs at Rochester Institute of Technology since 1983. Glen teaches anatomical figure drawing, medical illustration, two and three-dimensional animation, three-dimensional modeling, and Web media. He uses Autodesk® Maya® for his three-
dimensional work. He graduated from Lafayette College with a BA in biology and the Medical College of Georgia (Georgia Regents University) with an MS in medical illustration.

Karyn Ho, PhD
(MScBC candidate for 2014)
Karyn Ho, PhD, earned her degree in chemical engineering and biomedical engineering at the University of Toronto. She is now studying biomedical communications, also at the University of Toronto, and takes pride in visualizing topics that have few existing visual references. Her broad interdisciplinary background and expertise in biomedicine enable her to distill new research down to its core messages. She was recently named a Vesalius Trust Scholar for her 3D animation on the science behind nanoparticle drug targeting to cancer, a project based on her doctoral research. Her artwork has been awarded an AMI Award of Excellence, and can also be found on the front covers of several peer-reviewed journals, including Nature Materials.

Amine N. Issa, PhD
Amine received his undergraduate degree at the Lebanese American University in Byblos, Lebanon. He completed his PhD in biomedical engineering at the Mayo Clinic. His thesis focused on neurophysiology and mapping synaptic connections at the level of motor neurons. Upon working with Dr. Johnson as a post-doctoral research fellow, Amine's research has focused on remote physiological monitoring and designing of interface and applications to be able to track both chronically ill patients and extremely fit athletes. Amine has worked with resident heart failure patients at the Charter House, F-22 fighter jet pilots, and extreme climbers summiting Mount Everest without oxygen. Amine also has a history of playing video games competitively at an international level, a result of a passion for a hobby he developed while growing up.

David Jamieson, MFA
David began studying painting at the Ontario College of Art and Design in Toronto, and received an MFA cum laude from the New York Academy of Art where he was awarded the first Prince of Wales Scholarship from that institution. He has taught figure drawing, painting, and anatomy in Toronto, New York City, and at the Prince's Foundation in London, England. For five years was a full-time faculty member of the American Academy of Art in Chicago, teaching both undergraduate and graduate students. His work has been featured in American Artist Drawing Magazine, Manifest Gallery’s International Painting and Drawing Annuals, and group exhibitions in Toronto, Chicago, and New York City. His work is also included in the collections of HRH The Prince of Wales, Eileen Guggenheim, and other private collections in Canada and the United States. David is cofounder of Vitruvian Fine Art Studio in Chicago, Illinois, where he currently paints and teaches.

Jodie Jenkinson, MScBMC, PhD
Jodie Jenkinson, MScBMC, PhD, is Assistant Professor in Biomedical Communications at the University of Toronto, where she teaches courses in interactive media design and information and data visualization. She received a bachelor of arts degree in art history and French from McMaster University, followed by a master of science degree in biomedical communications (MScBMC) from University of Toronto, and a PhD in education from University of Toronto. Her research is concerned with the role that visual complexity plays in learning.

Paul Kelly, MScBMC
Paul Kelly, MScBMC, earned his master’s degree from the biomedical communications program at the University of Toronto and is a core member of the TVASurg production team. He is committed to advancing the techniques of teaching complex surgical operations and precise anatomical relationships through 3D visualization and linear storytelling.

Craig Kiefer
Craig Kiefer is an award-winning Biovisualization Specialist experienced in developing visual solutions for medicine and science. Craig manages Biomedical Visualization at Amgen and is known for specializing in the creation of innovative, artistically dynamic and accurate imagery of biomedical subject matter. Kiefer enjoys working with a diverse range of medical and art professionals and has tackled an equally broad range of subject matter from patient education to challenging editorial assignments to biotechnology. His resume includes hundreds of publications and art direction for some of the most notable medical and creative agencies. Kiefer’s work has earned him many awards including a Best of Show from the Association of Medical Illustrators and inclusion in the 2010 American Illustration 29 Annual. Kiefer holds a master’s degree in Biomedical Visualization from the University of Illinois at Chicago and is an active member of the Association of Medical Illustrators.
Nirusha Lachman, PhD
Dr. Nirusha Lachman is Associate Professor of Anatomy at the Mayo Clinic College of Medicine. Dr. Lachman teaches gross anatomy, embryology, and histology to medical students, residents, fellows, and other health care professionals.

Jeff Lieberman, MS
Jeff Lieberman, MS, explores the connections between the arts, sciences, education, creativity, and consciousness. He hosted *Time Warp* on the Discovery Channel, reminding us how little our senses detect and understand about reality. He composes music in the duo Knolls. He shows sculptures internationally, exploring our unseen interconnectedness and interdependence. Having finished four degrees at MIT (physics, math, mechanical engineering, media arts and sciences), he is exploring how the evolution of consciousness can cease human suffering.

Anneliese Lilienthal, MS, CMI
Anneliese Lilienthal, MS, CMI, currently works at Karolinska Institutet (KI), in Sweden, on communication projects within the Department for Learning, Informatics, Management and Ethics. She holds master’s degrees in global health and medical illustration. In the spring of 2013, Anneliese was recognized as a Global Swede by the Swedish Institute and the Swedish Ministry of Foreign Affairs. In 2013, she participated in an entrepreneurship program focusing on startup health innovations for the elderly. Her idea was awarded startup capital as the winner of final pitching contest. She is now seeking out the necessary development team and consultants to further develop the idea and do pilot testing. From 2008 to 2012, Anneliese was a producer for 3D medical animations at XVIVO Scientific Animation. At XVIVO, she helped develop animations, interactive programs, presentations, and static images for pharmaceuticals, medical device companies, and the general public.

Samir Mardini, MD
Samir Mardini, MD, focuses most of his expertise on microsurgical reconstruction. His primary interests are facial reanimation and newly established composite tissue allotransplant program. Dr. Mardini has published over 84 peer-reviewed papers, 14 book chapters, and 2 books. Dr. Mardini is an editorial board member and guest editor for *Seminars in Plastic Surgery*, editorial board member for *Microsurgery*, and manuscript reviewer for *Microsurgery, Plastic & Reconstructive Surgery, Seminars in Plastic Surgery, and Surgery* journals. He is a member of the American Society for Reconstruction Microsurgery and founding member of the American Society for Reconstructive Transplantation. Dr. Mardini received the Godina Traveling Fellow Award for 2011. Dr. Mardini is also a volunteer surgeon for several medical mission trips each year.

Teri J. McDermott, MA, CMI, FAMI
Teri J. McDermott, MA, CMI, FAMI, has run a successful freelance business in the Chicago area since 1981. She is a past president of AMI (1995) and a graduate of the University of Illinois program (1975). Teri also served two terms on the AMI Board of Governors. She earned an MA from the University of Missouri, Columbia in 1978. Teri has been an invited speaker at numerous universities and conferences in the US and internationally over the past 3 decades. Her work has earned over 30 awards in the US and abroad. Since 1985, Teri has been an honorary clinical assistant professor with the program in biomedical visualization, University of Illinois Medical Center. She is an outspoken advocate of copyright registration and pursuit of infringement. Teri, was a participant in copyright litigation involving 18 medical illustrators against Advanstar Communications (McDermott et al. vs Advanstar Communications, Inc.) that they fought for nearly ten years and settled.

Glendon Mellow, BFA
Glendon Mellow, BFA, is a fine artist and illustrator inspired by evolutionary biology. His oil and digital artwork has ranged from fine art commissions and tattoo design, to museum display and book illustration. Glendon shares his art process at his blog, The Flying Trilobite, discusses the SciArt world on Symbiartic for the Scientific American blog network, and works in social media for INVIVO Communications Inc. He has spoken about art in science communication at the Centre for Inquiry Ontario and at ScienceOnline in North Carolina. Glendon has a bachelor of fine arts honors degree from York University in Toronto, Canada, where he lives with his wife Michelle and family. His work can be found at glendonmellow.com and he tweets @flyingtrilobite.

Marnie Meylor, MDes
Marnie Meylor, MDes, is a service designer at Mayo Clinic Center for Innovation. Her past and current project work have included design and research around the topics of wellness, prenatal care, shared decision-making, health behavior
change, social support engagement, pediatric care, enteral feeding, and care planning. Marnie holds a master’s degree in interdisciplinary design from the University of Cincinnati and an undergraduate degree in graphic design from Iowa State.

Fr. Nick Mezacapa
Fr. Nick Mezacapa has been ordained to the Episcopal Priesthood for the last 31 years. He has served as the rector of Calvary Episcopal Church, right across the street from Mayo Clinic for the past 27 years. Before coming to Minnesota, he served churches in Iowa, Michigan, and New York. A graduate of Heidelberg College in Tiffin, Ohio, he was trained as a teacher and athletics coach and worked in the field for seven years. It was after his teaching career that he attended Colgate/Rochester/Bexley Hall/ Crozer Divinity School in Rochester, New York, to receive his master’s degree in divinity and subsequent ordination to the priesthood.

Christopher Moir, MD
Christopher Moir, MD, earned his bachelor of science degree and MD from the University of British Columbia. He completed his fellowship in Pediatric Surgery from McGill University. He has published in several peer-reviewed journals including the Journal of Pediatric Surgery and the British Medical Journal. Currently he is a pediatric surgeon at Mayo Clinic who led a 70-person care team through the successful separation of conjoined twins.

Robert F. Morreale, MST, CMI
AMI 2014 Conference Chair
Bob Morreale, MST, CMI, is the Director of Creative Media at Mayo Clinic. Prior to joining Mayo, Bob was an assistant professor in the Department of Medical Illustration at the Cleveland Institute of Art (CIA) in Cleveland, Ohio, and had an adjunct appointment in the Department of Anatomy at Case Western Reserve School of Medicine. Prior to that, Bob served as a medical illustrator in a variety of roles at The Johns Hopkins University in the departments of Pathology and Surgery. Bob’s final role at Johns Hopkins was creative director of MedBiquitous, a non-profit international group of professional medical and healthcare associations, universities, commercial, and governmental organizations dedicated to innovating online user experience for professional healthcare education. Bob is a board certified medical illustrator and received both a bachelor of fine arts degree in medical illustration and a master of science degree in teaching fine arts from Rochester Institute of Technology (RIT) in Rochester, New York.

Gordon Nealy, MS
Gordon Nealy, MS, is a graduate of the Medical College of Georgia. He began his medical illustration profession on staff at the Cleveland Clinic in Ohio and Tufts New England Medical Center. His assiduous pursuit of video and 3D graphics brought him to Seattle, where he joined an organization that designed curricula and visual databases for science education. As Gordon developed his 3D skills, Microsoft was entering the video game enterprise. This was an opportune time, so he jumped over to the burgeoning game industry where he participated in shipping four successful games on PC and Xbox. Today, he is the Art Director at Mimic Technologies.

Timothy J. Nelson, MD, PhD
Timothy J. Nelson, MD, PhD, is Associate Professor of Medicine and Pharmacology at the Mayo Clinic. He is also Director of the Todd and Karen Wanek Family Program for Hypoplastic Left Heart Syndrome and Medical Director of the Regenerative Medicine Consult Service. Dr. Nelson earned his PhD and MD from the Medical College of Wisconsin in Milwaukee. His residency and fellowship work was done at Mayo Clinic in Rochester. Dr. Nelson’s research work is focused on cardiovascular regeneration using bioengineered stem cells to improve the ability to discover, diagnose, and, ultimately, treat mechanisms of degenerative diseases, such as cardiomyopathy. His lab looks to identify better ways to predict the onset and progression of genetic disease within the cell culture model system in the laboratory without the need for probing the patient beyond the initial tissue collection. Dr. Nelson has published 50 journal articles, 2 editorials, and 6 book chapters.

Francine Mary Netter, MA, MBA
Francine Mary Netter, MA, MBA, is the daughter of Frank H. Netter, MD. She grew up on Long Island, where her father had a large art studio in the family home. She spent many hours with him there while he drew and painted his magnificent pictures. She has a BA from North Carolina State University, an MA from Hofstra University, and an MBA from the University of North Carolina. She has written on the history of medicine for numerous
publications. She now lives in North Carolina with her husband Ralph Roberson. Her three children live nearby.

**Daniel Newman, BS**

Daniel Newman, BS, is a Master of Science student at Drexel University in Philadelphia, Pennsylvania. Daniel received his bachelor of science degree in biology with a studio art minor from Providence College in Rhode Island. After earning his degree, he worked at University of Massachusetts Medical School in Worcester, Massachusetts, as a laboratory technician. He has also completed a certificate program in natural science illustration at the Rhode Island School of Design where he was exposed to both traditional and digital creative skills. Daniel hopes to leverage his varied experiences to produce creative works that support and communicate science.

**Lisa Nilsson, CMA**

Lisa Nilsson, CMA, is a graduate of the Rhode Island School of Design where she studied Illustration, and more recently of the McCann Technical School’s medical assisting program, where her life-long aesthetic interest in anatomy and cool-looking medical things grew a bit more informed. She lives in North Adams, Massachusetts and is represented by Pavel Zoubok gallery in New York City. View her work lisanilssonart.com.

**David Odde, PhD**

David Odde, PhD, is a professor of biomedical engineering at the University of Minnesota who studies the mechanics of cell division and migration. His group builds computer models of cellular and molecular self-assembly dynamics, and tests them using digital imaging of cells in engineered microenvironments. Current applications include the modeling of chemotherapeutic effects on cell division, and crawling of cancer cells through the brain. Ultimately, his group seeks to use the models to perform virtual screens of potential therapeutic strategies. David is an elected Fellow of the American Institute for Medical and Biological Engineering (AIMBE) and of the Biomedical Engineering Society (BMES). He served as the inaugural Co-Editor-In-Chief of the journal, Cellular and Molecular Bioengineering, and also serves on the editorial boards of Biophysical Journal, Current Biology, and Physical Biology.

**Wojciech Pawlina, MD**

Wojciech Pawlina, MD is a professor and Chair of the Department of Anatomy at the Mayo Clinic College of Medicine in Rochester, Minnesota. He serves as Medical Director of the Procedural Skills Laboratory. Dr. Pawlina teaches gross anatomy, embryology, and histology to medical students, residents, fellows, and other health care professionals.

**Brendan Polley, BEd, MSc (MScBMC candidate for 2014)**

Brendan Polley, BEd, MSc, is a second-year student in the Biomedical Communications program at the University of Toronto. In 2008, he received his BEd from the Ontario Institute for studies in education. He went on to complete his MSc in ecology and evolutionary biology at the University of Toronto, specializing in vertebrate paleontology. After graduating, he worked as a high school biology and physics teacher, where he quickly developed an interest in educational technology and mobile learning. Today, he draws on his experiences as a researcher and educator to design and develop enriching, interactive tools for scientific and medical education.

**Frank Pompilio, PharmD**

Frank Pompilio, PharmD, is currently Scientific Affairs Director and Inflammation Medical Communications Therapeutic Area Lead at Amgen Inc. and manages a team of 11 doctorate trained staff focused on the synthesis and communication of clinical and scientific data in a balanced, ethical way to engage and educate the healthcare community with the goal of optimizing patient care. Frank holds a Bachelor of Science in Pharmacology from University of California, Santa Barbara and a Doctorate in Pharmacy from the University of Southern California. He also completed a post-graduate residency at the University of Arizona. Following his residency he spent five years as an Assistant Professor of Clinical Pharmacy at the USC School of Pharmacy where he practiced as a surgical intensive care pharmacist and educator. Frank’s introduction to the biopharmaceutical industry was a Senior Medical Science Manager position with Bristol-Myers Squibb, specializing in cardiovascular and metabolic diseases. Frank has extensive experience leading Scientific & Medical Affairs functions including medical communications and medical liaison teams. His responsibilities have focused on strategic and tactical planning in the areas of publications, congresses, advisory boards,
promotional review, launch support, and other areas related to the communication of scientific information to health care providers.

**Danny Quirk, BFA**

Danny Quirk, BFA, is an American painter based out of Springfield, Massachusetts. He is best known for his anatomical body paintings. Here, at the AMI conference, Quirk will be demonstrating his artistic skills, showcasing the importance body painting can play in teaching and understanding anatomy. Through live demonstration, Quirk will reflect upon his technique, “dissect” with a paintbrush, and bring the textbooks to life!

**Steve Rowse**

Steve Rowse started his art career in computer gaming at Humongous Entertainment, a 2D children’s gaming company, as an animation lead and environment artist after graduating from the Art Institute of Seattle. Steve was the Lead Vehicle Artist for what would eventually become the very successful Forza Motor Sports series on Xbox, a vehicle artist for Electronic Arts in Canada (EA) on the Need for Speed franchise; his title credits include Underground 2, Most Wanted, and Carbon. Steve has also worked for SONY as a weapons and vehicle artist at Zipper Entertainment working on such titles as M.A.G. and the SOCOM series of games. Steve now works for Mimic Technologies as the software team’s lead 3D artist. He is responsible for creating all the art content, and visual technologies for Mimics software.

**Emily Shaw, MA, CMI, EMT-B**

Emily Shaw, MA, CMI, EMT-B, has almost a decade of experience in the field of clinical simulation with Laerdal DC and Laerdal Medical, Clinical Simulation Center, Baltimore, SiTEL, MedStar, and MedStar Health, and currently conducting robotic surgery simulator sales as the NE Territory Manager for Mimic Technologies. Emily also holds a BFA in painting from Maryland Institute College of Art and a MA in medical illustration from The Johns Hopkins University School of Medicine’s Department of Art as Applied to Medicine.

**Christopher Smith, MA**

Christopher Smith, MA, received his bachelor’s degree from Salisbury University in 2011, where he majored in exercise science. He spent the following year honing his artistic skills at the Schuler School of Fine Art Atelier in Baltimore, Maryland. There, he learned the traditional artistic techniques of the old masters in all areas of drawing, painting, and sculpture. Christopher recently graduated from the Department of Art as Applied to Medicine at The Johns Hopkins University School of Medicine in May 2014. His thesis focused on the study of anatomical variation in human cyclopia and trisomies to explore the developmental mechanisms behind the changing morphology that occurs in evolution. In the future, he hopes to continue his study into human evolutionary and developmental biology and create novel ways to visualize and illustrate this wondrous field of science.

**Andrew Tran, BS (MScBMC candidate for 2014)**

Andrew Tran obtained his bachelor of science degree in psychobiology at the University of California, Los Angeles. He is currently in the second year of the Biomedical Communications program at the University of Toronto. As a former preclinical researcher in drug discovery and development, Andrew enjoys translating novel and complex concepts from the lab bench into illuminating and accessible visual explanations. Andrew was honored as a Vesalius Trust Scholar for his 3D animation and interactive module on super-resolution microscopy technologies as applied to neurobiology.

**Erik Tryggestad PhD, DABR**

Dr. Tryggestad earned his PhD in experimental nuclear physics and has spent the past decade training and working in the field of therapeutic medical physics. He enthusiastically works alongside his proton-physicist colleagues at the Mayo Clinic to commission the new proton beam facilities such that they are ready for clinical operation. The Rochester facility is expected to treat its first patients in May or June of 2015.

**Cynthia Turner, MA, CMI, FAMI**

Cynthia Turner, MA, CMI, FAMI, received a bachelor of fine arts degree from Colorado State University and a master of arts degree in biomedical illustration from the University of Texas Southwestern Medical School. She is an adjunct assistant professor of Biomedical Visualization at the University of Illinois at Chicago. Her work appears in the annual juried RxClub Show, Best in Medical Advertising and the annual salons of the Association of Medical Illustrators. She was selected
for inclusion in the juried Art of Medicine exhibition, New York, NY and the juried Dream Anatomy exhibition at the National Library of Medicine, Bethesda, MD. Johnson & Johnson honored her with a one-man show of The Medical Art of Cynthia Turner. She has been honored to serve as Artist-in-Residence for Varian Surgical Sciences’ “Take A Closer Look,” campaign, highlighting Varian’s role in advancing radiation medicine for early stage lung, prostate, brain and liver cancer treatment. Cynthia is the recipient of numerous illustration awards including twice honored with the prestigious Ralph Sweet Member’s Choice award. Cynthia was a 2009 Illustration Finalist in the annual International Science & Engineering Visualization Challenge sponsored by Science and the National Science Foundation.

Travis Vermilye, MFA
Travis Vermilye, MFA, is Assistant Professor in the Department of Visual Art, College of Arts and Media, University of Colorado Denver, where he instructs students on the art of creating scientific and medical imagery. He has been involved in the creation of anatomical models, illustrations, and animations derived from medical image data for the surgical planning of more than 20 cases of conjoined twins. His work has been shown on the Oprah Winfrey Show, Dateline NBC, and Discovery Health, as well as international magazines, e-zines, and publications.

Terri J. Vrtiska, MD
Terri Vrtiska, MD is a radiologist in Rochester, Minnesota and is affiliated with Mayo Clinic. She received her medical degree from Vanderbilt University School of Medicine and has been in practice for 27 years.

Walter Waymann
Walter Waymann studied digital animation and multimedia design at the Santo Toms Professional Institute in Chile. He is co-founder of the Lumina Project and has been its Creative and Audiovisual Director since 2007. Between this year and 2013, he implemented the Scientific Illustration and Animation Unit of the College of Medicine at the University of Chile, where he directed more than 20 projects of scientific animation and development of multimedia tools for biomedicine. He has illustrated numerous scientific books and articles, cover art for journals such as Molecular Cell, Genes and Development, and Autophagy, and directed scientific animations for television. Among the techniques he has used are modeling integration and 3D animation with information from data capturers, development of mHealth tools, and stereoscopy use in scientific animation and illustration projects.

Elizabeth “Betsy” Weissbrod, MA, CMI
Elizabeth Weissbrod, MA, CMI, is a certified medical illustrator for the Henry Jackson Foundation at the Val G. Hemming Simulation Center of the Uniformed Services University. Currently, she creates content for military medical education curriculum, ranging from 3D animation to pen and ink illustration to painted body art. She received her MA from The Johns Hopkins University School of Medicine, Department of Art as Applied to Medicine in 2010. That same year, she founded Weissbrod Studios. In 2012, she completed her service as a multimedia illustrator in the United States Army Reserves. In addition to art, she looks for ways to serve those around her through local and international volunteer opportunities and currently serves as Education Director and youth leader at her church.

John Weston, EMBA
John Weston is the Chief Marketing Officer at Mayo Clinic. Prior to joining Mayo, John was with Marshall & Stevens, a financial services valuation and advisement firm in Los Angeles, where he has served as Chief Marketing and Corporate Development Officer. Prior to that, John served as Vice President of Marketing and Business Development at both CaseStack and FedEx Freight. Over the years, John has consulted on business development, product management and marketing initiatives for leading brands such as Nestlé Con Agra, Coca-Cola, Minute Maid, and Frito Lay. In addition to his sales, marketing and business development background, John has extensive experience in brand management, strategy development, internet, search engine optimization, customer relationship management and e-commerce platform development.

William B. Westwood, MS, CMI, FAMI
William B. Westwood, MS, CMI, FAMI, is a Medical College of Georgia graduate with over 40 years of experience in medical illustration. He worked at the Mayo Clinic in Rochester, Minnesota, for ten years before leaving to start his own business, Westwood Medical Communications, in Albany, New York. Bill is a past president of the AMI and served two terms on the Board of Governors. His medical artwork has won 37 awards, including a Billings Gold Medal from the American Medical Association, and he
was the 2010 recipient of the AMI’s Lifetime Achievement Award. Bill is a frequent speaker on copyright and other business issues affecting medical illustrators (copyright, contracts, licensing, etc.) and an on-air panelist for 12 years with a popular regional call-in radio program, “The Copyright Forum,” on WAMC Northeast Public Radio. Bill, along with Teri McDermott, was a participant in copyright litigation involving 18 medical illustrators against Advanstar Communications (McDermott et al. vs Advanstar Communications, Inc.) that they fought for nearly ten years and settled.

Nicholas Wetjen, MD
Nicholas Wetjen, MD, is a pediatric neurosurgeon and Associate Professor of Neurosurgery and Pediatrics at the Mayo Clinic College of Medicine and consultant at the Mayo Clinic and Mayo Clinic Children’s Hospital in Rochester, Minnesota. He received his medical degree at the University of Iowa and completed his neurosurgery residency at the Mayo Clinic. He also completed a clinical research fellowship at the National Institutes of Health and a pediatric neurosurgery fellowship at the University of Utah and Primary Children’s Medical Center in Salt Lake City, Utah. He is board-certified in neurosurgery and pediatric neurosurgery. He is a Fellow of the American Association of Neurological Surgery, American College of Surgeons, and American Academy of Pediatrics. He has served as the coordinating editor and on the review panel of several peer-reviewed neurology, neurosurgery, and anatomy journals. Dr. Wetjen has authored more than 50 peer-reviewed scientific papers, 14 book chapters, and presented his research at many national and international scientific meetings. His clinical and research interests are in pediatric brain tumors, pediatric epilepsy surgery, pediatric occipitocervical junction and cervical spine surgery, congenital malformations, and pediatric skull base and craniofacial surgery.

Melinda Whitmore, MFA
Melinda received an MFA in painting from the New York Academy of Art and BA degrees in art history and studio art from Indiana University. She has sculpted anatomical models for many of the country’s top anatomical supply companies. Her work has been featured in American Artist Drawing Magazine and numerous other publications. In 2010, Melinda was awarded the Agop Agopoff Memorial Prize for Classical Sculpture by the National Sculpture Society. Melinda has taught graduate and undergraduate courses at the American Academy of Art in Chicago, and currently teaches anatomy at the School of the Art Institute of Chicago and in the Medical Humanities department at Northwestern University Feinberg School of Medicine. She is cofounder of the Vitruvian Fine Art Studio in Chicago with her husband, David Jamieson, where they place a strong emphasis on artistic anatomical training alongside traditional painting, drawing, and sculpture practices.

Nick Wiederhold
Nick Wiederhold started illustrating patents as a 12-year-old, working with his dad. He later attended The College of Visual Arts, in St. Paul, Minnesota, working on a degree in visual design. He made it to the end of his junior year and then moved on to start his own business, Glyph Design. Nick worked out of his home on different projects ranging from patent illustration to product design. He interned with a local product design firm, Design North, and that is when he met Stephan Kuslich. He was commissioned to work as a project concept artist and patent illustrator with Stephen D. Kuslich, Stephan’s dad. He was introduced to SoftImage by Stephan and they decided to join forces as Ghost Productions. The rest is the history of the Ghost. “We succeeded and failed three times and now have a great business that runs in the black.”
A passion for the life sciences

A XS Studio is a life sciences communications company working at the confluence of art, science and digital technology. We create inspiring visual solutions that enable our clients to engage, inform and motivate their audiences. Our content creators all have postgraduate biomedical communications training and are all AMI members! Every day we see the value that our training and high professional standards bring to our clients — the same standards of competency, ethics and professionalism promoted by the AMI.

AXS is proud to support the AMI and our fellow members at this 2014 Annual Meeting.

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connect [kuh-nekt]

1. to establish communication between
2. to associate mentally or emotionally
3. to relate to or be in harmony with

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2014

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PERSON-TO-PERSON
(PRE-SCHEDULED INTERVIEWS)

CRC Press, a Taylor & Francis Group
Thursday, July 24, from 1-5pm

Visible Health
Friday, July 25, from 1pm-5pm

VESALIUS TRUST –
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