

A black and white close-up portrait of a man with a full, grey beard and mustache, wearing glasses. He is looking slightly to the right of the camera. His hands are visible at the bottom of the frame, resting on a surface. The background is dark and out of focus.

*An Industry Celebration and Tribute to*

**BRUCE FRASER**

*1954 – 2006*

*When the mind is at peace,  
the world too is at peace.*

*Nothing real, nothing absent.*

*Not holding on to reality,  
not getting stuck in the void,  
you are neither holy or wise,*

*just an ordinary fellow who has completed his work.*

## GREAT SCOT!

There's a time in every Scot's life when he gets called a haggis by someone. Revered and reviled, the haggis is a symbol of Scottish tradition, culture and odd cooking habits. When asked to contribute to an event honoring Bruce's life and contributions to the industry, the first thing that came to mind was Robbie Burn's "To a Haggis". Rewriting it for Bruce is just the sort of thing that would bring a wry smile to his face. A kind of honor and roast in one.

## Ode to a Color Geek Steve Upton

*Fair fa your honest sonsie face,  
great chieftain of the color race.  
Above them all you take your place,  
with patience, acumen and charm.  
You are well worthy of a grace  
as long's my arm.*

*From Photoshop to Camera Raw,  
the bits refused to match at all.  
Real World Color really broke,  
this workflow stuff was such a joke.  
When color matches were most bleak,  
who should appear but the Color Geek.*

*Your wit and vigor would lay waste,  
to software bugs released in haste.  
But patience and advice would be  
your weapons agin' mediocrity  
When the dust had settled  
(and the bugs were gone),  
we'd find in you a willing champion.*

*In this strange industry we owe a debt,  
the depths of which we'll not forget.  
For leading through the techno maze  
a path your clarity did blaze.  
To find us in the clearing  
of understanding.*

*So beware the mighty Fraser-led  
The trembling earth resounds our tread  
Clasping a spectro we'll make it read  
and stubborn colors will all take heed.  
Dear Bruce you may be gone,  
but your lessons, in us, will live on.*

*Thank you.*





*An Industry Celebration and Tribute to*  
**BRUCE FRASER**

Wednesday evening,

January 10, 2007,

6:15pm - 7:45pm

Moscone Center,

North Hall, Room 134

Macworld Conference and Expo,

San Francisco, California

Jeff Campbell, highland bagpiper  
Jason Mispagel, highland drummer

The Tribute Organizing Committee, the Sponsoring Vendors and Speakers, and Bruce's colleagues, friends and family express their heartfelt appreciation for your participation in *An Industry Celebration and Tribute to Bruce Fraser*.

Please visit [www.BruceFraserLegacy.com](http://www.BruceFraserLegacy.com), an online



## PROGRAM

### Slideshow: My Homeland

A Brief Tour of his beloved Scotland through Bruce's Lens  
Music: "Flowers of the Forest" (Lesley Nelson-Burns)  
Traditional Scottish folk lament

### Video Biography

Courtesy National Association of Photoshop Professionals

### Welcome and Introductory Remarks

Graham Nash, Master of Ceremonies

### Accolades of an Industry

Adobe Systems, Inc.  
Marc Pawliger, Senior Director, Engineering - Digital Imaging

Epson America, Inc.  
Dan Steinhardt, Marketing Manager

Hewlett Packard Company  
Speaker to be announced

Microsoft Corporation  
Tim Grey, Director, Professional Photography Community

National Gallery of Art  
Alan Newman, Chief, Division of Imaging and Visual Services

Peachpit Press / Pearson Technology Group  
Nancy Aldrich-Ruenzel, Publisher

X-Rite, Incorporated  
Thomas Dlugos, Worldwide OEM Technical Director  
Liz Quinlisk, Director Marketing Strategy - Imaging & Media

### Slideshow: In His Own Words

Finely-honed phrases, sometimes known as "Bruce-isms"  
Music: "A Man's a Man for a' That and a' That"  
(Robert Burns) Traditional Scottish folk song

### Remembrances of Friends & Colleagues

Jeff Schewe, Pixel Genius LLC

Andrew Rodney, Pixel Genius LLC

Michael Kieran, RoboCatalog, Inc.

Stephen Johnson, Stephen Johnson Photography

Scott Kelby, National Assn. of Photoshop Professionals

Greg Gorman, Greg Gorman Photography

Chris Murphy, Color Remedies, Inc. and Fraser Co-Author

### Slideshow & Recital: "Ode to a Color Geek"

Bruce as seen in assorted stages of his life, submitted by friends and colleagues. Narrated by Steve Upton, performing his re-write of Robbie Burns' famed ode "To a Haggis" in humorous tribute to Bruce.

Thomas Knoll, "The person who wrote most of the stuff Bruce wrote about"

Bill Atkinson, Apple Fellow and Photographer

Karl Lang, Color Scientist

Henry Wilhelm, Wilhelm Imaging Research, Inc.

David Blatner, Fraser Co-Author; Lecturer

Martin Evening, Pixel Genius LLC (via video)

Mark Hamburg, Adobe Fellow, Lightroom Founder, recovering Photoshop expert

### Slideshow:

#### The Real World Bruce Fraser Photo Album

More Bruce as seen in assorted stages of his life, submitted by friends and colleagues.  
Music: "Highland Laddie" (Traditional)  
Ancient Scottish folk tune and regimental march

### Video Presentation: Interview and Acceptance

Excerpts from a recent interview with Bruce, and a very short acceptance speech

### Closing Remarks

Graham Nash, Master of Ceremonies

### Final Toast Farewell

Graham Nash, Master of Ceremonies  
Music: "Ode to Joy" (Frederick von Schiller)  
*Commemorative shot glasses distributed all around with Bruce's favorite single-malt, Laphroaig (15 years) to be held high during a grand, farewell toast in his honor.*

### Bagpipe Recessional

Music: "Scotland the Brave" (Cliff Hanley)  
*Audience is to remain standing at conclusion of toast. As the Bagpiper and Drummer march past your row, please follow them down the center aisle to the hall exit.*

## SCOTTISH SONG LYRICS

### Flowers of the Forest

Lesley Nelson-Burns

*I've heard them liltin', at the ewe milkin',  
Lasses a-liltin' before dawn of day.  
Now there's a moanin', on ilka green loanin'.  
The flowers of the forest are a' wede away.  
As boughts in the mornin', nae blithe lads are scornin',  
Lasses are lonely and dowie and wae.  
Nae daffin', nae gabbin', but sighin' and sobbin',  
Ilk ane lifts her leglin, and hies her away.  
At e'en in the gloamin', nae swankies are roamin',  
'Mang stacks wi' the lasses at bogle to play.  
But ilk maid sits drearie, lamentin' her dearie,  
The flowers of the forest are a' wede away.  
In har'st at the shearin' nae youths now are jeerin'  
Bandsters are runkled, and lyart, or grey.  
At fair or at preachin', nae woin', nae fleecin',  
The flowers of the forest are a' wede away.  
Dool for the order sent our lads to the Border,  
the English for ance by guile wan the day.  
The flowers of the forest, that fought aye the foremost,  
The prime of our land lie cauld in the clay.  
We'll hae nae mair liltin', at the ewe milkin',  
Women and bairns are dowie and wae.  
Sighin' and moanin' on ilka green loanin',  
The flowers of the forest are all wede away.*

### A Man's A Man For A' That And A' That

Robert Burns

*Is there for honest Poverty  
That hings his head, an' a' that;  
The coward slave-we pass him by,  
We dare be poor for a' that!  
For a' that, an' a' that.  
Our toils obscure an' a' that,  
The rank is but the guinea's stamp,  
The Man's the gowd for a' that.*

*What though on hamely fare we dine,  
Wear hoddin grey, an' a that;  
A Man's a Man for a' that:  
For a' that, and a' that,  
Their tinsel show, an' a' that;  
The honest man, tho' e'er sae poor,  
Is king o' men for a' that.*

*Ye see yon birkie, ca'd a lord,  
Tho' hundreds worship at his word,  
He's but a coof for a' that:  
For a' that, an' a' that,  
His ribband, star, an' a' that:  
The man o' independent mind  
He looks an' laughs at a' that.*

*A prince can mak a belted knight,  
A marquis, duke, an' a' that; that!  
For a' that, an' a' that,  
Their dignities an' a' that;  
The pith o' sense, an' pride o' worth,  
Are higher rank than a' that.*

*Then let us pray that come it may,  
(As come it will for a' that,)  
That Sense and Worth, o'er a' the earth,  
Shall bear the gree, an' a' that.*

*For a' that, an' a' that,  
It's coming yet for a' that,  
That Man to Man, the world o'er,  
Shall brothers be for a' that.*



## Ode To Joy (An Die Freude)

Frederick von Schiller

*Chorus :*

*Joy, beautiful spark of the gods,  
Daughter of Elysium,  
We enter fire imbibed,  
Heavenly, thy sanctuary.*

*Thy magic reunites those  
Whom stern custom has parted;  
All men will become brothers  
Under thy gentle wing.*

*May he who has had the fortune  
To gain a true friend  
And he who has won a noble wife  
Join in our jubilation!*

*Yes, even if he calls but one soul  
His own in all the world.  
But he who has failed in this  
Must steal away alone and in tears.*

*All the world's creatures  
Draw joy from nature's breast;  
Both the good and the evil  
Follow her rose-strewn path*

*She gave us kisses and wine  
And a friend loyal unto death;  
She gave lust for life to the lowliest,  
And the Cherub stands before God.*

## Scotland The Brave

Cliff Hanley

*Hark when the night is falling,  
Hark! hear the pipes a-calling,  
Loudly and proudly calling, down thro' the glen.*

*There where the hills are sleeping,  
Now feel the blood a-leaping,  
High as the spirits of the old Highland men.*

*Chorus :*

*Towering in gallant fame,  
Scotland my mountain hame,  
High may your proud standards gloriously wave*

*Land of my high endeavour,  
Land of the shining river,  
Land of my heart for ever, Scotland the brave.*

*High in the misty Highlands  
Out by the purple islands,  
Brave are the hearts that beat beneath Scottish skies.*

*Wild are the winds to meet you,  
Staunch are the friends that greet you,  
Kind as the love that shines from fair maidens' eyes.*

*Chorus*

*Far off in sunlit places  
Sad are the Scottish faces,  
Yearning to feel the kiss of sweet Scottish rain.*

*Where tropics are a-beaming  
Love sets the heart a-dreaming,  
Longing and dreaming for the hameland again.*

*Chorus*

## Highland Laddie

Ancient Scottish folk tune and regimental march

*The Lawland Lads think they are fine  
But oh they're vain and idle gaudy  
How much unlike the graceful mein  
And manly looks o' my Highland Laddie  
If I were free at will to choose  
To be the wealthiest Lawland Lady  
I'd tak' young Donald without trews  
Wi' bonnet blue and Highland plaidie*

*Chorus :*

*Oh my bonnie bonnie Highland Laddie  
Oh my bonnie bonnie Highland Laddie  
When I was sick and like to die  
He rowed me in his Highland plaidie  
O'er Bently Hill wi' him I'll run  
And leave my Lawland kin and daddy  
Frae winters chill and summers sun  
He'll screen me in his Highland plaidie  
A painted room, a silken bed  
Maun please a Lawland Lord and Lady  
But I could kiss and be as glad  
Behind a bush in his Highland plaidie  
Nae greater joy I'll e'er pretend  
Than that his love prove true and steady  
Like mine to him, which ne'er shall end  
While heaven preserves my Highland Laddie*

## ACKNOWLEDGMENTS

From the moment a conclusive diagnosis was made to his passing was a period of just over three very short months. In that brief span, Bruce was showered with gifts, letters, cards, emails, visits and phone calls from people around the world, all wishing him well, all expressing their gratitude, all hoping for a miracle.

The miracle, in fact, was Bruce himself. Certainly no single event such as this tribute could hope to capture the rich tapestry that was Bruce. His first love by all accounts was music, which began in his homeland of Scotland.

There he played with a late incarnation of the Scottish pop-metal group *Iron Virgin*, a group named *The Spheres* and a band called *Mowgli and the Donuts*, the latter which came closest to commercial success. He worked at the London Guitar Center, played some blues in Chicago and eventually arrived in San Francisco, where his tastes ran to "a blend of post-industrial funk and electronica rhythms, psychedelic improvisation and poetic lyrics." Until he became ill, Bruce continued playing with his Bay Area musical colleagues in weekly jam sessions – a total of twenty-six years of jamming! One wonders if this Highland Laddie had secret yearnings of musical stardom.

Within such a musical context, desktop publishing (remember *that?*), digital imaging, and later color management products almost seem like avocations, but – as this event demonstrates – avocations that grew into a career having worldwide impact. Who would have guessed?

Our friend Bruce did achieve stardom – in the world of pixels and color – and he wore it with exceptional grace and humility.

This *Industry Celebration and Tribute* is just one reflection of the affection and regard for Bruce held by individuals and companies everywhere. It is also a reflection of the wonderful people that comprise the digital imaging community of which we are so fortunate to be a part. Your support is gratefully acknowledged.

### **An Industry Celebration and Tribute to Bruce Fraser** ORGANIZING COMMITTEE

#### **Manufacturers and Corporate Sponsors**

*These companies (plus one anonymous donor) all appreciative of Bruce's contributions to their products and the digital imaging marketplace in general, have underwritten in equal and generous shares the costs of producing the Tribute.*

Adobe Systems, Inc.  
Epson America, Inc.  
Hewlett Packard Company  
Microsoft Corporation  
Peachpit Press / Pearson Technology Group  
X-Rite, Incorporated

#### **Supporting Vendors**

*The following companies generously donated or discounted services necessary to the successful production of this event.*

AV Images, Inc., Livermore, California  
Circle Graphics, Inc., Longmont, Colorado  
Digital Pond, Inc., San Francisco, California  
Dome Printing & Lithograph, Inc., Sacramento, California  
Helene Smith Public Relations, Longwood, Florida  
IDG World Expo/Macworld, Framingham, Massachusetts  
Jon Emerson Productions, Inc., Redding, California  
April Greiman Made in Space, Inc., Los Angeles, California  
Nash Editions, Inc., Manhattan Beach, California

#### **Individuals**

*More people stepped forward with offers of assistance and support than could be utilized, but their obvious regard and affection for Bruce fueled the efforts of the rest; for that we thank you all. (Working members of the Organizing Committee are identified by an asterisk "\*".)*

Bill Atkinson  
\* Larry Baca (O.C. Chair)  
David Blatner  
Russell Preston Brown  
Fred Bunting  
John Paul ("JP") Caponigro  
Kevin Connor  
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Jennifer Stern  
Michael Stokes  
Marco Ugolini  
Steve Upton  
Vincent Versace  
Eric Walowit  
Josh Weisberg  
Henry Wilhelm

#### **The Bruce Fraser Imaging Excellence Scholarship**

The Digital Photography Program of the School of Visual Arts (New York, NY) has created a scholarship fund to support the completion of outstanding graduate thesis projects that represent significant achievement in color management and imaging excellence. For more information, please contact Katrin Eismann, Chair (keismann@sva.edu; URL: [www.sva.edu/digitalphoto](http://www.sva.edu/digitalphoto)).

#### **Silent Charity Art Auction**

Several artists and well-known digital photographers are donating various pieces of their work to an online Silent Auction to raise funds in support of Bruce's unmet medical expenses and his favorite charity. Works ranging from framed single prints to an entire fine art portfolio have been contributed from several acclaimed artists including Bert Monroy, Vincent Versace, Greg Gorman, Mac Holbert, Graham Nash, Stephen Johnson and others. The auction will close in time for final announcement of winning bidders at the April 2007 Boston meeting of the National Association of Photoshop Professionals conference. Watch for more details about the auction on [www.PhotoshopNews.com](http://www.PhotoshopNews.com), coming soon.