

## Message from the President



Greetings Fellow IGAEA Members!

I have two important points I wish to discuss during this month's letter to *The Communicator*. The first is in regards to the conference at Clemson. The second is regarding one of my goals as the president of the IGAEA.

Here's the news from Clemson:

The board just returned from the mid-winter meeting at Clemson University in South Carolina. I am pleased to say that the plans for the conference are moving forward quite nicely. We will bring more info to you in the future but here are three points I would like to mention. The first one is that everything is in easy walking distance from the Norris Hall (housing) to Harcombe Dining Hall and to Godfrey Hall (where we will have many of the hands on activities). The second point is that the food at Harcombe Hall is excellent, providing many food choices. We will not go hungry! The last point is that our conference host, John Leininger, has planned many exciting opportunities for "learning and discovering," along with the much needed "down time."



On a more serious note, I want to take the opportunity to talk with you about something that has been on my mind for a long time. I want to investigate changing the name of the International Graphic Arts Education Association. It is a goal I set for myself as a president. Here are three concerns that we need to consider when changing our name.

1. Does the current name accurately reflect the goals and direction of this organization? Evolving digital communications, production automation, and multiple media have all entered our areas of content. Does our current name reflect those changes?
2. The number of the IGAEA members has been on the decline. Though there are several factors that might contribute to this drop in membership, including the fact that the image of our organization does not present a modern, inclusive picture.
3. The full name (International Graphic Arts Education Association) or the acronym (IGAEA) are both awkward to say or to remember. We all have observed individuals, even members, who struggle with the name. Others have given up, falling back to the common refrain of a nursery rhyme that sings, EIEIO. Lets face it--IGAEA is a mouthful!

Members should be involved in the process of name change by voicing their opinions and providing their ideas. I do not hope to direct or authorize this change. To bring transparency to this process, I have appointed Dan Wilson from the Illinois State University to chair an ad hoc committee on the name change. I have also asked the IGAEA Advisory Board to oversee the process. These individuals will include the Past Presidents of IGAEA: Tom Schidgen, David Dailey, Tom Loch, Janet Oglesby, and Mike Stinnett. Industry Members would include Eileen Cassidy, Seth Stokes. The Committee Chair: Dan Wilson

It is true that a change in name is not required and the process will involve major effort. The change will require revisions in our Constitution and Bylaws as well as in our Administrative Handbook. Further, there are legal ramifications in changing the name. For that reason, I want to know what you, as members, think of the name change idea. Is it time for a change? Will a name change benefit the organization? Will the change cause internal strife? Your participation in the process of the name change is extremely important. As we progress, you will be asked to provide your input. Please become involved and let us know what you think.

The IGAEA is your organization. Thus, please let me know if you think a name change is a good idea? After I hear from you, we will have a tough debate about the name change. If the change of name is desirable, then

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we will look into the name changing process. On the other hand, if no change is desired, we will continue with our current moniker.

Before you decide, I would like to provide you with a little history. As with most organizations, changes in names evolve over time. Even this organization wasn't always identified as the IGAEA. While considering this name change, I looked up what names we had used in the past. Insight into the past came from the 75th Anniversary Commemorative Edition of the International Graphic Arts Education Association. In 1922, the United Typothetae of America first sponsored the group (tahy-poth-i-tee, tahy-puh-thee-tee). The American Institute of Graphic Arts became the sponsor in 1934. The National Graphic Arts Guild officially began in 1935 and the name was changed to the National Graphic Arts Association in 1940. The current name, the International Graphic Arts Association, was decided in 1951.

Please continue to follow The Communicator and the IGAEA website with additional information on how you may address your concerns and comments with this process.

Remember, when you are IGAEA, you are family.



Hans Kellogg, IGAEA President

## The 87th IGAEA Conference

The Annual IGAEA Conference will take place in Clemson University, South Carolina, on July 22-26, 2012. Join this Action-Packed Adventure in Surround Sound Actual 3D, directed by John Leininger. The official website is: <http://www.clemson.edu/cbbs/departments/graphics/igaea/>

## Registration

The registration for the conference is now open. Please come and join us in the beautiful South Carolina for great presentations and social event! Click on this website to register: <http://www.clemson.edu/cbbs/departments/graphics/igaea/registration.html>

## Call for Papers

We are still looking for more member presentations. Although the official deadline was March 15th, we will still consider other proposals after this date. Please email your presentation proposals to John Leininger at [ljohn@clemson.edu](mailto:ljohn@clemson.edu).



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## Printing's Past

by Hans Kellogg

Printing's Past is a feature of The Communicator in which visual teasers, interesting stories, and entertaining anecdotes delve into the colorful and expansive history of the graphic communication industry.

The last entry for Printing's Past was a brass item, relatively thin, and would stand about 1.25" tall. It has a small negative image set in the middle.

Were you able to determine what it was or what was its purpose?

The brass was a matrix for a Linotype machine. However, while most Linotype machines created lines of hot lead type – hence the name Linotype – this matrix was created for the “new” technology of cold type. It was part of a font from the First Generation phototypesetter. As with many technologies, the Linotype company was experimenting with phototypesetting. They converted existing technology of brass matrix to suit their purpose.

The new mystery item for this issue of The Communicator is a tool that might be found in the draftsman toolbox. It is approximately 4 inches long and made of brass.

Can you identify this tool? Do you know its use? Check the next Communicator for the answer to this historical mystery.

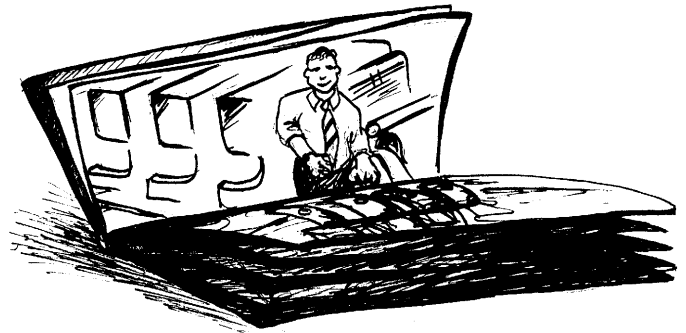


Hans Kellogg, the author of Printing's Past is at professor at Ball State University in Muncie, IN. His email is [hkellogg@bsu.edu](mailto:hkellogg@bsu.edu). He is always looking for examples to use with this feature and welcomes submissions.

# Marketing Your Program

Dear Fellow Educators:

Last week I noticed on my Zig Ziglar desk calendar a statement that I need to share with you. This statement says it all for how to market your program for new students, printers and vendors. Zig says “It’s not what you’ve got, it’s what you use that makes a difference.” Many of you may feel you do not have enough students, or supplies, or the latest equipment to do the best training, and these feelings get you down and depressed. Be positive and focus on what you have. Keep it clean, and print as much as possible with your equipment. Believe in your heart and mind that your program is one of the best in the state (and it really is!)

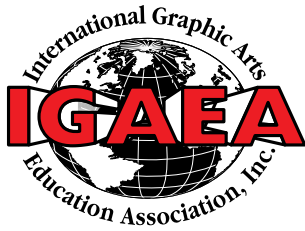


Take pictures of your lab and create a small pride book to carry in your coat pocket or purse. Carry it with you everywhere you go. When talking to new students, printers, suppliers, or manufacturers, you’re now ready to give a visual dog and pony show on your program.

Zig Ziglar also believes that to be truly successful in any walk of life you have to be a salesman. Start developing your salesmanship skills and watch your program grow.

And always keep pressing on towards the mark of your calling!

*Gary Walton, Professor Emeritus  
Cincinnati State*



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