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the communicator

Official newsletter of the
INTERNATIONAL GRAPHIC ARTS EDUCATION ASSOCIATION, INC.

From the President

Last year when Mike Stinnett received the Kagy Award at the 74th Conference, I believe it was the presenter who asked all who had been in one of Mike's classes to stand. About ten did so. I thought that was fantastic.

The placement director at my former school used to jokingly say, "This would not be a bad job if it weren't for the students." Duh—there would be no job if it weren't for the students. That's why we have dedicated ourselves to the classroom: to mold young minds for the future, and hopefully some for the printing and publishing industry.

Sure, there are bad days, discipline problems, short money and equipment, problems from above. But there are good days too, like when Mike stood up here last year and his former students stood up around the room. Or when a student wins a Gutenberg Award. Or when a student finds her first job and becomes a success. Or when you get a letter of thanks.

A letter of thanks: I haven't gotten very many. I have to admit I haven't sent many either, maybe that's why. But I would like to quote a few lines from those I have received:

"Thanks so much for your time and effort this semester. I have enjoyed your class and getting to know you."

"I want to thank you both for the minor I received. It was just what I need to complement my bachelor's in graphic design."

"Don't ya just wish everyone in the department could do as well as I have. (ha ha) I do owe most of it to you. I only had a small part. You did all the rest. Thanks once again."

"Thanks for being such a good person to me, your support always had helped me. I will always remember you and always be thankful for your teaching and your compassion for others."

I would like to extend my thanks to Page Crouch. He gave me the first IV injection

See President's Letter on Page 10



IGAEA President David Dailey

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GRAPHIC COMM CENTRAL (<http://teched.vt.edu/gcc/>)
The "Hub" on the Web for Graphic Communications Education



IGAEA MISSION STATEMENT

The International Graphic Arts Education Association (IGAEA) is an association of educators in partnership with industry, dedicated to sharing theories, principles, techniques and processes relating to graphic communications and imaging technology.

Expansion of Gutenberg Awards Announced

by Margo Booth

Mike Stinnett, Gutenberg Awards committee chair, has announced the expansion of the competition. Plans are to add two new categories to next year's contest—Multimedia and Photography.

Doris Anton is heading up the development of the Multimedia contest. If you would like to have input into what categories are set up and what the regulations are, please let her know. Anton can be reached at Wichita Area Technical College, Central Campus, 324 N. Emporia, Wichita, KS 67202-2591, danton@ksable.com.

Margo Booth is working on the Photography component. She also welcomes your input and can be reached at McIntosh High School, 201 Walt Banks Road, Peachtree City, GA 30269, mhsgraphics@mindspring.com.

This year's Gutenberg Awards competition drew a record number of entries. Four hundred fifty pieces from junior high schools, high schools, technical schools, and colleges were on display at the IGAEA annual conference in Williamsport.

"The expansion of the contest will reach students with a new set of interests and skills," said Stinnett. "These are instructional areas many graphics programs are covering and are a natural addition to our traditionally print-oriented contest."

"The Gutenberg Awards contest is a tremendous opportunity to motivate students to put forth a little extra effort in the classroom" added Stinnett, who has seen the quality of entries soar in the many years he has run the competition.

Deadline for the competition for the upcoming school year is July 1, 2001.

For more information, contact Stinnett at Kimball High School, 1500 Lexington Blvd., Royal Oak, MI 48073, telephone 248-435-8500, ext. 290.

Communicator Nameplate Competition

At the 75th annual conference in Williamsport, PA, the IGAEA Board of Directors announced a competition to design a new nameplate for *The Communicator*. *The Communicator* is the official newsletter of the International Graphic Arts Education Association and is published bi-

monthly by the Association. The current nameplate for the publication is dated and contains only two colors.

IGAEA members are encouraged to submit designs to be judged by the Board at its mid-winter meeting in February 2001. The current nameplate is 45 × 12 picas, but the new nameplate can be as large as 51 × 16 picas (plus bleed top and right). The nameplate is to be in CMYK and may be vector or bit-mapped art. Bit-mapped art must be composed of a minimum of 300 pixels per inch. Hard-copy and disk(s) must be received by Dr. Jerry Waite (address below) by January 31, 2001.

The designer of the winning entry will receive a \$300 credit toward the 2001 Chicago Conference.

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2000 SkillsUSA Championship Winners Announced

The winners of the 36th annual Skills USA Championships in Graphic Communications were announced Friday, June 30, at the SkillsUSA-VICA National Leadership and Skills Conference in Kansas City, Missouri. Over 4,000 outstanding vocational students took part in hands-on competition in 72 different trade, technical, and leadership fields.

Printing Industries of America supports SkillsUSA-VICA as the national organization for students in trade, industrial, technical and health occupations education. PIA participates in the Skills USA Championships to recognize the achievements of graphic communication students and to encourage them to strive for excellence and pride in their chosen occupations that will meet industry shortfalls in the future. "We are thrilled to be a part of this amazing competition this year. These competitors are the kind of workers that our members are looking for and we want them to be successful in our industry when they are ready to enter the workplace," says Denise Pons, PIA's Director of Awareness Programs.

The winners of the 2000 Graphic Communications SkillsUSA Championships were awarded in two divisions: high school and post secondary. In the high school division awards are as follows: Gold—**Justin Green**, Asheville High School, Asheville, North Carolina, Silver—**Mitch Hansen**, Dixie College, St. George, Utah and Bronze—**Doniece Matson**, Oakland Technical Center - SE, Royal Oak, Michigan. Post secondary awards were: Gold—**Will Davis**, William P. Ford Tech, Westland, Michigan, Silver—**Mark Bates**, Dixie College, St. George, Utah and Bronze—**Constance Noskowiak**, NE Wisconsin Tech College, Green Bay, Wisconsin.

The contests were planned by technical committees made up of representatives of labor and management and designed to test the skills needed for a successful entry-level performance in given occupational fields. Each participant was judged on the following: layout and design; film image assembly; platemaking; offset duplication; and a written test to demonstrate the ability to solve common graphic communication issues. Contestants were also required to compose final art using a desktop computer and software system. Safety practices and procedures—an area of great concern to labor and management alike—also constituted a portion of a contestant's score.

Contest winners were rewarded with a donation by

Heidelberg USA. "We worked with VICA during their national competition in Kansas City last year, and we're looking forward to sponsoring it again," says Larry Kroll, Heidelberg's Vice President of Training and Consulting. "Heidelberg recognizes the need for good training. Our sponsorship of SkillsUSA-VICA is one way we support students entering the printing industry." This year, Heidelberg is expanding its support of the Skills USA competition by awarding the schools of the first place winners in the secondary and post-secondary categories with the use of a QM 46 for one full year. At the end of that year the school will have the option to purchase the press at a greatly reduced price. "The goal is to give young press operators top quality tools on which to learn," said Kroll. "The experience with the QM46 should be invaluable for students entering the workforce."

Also contributing to this worthwhile effort was Adobe Systems with a software donation for the winners. "Adobe recognizes that these graphic communications students are the creative future of our industry and we want to recognize this exemplary group with our donation of Adobe's software," said Rye Livingston, Adobe Manager, Professional Association Relations. "SkillsUSA's graphic communications students will be in our workplace as our customers—we want to ensure that they have a head start in their educational efforts with our software."

To bring the week to a close, PrintNation.com sponsored a graphic communications breakfast. "We wanted to show the students that they each had made quite an accomplishment by winning their state competition and coming to Nationals," said David Steinhardt, PrintNation.com Vice President of Industry Relations. "This breakfast was to honor each of them—and to show them that our industry greets them with open arms when they are ready to enter the workplace!" The participants were rewarded with a gift bag with corporate donations from Adobe, Fuji, Tamarack, Duplo, Markzware Software, Noosh, Document Management Industries Association, Society for Service Professionals in Printing, and Printing Industries of America.

Other organizations supporting the contest included 3M Co., Apple Inc., Fuji, Graphic Arts Technical Foundation, Kodak Polychrome, NPES The Association for Suppliers of Printing and Publishing Technologies, Printing Industries of America, Inc., and Strategic Paper Group.

Be sure to visit WWW.IGAEA.ORG

to download and read back issues of
The Visual Communications Journal and The Communicator.
The 2000 issue of the Visual Communications Journal is
available on-line and will be mailed as soon as it is printed.

Trends in Graphic Technology 2000

by Jerry Waite

During the 2000 IGAEA Conference in Williamsport, PA, George Ryan, President of the Graphic Arts Technical Foundation, presented his vision of the overall trends in Graphic Communications Technology in 2000. Among the most significant trends regarding the industry are: offset revenue growth is moderate; the overall number of plants is decreasing—however, capacity continues to increase through productivity improvement; deadlines are becoming shorter; there is an increased emphasis on personalization—therefore, digital printing is challenging lithography; the use of color is increasing; the concept of a paperless office has failed; process automation will continue; and, as always, there is a tight labor market.



GATF President George Ryan

Whereas the US Gross Domestic Product grew 3.8% in 1999, the print market grew nearly twice as fast (6.6%) and totaled 157 billion dollars. A total of 49,400 plants produced printing in 1999, down from 51,300 in 1998. However, the average number of employees per plant grew from approximately 21 in 1998 to about 24 employees in 1999. In other words, although the total number of plants decreased (primarily through acquisitions and mergers), employment in printing plants increased from approximately 1,077,300 in 1998 to 1,185,600 in 1999. Speaking of acquisitions, although there have been many mergers in the past few years, the trend decreased in 1999. With regard to print markets, high growth areas include marketing and promotion, quick printing, and direct mail advertising. On the other hand, book production is down. E-commerce is rapidly impacting the printing industry. In particular, more than 60 e-commerce firms now serve printers. Mr. Ryan predicted that 15% of all paper and printing will be purchased in 2003 using e-commerce.

Printers continue to be concerned about recruiting. In fact, they view it as their number one problem. For example, there are currently 22,000 open jobs in the printing industry, and the industry added about 100,000 jobs in 1999.

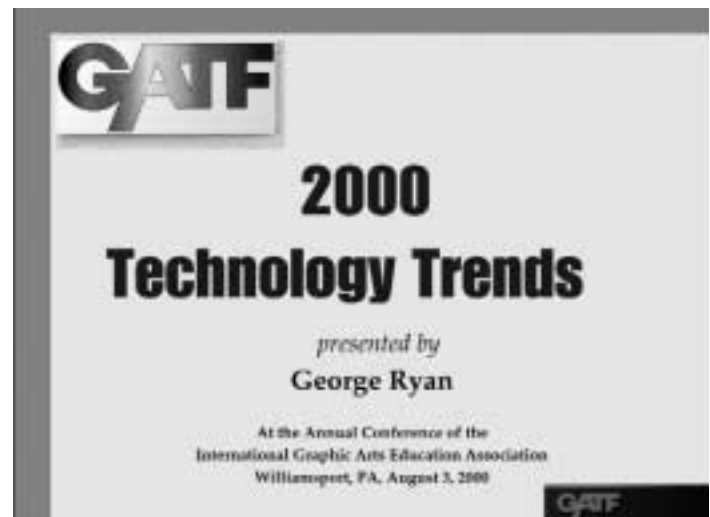
Of particular importance to graphic communications teachers, Mr. Ryan predicts that offset lithography will decrease from 65% of the market in 1997 to about 49% in 2006. However, digital printing will increase from 20% to

35%. Gravure and flexo will both decrease slightly while other processes, such as screen printing, will increase slightly. In 1999, there were 23,900 digital printing units installed. Digital printing trends include wider sheets widths, increased speed, variable printing, the use of color on day-to-day transaction documents, and a decrease in consumable costs of about 15%. Thirteen models of direct-imaging (static, not variable data) printing presses are now available from several companies. Presstek engines are on eight of those presses. Komori has a 40" wide direct-imaging concept press on display. MANRoland recently demonstrated a narrow-web press that uses a "plate-like" coating—instead of a plate—on the cylinders that washes off after printing. Currently, 7% of printers have digital printing equipment installed and the trend is up.

Digital proofing is maturing and is becoming the dominant proofing technology—17,000 units are now in use: 39% of printers use continuous tone digital proofing systems while 22% use halftone-based systems. Ink-jet technology is improving, especially in small formats, and HP is aggressively pursuing this market. Price and performance are improving from all proofing suppliers.

Digital photography is becoming the ideal photographic process for catalog work. Over 40 models of digital cameras are now available, although the good ones still cost in excess of \$25,000. Fourteen percent of printers have this capability, up from 9% in 1998. Both HP and Indigo featured camera-to-press printing at DRUPA.

Color desktop scanning is really good: 76% of printers use desktop flatbed machines, while 18% still use high-end drum scanners, and 11% use desktop drum scanners. Acceptable quality can be found with units costing between \$20,000–\$90,000.



George Ryan's slides are available for your use at GRAPHIC COMM CENTRAL (<http://teched.vt.edu/gcc/>)

Computer-to-plate (CTP) technology boasted 4,000 installations by 1999. Costs for CTP technology is declining. In fact, some CTP setters using a new blue diode now cost as little as \$130,000. Some printers are experiencing 50% throughput savings when CTP systems are employed. Most printers who have purchased these systems are pleased with them and, in fact, many are getting better return on investment than the setter manufacturers promised.

There are an estimated 190,000 sheetfed presses in the U.S. Presses are becoming more automated and faster. Automatic plate loading is standard, along with automated ink dispensing and ink key zone setting controls. Perfecting presses and automatic blanket washers are also increasing in popularity. Impression speeds are generally 14,000–16,000 iph. CIP 3 integrated quality and data control devices now seem to be a “must” for new presses so that all digital devices in the workflow can communicate. Standards are now becoming more pervasive. Whereas SWOP & SNAP are established, GRACoL is still being developed. GATF has had some problems printing to the GRACoL standards. For example, they haven’t been able to match TVI (Tone Value Increase or Dot Gain) with GRACoL density specifications. GATF is releasing its test results in a white paper. Contact Phil Hutton at GATF if you want a copy of the white paper.

Over 80,000 web presses, at an average age of 15 years, are currently installed in the US. Speeds on these machines are up to 3,000 feet per minute. Current research and development is focusing on faster makeready rather than higher speeds—binderies often can’t keep up with current press speeds. There are now drying and emissions controls that use virtually no electrical energy.

Mr. Ryan has graciously converted his presentation slides to the portable document format and allowed IGAEA member Mark Sanders to post the file on the GRAPHIC COMM CENTRAL (<http://teched.vt.edu/gcc/>) website. Be sure to download the file and show it to your students!

Robert Cox Receives 2000 Frederick D. Kagy Award

The Frederick D. Kagy Life Achievement Award is granted by the International Graphic Arts Education Association for significant contributions to graphic arts education and the graphic arts industry. It is dedicated in the memory of Fred Kagy, a man who served and influenced the lives of the thousands of people that he came in contact with during his



Robert Cox speaks to the Conference Banquet guests after receiving the 2000 Frederick D. Kagy Award

long and illustrious career as a graphic arts educator. Fred Kagy has provided us with a role model that would be impossible to replicate, but is worthy of emulating.

During the IGAEA’s 75th annual conference in August 2000, former recipient Mike Stinnett presented the Frederick D. Kagy Life Achievement Award to Robert L. Cox. Bob graduated from Little Rock High School and received a BS in Education with a major in Industrial Education from Kansas State Technical College in 1955. Later, he earned a Master’s in Industrial Education from Kansas State College and an EdD in Vocational Education from the University of Arkansas.

Bob started his teaching career at Labette County Community High School in 1955. He also taught at Chanute High School and Junior College in Chanute, Kansas before becoming a professor at Southeast Missouri

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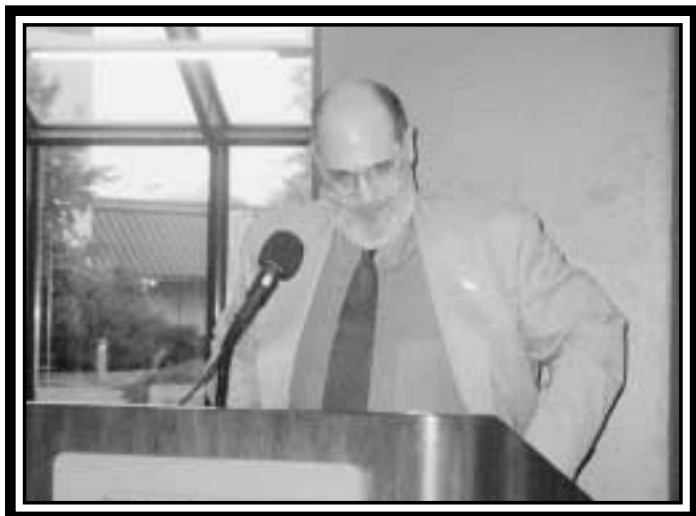
How Can I Serve?

It has been said, “You can only expect to get out of a bank what you put in.” Put nothing in and get nothing out goes for banks and organizations as well. Sometimes we think we pay our \$20 dues and that’s it, I’ve done my duty. But, ask yourself, “Could I do more, would I feel more involved if I did more?” The answer is a resounding YES! You can become more involved with IGAEA through its many committees and offices. Though the pay is not much, the rewards are many. If you would like to be a committee member, chair or even a board member, contact Richard Grim, your President-elect at the address on p. 2.

Conference 2000 Memories



2000-2001 IGAEA Board members listen intently as Page Crouch administers the oath of office. From left to right: David Dailey, Richard Grim, Jerry Waite, Dennis Dougherty, Margo Booth, Evan Jackson, Daniel McCluskey, Tom Loch, Jim Stevens, Doris Anton, and Stan Curtis. Sorry 'bout the phantom glass reflection, Evan!



Frank Romano delivers, in typical style, a hilarious presentation about the foibles of graphic arts in the digital age. Meanwhile, even more hilarious "electronic graffiti" was displayed behind him. For instance, did you know that prepress is really printing foreplay?



Incentive Award Winners Benjamin Krothe, Kristl Honda, David Spall, and Daniel Williams receive plaques and checks from Committee Chair Adrian Bernagozzi. Editor's note: Sorry 'bout the flash, but did you ever notice that the podium at most IGAEA banquets is right in front of a window? How come?



Smiling Doris Anton shows off her new toy: an X-Rite Densitometer that she won as the "grand" door prize during the Banquet. Gee. I thought that box had MY name on it....
Darn!



Wanda Murphy helps prepare the Gutenberg entries for display. Over 450 entries were displayed in a gallery-like setting in the Pennsylvania College of Technology's Advanced Technology Center.



Some of the 2000 Gutenberg Best of Show Awards. Recipients included Lance Francis, Katie Ingram, and Warren Darby; Jesse Barrette; Brian Clewell; Colin Malone; Jennifer Simon; Jessie Krouse; John Eisensmith; Kurt Schmidt; Brenda Oros; Ed Runyon; and Joann Sharp, Matt Feickert, and Dan Bando.



Keynote speaker "Benjamin Franklin" shared insight and wit about printing—and life in general—with IGAEA members, guests, youth, and children before heading off to address the Republican National Convention in Philadelphia.



Outgoing President Dan McCluskey passes the gavel to new President David Dailey. Dan surely felt both happy and sad upon relinquishing his duties: happy that his life can now return to "normal," yet sad because he's going to miss wielding the gavel of authority. Thank you Dan for a job well done!



IGAEA relies on its members to produce its publications, such as The Communicator, the Visual Communications Journal, and the Membership Directory. Ron Dyer (pictured), Gene Van Roy, Dennis Dougherty, and Janet Oglesby received special recognition for their efforts from President Dan McCluskey.



IGAEA members and spouses enjoyed a relaxing summer evening on the Hiawatha Riverboat. A grand time was had by all as we cruised the Susquehanna River. Some folks opted to stay on campus for an evening of movies.



Guests participated in an excellent culinary demonstration and hands-on. All found it interesting to create items such as minted cucumber canapes, ganache, shrimp-filled profiteroles, and butter tea cookie sandwiches to name a few.

Kagy Award Continued

State University in 1964. At Southeast Missouri State, Bob instituted, developed, and operated the Printing and Duplicating Service and served as Chair of the Industrial Technology Department. He retired from Southeast Missouri State in 1991 and was honored with the rank of Professor Emeritus by that University. He currently serves as an Adjunct Professor at Murray State University in Kentucky, where he continues to teach graphic arts.

Bob served IGAEA as its President, First Vice-President, Second Vice-President, and Secretary. Bob has attended 33 IGAEA conferences and is well known for conducting inspired Memorial Services.

Bob also received the Elmer G. Voit Award from the Education Council of the Graphic Arts and a Distinguished Service Award from the Industrial Arts Association of Missouri.

Bob is an ordained Deacon in the Baptist Church and has served as a Minister of Music at the Illmo Baptist Church and the Red Star Baptist Church. In addition, he completed four mission trips to Ecuador where he helped build a church.

Bob has been married to Betty Lou Scott since 1956. They have three grown sons: Charles, Robert, and Scott.

Bob is an unselfish, dedicated, helpful, innovative leader in education. Stated simply, he emulates Fred D. Kagy.

Sundeen Award Bestowed on Larry Kroll

In 1980, the IGAEA Board of Directors established an award to recognize sustaining members who had made highly significant contributions to graphic arts education over an extended period of time. The award was established as an honor that would only be presented to truly outstanding candidates, and is not necessarily awarded annually. The award was named in honor of Earl Sundeen. Earl worked for over 40 years for Eastman Kodak Company and, among graphic arts teachers, earned the title "Mr. Graphic Arts Education."

During the 2000 IGAEA Conference, previous recipient Carol Hurlburt presented the Sundeen Award to Larry Kroll, the Vice-President of Consulting and Training for Heidelberg USA. Larry has been an active participant in the Graphic Arts/Printing Industry for over 35 years. Larry



Larry Kroll receives the Earl Sundeen award from former recipient Carol Hurlburt as former recipient Jack Simich looks on.

established the Heidelberg Print Media Academy, which presents educational and training initiatives at the company's technology centers, on the internet, and at major trade shows. Larry also convinced Heidelberg to become a partner with the SkillsUSA/VICA program (see article on page 3). Heidelberg USA provides presses and technical expertise for SkillsUSA/VICA national championships.

In conjunction with his post at Heidelberg, Larry is the Vice-Chair of the Board of Directors of the Graphic Communications Career Center, is a member of the Advisory Board of the IGAEA, and a member of the Technical Advisory Committee of VICA's National Competition in Graphic Communications.

In appreciation of Larry's longstanding support of, and many contributions to, graphic arts education, the IGAEA is proud to present him with the Earl Sundeen Award.

Gutenberg Items on Display

submitted by Dennis Dougherty

The Louisville Free Public Library has landed a prestigious one-of-a-kind temporary exhibit on the works of Johannes Gutenberg, the German inventor who developed the printing press with movable type.

The extensive collection, including some rare unbound pages of a Gutenberg Bible printed circa 1456 and a fullscale working replica of his original printing press, will be on display November 13–January 6 at the library's main downtown branch, on York Street.

The collection will be on loan—most for the first time—from the Gutenberg Museum in Mainz, Germany, one of Louisville’s sister cities.

It “will be a world-class cultural event,” said Craig Buthod, Louisville Free Public Library director. “This chance comes along . . . once in a generation. These objects date to 50 years before Columbus. It is a celebration of printing, reading, art and technology.”

Buthod expects up to 100,000 people to see the Gutenberg display, which will be free and open to the public during normal library hours.

The show is being promoted as a millennium exhibit on what is widely believed to be the 600th anniversary of Gutenberg’s birth, although his exact birth date has been the subject of debate.

Peter Morrin, director of the Speed Art Museum in Louisville, compared the Gutenberg exhibit in importance with the Speed’s showing for four months early this year of “Rembrandt to Gainsborough.” About 83,000 people paid to view that exhibit of masterpieces from a London museum.

“There are masterpieces in every field,” Morrin said. “And there is great attention for innovators in every field. The Gutenberg exhibit brings to Louisville the same excitement and contact with world masterpieces” as the Speed show.

To accommodate the Gutenberg exhibit, the library is renovating about 1,000 square feet of space recently vacated by two public radio stations’ studios, which moved to Fourth Street. The library is spending about \$70,000 to turn the space into a gallery and to redo the Bernheim Gallery in the library’s south wing.

In addition to the Bible pages printed by Gutenberg and a replica of his 15th-century press, the exhibit will include pages from a Latin grammar textbook called the *Donatus* that Gutenberg printed in the 1450s and used as a sales brochure.

The exhibit also will feature numerous early examples of printed material and printing equipment, and a bronze bust of Gutenberg. The exhibit will include interactive elements, including the printing press.

A companion exhibit will focus on Mainz’s history, tourism and business.

Gutenberg is believed to have printed about 180 Bibles with 42 lines on a page. Most were in two volumes with 1,282 pages total, bound by other craftsmen.

Of the original Bibles printed, only 48 remain in existence, the vast majority preserved in European museums. Eight U.S. museums or libraries have original Bibles, includ-

ing the Library of Congress.

Officials from the Speed, having recently arranged the elaborate security and extensive special handling required of a priceless exhibit, are lending technical assistance to the library.

The only other U.S. site to previously display any of the Gutenberg material bound for Louisville was the Pierpoint Morgan Library in New York in 1994. And that display primarily featured the replica of Gutenberg’s press, Buthod said.

“It’s such a fabulous thing for Louisville to get this exhibit,” said Hannelore Rader, a German native and University of Louisville librarian who is helping coordinate the display. “We are the only one getting this. The Germans have done a tremendous amount of work on the history of Gutenberg, and we will be seeing examples of that.”

Rader predicted that scholars and researchers from across the region will come to study the exhibit.

Conference Hosts Needed

IGAEA members are needed to serve as hosts for annual conferences. A conference host or co-host serves as the lead person(s) in organizing and conducting a multi-day conference that includes IGAEA members, spouses, and youth. In past decades, conferences have been held during the first week of August on college and university campuses with attendees staying in dormitories, eating in the college/university dining facilities, and meeting in the college/university classrooms, laboratories, and auditoriums. For a change of environment, the 2001, 76th annual conference, hosted by Ms. Shaun L. Dudek, will be held at the Marriott Conference Center, which is near the College of DuPage, Glen Ellyn, Illinois where Ms. Dudek is a graphic communications instructor.

Conference sites are needed beginning with the 2002 conference and on through the first decade of the 21st century. Give it some thought, talk with your spouse and nearby IGAEA friends. Serving as a conference host or co-host is considerable work and time consuming, but it is personally and professionally rewarding. Please contact the IGAEA Conference Site Committee chair for information.

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President's Letter Continued

of ink when I walked into my first graphic arts class 30 years ago this past January. That's why I asked him to conduct the installation of officers this year.

Those are the letters that make me feel great. I have also received a few comments that didn't make me feel so good: from an unhappy student on a class evaluation. The point I'm driving at is this: whether you get good letters and comments or not, at the end of the day, can you say in your heart, "I've done the best I could?" At the end of the semester or the year, or when they walk out your door for the last time, can you say that you gave your all; that you presented them with up to date information on the industry; that you prepared them for the job the best you could?

I think it all comes down to attitude. If we are the ones standing at the door at 2:59, maybe we need an attitude check. If we say, "I don't do Saturday's," or "I don't do late," or "MY summers," then we really need an attitude check.

IGAEA members who attended the 75th Conference took their time to come along. They could have been at the lake. But, they were interested in IGAEA and making it work. They wanted to improve their skills by attending conferences and hands-on workshops, because all of that translates into an improved program, a better teacher in the classroom. Sometimes it takes going the extra mile to improve yourself or your program, so that at the end of the year you can say, "I've done my best."

As I begin my year at the helm of this organization, I'm going to do my best to promote IGAEA. But, I need your help. Between 1995 and 1999, membership grew from 433 to 591. Then last year we had a slight decline. I would like to see an increase to well over 600. Every member probably knows a graphic arts teacher who is not a member of this organization. Write or e-mail Dennis Dougherty and ask for a brochure and explain to them why you are a member. Retired? Take a brochure to the teacher who replaced you. It takes individual members reaching out to make a difference. The 2000 Conference keynoter, "Ben Franklin," said, "We like to think we do things alone: we don't, it takes many people." It will take every member pitching in to make this a better organization.

Several years ago, as regional coordinator, I was asked to call members who were delinquent on their dues. One person told me, "My school won't pay, and I'm not going to either." There's that attitude I mentioned earlier. And the dues of this organization are probably the lowest of any.

Our dues don't even begin to support the organization. They barely pay the mailing expense for delivering publica-

tions and other materials you receive. That's where the sustaining members come in, and we appreciate their interest in education and their support of IGAEA. I ask sustaining members to recruit contacts in other organizations to become IGAEA sustaining members.

And IGAEA members, perhaps you have a good relationship with a local printer or supplier. Have you ever thought about mentioning the sustaining membership to them? Pick up the same brochure; it has information for sustaining members as well as regular educator members.

Maybe you have difficulty approaching others, particularly when it comes to money and dues. There are still ways for you to get involved. We have 17 standing committees. Some do most of their work at the conference. Others work throughout the year to keep IGAEA rolling. The first conference I attended, when someone said committees and work, I went the other way. Many years later, I said to myself, "R&R Report, I can do that." Next thing I knew, I was on the board. Now don't let me scare you off, committee membership doesn't automatically mean a position on the board, but it does give you valuable organizational experience. And, we are always looking for leadership. Another thing Ben said on Monday referring to Jefferson's distress at changes made to the Declaration of Independence, "It wasn't his: it had to be from all of us." This organization doesn't belong to the board: it belongs to all of us.

During the 2000 Conference, Dick Dunnington of the Gravure Association said, "Continuing to do the same thing while expecting different results is the prescription for insanity." The board is open to your suggestions for improvement. If you have an idea to improve IGAEA, let it be known. All of the board members' e-mail addresses are on the web at www.igaea.org and in *The Communicator*. Contact us with your ideas.

The army says, "Be all you can be." Get up at 4 A.M. and jump into a rice paddy from a helicopter. I'm not suggesting those extremes. But do your best every day. Go the extra mile. Get a little more involved with IGAEA than you have been. Talk with a fellow teacher or printer or supplier about membership. Do a little more to have a better class beginning in a few weeks. If you missed the 75th conference, mark the 76th on your calendar now: July 29–August 2 in Chicago. Plan to attend the next trade show near you. If need be, drive a couple of hours on a Saturday to get there. Whatever it takes, be all you can be, do all you can. You will be a better teacher and your school will be better. IGAEA will be better because of your contribution to a committee or by the new member you recruit.



2001 International Conference and Tour

Arrangements have been made for a maximum of 40 IGAEA members, spouses, and youth to participate in an international conference and tour to England in 2001. The trip participants will depart Chicago O'Hare Airport on the afternoon of Wednesday, August 1; fly to London Heathrow Airport; participate in a two-day graphic communications conference; tour several locations in England including London; and return home to Chicago O'Hare Airport on Saturday, August 11, 2001. The package cost of the trip will be \$2,040 plus about \$160.00 for non-package meals.

IGAEA members, spouses, and youth are encouraged to attend the regular IGAEA conference beginning Sunday, July 29 that will be held near the College of DuPage, Glen Ellyn, Illinois and hosted by Ms. Shaun L. Dudek. The participants in the International extension to England will leave from College of DuPage on Wednesday, August 1 after enjoying three days of conferencing here in the United States.

The deadline for the deposit is February 1, 2001 with the final payment due on or before April 15, 2001. Participants will be determined on a first come/first pay basis; thus it's important to forward deposits as early as possible. For literature—general flyer, registration form, or program details of the England conference—please contact the IGAEA Conference Site Committee Chair, Ervin A. Dennis (his address is found in the Conference Site article on page 9).

Call for Papers

Articles for possible inclusion in the 2000 Visual Communications Journal are now being accepted. The theme for the 2000 Journal is "Sending Messages Into the Future." However, articles addressing any topic relevant to teachers of graphic-related disciplines will be considered. Complete guidelines for article preparation and submission are provided on the last few pages of the 2000 Journal (you can download a pdf of the *Journal* at www.igaea.org.) The deadline to inform the editor of your intent to submit an

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article is November 15, 2000 and the deadline for submission is December 15, 2000.

Please be sure to follow the guidelines with respect to style and be especially careful when preparing graphics. It is strongly suggested that you have a colleague copy-edit your work prior to submission.

You have the choice of publishing an edited or a refereed

article. Refereed articles will be considered for publication by a panel using a blind review process. Edited articles will be considered and edited by the *Journal's* editor. You must indicate whether the article is to be edited or refereed when it is submitted for consideration. The *Journal* also accepts papers written by the students of IGAEA members.

Send all correspondence and questions to jwaite@uh.edu.

IGAEA Sustaining Membership

To update Sustaining Membership information, or to become a Sustaining Member, please contact the Immediate Past-President at the address found on Page 2.

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