



200 Deer Run Road
Sewickley, PA 15143-2328
www.igaea.org/

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1997-98 SCHOOL YEAR

the communicator

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

President's Message: I challenge you

The first thing I challenge you to do is read Michael Grant's article on page three on being a rebel, then return here and read some suggestions on how to do something different in your classroom for a week, a day or even an hour.

When I first started teaching in high school, I did nothing to note Graphic Communications Week or International Printing Week. Then I picked up a picture of Ben Franklin at a trade show and put it on the bulletin board for a couple weeks and included this question on the students' tests: "This is International Printing Week; it is celebrated this week in honor of whose birthday?" When IGAEA started to print posters, I put one up on the bulletin board and brought a birthday cake for Ben Franklin to class.

Now I've moved onto the college scene. Print Week is always the first week back after Christmas break, so we celebrate it the second week and call it a "Welcome Back-Graphic Celebration." I charge \$2 for pizza and pop (soda). The students register for door prizes, which can be stuff given out at trade shows or donated by local vendors, items from the book store or cafeteria, or even the leftover pizza. Two of the most sought-after door prizes are a certificate that exempts the student from one due date without penalty and a mouse (the kind you click and drag) with a face on it, in a rat trap.

Last year our yearbook representative spoke for 15 minutes (class times are one hour) about copyright laws. That was a topic idea I got from the Central Missouri State Conference. The students were especially attentive when he talked about music being copyrighted. I'm still working on this year's speaker. Former graduates make great speakers for these occasions—especially when they can bring in samples of what they are doing.

All the activities that I mentioned are internal for students already involved in graphics. Your present students are your best marketing tool for reaching those not in graphics—if you dare to do something different they will tell their friends. Put the poster in a conspicuous location. Place a short paragraph in your daily school bulletin or have it announced during announcements.

The other item I challenge you to do is to show the Discover Print CD to your class and invite fellow teachers, administrators and counselors. Tell them you are having a party—they will show up. Be a rebel for a day. I challenge you.



Janet Robison

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**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.

October 25, 1997

Dear IGAEA Members,

My name is Sarah Van Roy and my dad is a member of IGAEA. I would like to tell you why I loved to go to the IGAEA summer conference this year at Georgia Southern in Statesboro, Georgia. I had lots of fun. My parents room was not connected to mine this year.

I am 9 years old and I have been going to the conference since I was a baby. Here are some of the things we did. We went to a water park, we went to see snakes and we even got to hold the snakes, we went to a pool, and we went to a big supper.

At the big supper we watched people dance. At the water park we went on big water slides. At the pool I got all wet and I was learning how to swim.

On Monday August 5th we went to a Historic Battle Ground and then I played Putt-Putt Golf and games, then we went back to the rooms and had the big dinner. Then we went to a garden.

On Tuesday we went to see snakes. Then at 11:45 we went to an IGAEA picnic. At 1:15 we went to arts and crafts. Then we went to the swimming pool. At 7:00 we either played games or watched a movie.

On Wednesday after lunch we played on the ropes course. Then we went to the Bubble Exhibit and Star Lab and saw a lot of stars. We had a tour of the building and saw an eel and lots of fish and even four hamsters in a tube cage playing together.

On Thursday we went to the big water park. At the water park we went down humongo slides and played in a humongo pool. The pool was like the ocean. It got deeper and deeper as you went down. After we got back, we went to a theater and saw the 1998 Conference Preview.

On Friday we went home. I hope to see you and your children next year at the IGAEA Conference in California.

Sarah Van Roy



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Be a Rebel

By Michael M. Grant, Clemson University

Can't you see it? the leather jacket black as a starless night the cold steel eyes staring back through you, begging for you to make a mistake the careless hair that never seems out of place Can't you see it? It's James Dean-the icon of rebel.

But can you imagine priests and monks as rebels? Their staunch demeanor and unwavering faith prevent them from such notoriety. However, as the printed word became a reality, the forgotten penmanship of rubrics became initial caps, the distribution of communication to the masses became a reality. Many in power, primarily the Church, saw this evolution as an end to their control of the masses. Access to principles and doctrines would diminish their power. For why would anyone need to ask a wise man what to do, when you could find out for yourself. So, the corrupt archbishops and cardinals seized the power of knowledge and forbade the printing of The Bible.

Moreover, this is also one of the primary reasons science and technology and teachings were bound to the Latin verse for so long. As long as the Church could maintain this link, controlling who learned to speak and to write Latin, the Church could maintain its position in the world-its political power-forging a wider chasm between the wealthy and the underprivileged poor. This hoarding mentality is only one of the underlying themes in Victor Hugo's *The Hunchback of Notre Dame*.

But can you imagine rebels in their long robes and tiny skull caps with blood-shot eyes printing late into the night and paranoid with fear of the Church and State? Even copies of Martin Luther's theses were widely and rapidly disseminated, prompting far-reaching discussions that became the sparks for mounting opposition to the Church's role as the lone custodian of truth.

But need we return so far back in history to track these renegades? How about just before the turn of the century-the 19th century. Pioneer gentlemen were staking claim in this New World, America, and colonial dissidents were virtually unheard of in modern history. These political mavericks, like Thomas Paine, refused to succumb to the British monarch's tyranny. However, Paine's infamous pamphlet, *Common Sense*, published anonymously was an instant success in both the colonies and in Europe. Paine's sentiments fermented the colonial minutemen's resolve and were later incorporated into the Declaration of Independence.

The power of print to fuel an American revolution was incredulous. The power to generate propaganda, brain-wash an entire socialist culture, and begin World War II was preposterous. The power to expose an international figure and his connection to a hotel burglary, resulting in a presidential pardon was absurd. How can symbols on paper manifest this strength?

January 11-17, 1998, is Graphic Communications Week and International Printing Week, an opportunity to celebrate this wonderful profession and its history to which we are professionally and endearingly attached. Remember, history isn't dates and places and inventions. People make history. Celebrate with your students, but think in a broader perspective about the impact of print. Connect with those who support your program and share the excitement. Do something different this year. Discover how print affected the American Revolution or what about Women's Suffrage What do you know about imagery and icons in the Renaissance? or Charles Dickens' serials Dare to be different! Be a rebel!

Scholarship Competition

The **Foundation of the Flexographic Technical Association** announces the 1998 Scholarship Competition. Last year, 37 scholarships - each worth \$1000 - were awarded to students in the graphic arts. This year, due to the high cost of education, the dollar amount has been changed to \$2000. This will bring the total number of scholarships to 19. The deadline for submission of applications is April 3, 1998. The Scholarship

committee will make its selections at the Annual Forum in San Diego, CA, May 17-20, 1998.

For further information, please contact Shelley Rubin at FFTA headquarters at 516-737-6020 or FAX 516-737-6813.

The deadline for **National Scholarship Trust Fund** applications is March 1, 1998 for high school seniors and April 1, 1998, for college undergraduates. Awards will be announced in July. Contact NSTF

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Position Announcements

Appalachian State University

Tenure-track Associate Professor in the Thomas W. Reese Graphic Arts and Imaging Technology Program within the Department of Technology.

Responsibilities: Coordinate and provide leadership to the GAIT program including but not limited to the following: teaching undergraduate/graduate courses, advisement, curriculum development, scholarly activities, professional service, and interaction with industry. The program has four faculty, plus the Thomas W. Reese Distinguished Professor position.

The Program: The Thomas W. Reese Graphic Arts and Imaging Technology program is one of the fastest growing academic areas on the campus, with over 140 undergraduate majors, four full-time faculty in graphic arts, and complementary faculty in technical photography. It serves as the primary program within the 16-campus University of North Carolina system for placing individuals in the graphic arts industries in the southeastern United States. The program has an industrial advisory board, and a strong relationship with PICA, the Carolina's printing trade association.

Qualifications: An earned doctorate or other appropriate terminal degree is highly desirable for tenure-track status. An individual without this degree, but with a national/international reputation as a leader in the field of graphic arts will also be considered. Industrial experience is preferred. Ability and desire to teach undergraduate and graduate courses in graphic arts is essential.

Salary: Compensation commensurate with appointee's experience and qualifications

The University: Appalachian State University, founded in 1899, is located in Boone, North Carolina, near the borders of Virginia and Tennessee and in one of the most popular year-round recreation areas in the eastern United States. A member institution of the University of North Carolina System, Appalachian State University has an enrollment of 12,000 students and offers both undergraduate and graduate degrees in 170 program areas.

Application Deadline: Deadline for receipt of completed application is January 1, 1998. Complete applications are defined as a letter of application, current vita, transcripts, and three letters of reference.

Starting Date: August 1998 Send to: J. Mark

Estep, Chair; Department of Technology; Appalachian State University; Boone, NC 28608.

<estepjm@appstate.edu>

Illinois State University

Position: Printing Management, Assistant Professor

Qualifications: Earned doctorate in Industrial Technology or related area (individuals who are actively pursuing a doctorate and who reasonably expect to complete the degree by May 1999 will be considered). Industrial experience highly desirable.

Competence in basic and advanced printing and imaging procedures with in-depth technical expertise in computer-aided publishing and digital imaging technologies, color reproduction, quality control, production technologies and system operation including offset lithography, flexography, screen process and gravure. A background in, photography, computer networking, and image transmission also desirable.

Must have interest and ability in curriculum development for a management-oriented curriculum. Duties: Teach undergraduate and graduate courses in printing pre-press, and graphics processes, with emphasis on management and production. Supervise internships and cooperative education experiences. Participate in revising and developing curriculum at the undergraduate and graduate levels. Participate in maintaining and developing the printing/graphics laboratory and working with employees in the University Printing Services area. Advise TAGA student chapter activities. Develop a focused agenda of scholarship appropriate to the discipline. Participate in and lead service activities in the university and profession.

Salary: Commensurate with qualifications and experience.

Application Deadline: Review of applications will begin January 9, 1998 and continue until a qualified applicant is selected. To assure full consideration applicants, should submit a letter of application, a current vita, official transcripts, and three letters of reference by January 9, 1998 to: Dr. Rodney L. Custer, Chair, Search Committee; 5100 Industrial Technology Department; Illinois State University; Normal, Illinois 61790-5100; e-mail: <custer@indtech.itilstu.edu> Phone: 309-438-3661 FAX: 309-438-8626

Additional information about the Industrial Technology Department is located on the IT Website at: <http://www.itilstu.edu>

WASHBURN UNIVERSITY DEPARTMENT OF ART

The Department of Art announces a tenure track position for an assistant professor in Design/Art Education beginning in 98-99 academic year. The duties of the position are: Teach basic design, computer design, and art education courses (three courses per semester), advise students, and supervise student teachers. Qualifications for the position are MFA with design emphasis required, additional MA in Art Education and teaching experience preferred. To apply, send letter of application, curriculum vitae, transcripts, three letters of reference, 20 slides of personal artwork and 10 slides of student artwork to : Glenda Taylor, Chair, Department of Art, Washburn University, Topeka Kansas 66621; (785-231-1010, ext 1639, fax: 785=231=1089). Review of applications will begin Jan 15, 1998, and continue until the position is filled. For more information, visit our website: <http://www.wuacc.edu/cas/index/html>. Washburn University is an affirmative action/equal opportunity employer. Women and minorities are encouraged to apply.

California State University, Chico

Position: Graphic Design/Visual Communications
Available: August 1998, Tenure-track
Rank and salary commensurate with experience

Responsibilities: Applicants must have an interest and background in teaching and advising undergraduate students. Prerequisite for the position is a professional focus on and demonstrated excellence in teaching Graphic Design at all levels. Courses may include typography, publication design, communication criticism, design methodology and digital pre-press. Strong knowledge and instructional experience with Mac platform for both print and digital non-print required. A demonstrated capacity to make scholarly contributions and undertake research in the communication design discipline is expected.

Qualifications: Applicants must hold the terminal MFA degree in Graphic Design or a related visual discipline. Significant professional and teaching experience in graphic design and digital design is expected, as are national awards and publications.

The Department: The Department of Communication Design is an academic unit of the College of Communication and Education and offers baccalaureate degree and master degree programs in Communication

Design and Instructional Technology. The Department is expanding its faculty to remain on the cutting edge of new communication technologies and reflect the cultural diversity of our California students. The Department presents an innovative, interdisciplinary options in Media Arts, Instructional Technology, Graphic Design, Graphic Arts, and Information Systems. A faculty of 15 serves 450 majors. Graphic Design/Visual Communication is NASAD accredited with 130 majors served by three full-time and five part-time faculty., One of the outstanding professional design programs in the western U.S., this study option serves a geographic area from San Francisco to Portland, Oregon. Course offerings are intensive and are built on a strong prerequisite foundation with an integral portfolio review. Departmental course titles and descriptions are available at "www.csuchico.edu." Select "Catalog" and "Communication Design."

California State University, Chico, a fully accredited, state-supported university, is one of the twenty-two member California State University System. The University. is a residential campus serving a student body of 14,000 and is situated in a rural community of 100,000 in scenic Northern California, an hour and a half from Sacramento, 5 hours west to San Francisco or east to Lake Tahoe.

California State University, Chico is an Equal Employment Opportunity/Affirmative Action/Americans with Disabilities Act Employer. For disability-related accommodations, call 916-8984048 or TDD 916-8984516, or e-mail jwentworth@oavax.csuchico.edu. Because the University is committed to a culturally diverse workforce, all qualified individuals are encouraged to apply. California State University, Chico employs only individuals lawfully authorized to work in the United States.

To Apply: Review of applicants begins December 15, 1997 and will continue until the position is filled. Included with a letter of application should be a current resume, and a portfolio of at least twenty 35mm slides of professional graphic work and twenty similar slides of students' work enclosed in standard 8-1/2 x 11" protective vinyl holders. Provide suitable SASE for return of materials. Applicants must also have official transcripts and three letters of recommendation forwarded directly to the address below.

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Position: Media Arts

Available: August 1998, Assistant Professor/Tenure-track
Salary is competitive

Responsibilities: The successful candidate will teach undergraduate courses in practical and theoretical applications in electronic media. Possible courses include production, writing, theory, and management of media, as well as courses integrating media and new technologies.

Qualifications: Candidates with a completed Doctorate degree in an appropriate area required. Higher education teaching and/or professional experience in a video related industry is preferred. The candidate must have expertise in two or more of the following areas: video production, media writing, and broadcasting theory. The successful candidate should also have knowledge of digital as well as analog video systems.

Applicant review begins December 15, 1997 and will continue until the position is filled. Portfolio of professional work may be requested of finalists. To apply, send letter of application, current resume, official transcript of post baccalaureate education and three letters of recommendation directly to the address below.

Position: Information and Communication Systems
Available: August 1998

Assistant Professor/Tenure-track, Salary is competitive

Responsibilities: The successful candidate will teach undergraduate courses in the design and function of information and communication systems. Possible comes include: designing information and communication systems to optimize impacts on organizations; human factors in information and communication systems; managing the introduction of new information and communication technologies; and a range of courses on new and emerging technologies. The focus of the program is on the optimization of communication through the best practices of design, implementation, and regulation of new and emerging technologies. The impacts considered run from personal, to organizational, to social, to global. They specifically include the implications of diversity among users for systems, and the impacts of systems on diversity among users. In addition to undergraduate teaching, the successful candidate will be expected to participate in-and contribute to—the field by both: (a) academic publications; and, (b) industry consulting or research.

Qualifications: A completed doctorate in a relevant

field is required. A record of successful teaching experience at the university level is preferred. Proven successful experience in consulting to industry and/or research is preferred. Special consideration will be given to candidates with experience and proven abilities in the areas of the design and management of systems and/or the production of media.

To Apply: Applicant review begins December 15, 1997 and will continue until the position is filled. Interested persons should send a letter of application, current resume, and have official transcripts and three letters of recommendation forwarded directly to the address below.

Position: Graphic Arts/Visual Communications
Available: August 1998, Lecturer (Two-year Full-Time Temporary)

Salary is competitive

Responsibilities: Applicants must have an interest and background in teaching and advising undergraduate graphic arts students. The selected applicant will teach undergraduate comes in one or more of the following areas: conventional and digital prepress, lithographic press, screen printing, flexography, binding, finishing and converting, print materials, process control, and printing management. Prepress and prepublishing expertise requires a strong Macintosh background; cross-platform experience helpful. Specific teaching assignment will depend upon expertise and interest of the successful candidate and needs of the department.

Applicants must have at least an MA/MS degree in Graphic Arts, or a degree in a related field (Communication, Industrial Education, etc.) with an emphasis in graphic arts. Prerequisite for the position is a demonstrated ability and experience in graphic arts teaching. Related professional experience is highly desirable. A demonstrated capacity to perform scholarly research and/or make scholarly contribution is expected.

To Apply: Applicant review begins December 15, 1997 and will continue until the position is filled. Interested persons should send a letter of application, current resume, and have official transcripts and three letters of recommendation forwarded directly to:

Search Committee

Department of Communication Design

California State University, Chico

Chico, CA 95929-0504

Telephone: 916-898-4048 FAX: 916-898-4839

Future Students: Boy Scouts/Girl Scouts

Promote your program to local Boy Scouts/Girl Scouts by sponsoring merit badge activities for the scouts in Graphic Arts. Perhaps you can schedule an evening after school or on a Saturday (preferably just before your school's registration time) and invite local scouts (aka: future students) to your lab to earn the merit badge. If you are not already a counselor, contact your local council for the name of an existing counselor and offer him/her the use of your shop for a group of scouts to come in and work on the badge. S/he can take care of all the organization, preparation and non-lab activities, and you just have to provide the scouts an opportunity to whet the appetite of incoming students to the exciting opportunities in your program. Being a counselor yourself for the scouts you already have enrolled may even help make this initiative self-sustaining through future scouts' direct enrollment!

The Graphic Arts merit badge for Boy Scouts of America has just been rewritten by the IGAEA's Merit

Badge Committee. The new requirements offer more options to scouts for their printing project. Even the existing requirements allow for options most of us have readily available in our shops.

Members of the International Graphic Arts Education Association contributing to the update of the merit badge pamphlet were: Writers: A. Thomas Loch, Committee Chair, Linda L. Laney, Glen D. Moerdyk, Robert A. Rateno, Michael Stinnett, Thomas R. Vogt, Mark Watanabe. Advisors: Chuck Brown, Michael Cermak, Kevin Chederquist, Kenneth Kulakowsky, Warren Mack, Edward Prah, Gary Walton, John Wilson.

Look for the updated booklet to be published in 1998. Consider being a merit badge counselor. Contact your local Boy Scout office for an application form.

The Girl Scouts published a book of *Interest Projects for Cadet and Senior Girl Scouts*. Consider offering a special interest project to your local girl scout troop. Some of the listed Interest Projects are *Computers in Everyday Life, Desktop Publishing, Exploring the Net, From A to V Audiovisual Production, Graphic Communications, Media Savvy, Paper Works, Photography*. If interested contact your local Girl Scout office.

----- DETACH AND ENCLOSE WITH REMITTANCE -----

INTERNATIONAL GRAPHIC ARTS EDUCATION ASSOCIATION, INC.

Membership year is Sept. 1 through Aug. 31, except Sustaining Membership which is Jan. 1-Dec. 31.

PLEASE PRINT

1997-1998 Application/Invoice for Membership

All correspondence will be mailed to the address indicated directly below:

Please provide your work address below:

LAST NAME FIRST NAME INITIAL

SCHOOL/COLLEGE/BUSINESS

MAIL ADDRESS, STREET AND NUMBER

WORK ADDRESS

CITY STATE ZIP CODE + 4

CITY STATE ZIP CODE + 4

AREA CODE ()

AREA CODE () AREA CODE ()

HOME TELEPHONE

BUSINESS TELEPHONE

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Payment must be in U.S. Currency. • \$20.00 for insufficient funds checks. Members residing outside the United States—Add \$5.00 to cover postage cost.

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Regular Members only, check all that apply & underline best description:

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Level

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- Telecommunications
- Multi-Media
- Other _____

No. Yrs. Teaching Experience _____

Check enclosed with payment (Payable to IGAEA) Invoice me at: Home School

Richard Grim, IGAEA Membership Chairperson

293 Hillcrest Drive
California, PA 15419

(Note: If paying through school P.O. #,
please attach this form to payment.)

Referred by _____

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Against the Clock • *Ellen Behoriam* • 8488 West Hillsborough Avenue, Suite #215, Tampa, Florida 33615 • 813/855-5067 • courseware@interramp.com

Assn. for Graphic Arts Training (AGAT) • *c/o Thomas Schildgen* • ASU • Mfg. & Ind. Tech. Dept. • Tempe, AZ 85287-6806 • FAX 602=965=5089 • 602/965-6685

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Ferris State University • *William Papo* • 314 Swan Bldg. • Big Rapids, MI 49307 • 616/592-2854

Foundation of Flexographic Technical Assn., Inc. • *Jennifer Leonovich*, Educational Coordinator • 900 Marconi Ave. • Ronkonkoma, NY 11779-7212 • FAX 516=737=6813 • 516/737-6020 • <http://www.fta-fta.org>

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Goodheart Willcox • *Todd Scheffers* • 18604 W. Creek Dr. • Tinley Park, IL 60477 • FAX 708=687=5068 • 800/323-0440 • 708/687-5000

Graphic Arts Technical Foundation (GATF) • *Jim Workman*, Director Training Programs • 200 Deer Run Road, Sewickley, PA 15143-2328 • FAX 412=621=3049 • 412-749-9165

Graphic Master 6 • *Carol/Dean Lem* • P.O. Box 959 • Kihei, HI 96753-0959 • FAX 808=875=1404 • 800/562-2562 • 808/874-5461 • DEANLEM@maui.net • DEANLEM@AOL.com • <http://www.maui.net/~DeanLem>

Gravure Education Foundation • *Leon C. Hart* • 107 E. Sutton Pl. • Wilmington, DE 19810 • FAX 302=475=2802 • 302/475-2802

Gretag Color Control • *Joel A. Fontaine*, President • 2070 Westover Road • Chicopee, MA 01022 • FAX 413=593=3577 • 800/880-3088 • 413/593-3577

Heidelberg USA • *Larry Kroll*, Director, Consulting Services/Mgt. Dev. • 1000 Gutenberg Drive • Kennewick, WA 30144 • FAX 770=419=6608 • 770/419-6649

ImagingQuest, Inc. • *Elizabeth Atteberry* • 551 First Ave. S. • Seattle, WA 98104 • FAX 206=622=7388 • 206/622-7678

Imation Corporation • *Bob Cavin* • Building 235-1C-35 • St. Paul, MN 55144-1000 • FAX 612=736=2055 • 612/704-7577

Indigo America, Inc. • *Joe Swaja*, Director—Product Marketing • 400 Unicorn Park Dr. • Woburn, MA 01801 • FAX 617=937=8810 • 617/937-6406 • swajaj@indigo.co.il

Intl. Assn. of Printing House Craftsmen (IAPHC) • *Kevin Keane/Teresa Sherwood* • 7042 Brooklyn Blvd. • Minneapolis, MN 55427-1370 • FAX 612=560=1350 • 800/466-4274 • 612/560-1620 • KKEANE1069@AOL.com • TT9041@AOL.com • <http://craftnet.eas.asu.edu/welcome.html>

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Montage Productions • *Jerry Donoghue* • 3805 Monroe Road, Suite 204, Charlotte, NC 28205

NAPL National Association of Printers & Lithographers • *Susan Reif*, Work-Place Program Mgr. • 780 Palisade Ave., Teaneck, NJ 07666 • 201/342-0707

NAQP National Association of Quick Printers, Inc. • *Don Dunham* • 401 N. Michigan Ave. • Chicago, IL 60611-4267 • FAX 312=245=1084 • 312/644-6610

National Council for Skill Standards in Graphic Communications • *William H. Smith*, Managing Director • 208 Lafayette Center, Kennebunk, ME 04043 • FAX 207=985=6347 • 207/985-9898

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program coordinator Ann Mayhew: phone: 412-741-6860, ext. 309; FAX: 412=741=2311; e-mail <amayhew@gatf.org>. Applications can be downloaded from GATF's homepage <www.gatf.org>.

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