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# the communicator

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 INTERNATIONAL GRAPHIC ARTS EDUCATION ASSOCIATION, INC.

## INSIDE THIS ISSUE

From the President . . . . . 1

IGAEA Board Officers . . . . . 2

Executive Board Gathered  
 in Amish Country . . . . . 3

Printing Industry in  
 North Carolina . . . . . 4

EDSF announces new  
 High School initiative . . . . . 4

The 36th IC Conference . . . . . 4

Online Accrediting . . . . . 5

George Ryan Speaks . . . . . 5

Graph and Converting  
 Expos . . . . . 6

drupa Parc Tour . . . . . 7

Sustaining Members . . . . . 8

## From the President



*IGAEA President Cynthia  
 Gillispie-Johnson*

### Defining and Closing the Digital Gap

According to State of Florida Accessibility/Privacy Statement, the term “Digital GAP” is commonly used to describe an individual or community’s lack of access to computers, training and online resources. It is a gap between those individuals who have reasonable opportunities to access technology tools and those that do not. The digital gap breaks among many fault lines including, but not limited to: education, income, ethnicity geography, infrastructure, and disability. Digital Gap can exist among those of differing income and economic levels, education, age and gender, race or ethnicity, location, single and dual-parent families, and disability.

Think of the television. In 1960 less than 1% of all U. S. home had at least one color television set. Today the figure is 98 percent. You can walk into any apartment irregularly of income and there is a television. We are already approach the point that a personal computer or its equivalent will cost as little as a color Television overtime.

Why should we be concerned with the digital gap? We should be concerned because technology training is needed to develop the knowledge and skills required to enhance ones quality of life. Today many African Countries find themselves almost completely out of the loop of the global economy and detached from the global telecommunication network. Despite impressive gains in the increased use of technology society as a whole, a digital divide still does exist between those without adequate economic resources and access to the needed training and education to succeed in the information age and those that have these opportunities. The digital gap exists anytime there is a gap in opportunities experienced by those limited access to technology, especially the Internet.

How does the digital gap affects our every day lives? The absence of adequate economic resources, reasonable training opportunities, and access among some sectors of society needed to function, compete, and succeed in an information-based society provides a digital gap among those with the adequate resources and those without.

**GRAPHIC COMM CENTRAL**  
[\(http://teched.vt.edu/gcc/\)](http://teched.vt.edu/gcc/)  
 The “Hub” on the Web for  
 Graphic Communication  
 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.*

People who lack access, knowledge, and training on how to use those tools are at a growing disadvantage, and will eventually be unable to function in an information-based society. Being computer savvy and digitally connected is becoming more critical to our educational, economical, governmental, and societal advancement.

In an article reported by U. S. Commerce Department 1999 Report, *Falling Through the Net: Defining The Digital Divide*, Hispanic students, who are more likely than black students to use a computer in school in 1993, were less likely than black students to use them four years later. The gap between blacks and whites disappeared at the high school level by 1997. Seventy-one point eight (71.8) percent of white students reported using computers, compared to 72.6 percent of black students. About half of the black and white gap can be attributed to the differences in family income, demographic characteristics, grade level and region of residence. The remaining half may result because schools attended mainly by minority students are poorer and lack resources to purchase computers. Household with annual incomes of \$75,000 and above are 20 times as likely to have internet access as households at the lowest income level.

The difference cannot be explained by income alone. More than a third of white earning between \$15,000 to \$35,000 per year owned computers, but blacks and Hispanics who were connected tended to be more dependent than whites on outside access (1999 The Washington Post Company). The challenge now is to outfit those final schools and to make sure that the computers are available to all schools with a modem and that the ratio of students per computer is lower. Program such as the E-Rate program (which aims to provide discounted telecommunication services to schools) will help this new goal. According to the National Center for Education Statistics, through late November of 1999, \$1.9 billion has been spent on E-Rate programs.

## Conclusion

In order for our nation's economy to meet the demands of the 21<sup>st</sup> century, we need a working class familiar with the technology at hand. The digital divide is a real problem facing Americans, however we have a way to save ourselves through currently existing programs, federal/state/district funding. Closing the academic achievement gap that exist between white and minority (African American, Hispanic and Native American) students is top priority for the state board of education. The Department of Education has committed nearly \$110 million dollars over the last 3 years to start Community Technology Centers. These Centers

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would operate in low-income neighborhoods and give residents help in both finishing and continuing schooling and children to become familiar with the computer. Community volunteering, and new initiatives, the digital divide can be nearly closed in this country. North Carolina is working to close the gap by requiring local schools systems to develop annual plans foreclosing gaps, increasing funding, developing resources centers and pilot programs, encouraging community/school collaboration and implementing other initiatives to ensure that the achievement gap closes. (Source: Washington Post) ☯



Members of the IGAEA Board gathered at Millersville University to tour the newly renovated Graphic Communications facility. Pictured from left to right are Al Tucker, Secretary; Tom Bell, Conference Host; Mark Snyder, Treasurer; Cynthia Gillispie-Johnson, President; Dennis Dougherty, President-Elect; Lexa Browning, Second Vice-President; John Craft, First Vice-President; and Pam Daniel, Immediate Past President.

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## Executive Board Members Met in Amish Country

IGAEA Board members assembled for a mid-winter meeting on the campuses of Thaddeus Stevens College in Lancaster and Millersville University. Both locations are in Pennsylvania. The hospitality of the Amish community added warmth to the February meeting. Members of the Board attending the meeting were Cynthia Gillispie-Johnson, President; Dennis Dougherty, President-Elect; Pam Daniel, Immediate Past President; John Craft, First Vice-President; Lexa Browning, Second Vice-President; Mark Snyder, Treasurer; and Al Tucker, Secretary.

The first order of business was to welcome Al Tucker as the newest Board member. Due to the resignation of Doris Anton, Al “stepped-up-to-the-plate” to serve IGAEA as Secretary. He presently teaches at the Center for Arts and Technology, grades 9 through 12, located in Phoenixville, Pennsylvania. Al has industry experience which includes quick printing and flexography.

The Board further recognized the dedicated service provided by Doris as Secretary and wished her the best as she moves on with a change in her career.

The Board continued with revisions of the IGAEA Administrative Handbook and reports from officers. Later, Dennis Dougherty lead members of the Board on a tour of the campus of Thaddeus Stevens College and the Graphic Arts Laboratory facility. While in the printing lab, Dennis presented to Board Members freshly printed copies of the Conference booklet containing facts about the surrounding area and conference registration form.

There are some recommendations for places to visit—such as the VF Outlet and Lancaster Cultural History Museum.

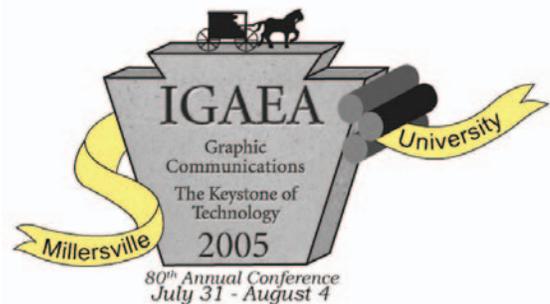
The booklet also contains schedules for participants, spouse/guest, and youths, and travel information. The Board gratefully acknowledged the hard work that Dennis gave in production of the conference booklet.

Afterwards, Tom Bell joined the Board meeting at Thaddeus Stevens College and gave a presentation about the status of the preparations underway for the 80th IGAEA Conference to be held on the campus of Millersville University. The Board then traveled to Millersville for a tour hosted by Dr. Bell at the conference site.

On Sunday, Dennis treated visiting members to a tour of the Amish country. It was quite a sight to see the large Amish farm houses (there are seven children in a typical Amish family), barns, silos, Amish children playing in the school yard, and an occasional horse and buggy drive by. ☩

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## The 80th Annual International Graphic Arts Education Association Conference



**July 31 to August 4, 2005  
in Millersville, Pennsylvania  
on the campus of  
Millersville University**

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## Printing Industry in North Carolina

By  
**Cynthia Gillispie-Johnson**

From the 2000 Print Market Atlas, PIA, 1999, statistics revealed there are 259 printing establishments that employ 9,493, with a dollar shipment of \$1,322,300,000.

Greensboro, North Carolina ranks 24th in the country based on the dollars generated from the graphic industry. North Carolina, in general, has 1,173 printing establishments that employ 31,195 with a dollar shipment of \$4,218,100,000. With these figures, the Triad stands as the largest printing market in the State of North Carolina. As the industry continues to grow in size each year and the demand for trainable, qualified people is growing, our industry will be in the midst of a worker shortage. Many employers must go outside the Carolinas to find workers of even an entry-level capability. Printing sales growth figures for the southeast put a strain on the existing work force and create the demand for more new-hires in the industry.

Just about everything we come in contact with every day has been printed in some fashion – from the wallpaper in the homes to the billboards on the highway to the greeting cards you receive in the mail. Graphic related company owners in Guilford County are facing the same labor force issues as every other manufacturer in the state and in the country-tight labor markets, advanced technology and a growing need for skilled (or trainable) workers.

The demand for entry level workers with basic orientation in graphic related skills to assist in production environment is on the increase. For instance, job advertisement for small press operators, press helpers for printing, and packaging machinery, bindery workers, desktop computer operators, and production assistants appear frequently in the daily newspapers. ☼

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## EDSF announces new High School initiative

Jeanne Mowlds of the Electronic Document Systems Foundation (EDSF) announced a new initiative to attract High School students to the Document Communications field. “Building the industry’s future workforce is a challenge with which Academia and Corporate America must meet head-on.” Mowlds pointed out. “EDSF is working with academic institutions to achieve the goal of building a quality workforce for the future.”

“By educating students, parents, and schools about the opportunities within the document communications industry, together we can attract the best and the best and the brightest talent to create the workforce required for the anticipated challenges in years to come.

EDSF created a 4-page/4 color brochure designed specifically for use with high school recruitment and at the college entry level. The brochure was designed to create an appreciation and awareness of the exciting dynamics within the document communications industry. For more information about the opportunities available from EDSF, visit their Web site at [www.edsf.org](http://www.edsf.org) or email Jeanne Mowlds at [Jcmowlds@aol.com](mailto:Jcmowlds@aol.com). ☼

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## The 36th IC Conference in L'viv, Ukraine

Dr. Hartmann Liebetruth of the International Circle of Institutes for Graphic Arts, Technology and Management and Professor and Chair of the Print and Media Technologies Department at the Bergische Universität-Gesamthochschule Wuppertal, Germany announced the 36th Conference of the IC that will be held in L'viv Ukraine, May 18th until the 22nd, 2005.

The hosting institute of the 36<sup>th</sup> Conference will be the Ukrainian Institute of Printing, which is also celebrating its 75<sup>th</sup> anniversary. As you know from the press, Ukraine is at present in serious troubles with its presidential elections– but the UAP is very confident that the Conference can be arranged as intended and that it will be another great success for the IC.

The topics of the conference were:

- The adoption and proceedings of the Bologna-Declaration of 1999
- Trends in the media technologies
- Distant learning systems of print media technologies and management

The programme was as follows

Wednesday,	May 18 <sup>th</sup>	Arrival, evening reception
Thursday,	May 19 <sup>th</sup>	Conference and celebration of the 75 <sup>th</sup> anniversary of the UAP
Friday,	May 20 <sup>th</sup>	Conference, visit of the institution
Saturday,	May 21 <sup>st</sup>	City tour, visit to the castle and other places of interest at L'viv
Sunday,	May 22 <sup>nd</sup>	Departure

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## Graphic Arts Accrediting Council Goes Online

The Accrediting Council for Collegiate Graphic Communications (ACCGC) goes online at:

**<http://www.gitasu.com/accgc>**

The Web site was set up to answer the many questions that are being asked about the ACCGC. It addresses its services and the advantages that professional accreditation brings to colleges and universities having programs in printing, publishing, graphic arts, graphic communication, and related disciplines.

The ACCGC recognizes that, “The goal of baccalaureate degree programs in graphic communications is to prepare students for productive technical, managerial, and/or marketing careers in this dynamic industry. The accreditation procedure was established to assist collegiate educators to develop and strengthen graphic communications academic programs whether the programs are separate majors, minors, or concentrations within an academic major, such as industrial technology.”

Harvey Levenson, ACCGC president, said, “The ACCGC was really established for the graphic arts industry. Through the accreditation process we offer a rigorous “self-study” that programs go through in preparation for the accreditation review. We are committed to leading programs to graduate the most qualified students possible to join the various companies comprising the graphic communication industry. This relates to the service provider and vendor segments of the industry.”

Additionally, Levenson said, “The accreditation process serves another very important purpose. It shows college and university administrations that there is an external, independent, body of experts from education and industry certifying the credibility and importance of graphic arts programs. At times when administrations are looking to cut programs to cut costs, graphic arts programs, and their laboratory intensiveness, are sometimes looked at first for such cuts. Accreditation is an endorsement of a program’s importance to a professional field and is likely to curtail downsizing or elimination.”

Led by a managing director, an executive committee, and a board of directors representing education and industry, the purpose of the ACCGC is to promote and encourage sound baccalaureate level educational programs in graphic communications. The ACCGC also seeks to enhance quality of instruction through its self-study requirement and periodic review. Further, the accreditation process strives to stimulate the exchange of ideas between administrative and instructional personnel in academia and personnel in the graphic communications industries. ☩

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## George Ryan, Commencement Speaker at Appalachian

George Ryan, Chief Operating Officer of Printing Industries of America and Graphic Arts Technical Foundation was the commencement speaker for the College of Fine and Applied Arts at Appalachian State University. Thomas W. Reese, of the Hickory Printing Group introduced Mr. Ryan before the graduating class, May 8, 2005. The Thomas W. Reese Graphic Arts and Imaging Technology is housed in the Department of Technology.

He challenged the graduating class to remember him as their speaker since it was Mother’s Day and he was named after his mother, Georgia. He also cautioned the graduates to protect their identity in “age of digital technology”. ☩



*George Ryan addresses the graduating class of 2005 at the Holmes Convocation Center at Appalachian State University. (Photo by Mike Rominger)*

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For additional information about the Accrediting Council contact:

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## *“Absolutely Phenomenal!”*

# Results Reported at GRAPH EXPO® and CONVERTING EXPO® 2004

### Package Printing Opportunities and Education Seen All Over the Exhibit Floor

America's printing, publishing and converting industry is on the rebound, investing significantly in new technologies to fuel growth, and looking ahead expectantly to a memorable worldwide PRINT® 05 and CONVERTINGSM 05 in Chicago next year.

Those are the key conclusions from the recently completed GRAPH EXPO® and CONVERTING EXPO®, held October 10-13 in Chicago. The annual show was the largest in three years in terms of exhibit space, and was widely hailed as the most successful selling show in recent memory.

“This show has been absolutely phenomenal,” said Sean McCardell, president of Automatan, Inc. By mid-day on the show's second day, he added, “we've already met our quota for the entire show. The show has been great because not only is the volume of attendees up for us from last year, but the quality of the leads we're getting is much better too. People are here spending money, and if that isn't the best sign of a successful show, I don't know what is.”

The next day, Daniel McAvoy, president of Compose Systems, Inc., commented, “I thought Monday was just excellent, but today has been even better. I'm convinced that the sluggishness of the past few years is ending, and I've seen it at this show.”

This year's event also focused on package printing, with many exhibitors displaying new products and equipment to help commercial printers offer package printing and construction to their customers. Exhibits by companies firmly rooted in commercial printing often offered products useful in package printing as well, reaffirming that this is a viable direction for printers seeing additional revenue streams and profitability.

“This has been the best year ever of this show for us,” said Derek Dlugosh-Ostap, president of Pack Smart Inc, (GA-VEHREN Engineering). “The people coming in are more positive and more ready to buy than we have seen in past shows.”

Even new exhibitors in the packaging area were excited about their traffic levels and the show's ability to meet their sales needs. “This is our first year here, so we weren't sure what to expect . . . we've been really happy with the number

of people in our booth and the interest they've shown . . . I think coming here was the right move for us,” noted Paul Browning, of Graphic Packaging. Thomas DeVito, president of Gluing Machinery & Systems, reported that “this show has been great, absolutely fantastic. I've seen the traffic and the sales up a lot from the past few years. We're booking orders all day long. We leave this show with more money in the bank every year.”

The Graphic Arts Show Company (GASC®), the show's manager, reported that a total of over 600 exhibitors occupied over 392,000 net square feet of exhibits plus almost 18,000 square feet of booths occupied by associations, publications, and educational institutions at GRAPH EXPO and CONVERTING EXPO, making the 2004 show the largest since PRINT® 01. In exhibit size, this year's show was 12 percent larger than in 2003.

Attendance totaled nearly 40,000, also an increase from 2003. In both space sold and attendance, GRAPH EXPO and CONVERTING EXPO continues to buck the national, cross-industry trends of declining size and attendance at trade exhibitions.

Exhibitors at McCormick Place were as impressed by visitors' buying plans as by their numbers.

“On Sunday we had the most leads we've ever had in a day,” said William J. Longua, manager of marketing services at RENA Systems, Inc. “This year's traffic has been incredible, and definitely up from last year.”

“The energy level and the excitement we're seeing in people attending is the best we've ever seen,” said Tony Cockerham, senior technical sales manager at Buhrh Americas, Inc.

According to Jeff Marr, vice president/sales at Colter & Peterson, “this is the best show we've had in years. People aren't just looking, they're buying too.”

“Being here has really made me feel like the industry is truly alive and well,” commented JoAnn Wolff, director of sales at Royal Sovereign International. “The past few years have been lean for lots of businesses, but I think that's all about to change. This show has been excellent for us, in both volume of traffic and quality of people coming in.”

Hans Rasmussen, vice president/sales at Kongskilde, reached a similar verdict: “This year has brought a much higher quality and quantity of lead than we have seen in the past. Our traffic level is up from what we anticipated, but more significant to us is the caliber of lead we're seeing,” he added. “People are in our booth to not only see the equipment but to actually buy systems.”

Michael Aumann, vice president, sales and marketing at Streamfeeder, said his company could quantify clearly the results of GRAPH EXPO and CONVERTING EXPO. “We track our leads rather aggressively,” he explained, “and I can tell you that we've already seen about a twenty percent higher rate of substantial and closable leads from years past.”

In addition to the show hall, visitors crowded the

continued on page 7

seminar rooms and special events at GRAPH EXPO and CONVERTING EXPO. Full pavilions, full floor educational sessions in each of the special theaters in both Wide Format and Mailing & Fulfillment pavilions gave hundreds of attendees great opportunities to learn from the experts how these ancillary services can add to their profitability. Throughout the show's four days, excitement over the ongoing industry renaissance mixed with anticipation of PRINT 05 and CONVERTING 05, the international mega-show scheduled for next September 9-15 at McCormick Place. That event's aggressive attention to opportunities for printers in package printing will offer additional insights for commercial printers seeing diversification.

"We're already thinking about the PRINT 05 show, and we'll probably have a bigger booth and more staff," said Mark Nordling, regional applications manager, MultiFeeder Technology.

Mark Abderholden, sales engineer at JM Equipment (CG Machinery), echoed that thought: "We're looking forward to the PRINT 05 & CONVERTING 05 show," he said. "Our booth will be twice as large and we'll be bringing some new equipment that we're very excited about."

Automatan's Sean McCardell promised, "We'll be here next year for sure," and at Colter & Peterson, Jeff Marr said, "We're already looking forward to PRINT 05 & CONVERTING 05 because this year's show has been such a success."

GRAPH EXPO and CONVERTING EXPO is produced by GASC annually, and is the largest most comprehensive annual tradeshow for the graphic communications industry in the Americas. More detailed information on this event including photographs can be found at [www.graph-expo.com](http://www.graph-expo.com).

GASC is owned by the National Association for Printing Leadership (NAPL), NPES The Association for Suppliers of Printing, Publishing and Converting Technologies® (NPES®), and the Printing Industries of America (PIA). GASC is located at 1899 Preston White Drive, Reston, VA 20191-4367 USA, telephone: 703/264-7200, fax: 703/620-9187, E-Mail: [info@gasc.org](mailto:info@gasc.org) or at [www.gasc.org](http://www.gasc.org). ☼

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## drupa innovation parc goes on world tour

The drupa innovation parc that successfully debuted at drupa 2004 is taking to the road on a world tour. Over the next two years, the drupa special presentation will take the spotlight at other international trade fairs for the print media industry (e.g. EmbaxPrint in Brno, Print in Chicago and Ipex in Birmingham). "It's our way of giving small innovative companies an initial footing in markets such as the USA, Asia and Eastern Europe. Very often it's precisely these companies that lack the resources for individual trade fair participations," says Manuel Mataré, drupa Project Director, explaining the thinking behind the tour. "However, it's often just such intelligent solutions for dynamic publishing, colour management, databases or cross-media publishing that trigger new departures in the print media industry. We want to create a platform for these ideas that extends beyond drupa in Düsseldorf."

The initiative is Messe Düsseldorf's response to a request made by exhibitors at the first drupa innovation parc ("dip" for short) staged during drupa 2004. This "drupa think-tank", comprising 41 companies from 13 countries, was an instant hit. Visitors, the media and experts immediately warmed to this presentation that blended an exhibition area with a stage, communications café and exhibitor's lounge. The exhibitors especially benefited from the event and called for the drupa innovation parc to be staged at other international trade fairs for the print media industry.

The first stop on the world tour will be EmbaxPrint in Brno which will run from 17 to 20 May 2005. The International Trade Fair of Packaging, Paper and Printing Industry is the ideal gateway to the booming markets of Eastern Europe. Without doubt, EU expansion will also create new impetus. Over 30,000 visitors - including roughly 4,000 from the Czech Republic's neighbouring countries - attended the last EmbaxPrint two years ago.

Other stop-offs on the tour include:

- PRINT 05 in Chicago (9 to 15 September 2005)
- Ipex in Birmingham (4 to 11 April 2006)
- All in Print in Shanghai (14 to 17 June 2006)
- Igas in Tokyo (21 to 27 September 2007)

Organisation of the drupa innovation parc will again be in the experienced hands of Volker Ohl, a member of Messe Düsseldorf's drupa team. Bernd Zipper of Zipcon Consulting will once more assist with the coordination on site. Further information about participation as well as background information and testimonials by the original exhibitors can be found at [www.drupa.com/dipot](http://www.drupa.com/dipot). ☼

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# IGAEA Sustaining Membership

To update membership information, or to become a Sustaining Member, please contact the Sustaining Member Chair listed on page 2.

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