For the Communicator's first President's Letter this year, I have decided to share with you the acceptance speech from this year's installation at the 2009 Annual Conference. It should give a good picture of our goals and direction for this year.

*Edited Transcript of the Acceptance Speech:* Good Evening Everyone. First, I'd personally like to thank Tom Loch for a wonderful, productive year as President of the IGAEA. Through his dedication to our organization, he has guided us into an interactive electronic and digital era, by embracing the task of overseeing the update of our website and making all electronic documents available on the site. I know many still wait for our mailperson to deliver the hard copy of the Communicator, but having files on the website sure makes finding what I need easy and at the touch of my fingertips.

And it is Tom's commitment to purposeful action and to making information accessible that are echoed in my own goals for IGAEA—because I view commitment, connection, and a strategic use of information and resources as key to our organization. I know many of us are "glad to be here" at this conference and in our jobs, but we cannot just "be" any longer. My husband calls these types of people or employees "shoe fillers." They as a teacher might be "book-toters." We all know someone at work with who

fits this description—the person who comes into work; who puts in the time dragging their books from classroom to classroom and following the same classroom routine they've done for years; not making a wave or taking a stand; and then returning home, to get up and do it again the next day. They are isolated, unconnected, unsupported. They don't realize they are, or could be, part of the vast and dynamic graphic communications and printing industry that IGAEA represents. You and I personally started the connection of support by joining IGAEA, but I believe we still need to work on strengthening and unifying with others, not only at this conference and within our IGAEA region, but look to connect with those across the country. Now is the time to try to engage those "book-toter" colleagues to join in our pursuit of unifying industry and education to strengthen and increase our dedication to graphics education.

One important way to strengthen our industry is to utilize information to our advantage and draw on the resources that can help advance our goals. Over the last year as President-Elect, I've reached out on-behalf of us all to many organizations to bridge the gap of

*IGAEA President: Shaun Dudek*

**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.*

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## All About IGAEA...

Founded in 1935, the International Graphic Arts Education Association, Inc. (IGAEA) is a non-profit organization of educators in partnership with industry, dedicated to sharing theories, principles, techniques and processes related to graphic communications and imaging technology. Among the activities sponsored by IGAEA are an annual conference, a comprehensive publication program, industry liaison programs, and resource networks. IGAEA fosters career awareness by promoting Graphic Communications Week, assisting Boy and Girl Scouts with their merit badges and interest projects and recognizing success through the Gutenberg Student Awards. IGAEA members include over 700 educators representing approximately 40,000 students; future prospective employees!

There are 5 different membership categories in IGAEA:

**Regular Membership** is open to educators, supervisors, and others engaged or interested in graphic arts, graphic communications, graphic design, photography, journalism, communication technology, and/ or related fields.

**Associate Membership** is open to retired persons interested in graphic communications and imaging technology education.

**Student Membership** is open to all full-time students interested in graphic communications and imaging technology education.

**Library Membership** is open to all libraries that wish to receive IGAEA publications.

**Sustaining Membership** is open to business, industry, foundations, organizations, and educational institutions.

**Sustaining members** representing various graphic communications and imaging technology industries and organizations are vital. Through their involvement, there exists an active network of industry/education partnerships. Sustaining members are invited to make presentations at IGAEA Conference and at regional meetings. As a result of this participation, graphic communications and imaging technology educators and industry representatives get to know each other on both a personal and professional level. Sustaining members receive a handsome wall plaque, an annual membership directory, and all publications of the Association. Sustaining members are listed in each issue of the The Communicator and are invited to contribute articles.



**Our Discipline, Our Programs, Our Future**

**IGAEA 2010**

**SUSTAINABILITY**

**Illinois State University**

**85th IGAEA Conference**
**July 25-29, 2010**

The theme for next year's conference is Sustainability: Our Discipline, Our Programs, Our Future. At ISU, we use the term "sustainability" in its most basic sense: our theme for the conference is on understanding the trends shaping our discipline and on building and maintaining viable, lasting graphic communications programs. Additional information about the conference details will appear in future issues of The Communicator.



**WE NEED YOUR CURRENT INFORMATION**

**Please update your personal profile on the www.igaea.org website**

3

## International Graphic Arts Education Association 84th Annual Conference
### July 26 – 30, 2009
### Back to the Bluegrass
### Into the Future!
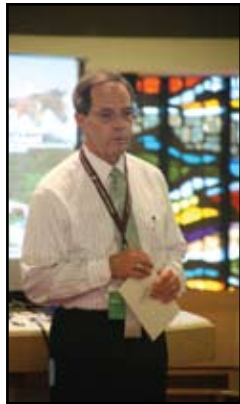


For the 2009 Annual Conference, IGAEA members, spouses and friends gathered at Eastern Kentucky University. Each day was filled with presentations, networking and fellowship. Dave Dailey and Marlow Marchant did a great job in organizing the conference, and their attention to detail was clear to all who attended. If your school is interested in hosting an IGAEA conference, you can ask Dave and Marlow for details on how to plan a memorable conference.

Following the Memorial Service on Sunday night, conference attendees were led by a bagpiper from the Chapel of Meditation to the IGAEA President's reception. After the shaking of hands and speeches, attendees were entertained by a bluegrass band...complete with mandolin and banjo players.



Monday morning's opening session was both informative and impressive, by virtue of the Presidents that were in attendance. Ralph Nappi, President of NPES spoke to the group about trends in the printing industry. He was followed by President Abraham Lincoln (portrayed by "The Great Pretender") who spoke about how he too is a Kentuckian.



The keynote presentation on Monday, July 27th, was given by Dr. Joe Webb and was entitled "What They Think." He shared thought provoking insights into the challenges and future of the printing industry, providing and interesting kick-off to the learning opportunities provided to conference attendees. Dr. Webb's presentation was followed by a tour of our updated IGAEA.org web site. Tyler Nagel (website creator or Region 9 VP),



Kelly Smith (IGAEA Secretary) and Tom Loch (IGAEA President) showed members how to create a profile for themselves to access the "Members Only" secure areas of the web site. Access to timely information and educational and professional support on our website was demonstrated.

**Monday member presentations included:**
- Results of a Study of Digital Technologies in the Classroom, given by Charles T. Weiss of Western Illinois University. He presented the results of research conducted on graphic communication educators at the secondary and post-secondary level as a part of a doctoral dissertation.



- Understanding Career Clusters, Your Program and Perkins Funding, given by Shaun Dudek of College of DuPage. The cluster framework which is a national initiative under Perkins IV aligns secondary to post-secondary education. Ms. Dudek discussed how the cluster strategy is designed to ensure academic and technical rigor, aligned curricula, infusion of occupational standards and how strong technical program can be built for college and career readiness in selected Career Pathways and Programs of Study.



- Working the 3 Cs, Comics, Coloring and Channels, given by Hans P. Kellog of Ball State University and Dan McCluskey
- Computer Lab Management, given by Jeffrey Kilgore of Eastern Kentucky University
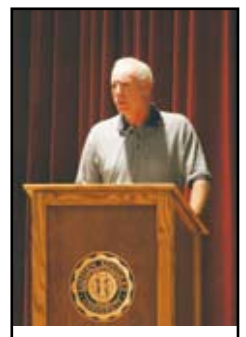
- Variable Data Printing – How to Teach It in the Schools, given by John and Nancy Leininger from Clemson University
- Classroom vs. Hybrid vs. Distance: A Comparison, given by Lloyd Schuh from Houston Community College.



- Ageing Photographic Subjects, given by M. Suzanne Horne from University of Arkansas at Fort Smith
- Mass Customization: The Power of One, given by Kevin Joyce, Kodak President of Sales and Marketing
- Factor Facilitating the Need for a Visual Graphics Animation Baccalaureate degree at a Mid-South University, given by Argie N. Nichols from University of Arkansas at Fort Smith



After Monday's opening session, the spouses and guests had the option to take tours of the EKU Farm and College of Justice and Safety, participate in a leather craft or basket weaving workshop.

**Tuesday member presentations included:**
- Re-define in '09: Secrets to Survival, given by Jerry Waite from University of Houston
- Variable Data Printing - How to Teach it in Schols (hands-on workshop), given by John and Nancy Leininger from Clemson University
- Color Theory 101 - a Crash Course for Graphic Communications, given by Kelly Glentz Brush from Lyndon State College
- Informed Direction: a Survey of the IGAEA Membership, given by Mark Snyder of Millersville University
- Manufacturer presentations were given by Kimoto on the Kimosetter 525 CTP, and Mitsubishi Imaging on the Mitsubishi Eco 1630 CTP
- Industry tours were taken in the afternoon

Attendees and guests concluded the day in style at the Kentucky Horse Park in Lexington.



The "Old Kentucky Nights" program included a hay ride and banquet.

On Tuesday, spouses and guests hopped into vans and were taken to a pottery demonstration at Tater Knob Potter, a weaving demonstration at Berea College, dulcimer making at Warren May Studio and a glass blowing demonstration at the Glass Studio. Kristy Marchant was a fabulous guide!

**Wednesday member presentations included:**
- The Association Between the Frequency of Web Site Modification and the Performance of a Commercial Printing Firm, given by Devang Mehta from North Carolina A&T State University



- PrintED, given by Mike Stinnett from Royal Oak High School
- Manually Trapping Spot Colors in Photoshop, Illustrator and InDesign, given by Mike Williams from College of the Ozarks
- Screen Printing on a Budget and Color Process Screen Printing, given by Dan Campagna from Walton High School
- Tips on How to Increase your Enrollment, given by Gary Walton from Cincinnati Sate
- The Primary Adages of a Successful IGAEA Student Organization, given by Monika Zarzycka and Colby Kibbe from University of Houston
- Teaching the Basics of Mailing, given by John and Nancy Leininger from Clemson University
- Pad Printing Utilizing a Closed Cup Table Top System, given by Dennis Dougherty from Thaddeus Stevens College of Technology
- Manufacturer presentation was given by QuarkXpress on Dynamic Publishing - how changes in the Workflow Impact the Classroom.

On Wednesday, spouses and guests were taken to see how Kentucky bourbon is made at the Woodford Reserve Distillery.

A compendium of classroom projects presented by members at each conference is available from the online Project Exchange at http://www.igaea.org Registered users can download PDF projects for use in their classrooms.



**See you next year at Illinois State University, for the 85th IGAEA Annual Conference**

**2009 Fred J. Hartman Award
Winner: Ron Dyer**
Shown here with Dan McCluskey *(presenter and
previous recipient of the Hartman Award)*



**2009 Frederick D. Kagy Life Achievement
Award Winner: David Dailey**
Shown here with John Pagels *(presenter and
previous recipient of the Kagy Award)*



**2009 Robert L. Cox
Service to the Organization Award**
Recipients: Lexa Browning-Needham
and Kelly Smith



**Paul D. Von Holtz Conference Incentive Award**
Winners: (from left to right) Renmei Xu (IN),
Lori Lewis (KY), Argie Nichols (AR), Lloyd  Schuh (TX)
and Lawrence Zabinski (IL)



**2009-2010 IGAEA Executive Board Members:** (from left to right)
Pamela Daniel (1st VP), Dennis Dougherty (2nd VP), Tom Loch
(Immediate Past President), Shaun  Dudek (President), Charles Weiss
(President-Elect), Dennis Daniel (Treasurer), and Kelly Smith (Secretary)



**2009-2010 IGAEA Regional Vice Presidents:**
(from left to right) Region 3 - Devang Mehta,
Region 9 - Tyler Nagel, Region 2 - Kelly Glentz Brush,
Region 1 - Tony Cimaglia, and Region 6 - Tony Sittner

information-sharing that is so missing from education. I recently reviewed the report, Profiling the Economy and Print Markets: 2009-2010, which was released by the Printing Industries of America, one of our sustaining members. This report states optimistically that in this economy, our industry could see a decline of ink-on-paper of up to 1% for next year, but digital, inkjet and the ancillary support beyond print is predicted to increase from 2% to 6% for 2010. We always want to always focus on the gain, the half-full, the positive side to every bit of information. These are the statistics we need to hear and use strategically. We've seen this economy affect many associations and organizations over the last year, to the extent that some will succumb to the pressures of slow growth, lost profit, rising material costs, and declining membership revenues.

The same is true for education—many programs may not survive in this economy, with rising material costs, the possibility of lower enrollment numbers due to the changing of school standards, and the possibility of loss of administration support. By making connections with our colleagues, I discovered the perils some educational programs face. I see it happening in schools around Chicago. How could this be, when the number-one-ranked US Metropolitan Print Market by Value of Shipments is the Chicago metropolitan area? The Chicago area is the third largest market segment for total production of printing in the country. Despite this, schools across the country have closed programs or are changing the direction of their educational focus. To reverse this trend, we must express and act on our commitment to our programs, seek out and utilize information that can enhance our programs, and connect with resources to make our programs more viable. Clearly it is not enough to just teach, retire and hand off your program to the new teacher, and hold your breath in the hope all will be well. We need to be our own best advocates for our livelihood and educational programs to sustain and grow. We need to know our state's industry data to promote our programs within our communities and actively recruit and advise students. But what you need to realize most of all is your need to speak out, and let you and your program be recognized and have the acknowledgement it deserves. What I am asking is for you to look beyond your own boundaries, to other schools in surrounding counties, to unite forces to control your own future.

Without such connections and commitment to our programs, we run the risk of losing programs or compromising our progress. A case in point is a Chicago-area high school where budgeting requests to purchase equipment and supplies were denied. A graphic arts program that had existed for nearly 80 years had lost support and was nearly eliminated because the administration didn't understand the salience of graphic arts as a career path. And the surrounding graphic arts community didn't advocate for the program because they were unaware of what was going on. Luckily, the school administration was convinced to retain one course. The situation is not ideal—the instructor for this one course has a background in drafting rather than graphics communication—but the program is still alive. Perhaps if we'd had a better connection this issue might not have been a problem. This is a prime example of an almost missed opportunity to show students a career path that will withstand an economic downturn and that has a great progressive future.

Another example of the kind of jeopardy our programs can face is found at the college level, where budgetary philosophies emphasize profit over learning. "Printing for profit" is a short term measure to keep supplies in our labs and a cash flow to purchase more equipment or the latest software, but it's not the only way to receive more funding. Printing for profit will not keep students in our classroom. We cannot rely solely on local, district, and state funding to keep our programs safe, as ours administrators might assume, or to view our standing programs as a non-cost recovery department, which should thus be eliminated. Here again is where commitment, connection with students, and strategic utilization of resources will serve us well. Giving the students guidance, direction and a career goal will shift our focus back to our main purpose of existence—students and student success. Having an overflow of students eager to enroll in our programs of study will assist in program retention and growth. I feel we need to re-focus our energies on viable and valid career pathways, not just technology and equipment. If we contact our industry partners or advisory boards and ask for their support, not only for the information sharing as I stated earlier, but for job-shadowing and internship opportunities, we can realize growth and success.
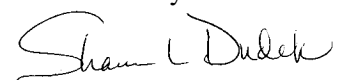
One final connection to make to advance the goals of IGAEA is with Career and Technical Education programs. Those of us who are teachers have heard over the last few years of the terms vocational education, occupational education, and Tech Prep courses. Currently if you are a middle school teacher, high school teacher, or community college teacher you might understand a bit about the funding associated with those terms. A university teacher will in the coming year's play a part in obtaining more of the federal funding connected to the 9-14 grades. This is a change which started in 2006 when the government looked at re-instating the Carl D. Perkins IV funding for all Career and Technical Education/CTE programs. This gave us, the printing and publishing teachers, another breath of life and a means for funding—which most likely could be the saving grace in some in states. Nationally the main focus of the new Perkins 6-year initiative is the Career Cluster framework. The framework consists of 16 national clusters or groups of broad based industries having commonalities that share similar knowledge and skill sets. Each individual state will have input in what the framework will look like, and what cluster groups will be reviewed and established. From our Cluster of Arts, A/V Technologies and Communication, there is a Printing Technology Pathway inclusion. The key to this individual Career Pathway was to be singled out as one of the five individual specific pathways under the Arts. Perkins now includes core factors in its legislation of including professional development; and the reviewing of standards, curriculum and assessment processes. States will have to comply to receive funding. Over the next year you will be hearing from me, as your President, more about Career Clusters, Pathways and the graphics curriculum Program of Study, called Printing Technology. You will also be hearing about how to review your curriculum and assessment processes; along with how to evaluate your budget and ask the right questions to let your school administration know you are continuing to establish more opportunities to strengthen your program and your industry ties.

The follow-up to making these connections is a commitment to action. A place we can all start this fall is to look at the sustaining membership list and see if we can create more pathways with those members and sustain their continuing support.

Our mission states that 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. Over the next year you will see some personal profiles of our educational members in a "Presidential Spotlight" link on our website. I'd like to suggest to you to review their information and see how each is carving out their own niche in keeping this industry alive across the country. From this, I am hoping you will be able to incorporate in your state what these active members are doing in their state. I also hope our website will continue to become the best communication tool for us as members to use. We, the Board of IGAEA, want you to see the value of your membership dues each time you access information from the website. The PIA documents will be on the web for you to download, along with other data-filled documents for member-use only. This is just another benefit of being an IGAEA member to strengthen the support needed. Each of you has a Regional Vice-President for your specific state as part of our Board of Directors. I ask you to contact them, to see what brainstorming ideas your region can come up with to be an advocate for graphics education. Let's work together to make a personal career path for you as an IGAEA member, and for you within your school system and state, and use the data documents in a productive venue.

Lastly, I look forward to serving you, the IGAEA membership, to fulfill requests or assistance you feel you need to succeed professionally. Many of you were called upon earlier this year to be part of the IGAEA election process and become a board member. We need you within the association to be a part of our strength in numbers, and give a bit back to this wonderful industry that is your life's breath. IGAEA has many committees that don't require too much outside time away from your family if this is your first attempt at volunteering with IGAEA. Let's not become a "book-toter" this academic year. Please take away from this conference the shared information and curriculum, and the great positive energy Eastern Kentucky University has offered us. Let's bring that excitement back to our colleagues and to our classroom. All I truly ask is that you commit some time from your busy personal and professional life to connect and act. Together, let's make an impact by taking the next step to be a greater part of IGAEA and the industry.

**Spot Color Trapping
in Illustrator and Photoshop**
Mike Williams – College of the Ozarks
Presentation at Annual Conference at EKU

When spreading and choking text and images, it is important to manipulate the lighter colors – which will change the appearance of the image the least. If you manipulate the black in an outlined yellow type, your yellow type will not be bold.
- In industry, a typical trap is 1/50th of a point (most of the time it is actually less than that).
- When trapping, you can use the swatches panel, much in the same way that you use the color panel.
- When creating a stroke in Illustrator, you should open the following panels:
  - color
  - swatches
  - stroke
  - attributes
  - separation preview
  - PMS colors

In Illustrator, you can tell if a swatch is a spot color if it has a slash with a spot on it in the lower right of the swatch. Tips for working with swatches include:
- Double click on a swatch – to make it a spot color
- Select "global color" if you may want to adjust it later, the color as applied will be changed if the swatch is changed
- Drag PMS colors into swatches panel (open PMS: swatch panel > color books > PMS collection)
- Tints can also be created and dragged to your swatches
  - Don't go from 0 to 100 in tints, you will get really sharp lines
  - Depending on the printing process, ask printer what their minimum highlight dot is
- If you want a bigger stroke on text, than what is provided, select the text and "Create Outlines" which as an affect it is no longer editable type, but you can be more creative with the type

**For Trap Illustrator, use**
- Overprint fill and stroke – it will not knock out
  - Overprint will only be applied to object that is selected. If overprint is desired for multiple elements, select all objects that overprint should affect.
  Note: You cannot apply a gradient to a stroke.

**To begin:** decide what color you want to manipulate – it should be the lighter color. We want to apply it so it overlaps the darker color.

1. Open the Separation Preview window, check the "overprint preview" box.

2. Add a stroke to the type, make the stroke the same as the background color. Open the Attributes window, select the type, select the "overprint stroke."

3. Adjust the trap by altering the width of your stroke. Find out what the appropriate stroke is for the process you are using to print the design.

If printing on a dark color t-shirt (for example) you will want to have a white underfill under the color text.
  - you cannot use the white swatch in the color palette, it will always print as "paper"
  - create a new color of white for the swatches panel. Call it "background white" and give it a slight tint so it can be seen while working on it.

*Tip for selecting multiple objects of the same color:* Use the "direct selection tool" to select one of the objects; from the select menu, select "same" > stroke and/or fill color. All will be selected. This can be handy for altering color of clip art too!

**To save file with traps so that it can be placed into a page layout program:**
In Illustrator, save the file as an EPS file, and under "Transparency," select "preserve overprint" from drop down menu. The EPS document can be placed into an InDesign and QuarkXpress file. A file saved as an "AI" file can only be placed into an InDesign file.
Saving a file as a "PDF" will also allow you to preserve an overprint and use a spot color. The advantage of saving a file as an "EPS" is that it is editable in Illustrator

– PDF files are not editable in that way.

When an EPS with spot colors is added to an InDesign document, the swatches of that image will be added to the InDesign document swatches. This is advantageous when adding additional text to the document in that color.

**Tip for turning a full color image into a 2-color image that can be screen printed:**

1. Bring image into Photoshop, and posterize the image (for 2, 3 or more colors), save the image as a TIFF.

2. Bring the posterized TIFF into Illustrator and use live-trace to create a vector image.

*Tip: to find out how an Illustrator file will look when printed*

- open the file in Photoshop and "flatten"
- the image will give an exact representation of what it will look like printed

In InDesign, a trapping overprint works the same way. Choosing spot colors, fill and stroke colors, and overprint is exactly the same as in Illustrator. BUT, Mike says that the if you want to be able to edit the image – use Illustrator.

**Trapping in Photoshop**

In Channels panel, select "new spot channel" and double click on color swatch to choose a color. Give the color channel a name – so it can be identified easily later. The transparency can be adjusted for the color in the channel as well.

To apply a color to an element, it can be cut from one channel and pasted in the other channel. When pasted, go to "Edit" and "fill" with color (background, foreground or other color can be selected.)

Channels always overprint…unless you knock it out.

**To create a trap, you can:**
1. expand the color
2. select an object and apply a stroke

An advantage to using stroke is that you can choose if it is applied to the center, inside or outside. Be sure to have the channel of the lighter color selected, choose outside, and make the color of the stroke tinted by clicking on the color swatch and make the C, M and Y at "0" and a tint of black.

**To add a shade to a color** – add grey to the color.
1. Select an area, and in the grey channel, add a tint of black – do not deselect the area
2. Now select the color channel and add color to the selected area
3. Turn off the grey channel to make sure that color was added
4. expand and or stroke the color channel to create the trap
5. Go to "Select" > "modify" > "expand"
6. To save selection, when an area is selected you can go to "select" and "save selection" – it will show up on the channels panel, but it is an alpha selection and will not print – can be edited later by go to "select" > "modify" and "load selection"

You can have multiple color channels, which can be re-positioned and it will change your preview, but will not change how it prints. Except: the grey channel must be at the top of the list.

# IGAEA Sustaining Membership

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

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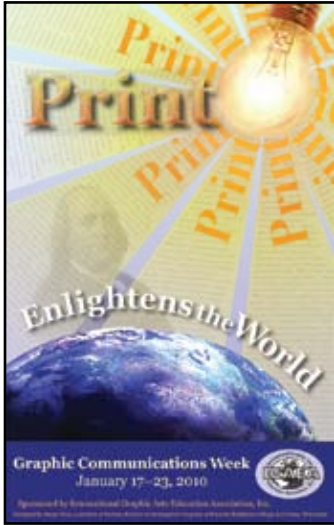bryan@schs.washk12.org

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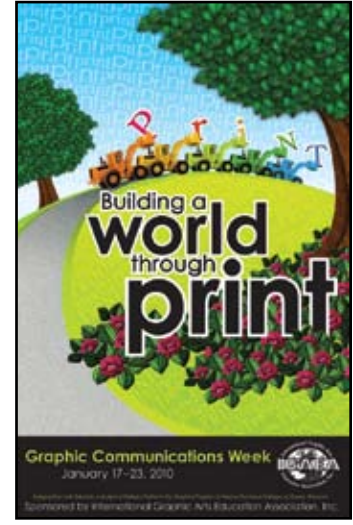Printmaster with Silvermaster plates.*

## 2010 Graphic Communications Week Poster Contest Winners



1st Place - Susan Walz,
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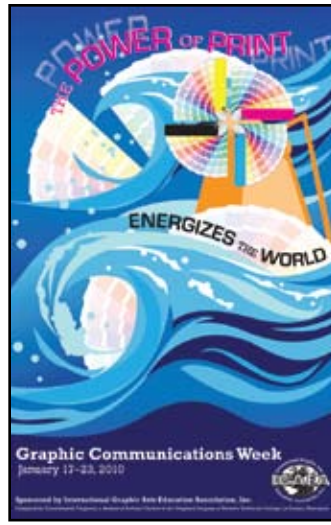


2nd Place - Yingneuk Kamolchanok,
*Western Technical College*



3rd Place - Leah Danczyk,
*Western Technical College*

## Graphic Arts Education and Research Foundation
## Announces Student Design Competition Winners

Reston, VA— The Graphic Arts Education and Research Foundation (GAERF) has announced the winners of the GAERF 2009 National Student Design Competition. From among more than 85 entries, six winners were chosen, three at the secondary level and three at the post-secondary level.

**Winners at the secondary level were:**
• 1st Place: Ryan Lelek, Lake Central High School, St. John, IN (Instructor: Jereme Rainwater);
• 2nd Place: Bethany Lopes, Newport Area Career Center, Newport, RI (Instructor: Jill Arakawa);
• 3rd Place: Nathan Shaeff, Royal Oak High School, Royal Oak, MI (Instructor: Frank Przybylo)

**At the post-secondary level, the winners were:**
• 1st Place: Melissa Andrews, Waukesha County Technical College, Pewaukee, WI (Instructor: Terry Rydberg);
• 2nd Place: Heidi Boucher and Stephanie Shearon, Autry Technology Center, Enid, OK (Instructor: Cheryl Licklider);
• 3rd Place: Jordi Camps and Iris Garcia; Modesto Junior College, Modesto, CA (Instructor: Alan Layne).

The contest themed 'Careers in Graphic Communications…Imagine the Possibilities' challenged students to design and produce a marketing product that could be used to encourage young people to investigate the many exciting career opportunities in the graphic communications/printing industry. Students entered individually or in teams of up to three.

"GAERF is proud to continue its commitment to supporting education initiatives by encouraging creativity and self-expression in students through the art of design and production," said GAERF President Ralph Nappi. "This competition has served to recognize our best and brightest students, as well as the significant commitment of their instructors."

The Graphic Arts Education and Research Foundation was created by the National Association for Printing Leadership, NPES The Association for Suppliers of Printing, Publishing, and Converting Technologies and the Printing Industries of America in 1983. These three national associations jointly own the Graphic Arts Show Company (GASC®). GAERF was created to channel a portion of the revenues earned by GASC-managed shows into projects supporting a strong future for the industry. For additional information about the Foundation and its programs, visit the GAERF web site at: www. gaerf.org or phone toll-free: (866) 381-9839.

## The Primary Adages of A Successful IGAEA Student Organization

Monika J. Zarzycka - Faculty Sponsor of IGAEAUH
Colby Kibbe - President of IGAEAUH
Presentation at Annual Conference - EKU

IGAEAUH is the Student Chapter of IGAEA at Univ. of Houston, College of Technology

### The IGAEAUH believes that a successful organization has to have:

- History of Success
- Clear Mission & Goals
- Good Membership Size
- Effective Leadership Team
- Frequent Meetings & Activities
- Established Campus Presence
- Sufficient Industry Relations

### History IGAEA Student Chapters

IGAEAUH was started: Fall of 2005, and is the 2nd student chapter of IGAEA in US  The first IGAEA student chapter was sponsored by
Cynthia Carlton- Thompson atNorth Carolina A&T

Reason for starting IGAEAUH: No student organization for Technology, Leadership and Supervision existed at the time; only one other organization in the country.

The IGAEA undergraduate chapter at UH was created to give people a way to connect with fellow students and industry reps, and to promote our program and organization across the entire UH campus

**IGAEAUH Membership:** Between 10-20 people showed up for first meeting. Currently there are 43 members and 11 graduated members.



Mission and Goals The IGAEAUH is a student organization dedicated to providing its members with a wealth of information that will help them excel in the graphic arts and printing industries.

### We facilitate our members' success by:

- booking guest speakers
- resume building & interviewing workshops
- hosting printing and graphic arts career fairs
- having social events where members can meet
- building networks
- having fun

### Officers' Responsibilities

President – Responsible for advancement of the organization; booking speakers, coordinating events, group promotion
1st Vice President – Responsible for all needed design work, including posters, fliers, and thank you cards; fills in when President is unavailable
2nd Vice President – Responsible for membership and recruitment
Treasurer – Responsible for organization funds
Secretary – Responsible for writing brief summaries of meetings and group event
Faculty Sponsor – Responsible for advising and mentoring, providing contacts, suggesting speakers, events, and activities

The club meets Bi-Weekly Meeting Schedule includes an orientation for members at the beginning of the year and a IGAEAUH Employer Meet and Greet in the Spring. Other activities:include field trips, a movie nights. The average attendance is 25 students.

### Campus Presence:

1. IGAEAUH Facebook group
2. IGAEAUHouston YouTube Page (http://www.youtube.com/igaeauhouston)
3. Flyers to promote meetings
4. Campus calendar section in The Daily Cougar
5. IGAEAUH website (http://www.igaeauh.org)
6. Class visits by officers
7. Wall Case and Hall Logo

Come check out the IGAEAUH website for all the details

**http://igaeauh.org**

## Display Your Pride and Membership in IGAEA

IGAEA lapel pins are now available for purchase from Tom Loch. They measure 1" x 1.25", the cost is $5.00 (including shipping and handling).

Beige caps, with an embroidered IGAEA logo, are also available, at $ 12.00 apiece.

*IGAEA members attending the 2009 Annual Conference at Eastern Kentucky University received a pin at registration.*

***Get yours before we run out!*** Complete the order form below and mail it in TODAY!

**Come visit us at PRINT 09 - Booth 8060**          *See you*
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## IGAEA Product Order Form

IGAEA pins, $5.00 per pin                              _____ pin(s) x $5.00 = _____

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Shipping cost: for order subtotaling $3.00 - $10.00/add $2.00
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