

# The Communicator



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We are a collaborative professional organization in partnership with industry, dedicated to sharing theories, principles, and practices relating to graphic communications. We exist to help our members become better educators.

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## Message from the President

### *You Make A Difference*

We've just completed our 94th Annual Conference! Let that sink in a little, 94 years! I want to thank Clemson University and specifically Erica Walker and Charles Weiss for hosting us and continuing our rich tradition of offering professional development opportunities to our members. I'm just in awe when I think about what has evolved technologically over the years, even just in the course of my lifetime. The number of technological changes for communication technology is truly amazing.

I'm impressed with the number of you who took the time to introduce yourself thru the Whova App. You had your conference mapped out before you got here. You met new people through the App and then felt like you were catching up with an old friend when you finally met them in person. I think that is too cool, a sign of our times.

It seems like just after the 4th of July, the Back to School deals start to appear on TV. It seems like they begin earlier and earlier in the summer. But I can tell you the best back to school deal is right here, at the GCEA conference. I've been a GCEA member for over 25 years and while I have not made it to every conference, I've always enjoyed the professional development opportunities, the traditions of the organization and the great people who make up this organization. We share our research and best teaching practices, we teach and learn from each other and GCEA offers an unparalleled commitment to provide you with state of the art experiences.

I have the same students you have, they waddle into class like ducks hoping to learn something. They have no idea what you've been up to all summer and the commitment you've made to improving yourself and your program. Every level of education is well represented in this organization from comprehensive high schools to career and technical schools, to community colleges, to university's and even research one institutions, from public schools to private schools.

I know I draw energy from this organization and its members and leave the conference rejuvenated and motivated to attack the new school year. Ok, in all honesty, I'm usually exhausted right after the conference from information overload. But the following week, when I get home and I'm reflecting on what happened at the conference, I'm rejuvenated and motivated to attack the new school year.

Professional Associations are important. The value in professional associations is that they provide leadership, influence and a sense of community. They are uniquely situated to deliver career and professional development. By attending national conferences, regional conferences and your selected niche seminars and trade shows, you routinely show your commitment to your profession.



*President's letter continued on the next page.*

# 2019 GCEA Conference Recap

## **Annual Conference a Success!**

The GCEA Annual Conference was held in Clemson, SC from July 28- August 01, 2019. Around 100 educators, spouses and students from secondary and post-secondary institutions descended on Clemson from across the country and around the world.

Attendees stayed in dorms, ate in the cafeteria, and enjoyed educational sessions and demonstrations in the classrooms and labs in Godfrey Hall. Keynotes included Deborah Corn of PrintMediaCentr, Doug Pike of XMPie, Julie Shaffer of APTEch, and Tara Knight from Adobe. Member presentations included everything from soft skills and group work to product photography to XD to screen printing t-shirts to working with data and nearly everything in between. Attendees also got to check out a virtual reality press developed by Clemson's Sonoco Institute, the Adobe Digital Studio in Cooper Library, the Sonoco Institute of Printing and Packaging, and The Watt Center for Innovation on campus.

On our tour of local sites, we visited Isaqueena Falls to take in the waterfall, a picnic lunch, and the coolness of the abandoned railway tunnel. At Chattooga Belle, we enjoyed a farm tour on a wagon, a fruity-local wine tasting, and a tour of the distillery followed by farm-based appetizers and drinks as the sun set over the farm and the blue ridge mountains. The opening reception for the conference was in Clemson's football stadium President's Box and included a special visit from the Cub and the National Title trophy. The closing banquet was at Sleepy Hollow event center in Clemson and included the installation of the new board members, awards, and recognition of all the first time attendees.



New president Tom Bell shared his plans to help improve the organization and keep GCEA relevant for the years to come. At the banquet, multiple awards were also given to members and those that support the work of GCEA members over the years.

The Robert "Bob" Cox Service to the Association Award winner was Tom Loch, who has served numerous stints on the GCEA Board and always willing to help the Association since 1991.

Networking is usually listed as a benefit for belonging to an association. I believe networking is a popular and overused word. What it really means is that an organization provides opportunities for you to collaborate with like minded individuals and feel supported throughout the structure of the organization. For GCEA, collaboration and support are important. GCEA provides opportunities to share your knowledge and experience through presenting at the conference, publishing in our Visual Communications Journal, posting on the website or Whova App, holding elected office and serving on committees. If presenting at a conference is too much for you, ask a colleague to co-present with you. You can do this.

One of my initiatives this year is to establish a recognition for Emerging Leaders. I think it's important to recognize our young professionals and encourage them to continue their career and professional development through involvement in our organization. We need to encourage continued involvement at all levels, this includes early, mid-career and veteran teachers. Our members are doing great things, we need to recognize them for it.

Lastly, belonging to GCEA provides credibility. By belonging you are saying you are committed to your field and keeping up with the latest trends and issues of your profession.

I was fortunate to have had teachers who inspired and motivated me—though I was unaware of it at the time. As the son of a career army officer, I have moved around my entire life. My first experience with industrial arts was in a traditional wood shop in Mannheim, West Germany. I spent three years of high school there and still reflect on the lessons I learned in that shop class. As an "Army Brat", I learned early on about the "Five P's." The military is big on abbreviations and acronyms and the Five P's translates to: Prior Planning Prevents Poor Performance. What we are really talking about here is another P: Preparation. As teachers, you know that preparation for class is imperative. An aspect of teaching not often seen by the general public is the amount of time that is dedicated to class preparation. A prepared teacher walks into class and makes teaching look easy. We actively engage students in meaningful activities that we ourselves have tested and tried to ensure their success. Because of your commitment to your professional development, you are prepared and you do make a difference. Your students will leave your class realizing that they don't need to waddle out like ducks, but that they can fly out because they have wings.

We've come a long way from the colonial apprenticeship programs like Ben Franklin served under his brother James. He was only 12 and signed a deal to serve until he was 21, nine years. The deal actually fell through when James ran into some legal problems and Ben took over his newspaper. Today we provide industry with qualified employees for an ever changing and dynamic industry.

I am honored to be serving as your next president. Your association is hard at work to ensure you have the best possible professional development experience we can provide. We are looking forward to seeing everyone next year at Ball State University in Muncie, IN.

Sincerely,

Thomas P. Bell, Ph.D.  
GCEA President

This year's Fred Hartman/Ervin Dennis Award recipient was Kelly Gene Smith, who has served two and one-half terms as secretary of the Association, and has been a prime contributor to the development of GCEAonline.org web site.

Frederick Kagy/Zeke Prust Lifetime Achievement Award was presented to Dr. Mark Sanders. Mark has been instrumental in his commitment to education of students since very long time as well as developed GraphComm Central, an early repository of all things GC education.

Honorary Lifetime Membership Award was presented to Mike Stinnett, who has served numerous times on the GCEA Board and always willing to help the Association since he joined it.



The participants in the spouse's program explored everything from local artist studios to petting goats to a private tour of Sierra Nevada Brewery and was led by Ayme and Rick Black. Outside of the conference formal activities, attendees were delighted by the vast array of networking that went on outside of the conference.

Overall the 94th Annual GCEA Conference in Clemson hosted by Clemson University was an engaging experience for all attendees. A special thanks goes out to Erica, Charles, Carl, Dr. Chip Tonkin and all the others that helped make this past conference a great success.

## Save the Date! Annual GCEA Conference

**July 26–July 30, 2020 in Ball State, Muncie, Indiana.**

Hans Kellogg and his team at Ball State University announced the conference venue and dates for next year and invited GCEA members and guests to come to Ball State University in Muncie, Indiana. From [July 26–July 30, 2020](#), GCEA will hold its 95th annual conference at Ball State. Muncie is an incorporated city located in East Central Indiana, about 50 miles northeast of Indianapolis. The United States Census for 2010 reported

the city's population was 70,085. Further details about the conference, schedule, and costs will be available through [GCEAonline.org](http://GCEAonline.org) within the next couple of months. At that time, registration and the call for proposals will be opened. Please contact Hans Kellogg at [hkellogg@bsu.edu](mailto:hkellogg@bsu.edu) for all the questions.



## New Officers 2019-20

During the conference at Clemson, new officers were installed for the main board along with regional VPs for the year 2019-20. They are as follows:

- Thomas Bell, President
- Lexa Browning-Needham, Immediate Past President
- C. Rion Huffman, President-Elect
- Pradeep Mishra, Vice President - Publications
- Sara Smith, Vice President - Communications
- Laura Roberts, Vice President - Memberships
- Dina Vees, Treasurer
- Region 1 VP- Shaun Dudek
- Region 2 VP- Dan Casey
- Region 3 VP- Erica Walker
- Region 4 VP- Jerry Waite
- Region 5 VP- Lorraine Donegan
- Region 6 VP- Kahnge Raymond Kange



# Sweet Memories of Clemson



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SPC  
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PERFORMANCE Screen Supply  
Idealliance

# Incentive Award Winners

Paul D. Von Holtz Conference Incentive awards were presented to the following candidates:

Heather Hendrixson  
Ball State University, Muncie, IN 47306  
[hahendrixson@bsu.edu](mailto:hahendrixson@bsu.edu)

Michael Crawford  
Genesee Career Institute, Flint, MI 48507  
[mcrawford@geneseeisd.org](mailto:mcrawford@geneseeisd.org)

Rene Church  
Ball State University, Muncie, IN 47306  
[rcgurch@bsu.edu](mailto:rcgurch@bsu.edu)

Traci Hughes  
Pittsburg State University, Pittsburg, KS 66762  
[tahughes@pittstate.edu](mailto:tahughes@pittstate.edu)



Group of members who attended the conference first time.

# Other News

## GCEA at PRINT 19

The GCEA will have booth #2854 (North Hall) at PRINT 19, October 03–October 05, at McCormick Place in Chicago, IL. Stop by to visit with us.

Members, if you have anywhere from a couple hours to a whole day, please volunteer to help staff the booth. If you want to share informational handouts on a regional conference or some other GCEA event you want to promote, please contact Trade Show Committee Chair Tom Loch at [TomLoch@mac.com](mailto:TomLoch@mac.com) with your availability to staff the booth or with the info you want to hand out.

Continue to follow updates on the GCEA at PRINT 19 at:

[https://print19.mapyourshow.com/8\\_0/exhibitor/exhibitor-details.cfm?exhid=1640](https://print19.mapyourshow.com/8_0/exhibitor/exhibitor-details.cfm?exhid=1640)



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### **Lexa Browning-Needham**, PAST PRESIDENT

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REGION 6 International Countries

## Got News?

### Put it in The Communicator!

Submit your articles and updates about your program, teaching techniques, awards, competitions, and more to First VP Pradeep Mishra by sending an email to [pmishra@astate.edu](mailto:pmishra@astate.edu)



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