



The Communicator

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A message from the President

Greetings fellow IGAEA members!

The Annual Summer Conference at Clemson University was one of the best conferences that I have ever been to, and I am sure that everyone that attended left energized and ready for the start of this school year. Many thanks to John and Nancy Leininger for their hard work and effort in putting on a great conference! The program, facilities, meals and hospitality were all top notch, and the kindness of the entire faculty and staff at Clemson was noticed and complimented by many. This conference will be remembered for years to come by the conference attendees.

The conference featured keynote presentations by Kerry Stackpole, President of the Printing and Graphics Association Mid-Atlantic, who presented "Print Grows Trees", a talk about strategies to share with students and industry partners about the positive environmental impact of print and paper. Mr. Stackpole's presentation outlined ways to empower print customers and clients to better understand the positive contribution that print makes to our society. The presentation was well-received by the audience, and brought a new perspective to the widely held belief that by using less paper, trees will be saved.

The second keynote presentation of the conference was delivered by John Foley, Jr., President and CEO of interlinkONE.com. The presentation centered around how our industry is transforming and adding new services, and the need to teach our students how to build, manage, execute and measure integrated multi-channel marketing strategies. Everyone in attendance was captivated by Mr. Foleys words, and the audience buzzed at the end of his presentation. I am sure that much of what we heard in both keynote presentations will be introduced to students across the nation this fall.



Another great session at the conference featured David Leininger, of Fivable. David spoke to the audience about the many ways that we can teach students to create connections between the internet and the printed sheet. His practical and informative session emphasized the need for finding ways to help students develop web and IT skills for their portfolios.

The hands-on breakout sessions offered many unique print-related learning opportunities, including inkjet and sublimation, preflighting, packaging technologies, marketing, re-thinking ink, and the evolution of print standards (G7). The sessions ran smoothly and offered all of the attendees an opportunity to participate in each of the sessions. Member presentations rounded out the conference offerings, and following the annual business meeting the attendees were given a glimpse of what to look forward to at the 2013 conference at Wisconsin-Stout. The conference concluded with a feast at the Annual Banquet, where special awards were given. Congratulations to Ted Ringman for receiving the Earl Sundeen Award for his contributions to Graphic Arts education,

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and to Dennis “Doc” Dougherty for being recognized by the association for his lifetime achievements and being awarded the Frederick D. Kagy Award. The IGAEA also recognized Carol Loch for her support of the IGAEA and for serving as a mentor to new members and their spouses over the years. All of the honors are very well deserved by the award winners!

One highlight of the conference was an after-hours open forum to discuss the proposed name change for our organization. Mike Stinnett chaired the meeting, which was attended by close to 50 members. All in attendance were given a chance to give their individual thoughts about a possible name change, and most spoke favorably about the change. Many ideas were aired. The number of people attending the meeting and the enthusiasm and passion of the members about this

subject speaks volumes about the quality of the membership of our organization. The meeting was ended after more than an hour, but the discussion could have continued into the night. Thank you to Kelly Smith for her skillful note-taking!

Dan Wilson will continue to serve as chair of the ad-hoc committee to consider a name change. Check the website periodically for updates to this process, or contact Dan or any one of the committee members with your thoughts.

Lastly, the IGAEA will again have a booth on Education Main Street at Graph Expo in Chicago from October 7th until the 10th. Thank you to all of the volunteers that have offered to spend a couple of hours at the booth talking to people about the benefits that the IGAEA has to offer its members. Also, very special thanks go out to Tom Loch, who will set up our booth

and will be there to remove it at the end of the show on Wednesday. Let me know if you have a few hours to contribute, there are still slots available. When you are at the show, stop by to see us!

Please continue to look to the IGAEA website regularly for updates and news about our organization. Tell your friends and colleagues about the benefits of membership in the IGAEA, and encourage them to join us! I am looking forward to a very productive year for the IGAEA, with lots of new and exciting opportunities for our members. Please feel free to contact me anytime with any ideas, concerns or contributions that you have that will help us better serve our members. I look forward to hearing from each of you.

Tom Carrig
President



Abhay Sharma from Ryerson University makes a presentation on creating and viewing an EPUB using an iPad or iPhone.



Charles Weiss from Western Illinois University share his thoughts on branding and packaging design. View his presentation at...

<http://connect.clemson.edu/p2mzxn1x5g9/>



Zeke Prust demonstrates with a smile how fun it used to be printing a newspaper for the Washington Press.

Life is Graphic

Visual Arts Workshop Benefits Ohio Graphic Arts Teachers

BRECKSVILLE, Ohio – Nearly 50 Ohio visual arts business representatives and teachers participated in an Aug. 17 workshop designed to show the value of blending both the artistic and output components of the Printing and Graphic Arts industry. Coordinated by the state Office of Career-Technical Education at the Ohio Department of Education, the host site was Cuyahoga Valley Career Center. Long-time IGAEA member Bill Delgado spearheaded the effort to organize the event.

Under the theme of “Life is Graphic: Prepare for it,” the all-day workshop included data and hands-on activity to better prepare the future workforce for current and emerging trends in such career areas as commercial art, graphic art, Web design, photography and videography.

Most participants were secondary career-technical teachers, many giving up their last Friday of summer break to attend the event. Speakers and presenters from the Ohio Department of Education, Bowling Green State University, Xpedx and Adobe filled the morning sessions with information and tips about emerging industry trends and evolving markets for our students. The afternoon sessions included hands-on sessions where teachers could try their hand at vehicle wraps and screen

printing, as well as sessions about large-format imaging technology and variable-data printing. Adobe presented “Best Practices – Digital Design Classroom” to a number of the attendees.



The teachers left with multiple samples of products to use as teaching tools for their students. Additionally, the program of Tamie Carlisle of John F. Kennedy High School in Cleveland was the recipient of the top door prize – a color printer donated by the Northeast Ohio Craftsmen Club. At the end of the day, some teachers were discussing the idea of starting some type of Ohio teacher visual art association. A number of Ohio IGAEA members attended the event. Planning has already begun to make this an annual event to provide professional development activities for Ohio’s Graphic Arts teachers.

Incentive Award Recipients



Dan McCluskey presents John Baggett from Illinois Central College, and Bernice Schopff From Argo Community High School with the Paul Van Holtz conference incentive award.

Faculty Opening

*Instructional Assistant Professor
Information and Logistics Technology
Digital Media*

The Department of Information and Logistics Technology (ILT) at the University of Houston invites applications for a non-tenure-track position at the rank of Instructional Assistant Professor beginning Spring 2013. For additional information please visit: <http://www.uh.edu/provost/fac/faculty-openings/ilt17/>



GRAPHIC ARTS EDUCATION AND RESEARCH FOUNDATION SPONSORS

PrintED NATIONAL TEACHERS CONFERENCE

The idea of a PrintED National Teachers Conference (PNTC) was first discussed in 2011. Thanks to \$20,000 funding from the Graphic Arts Education and Research Foundation (GAERF), and a plan to co-locate the meeting with the 87th annual International Graphic Arts Education Association (IGAEA) Conference, the concept became a reality when the PNTC took place July 22-24, 2012, on the campus of Clemson University, Clemson, South Carolina.

There were 36 registrants for the three-day conference, representing 16 different states. Attendees included: secondary and post-secondary instructors, department of education supervisors, Printing Industries of America affiliate personnel, and one vendor representative.

The conference program was tailored to provide PrintED-specific information to attendees, interspersed with IGAEA hands-on sessions held in the university's state-of-the-art classrooms and labs. Monday's program kicked off with timely

and informative presentations by two knowledgeable and respected speakers. Chief architect behind the international award-winning education campaign "Print Grows Trees," Printing & Graphics Association MidAtlantic (PGAMA) President Kerry C. Stackpole, spoke of dispelling the myths about the impact of paper and print on the environment. Immediately following, Philip Beyer, President of Beyer Printing and Ebiz Products and author of "System Busters: How to Stop Them in Your Business," discussed how organization, planning and standardization in production practices are critical to the success of any manufacturing operation.

Based on the feedback and participant survey results, the 2012 PrintED National Teacher's Conference was a success. Survey respondents unanimously indicated that they would like to see a PrintED conference offered next year. Most importantly, the content delivered was on target, relevant and well-received by the participants.

Co-locating with the annual IGAEA conference provided an optimum forum that added to the success of both conferences.

"GAERF is proud to continue its commitment to supporting education initiatives by bringing together graphic communications educators from across the country to gain knowledge, share ideas with colleagues, and ultimately help to expand the PrintED program nationwide," says GAERF President Ralph Nappi. "The PrintED National Teachers Conference, held in conjunction with the IGAEA National Conference, provided the ideal venue for a national learning community to take hold. We are grateful to PGAMA and to Clemson University for the time and effort expended in planning and executing these highly successful co-located events."

For more information about PrintED visit www.gaerf.org or contact GAERF Director Eileen Cassidy at e-mail: ecassidy@npes.org or phone: 703/264-7200.



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