

The Communicator



GRAPHIC
COMMUNICATIONS
EDUCATION
ASSOCIATION

FORMERLY KNOWN AS IGAEA

The Graphic Communications Education Association (GCEA), formerly known as IGAEA, is an association of educators in partnership with industry, dedicated to sharing theories, principles, techniques, and processes relating to graphic communication and imaging technologies.

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Message from the President



The GCEA 'installation of officers procedure' proudly declares "membership in a professional association is a privilege, and to serve in a leadership position is an honor". It has been my privilege to be a member of this association for 23 years and also, my honor to have served more than 10 years on the board and on various committees. It is my honor and privilege to serve this association as your president for this coming year.

This association has been paramount to my success and that of my students. With a Bachelor's degree in studio art and a Master's Degree in wildlife biology, I was woefully unprepared to be a graphics teacher. It is through this association, its annual and regional conference presentations and the power of its member's expertise that I was able to acquire the knowledge and skills to execute a successful high school program for the past 24 years. Something Tom Bell said really struck a chord with me, he said "we belong to associations to accomplish together what we cannot accomplish alone". This truly reflects my experience with GCEA.

Let's take a moment to talk about time. Wouldn't we all like to have more of it? Think about how many demands there are on our TIME. At any given moment in our classrooms, we are educators, administrators, secretaries, counselors, parents, technicians, mechanics, accountants, inventory control specialists, custodians, referees, coaches and mandated reporters. We meet the letter of the law for IEPs and 504 plans and yet still give freely of our time and our energy to our students. For some of those students, our classrooms are the only safe refuge they have in their lives. And we wonder why we are exhausted at the end of May? A former colleague of mine said that his two most important roles were arsonist and firefighter because some days you have to light the fires and some days you have to put them out.

Yet, within our busy schedules, we find the time to gather together with each other to share and to learn. If you are like me, you come here, to the GCEA annual conference to find the sustenance and inspiration to continue for another year and to find new ideas that inspire, so we can in turn inspire our students. We come to collaborate with those in our industry, who relate to us best, those who listen to our successes and help us with real solutions to our problem issues. Like a family, we support each other. We support each other not only here at the conference, but in a very real way, right where we work each day. I firmly believe, and have personally experienced the fact, that the best this association has to offer is found within its membership. We are, collectively, a repository of knowledge and skills and the inspiration for the future of graphic communication.

However, we are at a turning point. As you are aware, this past year the GCEA Strategic Planning Ad Hoc Committee, under the direction of Malcolm Keif, spent numerous hours

Presidents letter continued on the next page.

analyzing everything from membership value to finances. Three fundamental problems were found to need attention:

1. Finances- we are continuously borrowing from our reserves
2. Membership numbers – appear to be declining
3. Leadership - the same few people are constantly in leadership positions

In light of our financial status, we must find more ways of being VALUABLE to our members and potential members, including those who may never attend a conference, without further straining the budget. With creative thinking we can accomplish this together, in a way that results in little cost to the association.

As recommended by the Strategic Planning Committee I am creating an Ad Hoc committee to develop complete 'teaching units' that can be resourced by new teachers to jump start their programs or resourced by seasoned teachers to reinvent their classes. These instructional units could include lists of suppliers, references, equipment lists, detailed instructions for popular projects, slide or media presentations, MSDS sheets, resale pricing guides, tests, quizzes and rubrics. Think about the empowerment of resources that are compiled by collaborative groups of members who have experience with these technologies. Now imagine all of this available and posted to the GCEA website making it a one stop shop for the best collection of graphics curriculum anywhere.

We've all needed this type of information over the course of our tenure and either had to construct it ourselves or go searching elsewhere. I know this membership well and I know that each of you has a least one great project to share. I know that you have developed successful and meaningful curricula for your classrooms. I know that you like to collaborate and I know that you are willing to share that knowledge with others.

So tonight, as we come to the close of this amazing conference, I am the arsonist, fanning the embers to start the fire. I am asking each of you to be inspired, to continue the great tradition of this organization and make it even more relevant, connecting all of our members to the information that dwells within us individually. All of you have so much knowledge and expertise to share. Pay it forward! When we all share our knowledge, in the interest of benefitting others, we will demonstrate once again, the true spirit and power of GCEA in serving its members.

I have really enjoyed speaking with many of you, who presented over the past few days. I want you to understand how much GCEA appreciates your passion and willingness to share such invaluable content... but let's agree together, that this is only the tip of the iceberg of what our members have to offer one other. This message is an appeal to our entire body of members; in our next monthly memo and Communicator, we will be publishing our first focus teaching topics. Please take the time to review those topics, reach inside yourself, and consider the enormous value of the information YOU have to offer in those core areas. GCEA believes each member is an irreplaceable resource and necessary contributor to the common good of our association. Add your spark to the flame and make

the GCEA repository represent the best and brightest educators and educational materials for graphic communications.

I wish all of you a reenergized spirit and a productive school year.

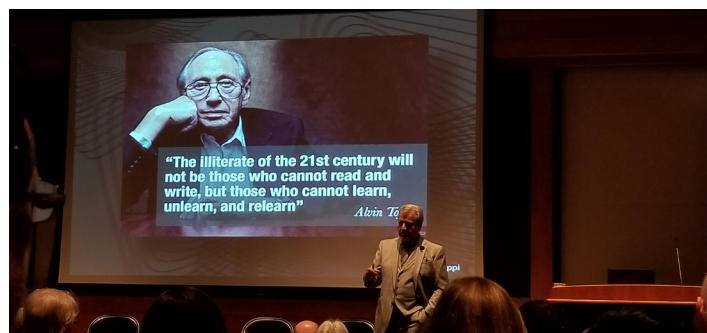
2018 GCEA Conference Recap

Annual Conference a Success!

The GCEA Annual Conference was held in Millersville, PA from July 29- August 02, 2018. Over 100 educators and students from secondary and post-secondary institutions all over the world attended.

Activities kicked off on Sunday evening with a GCEA Commemoration & Celebration Ceremony where members that passed on were remembered for their service and contributions to the industry and organization. Information was also shared about how retired and associate members were doing. Following the memorial service, a president's reception was held where participants started conversations with old and new colleagues that would last throughout the week.

Each morning of the conference attendees were treated to a variety of engaging keynotes emphasizing the changes taking place in the GCOM industry. Keynote speakers included Michael Biggerstaff of Nxtbook Media, Daniel Dejan of SAPPI, who explained Print in the New Media Mix and Ronnie H. Davis of PIA, who discussed the Industry Outlook. Donna Painter and Dr. Michael Jackson, Conference Host, were also prepared with a great welcome to all the attendees.



Daniel Dejan of SAPPI

In addition to the engaging keynote presentations, participants had an opportunity to choose from a variety of hands on workshops and presentations given by knowledgeable instructors and industry professionals. Hands on topics included Hydrographics, screen printing, flexography, variable data printing, and plastisol transfers. Participants were also pleased with the vast array of presentations such as wordpress, Adobe XD, CSS by Adobe CC. 360° photography/video, packaging software from ESKO, marketing in higher education, new teaching practices, and much more. Additionally, conference attendees had the opportunity to tour H&H Graphics and The Standard Group. There was clearly something that every attendee could have benefitted from at this conference.

Outside of the conference formal activities, attendees were delighted by the vast array of networking that went on outside of the conference. Attendees enjoyed many of the sights and entertainment offerings of Millersville, including the evergreen ride on Strsburg rail road and BBQ picnic dinner.



At the closing banquet, entries from the Gutenberg Competition were placed on display. Officers for the organization were installed. New president Lexa Browning-Needham shared her 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. Five members of the GCEA family were recognized for their contributions to GCEA at the Annual Conference Banquet.

The GCEA Support Award was presented to Diane Stinnett, for her support of her husband Mike Stinnett. Diane attended several GCEA conferences.

The Robert "Bob" Cox Service to the Organization Award winner was Janet Oglesby, who has served numerous stints on the GCEA Board.

The Earl Sundeen/Jack Simich Award recipient was Johnny Shell, SGIA. Johnny has been a phenomenal educator and presenter at GCEA conferences and multiple industry events.

This year's Fred Hartman/Ervin Dennis Award recipient was Thomas Loch, who has served numerous stints on the GCEA Board.

Frederick Kagy/Zeke Prust Lifetime Achievement Award was presented to Ken Kulakowsky. Ken has been instrumental in his commitment to education of students since very long time.

Paul D. Von Holtz Conference Incentive awards were presented to Christopher Smyth - Ryerson University Canada, Mark Corrigan - Ryerson University Canada, Michael Dawson - University of Houston and Hope Carrol - University of Wisconsin-Stout.

Overall the 93rd Annual GCEA Conference in Millersville hosted by Millersville University was an engaging experience for all attendees. A special thanks goes out to Donna Painter and Tom Bell, and all the others that helped make this past conference a success.

Save the date! Annual GCEA Conference July 28–August 1, 2019 in Clemson, SC.

Erica Walker and Charles Weiss of Clemson University announced the conference venue and dates for next year and invited GCEA members and guests to come to Clemson University in South



Carolina. From [July 28–August 1, 2019](#), GCEA will hold its 94th annual conference at Clemson University. Clemson is two hours from major airports in Atlanta, GA and Charlotte, NC and only 45 minutes from GSP airport in Greenville, SC. If you prefer train travel, the Amtrack also runs right through town. While you are at Clemson, you will have the opportunity to take in lectures on pedagogy, emerging technologies, and hands-on labs in Godfrey

Hall where we have a new Nilpeter, 7-station flexo press, a Mimaki digital press, an HP Indigo, 2 photography labs, and more. Further details about the conference, schedule, and costs will be available through [GCEAonline.org](#) within the next couple of months. At that time, registration and the call for proposals will be opened. Please contact Erica and Charles at eblack4@clemson.edu and ctweiss@clemson.edu all the questions.

New Officers Installed and Regions Restructured

At the past GCEA in conference, new officers were installed for the main board and regional VP's. They are as follows:

- Malcolm Keif, Immediate Past President
- Lexa Browning-Needham, President
- Thomas Bell, President-Elect
- Pradeep Mishra, First Vice President
- Can Le, Second Vice President
- Dina Vees, Treasurer
- Region 1 VP- Shaun Dudek
- Region 2 VP- Mark Snyder
- Region 3 VP- Erica Walker
- Region 4 VP- Rion Huffman
- Region 5 VP- Lorraine Donegan
- Region 6 VP- Mike Stinnett



Memories of Millersville



Awards & Contests

Graphic Communications Week Winners

At the GCEA 2018 Conference multiple entries from the Graphic Communications Week Poster Contest were displayed and judged. They winners are as follows:

- 1st - Paravi Das, C. S. Monroe Technical Center
Instructor, Pam Smith
- 2nd - Jacob Wiebking, Mattoon Senior High School
Instructor, Laura Roberts
- 3rd - Scott Collin, Appalachian State University
Instructor, John Craft

\$300 was awarded to the first place winner. The poster was to be designed for Graphic Communications Week which typically revolves around Benjamin Franklin's birthday (January 17). The theme could have encompassed anything that symbolizes the power and importance of printed communications.

Gutenberg Award Winners Posted Online

Also at the GCEA 2018 Conference, several projects for the Gutenberg awards were displayed and judged. The Gutenberg Awards recognize exceptional achievement in the field of Graphic Arts. Awards were issued for printed items, websites, and photographs. Entries were submitted by graphic arts students from university, college, community-college, post-secondary technical school, high school vocational, high school technology education, and junior high/middle school technology education programs. A complete list of award winners is posted online at GCEAonline.org/student-resources/student-contests/gutenberg-award/. Keep an eye on gceaonline.org for entry deadlines for the 2018-2019 Gutenberg Awards! Email any questions to Erica Walker at eblack4@g.clemson.edu.



Memories of Millersville



Other News

GCEA at Print 18

The GCEA will have booth #4837 (South Hall) at PRINT 18, September 30- October 02, 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 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 18 at:

https://print18.mapyourshow.com/7_0/floorplan/?hallID=S&selectedBooth=booth~4837

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.



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1899 Preston White Drive | Reston, VA 20191

GCEA Board of Directors

Lexa Browning-Needham, PRESIDENT

[Alton High School, Alton, IL 62002](#)

(618) 474-2205 | president@GCEAonline.org

Thomas Bell, PRESIDENT-ELECT

[Millersville University, Millersville, PA](#)

(717) 871-7220 | thomas.bell@millersville.edu

Pradeep Mishra, FIRST VICE PRESIDENT

[Arkansas State University, State University, AR 72467](#)

(870) 972-3114 | firstvp@GCEAonline.org

Can Le, SECOND VICE PRESIDENT

[University of Houston, Houston, TX 77204-4023](#)

(713) 743 4082 | secondvp@GCEAonline.org

Laura Roberts, SECRETARY

[Mattoon High School, Mattoon, IL 61938](#)

(217) 238-7785 | secretary@GCEAonline.org

Dina Vees, TREASURER

[Cal Poly University, San Luis Obispo, CA 93407](#)

(414) 588-4996 | treasurer@GCEAonline.org

Malcolm Keif, IMMEDIATE PAST PRESIDENT

[Cal Poly University, San Luis Obispo, CA 93407](#)

(805)756-2500 | pastpresident@GCEAonline.org

Regional Vice Presidents

Shaun Dudek

REGION 1 NORTH CENTRAL

[Univ of Wisconsin - Stout, Menomonie, WI 54751](#)

(715) 232-5617 | dudeks@uwstout.edu

Mark Snyder

REGION 2 NORTHEAST

[Millersville University, Millersville, PA 17551-0302](#)

(717) 871-5547 | Mark.Snyder@millersville.edu

Erica Walker

REGION 3 SOUTHEAST

[Clemson University, Clemson, SC 29634](#)

(864) 656-3654 | EBLACK4@clemson.edu

Rion Huffman

REGION 4 SOUTH CENTRAL

[Pittsburg State University, Pittsburg, KS 66762](#)

(620) 235-4848 | chuffman@pittstate.edu

Lorraine Donegan

REGION 5 West

[Cal Poly University, San Luis Obispo, CA 93407](#)

(805) 756-7302 | ldonegan@calpoly.edu

Malcolm Keif, IMMEDIATE PAST PRESIDENT

REGION 6 International

[San Luis Obispo, CA 93407](#)

(805) 756-2500 | mkeif@calpoly.edu