



The Communicator

The IGAEA Name Change Initiative

By Dan Wilson

Background

Immediate Past President Hans Kellogg appointed an ad hoc committee in September, 2011, to explore a name change for IGAEA. The committee is composed of IGAEA members with decades of dedicated service to the organization, including many past-presidents. Committee members include Eileen Cassidy, current President Tom Carrig, Dave Dailey, Hans Kellogg, Tom Loch, Janet Oglesby, Mike Stinnett, Tom Schildgen, Seth Stokes, Charles Weiss, Dan Wilson, and Monika Zarzycka.

The committee first established a rationale for exploring a name change for IGAEA. Reasons for exploring a name change at this time include the following key points:

1. “Graphic Arts” may be a dated term. With evolving digital communications, production automation, multiple-media, and multiple-platform delivery of content, our shared discipline continues to change at a rapid pace and on many different fronts.
2. IGAEA is awkward to say, remember, and explain.
3. Many associated educational programs and industry organizations have changed their names to better reflect the times.

The Process and Timeline

Our committee defined four phases for the name change process:

Phase 1: Determine whether exploring a name change has the backing of the membership. (This phase was completed in July, 2012)

To accomplish this, the membership was asked to provide input. Two Communicators were published, one in 2011 and one in 2012, urging members to provide input on a Name Change Forum established on the IGAEA website. Additionally, a focus group of more than 40 members led by Mike Stinnett convened at the 2012 IGAEA conference at Clemson University to discuss the matter. The straw poll taken at the conclusion of the focus group meeting had only one member in dissent of continuing the process.

Phase 2: Choosing a New Name Democratically (This phase will be carried out between February and March of 2013)

The committee did not want a “top down” name change process. Rather an “e-democracy” process for soliciting and finding consensus on a new name was agreed upon by the committee. A research process used to gain consensus from a large group of experts (in this case, our members) called Delphi technique will be used. This process will involve several rounds of web-based surveys sent to the membership by email. **Any member who wishes to participate will require an email address to receive the survey links.** Here are the rounds:

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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 communication and imaging technologies

- a. The first survey will solicit name ideas. Each name idea will also require some sort of rationale.
- b. The second survey would be given with an unordered list of names/rationales compiled from the first survey—this may include dozens of names. The membership would rate each name idea on a scale of 1 poor to 5 excellent, with space to add comments. We run the numbers and order the list from highest rated to lowest rated.
- c. A third survey is provided with the ordered list and associated comments. The membership is asked again to rate each name after reviewing comments. More comments may be given at this time.
- d. A fourth survey includes the only the top three names with rationales and comments. These names are rated to arrive at a top rated name.

Phase 3: Vote on changing the organizational name (This phase will be carried out in April of 2013)

A final vote to either (1) change the name to this new name or (2) keep IGAEA goes out to the membership on a paper ballot (according to bylaws). To reduce postage and increase participation, it was decided that this ballot will be included with the annual ballot voting in officer elections.

Phase 4: Implementation (This phase will be carried out from 2013 to 2014).

The committee researched the logistics of changing the organizational name, with particular emphasis on the legalities. Changing the name of an organization requires a legal process that can be costly, running into many thousands of dollars. It was decided that changing the name with a Doing Business As (DBA) legal process would be affordable (only a few hundred dollars). Essentially, a DBA would allow IGAEA to keep its current chartered name (IGAEA) for legal and financial purposes, but use its new name for all correspondence, marketing, and membership identity.

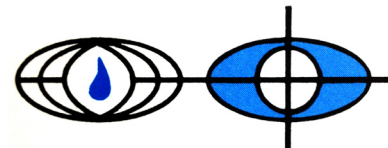
Many elements would be needed should IGAEA have a new name, including a new logo, new forms, and a new/updated website.

The name change committee has put in many hours of work in planning this process, which we understand may result in keeping the existing name. However,

the changes that have been occurring on our discipline and their effect on our industry and curriculums are profound and will only continue. It is hoped that this process will be an important step in modernizing our organization and putting us on solid footing for future generations of teachers.

A Glimpse at the Past... IGAEA Logos from Different Eras

While researching the IGAEA official archives at Illinois State University, Tom Loch came across these IGAEA logos from years past. Very little information has been recorded about either logo. Perhaps some of our long-term members can shed a little light about the creators of these logos and the timeframes that they were used by our organization?



Personal

I'm looking for the retired graphics teacher from Michigan (I think) whose wife's maiden name is Rentzel. I talked with his wife about Rentzels in the registration line at an annual conference 10 years ago where she showed me photos of family origins in Germany. If this sounds familiar please email or call me.

Thanks,

Jere & Sandy Rentzel
24 Casa Dr.
Rochester, NY 14623
585-487-6230
jsrentzel@mac.com

Printing Industries of America

Education Award of Excellence 2012

Art Lindauer, Venice HS / Super Shop 9

Art Lindauer, Graphic Arts Instructor at Venice High School in Venice, California has been selected to receive the Education Award of Excellence for 2012 from the Printing Industries of America. The annual award honors an outstanding academic educator and/or industry trainer in the graphic communications field.

Education Award recipients join 27 years of notable printing educators and trainers, such as Larry Kroll, Thomas Schildgen, John Leininger, and Susan Kinney. An engraved plaque is presented to the recipient(s) to commemorate their accomplishments.

This year's presentation of the Education Award of Excellence took place in front of an impressive audience of academic educators and industry trainers at the 2012 GASC/Printing Industries of America Teacher's Conference, October 6-8, 2012 in Chicago, IL.

Born and raised in NYC, Art Lindauer's first teaching position began in 1978 at Cavallero Junior High School #281 in Brooklyn NY. In 1980, he packed up his Chevy Van and moved to California. His first teaching job in California was at Palms JHS (now Middle School), where he stayed for 13 years teaching Graphic Arts, Photography, Stage Craft and later Performing Arts. While at Palms, his students continually won awards for excellence in the California State Fair, the Santa Monica Bay Club of Printing House Craftsmen and other competitions.

In 1993, he took over the Graphics program at Venice HS where his students constantly and consistently win awards and scholarships. On the surface, Lindauer doesn't always appear to be a lovable teacher. He can be blunt and demanding, but his commitment to his students is legend. In turn, his students repay his dedication with their success.

To keep current with today's ever changing technology, Mr. Lindauer continues his professional development through professional organizations in the field of graphic communications by attending workshops and conferences several times each year. He also undertakes volunteer work



demonstrating screenprinting at the California State Fair in Sacramento (2011) and for the Boy Scouts of America Printing Merit Badge program through the International Printing Museum in Carson, CA. As president of LAITEA, Mr. Lindauer sustains the Industrial & Technology Medallion Award program for graduating middle and high school students in the LAUSD. In 2011, Lindauer took on the added roll as Venice High School's yearbook advisor.

In the fall of 2011 (thanks to a \$3 million grant from Cal State Proposition 1D), renovation began on Venice High School's Super Shop 9. The brand new, state-of-the-art, high-tech facility is now the best-equipped high school graphic communications program west of the Mississippi river. Furnished with

Heidelberg, Duplo, M & R, Roland and other assorted technology, their grand opening Open House was held in April 2012, with former California governor, Arnold Schwarzenegger (who advocated for Prop 1D), touring the facility and speaking.

As a member of IGAEA (International Graphic Arts Education Association) since 2008, Lindauer has spent 5 days each summer attending education conferences and has recently been elected IGAEA's Region 5 (Southwest) Vice-president. He is currently planning on organizing their 2014 conference in Los Angeles. August 2012, PIASC invited Lindauer to join their education committee. Through the Boys and Girls Club of Venice, Lindauer has run an after school graphics club 3 days a week until 5 PM since 2008.

Mr. Lindauer has held various offices and serves as a member of PIASC (Printing Industries of Southern California), SGIA (Specialty Graphics Imaging Association), IGAEA (International Graphic Arts Education Association), LAITEA (Los Angeles Industrial & Technology Education Association), and EPT (Epsilon Pi Tau – Technology Honorary).

1899 Preston White Drive
Reston, VA 20191-4367



IGAEA SUPPORT AWARD RECIPIENT: 2012: Carol Anne Tomlin Loch

By Monika Zarzycka, IGAEA President-Elect

In 2012, the IGAEA Board of Directors established an award to recognize a spouse, individual, or significant other of an IGAEA member. It is a recognition of the love and support this recipient has shown through the many years of encouragement they have given to their IGAEA member. This year the recipient of the IGAEA Support was Carol Anne Tomlin Loch. He went above and beyond her IGAEA duties by co-hosting an IGAEA conference in 2011, planning various spousal events and activities, and by providing support and encouragement to IGAEA member and Past President, Tom Loch. Thank you Carol for your hard work!

2013 Graphic Communications Week Poster Contest Winners

By Monika Zarzycka, IGAEA President-Elect

A group of talented students submitted posters for the 2013 Graphic Communications Week Poster Contest. In July 2012, a design submitted by Jose Soto of Richmond, KY won the Graphic Communications Week Poster Contest sponsored by the International Graphic Arts Education Association (IGAEA). Soto's design was one of numerous entries from all over the country submitted to the Association as part of its annual poster contest. A full color reproduction of the design will be reproduced and distributed internationally to the members of the IGAEA in time to celebrate Graphic Communications Week during the week of January 14–20, 2012. The design will also appear as the cover for the 2013 Visual Communications Journal. Mr. Sotos is a student at the Eastern Kentucky University, under the direction of David. D. Dailey. Mr. Soto was awarded \$300 for the first place design.

Second place was awarded to Jesse J. Schomers from the Western Technical College and third place to Renee Vorbeck, also from the Western Technical College. Both students were under the direction of Barbara Fischer. Both second and third place recipients were given a cash reward.

IGAEA Board of Directors

