



1899 Preston White Drive  
 Reston, VA 20191  
 (703) 758-0595  
 www.igaea.org

# the Communicator

VOLUME XLIII NUMBER 2  
 2009-2010 SCHOOL YEAR

Official Publication of the  
 INTERNATIONAL GRAPHIC ARTS EDUCATION ASSOCIATION, INC.

Happy New Year IGAEA! I hope all of you had a wonderful holiday season and are ready to start the New Year. Are you ready to market your program and stimulate enrollment? As IGAEA President, I wanted to write an article about how to market your program, so I did a lot of research and had many nights of compiling data about career education promotion. I reviewed articles about advising and recruiting new students, as well as, how to add one class to an already over-taxed student schedule. While gathering all this information I remained cognizant of my deadline for the next Communicator. What I did not expect was to run into former student, Bev Burger, at PRINT09 in Chicago this past October. Sometimes, I soon learned, information finds us at the most opportune times.

After the “really great to see you” and “it has been a few years,” I found out what Bev is currently doing. As a Digital Prepress Production graduate of College of DuPage in Glen Ellyn, Illinois, her first job out of college was as a Prepress Technician for Solar Communications, Naperville, IL, which eventually lead to a position as the Digital Marketing Manager, for Hatcher Press in California. Upon moving back to Chicago in summer 2009, I learned Bev started her own consulting

company, Expectation3. After some discussion, I invited Bev to attend the IGAEA Region One Conference, November '09, where she mingled and talked with attendees. I further asked her to share some of her consulting information, where she re-works a printing company’s business plan, and parlay that knowledge to write an article for the Communicator. She accepted and utilized her background and expertise regarding real-world business marketing, and changed-it-up for program/school marketing. If you have further questions for Bev about the article, or how to get started on creating your marketing plan, please contact her at [bev@expectation3.com](mailto:bev@expectation3.com).

Thank you Bev! Kindest regards to all and a great New Year,

Shaun Dudek, President

Remember when printing used to be fun? Remember when all we had to do to be in business was open our front door and flip the sign on the door to “open”? Remember when “marketing” was just some “fancy-shmancy” thing that people spoke about, but no one really understood?

*continued on page 4...*



IGAEA President: Shaun Dudek

**In this issue of the Communicator:**

2010 IGAEA Annual Conference.....pg. 3  
 Region One Conference..... .pg. 6  
 2009 Conference Reflection.....pg. 7  
 IGAEA Medal.....pg.8  
 Incentive Award Information.....pg. 9  
 IGAEA Call for Officer Nominations.....pg. 9  
 IGAEA Student Chapter at Uof H..pg. 9  
 Sustaining Members.....pgs. 10-11

**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.*

## IGAEA Board of Directors 2009-2010

### *President*

**Shaun Dudek** • dudeks@cod.edu  
Graphic Arts Technology  
College of DuPage  
425 Fawell Blvd., Glen Ellyn, IL 60137-6599  
School (630) 942-2040

### *President - Elect*

**Charles Weiss** • CT-Weiss@wiu.edu  
Graphic Communications  
Western Illinois University  
B37 Knoblauch Hall, Macomb IL 61455  
School (309) 298-1488

### *First Vice - President (Publications)*

**Pam Daniel** • igaecomunicator@yahoo.com  
Illinois workNet  
Springfield, IL 62712

### *Second Vice-President (Membership)*

**Dennis B. Dougherty** • doc@dejazzd.com  
Thaddeus Stevens College of Technology  
750 E. King Street, Lancaster, PA 17602  
School (717) 299-7767

### *Secretary (Web)*

**Kelly Smith** • KSmith@d125.org  
Stevenson HS District 125  
One Stevenson Dr., Lincolnshire, IL 60069  
School (847) 415-4178

### *Treasurer*

**Dennis Daniel** • orion15@mchsi.com  
Illinois School for the Deaf  
125 Webster, Jacksonville, IL 62650  
School (217) 479-4257 • Fax (217) 479-4323

### *Immediate Past President & Sustaining Member Chair*

**A. Thomas Loch** • TomLoch@mac.com  
Adlai E. Stevenson HS District 125  
One Stevenson Drive, Lincolnshire, IL 60069  
School (847) 415-4158

## IGAEA Regional Vice-Presidents

### *Region 1 North Central*

*KY, IA, IL, IN, MI, MN, ND, NE, SD, WI*  
**Tony Cimaglia** • tcimaglia@argo217.k12.il.us  
ARGO Community HS  
7329 W. 63rd Street, Summit, IL 60501  
School (708) 728-3200 x755

### *Region 2 Northeast*

*CT, DE, MA, MD, ME, NH, NY, NJ, OH, PA, RI, VT, WV*  
**Kelly Glentz Brush**  
Kelly.glentzbrush@lyndonstate.edu  
Lyndon State College  
1001 College Rd, Lyndonville, VT 05851  
School (802) 626-6231

### *Region 3 Southeast*

*AL, DC, FL, GA, MS, NC, SC, TN, VA*  
**Devang Mehta** • mehtad@ncat.edu  
Graphic Comm. Systems and Technological Studies  
North Carolina A&T State University  
1601 East Market Street, Greensboro, NC 27411  
School (336) 334-7379 x2234

### *Region 4 South Central*

*AR, CO, KS, LA, MO, NE, NM, OK, TX*  
**Jesus Rodriguez** • jrodrigu@pittstate.edu  
Dept. of Graphics and Imaging Technologies  
Pittsburg State University  
1701 S. Broadway, Pittsburg KS 66762  
School (620) 235-4420

### *Region 5 Southwest*

*AZ, CA, HI, NV, UT*  
**Ken Macro** • kmacro@calpoly.edu  
Graphic Communication  
California Polytechnic State University  
San Luis Obispo, CA 93407 • School (805) 756-2257

### *Region 6 Northwest*

*AK, ID, MT, OR, WA, WY*  
**Tony Sittner** • tsittner@highline.edu  
Highline Community College  
2400 S. 240th Street, PO Box 98000, MS16-1  
Des Moines, WA 98198  
School (206) 878-3710 x3068

### *Region 7 England & Europe*

**John Stephens** • University of the Arts London  
65 Davies Street, London, W1K 5DA  
School 0207 514 6000

### *Region 8 Far East*

**Yung-Cheng Hsieh**  
National Taiwan University of Arts  
59, Sect. 1, Ta-Kuang Road  
Taipei County Pan Chiao Taiwan  
School +886-2-2272-2181 x2250,  
hsiehisu@ms23.hinet.net

### *Region 9 Canada*

**Tyler Nagel** • tyler.nagel@sait.ca  
SAIT Polytechnic  
1301-16 Avenue NW, Calgary, Alberta,  
Canada T2M 0L4 • School (403) 210-4473

## 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.



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

The IGAEA Conference 2010 Website is up and running! Check it out at <http://my.ilstu.edu/~dgvilso/>. If you click on the "Participants" link, you'll be directed to a preliminary schedule of conference sessions. Over the coming months, this page will be updated with hot links for each session. Each link will take you to a more detailed page that will include presentation materials, video clips, and photos. We hope that this site will be useful to IGAEA members long after the conference, with all presentation materials archived for your use.

The conference planning committee is already hard at work planning the sessions and making certain that this conference will provide attendees with cutting-edge insights and practical tools to bring back to their classrooms. We are currently accepting proposals for conference presentations: check out the "Be a Presenter" link on the conference Website. Got a great session or idea that you use in your school? Share it! We prefer presenters who focus on strategies and technologies for teachers working with graphic communication students. Our goal is that presenters will represent the range of education levels, both secondary and post-secondary.

*President's message, continued from page 1...*

Well...I have some news for you...the fact of the matter is that printing IS still fun...it's just evolved into something new. The "open" sign no longer needs to be flipped, in fact, with the right infrastructure in place; you do not even need a "door". And that fancy word "marketing" is no longer something reserved for people with mega budgets and mega ideas...it's something that every organization (regardless of size) should be practicing. The absolute fact of the matter is that whether you are trying to sell a gadget, or a gizmo, or are enrolling more students in your program it is just not enough to sit on the side-lines and wait for your "customer, the student" to come to you! You have to understand "who are you" about your department and you have to understand what makes your program so unique. You have to do it in a way that will engage the student to want to know more and to want to build a relationship. Sounds easy enough, doesn't it?

The first (and hardest) part is getting started...but I am going to let you all in on a few secrets:

- Successful schools will use techniques and skills typically associated with businesses. Strategic marketing is a technique used throughout the business world and separates the success stories from "everyone else's" stories.
- It is not as hard as it looks! Once you have outlined your goals, formed an execution strategy, and created the key marketing elements, you are ready to get started! You might want to contact another school close by to create a team-effort, for constructing these techniques. You could both use them and you probably will not be pooling from the same students in your marketing endeavors.
- You have a distinct advantage over every-day businesses that engage in self-promotional marketing. Given that you are all involved in graphic or print programs, you have, at your disposal, creative students and teachers, equipment to produce your marketing collateral, and a large network of resources at which to tap from!

As I mentioned above, it's "not as hard as it looks," and that is true, but creating an effective marketing plan involves preparation, and a desire to see the plan through! More specifically, (as much as we all hate to admit this) we have to begin to view our schools and our programs as businesses that require more customers [the students] and more sales [the self promotion or advising]! Below you will see a strategic outline on how to get started on marketing your program that will help you in laying a foundation to grow your enrollment. (Some additional resources will be listed throughout that will offer you some ideas that may be outside the "normal" realm of what is available to an educator.)

### **Here are 10 basic components to include in your Marketing Plan:**

1. Define your product/service definition: Describe your product or service in simple and easy-to-understand terms. Picture this, if you were in an elevator with someone and had to describe your program's unique qualities that make your classes stand out from every other career program at your school—and had to do it in only five floors, could you do it? That is called an "elevator statement" and it should be the defining message in your marketing pieces. Include your point of difference and communicate the intrinsic benefits and values that your program brings to the students. (A fantastic book to use as a tool in creating your elevator statement and defining your unique qualities is called "Creating Competitive Advantage: Give Customers a Reason to Choose You Over Your Competitors" written by Jaynie L. Smith.)
2. Define your target audience: One of the greatest mistakes that businesses make in their marketing endeavors, is that they don't understand whom they are talking to! For example, if you create a marketing piece that is being directed to a student, you would not use the same "language" as one that is directed to the student's parents (there will be no "LOL"ing or "LMAO" with the parents)! When you define to whom you are talking to, your out-going message will hold more weight and will ensure that the promotional dollars you are spending are being used efficiently. Focus your program's resources and marketing tactics to the right group of students.
3. Set goals: Establish both short-term and long-term goals and objectives for your school. Make sure that you set goals that are concrete, specific and measurable. For example, a goal is not, "X school would like to enroll more students." An example of a concrete goal is; "X school would like to enroll 10 students in the Graphics Print and Design Program by the start of the 2010/11 school year." Concrete goals such as student growth or student retention will help you keep your eye-on-the-ball at all times.
4. Identify your competition: Often you have to look outside your demographic area for your competition. It might be another career program like culinary; or a vocational school across the county. In postsecondary education, it might be a school in another city or even another state. Is it a small, private school? Is it a large college with ample resources? Or, is your school so unique that the resistance is really a lack of awareness? Either way, learn about and understand the competitive landscape. It will enable you to better position your school and target your program's message.
5. Understand your school's tuition structure: A guidepost for knowing your school's tuition is understanding the monetary value associated with the student's "return on investment". In other words, if you know what type of a degree the student is pursuing, and you



understand what careers they can step into (and the job's pay scales) you will have a better foundation when called upon to discuss this topic. Why, you may ask, is knowing this important? If you know the VALUE of the product you are talking about, you will more educated in outlining your program's benefits... because, lest we forget, this is a business we are running. (A great resource found on the IGAEA website is the Printing Industries of America, Print Market Atlas. Use the information about your state or IGAEA Region to assist in understanding the demographics, salaries, market segments, etc. Use <http://www.igaea.org/pia-industry-documents>)

6. Establish a marketing budget: Marketing expenses can add up quickly, so set aside a specific dollar amount per month, per quarter, or semester. Evaluate your marketing decisions such as staffing a table at a career night with flyers, printing postcards or buying space in a local newspaper. With the increase of web-based marketing (for example, e-mail blasts and Facebook) make sure you exhaust all the "free" options that are at your disposal. When you assign your budget, make sure you track each initiative and keep what works. (You may find that the programs that work cost a little more, but the return on investment with new student enrollments will help balance the cost.)
7. Investigate the channels of distribution: The planning is over; it's time to identify marketing tactics. Brainstorm a range of ideas to reach your target audience with your value message. Be creative and don't censor wild ideas. Pick at least five activities that you feel you can execute within your budget. Most importantly, use what you have! If you have a graphics program with printing presses available...use them! If you collaborate with another school, with print devices...use them! If your school has a print shop, other than your own lab...use them! Additionally, many larger industry groups will offer schools incentives on their print work...use them or contact your advisory committee to see if they can assist!
8. Set specific action steps: Each tactical idea comes with its own set of action steps. For example, if you want to mail a brochure, you need to write (or outsource) the copy, design the mailing, print the brochure, and create a mailing list. Take the time to define the details that will get you to your desired end goal.
9. Set timing for each step: Listing action steps is not enough—you must establish a timetable for each step. Be realistic so that you do not set unreasonable expectations, thereby creating frustration for yourself and your team. At the same time, be careful not to set goals so far out in the future that there is no sense of urgency for you to take action.
10. Get accountability: The best laid marketing plans fail when they end up in your bottom drawer...never to be seen from again. Therefore, it is CRITICAL that you have an objective person in your school that will hold

you accountable for taking charge and executing your plan. The more they believe in you and your ideas, the more helpful they will be in the long run. Make them a part of your team.

Enlist a coach. Utilize the help of a trusted associate or counselor to provide open and honest feedback as you work through the elements of your plan. It might be within your department or not, and again it might be another teacher from a like school program. More importantly, if you are serious about success, direct your coach to "hold your feet to the fire" and make you accountable for your actions. Things may get a little warm, but you will be glad you did!

Creating and sticking to a marketing plan is the best way to keep you and your school focused, and on track for success. Writing the plan is the easy part, creating the message is do-able, but sticking to it tends to be more difficult. Once you have the plan outlined and you feel confident in your message and direction, make sure you give it time to work! Time and time again, I have witnessed companies start a plan and at the first sign that it did not work "perfectly" they pulled it and placed it in the proverbial bottom drawer. There is a reason that companies such as Wal-Mart, McDonalds and Coca-Cola continue to be successful...they are ALWAYS marketing themselves! Oh...and I almost forgot the most important part in a successful marketing plan...have fun with it! Happy Marketing!

*Sincerely, Bev Burger*

### **Dues Reminder:**

The IGAEA membership year has changed from a September–August school year term to a January–December calendar year term.

**Please send in your IGAEA dues today!**



**Log into [www.igaea.org](http://www.igaea.org)  
and update your personal profile**

## Over 40 Graphic Arts Educators attend the 2009 Region One Conference

This year's 2009 Region One Conference, held Friday and Saturday, November 6–7, was hosted in Illinois by Triton College in River Grove, and Willowbrook High School in Villa Park.

Over 40 graphic arts educators from around the midwest heard a variety of presenters, including, on Friday:



- Steve Parrott from the Illinois State Board of Education, Speaking about the implementation of the Career Cluster model and the establishment of state standards in Illinois.
- How to Shoot, Edit, and Post a YouTube Video by Triton's Seth McClellan
- Actions in Photoshop, by Triton's Joe Stolz, where we learned how to use macro-like steps to streamline our workflow using Photoshop
- How to create a professional looking iPhoto slideshow by Triton's Lorette Dodt



On Saturday, at Willowbrook HS:

- Terry Wagner, of Stahls, explained the advantages of adding a vinyl cutter to a school's lab and curriculum; and demonstrated the application of heat transfer material to fabric and cut and peel material for signage.
- Dan McCluskey demonstrated how to add foil to fabric designs. He covered the sources for getting the foil, the equipment necessary to use foil in your lab, and how to avoid the pitfalls of working with foil. Dan also demonstrated the printing of a four color process design at the workshop. He reviewed the requirements for the file preparation and



screens, along with the issues that arise on the press, from ink to the stroke of the squeegee.

As always, the opportunity to meet and talk with other graphic artisans was fully realized by all attendees. Everyone had a great time, and were very well fed. Thanks to Region One VP Tony Cimaglia, to Lorette Dodt and Joe Stolz from Triton, and to Courtney Vala and Dan McCluskey from Willowbrook for their outstanding job of hosting this year's conference!

*Dan McCluskey displays his "Lord of the Inks" process color screen printing job.*



*Immediate Past-President, 2010 Conference Committee member, and ISU alumnus Tom Loch*

*sells the benefits of attending the 2010 Annual Conference at Illinois State University.*



*Host Courtney Vala, Region 1 VP Tony Cimaglia, and Presenter Dan McCluskey display the materials and final product of the foil printing demonstration.*



*Illinois' Karl Gray networks with Minnesota's Brian Hoag.*



*IGAEA thanks Larry Zabinski for all of the pictures.*

## Attend your 1st IGAEA Conference in 2010!

Members who have not attended an IGAEA annual conference, and would like to attend, may apply for IGAEA's incentive award.

The Paul D. Von Holtz Conference Incentive Awards Program (IAP) is designed to offer an inducement to members to attend their first IGAEA Annual Conference. Through these incentive awards IGAEA encourages and assists members to attend their first annual conference. This program helps members become better acquainted with the benefits of active participation in the work of the association.

The IGAEA awards a number of incentive awards each year, from a minimum of \$300 to a maximum of \$500, to educators who are members of the association to assist them in participating in their first IGAEA Annual Conference. The amount of the award is determined by the distance the participant will have to travel to attend the annual conference.

The IGAEA Annual Conference is a unique event. The actual conference program, the fact that it is held during the summer usually on a college campus, and the diversity of educators who attend and participate all combine to make this annual conference a most unusual and beneficial affair.

Anyone teaching graphic arts, graphic or visual communications, graphic design, graphic imaging, or printing is eligible to apply for the IAP. These

grants have been awarded to teachers from junior or senior high school, post-secondary schools, community or technical colleges, and four year colleges and universities. To accept an award, if selected by the IAP Committee, the applicant must be under contract for full-time teaching for the coming school year.

Incentive Award candidates must be paid-up members of IGAEA. If the applicant is not a current paid-up member, the IGAEA Membership Application and check must accompany this IAP application. A membership form is included with the application.

***Any person who has previously participated in an IGAEA Annual Conference as a regular dues-paying member of IGAEA is not eligible for an Incentive Award. If you are not eligible please pass this information on to an educator that can benefit from the attendance at the annual IGAEA Conference.***

***The application for the Von Holtz Incentive Award is now available. Visit the IGAEA web site for a PDF download – click on Von Holtz Incentive Award link in conference incentives section in the navigation bar.***

---

## 2009 Conference Reflection...

### IGAEA Screen Printing Workshop: Fun and Informative

On Sunday, July 26, the day before the regular conference seminars began, I participated in an optional day-long workshop, Screen Printing: Basics to Advanced. It was presented by Dawn Hohl, from Uncommon Enterprises LLC, member of ASPT. She was very knowledgeable in her subject, and packed an incredible amount of useful information into the day.

The format consisted of a series of discussions and hands-on demonstrations. The morning started with mesh, frames, tensioning, mesh preparation, the intricacies of mesh stretching, preparation, stencils and proper exposures.

I really appreciated the opportunity to participate in the stretching and emulsion application.

After lunch we continued with a reclaiming demonstration, specifics on ink selection, setting up and printing, and ending with flashing and curing guidelines.

Everyone then had the opportunity to print a T-shirt and apply a special effect. Of course, it was the EKU logo (we were on the Eastern Kentucky University campus). It's always fun to have something to take home to remind you of some of the specifics of the knowledge gained in the workshop.

*Submitted by: Rhea Rosenbusch*



## Trivia from the Past: The IGAEA Medal

*Written by David W. Dailey*

In the summer of 2007, I received an email from a lady in Chicago telling me she had found a medal at a flea market with International Graphic Arts Education Association around the outer edge. I suppose she came up with my name through a web search, as I was president at that time. I told her who I was and that I had been a member of IGAEA for a number of years, having attended my second conference right here at Eastern Kentucky University in 1974.

She sent me the medal shown in the photo. I wondered when the medal was struck and for what reason. At the time I wrote an article for *The Communicator* asking if anyone remembered such a medal being struck for the organization. I suppose for space limitations, the article never made it to print. I contacted several long-time members and asked if they had any recollection of the organization using a medal for an award or any such use. None was able to help out.

Then one day, I was looking through the 75th Anniversary Commemorative Edition of the organization. In Appendix B, I found “1955: IGAEA medal for students”. I still have the medal sitting on my desk and it was again brought to mind when I was contacted this past summer by Don Hayes. He told me that he was IGAEA president in 1965-66 and wanted to attend the conference banquet. I told him we would love to have him and we were honored by his presence along with his wife Margie.

Through our email contact he mentioned the



medal, and I said that I had one sitting on my desk, but that I didn't know much about it.

Hays told me that at the 1959 conference in Boulder, Colorado the concept of replacing the large medal that hung on a ribbon (the medal I have) with a lapel pin was introduced to the officers. Approval was given and he was appointed to study the project and design a lapel pin. He received design assistance from a representative of Herff Jones, a national supplier of class rings. The board subsequently approved the design, and with the financial backing of the Indianapolis Craftsmen's Club, of which Hays was educational chair, 250 lapel pins were ordered.

The completed pins were sent to the IGAEA home office in Washington. Hays requested several of the lapel pins and had local industry members present them to outstanding students entering printing as a profession.

I have just found a copy of *The Story of Graphic Arts Education, 1826-1960: The First Twenty-five Years of the Association* left by

former IGAEA First Vice President George Brown when he retired from Eastern Kentucky University. There is a section discussing the medal that stated the “medal was enthusiastically received by graphic arts teachers, school principals, and local printing industry leaders.” The recipient was an outstanding student selected by the teacher and the principal. The medal and a certificate from the Association were presented to the student at a school awards assembly or graduation by a local leading printer. More than 1600 medals had been distributed by the time this book was printed in 1962.

---

## Visual Communications Journal Articles now being Accepted

Articles for possible inclusion in the Fall 2010 Visual Communications Journal are now being accepted. The theme for the 2010 Journal is “Sustainability: Our Discipline, Our Programs, Our Future” However, articles addressing any topic relevant to teachers of graphic-related disciplines will be considered.

**The deadline for submission is June 15, 2010.**

Complete guidelines for article preparation and submission are provided on the last few pages of the Fall 2009 Journal (you can download a pdf of the Journal at [www.igaea.org](http://www.igaea.org).) Please note that the manuscript requirements have changed dramatically as we attempt to automate the page layout process. In particular, manuscripts must have Word style sheets applied; and photos, illustrations, and tables **MUST NOT** be embedded. Please be sure to read the new guidelines and e-mail me if you have questions.

For more information, e-mail [jwaite@uh.edu](mailto:jwaite@uh.edu).





## Overview

By:  
Chenlong He

As a student group, we are made of students and made for students of Graphic Communications Technology. Our mission is to share new knowledge about the Print Media and Graphic Communications Technology industry as well as providing the "ink and substrate" for IGAEAUH members to the printing of success.

We inform our student members by hosting a bi-weekly meetings with guest speakers from various companies around the region. The information provided is actually coming from a real business in the field in addition to being fresh and up-to-date.

This past summer, IGAEAUH made its first appearance at the IGAEA conference thanks to the opportunity provided by IGAEA, the invitation offered by Dr. Jerry Waite, and the generous sponsorship provided by Houston Production Managers Assoc.. Three Officers, President Chenlong He, Immediate Past President Colby Kibbe and the President Elect Katie Kornahrens had a chance to attend the 84th annual IGAEA Conference held at Eastern Kentucky University. The experience has opened the rookies' eyes to a plethora of opportunities and possibilities for the future in the world of Graphic Communications. In the near future, the new officers hope to attend the conference at Normal, Illinois.

In the Spring 2010 semester, IGAEAUH intend to have around six meeting dates as well as an additional field trip to Gulfstream Graphics and an extensive portfolio review from Fritz Colinet of Retna Media to our agenda. The student chapter of IGAEA at UH looks forward to learning new information about Graphic Communications Technology, and making strides towards a brighter outlook.

Come check out the IGAEAUH website for all the details <http://igaeauh.org>

## Attention IGAEA Members!

If you are looking to have a greater role in our professional organization, and are interested in serving in as an elected office holder, please consider putting your hat in the ring for this year's election. The following offices are scheduled for this Spring's election:

**President-Elect** (a three year term, the first year as President-Elect, the second year as President, and the third year as Immediate Past-President)

**First Vice-President**-Publications, a two year term. Pam Daniel, the current First Vice-President, is completing her first term, and is eligible to run again.

**Treasurer**, a two year term. There will not be an incumbent in this election as Dennis Daniel will have served his term limit. (Thank you Dennis!)

**Region One Vice-President**, a two year term. Tony Cimaglia, the current Region One VP, is completing his first term, and would be eligible to run again.

**Region Three Vice-President**, a two year term. Devang Mehta, the current Region Three VP, is completing his first term, and would be eligible to run again.

**Region Five Vice-President**, a two year term. Ken Macro, the current Region Five VP, is completing his second term, and would be eligible to run again.

If you would like to run for any of these positions, or if you know of someone in our organization that would make a good candidate, please contact Immediate Past-President Tom Loch, with that information. You can e-mail him at TomLoch@mac.com, or contact him at his school at (847) 415-4158.

Stepping up and serving the IGAEA is a very rewarding experience, and is something that every member should do as a part of a complete career. Please consider volunteering yourself, and/or encouraging others to volunteer as well. You can, and should, make a difference!

## Print '09

IGAEA was well represented at Print '09 in Chicago, and members took part in the GASC/PIA/GATF Teacher's Conference and the GAERF Educational Summit. IGAEA had a booth in "Education Alley." Shown behind the table, Charles Weiss (*President-Elect*), Dennis Dougherty (*2nd Vice-President*) and Lexa Browning-Needham (*Former 2nd Vice-President*) enjoyed the opportunity to reach out to educators and potential members.



## IGAEA Sustaining Membership

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

### Platinum Sponsors - \$500 & Above

**GAERF • Graphic Arts Education and Research Foundation**  
*Eileen D. Cassidy, Director* • 1899 Preston White Dr. • Reston, VA 20191-4367 • 703-264-7200 • FAX 703-620-0994 • www.npes.org

**Heidelberg USA Inc. • Susan Nofi, Senior Vice President**  
1000 Gutenberg Drive, Kennesaw, GA 30144 • 770-419-6649 • FAX 770-794-6253 • susan.nofi@heidelberg.com • www.us.heidelberg.com

Kimoto Tech, Inc. • Mike Komatsu  
1850 Howard Street, Suite G, Elk Grove Village IL 60007  
**NPES • The Association for Suppliers of Printing, Publishing and Converting Technologies • Ralph Nappi, President**  
1899 Preston White Dr. • Reston, VA 20191-4367 • 703-264-7200 • FAX 703-620-0994 • www.npes.org

**Printing Industries of America • Michael Makin, President and CEO** • 200 Deer Run Road, Sewickley, PA 15143-2600 • 412-259-1777 • 800-910-4283 • FAX 412-259-2016 • mmakin@printing.org • www.printing.org

**Specialty Graphic Imaging Association**  
*Michael Robertson, President / CEO* • 10015 Main Street • Fairfax, VA 22031-3489 • 703-385-1417 • FAX 703-273-0456 • mike@sgia.org • www.sgia.org

### Gold Sponsors - \$300 & Above

**Fujifilm Graphic Systems Inc. • Peter Vanderlaan**  
850 Central Avenue, Hanover Park, IL 60133 • 630-259-7213 • 630-773-7999 • pvanderlaan@fujifilmgs.com • www.fujifilm.com

**Pantone, Inc. • Richard Herbert, President**  
590 Commerce Blvd., Carlstadt, NJ 07072-3098 • 201-935-5500 • 201-896-0242

### Silver Sponsors - \$200 & Above

**PIASC • Robert Lingren, President**  
5800 South Eastern Avenue • Los Angeles, CA 90091 • 323-724-9500 • 323-724-2327 • bob@piasc.org

**Delmar Cengage Learning • Sarah Timm, Editorial Assistant**  
5 Maxwell Drive • Clifton Park, NY 12065 • 800-998-7498 x 2685 • sarah.timm@cengage.com • www.delmarlearning.com

**MAC Group • Bill Gratton, Nat'l Manager of Educational Markets** • 8 Westchester Plaza • Elmsford, NY 10523 • 914-643-0353 • BillG@MACgroupUS.com • www.mac-on-campus.com

### Bronze Sponsors - \$100 & Above

**Against The Clock, Inc. • Ellenn Behoriam, President**  
P.O. Box 260092, Tampa, FL 33685 • 813-855-5067

800-256-4282 • ellenn@againsttheclock.com • www.againsttheclock.com

**Antec Incorporated • David Peterson, Equipment Specialist**  
1820 Broadway St. • Charlottesville, VA 22902 • 800-52-6832 • dpeterson@antecinc.com • www.antecinc.com

**Estimator Corp. • Mark Myers, President**  
35 Evergreen Parkway • Westport, CT 06880 • 203-682-6436 • 888-675-4522 • 203-227-4549 • mmyers@estimatorcorp.com • www.estimatorcorp.com

**Graphic Arts Association • Marge Baumhauer, CAE, President** • 1100 Northbrook Drive, Suite 120, Trevose, PA 19053 • 215-396-2300 • 215-396-9890  
**Hurst Chemical Company • Doug Carmichael, Vice President, Sales** • 16623 Valley View, Cerntos, CA 90703 • 800-723-2005 • 800-7232-2005

dcarmichael@hurstchemical.com • www.smartplate.com  
**Journey Education Marketing • Mike Fischler, President**  
13755 Hutton Drive, Dallas, TX 75254 • 972-248-7511 • 800-874-9001 • 972-245-3585

mfischler@journeyed.com • www.JourneyEd.com  
**Laser Reproductions Inc. • Cary Green, President**  
8228 N. McCormick Blvd., Skokie, IL 60076 • 847-6778333, x. 3 • 877-795-1500 • 847-933-3496 • Cary@laserreproductions.com • www.laserreproductions.com

**Performance Screen Supply • Bob/Kathy Drake, Owners**  
*\$10 Discount on IGAEA members' first order*  
600 Park Ave. Suite 100, Manalapan NJ 07726 • 732/866-6081 • 800-659-8337 • FAX 732-866-6080 • Bob@PerformanceScreen.com • www.performancescreen.com

**PIA Midamerica • Joe Polanco, President**  
8828 N. Stemmons Fwy # 505 • Dallas, TX 75247-3726 • 214-630-8871, ext. 206 • 800-600-8055 • 800-788-2040 • joep@piamidam.org

**SINAPSE Print Simulators • Peter Herman**  
Parc Des Algorithmes • 91194 Saint Aubin CEDEX • France • +33 1 6935 5400 • +33 1 6935 0715 • info@sinapse.com • www.sinapseprint.com

**Thaddeus Stevens College of Technology • Dennis Dougherty, Instructor** • 750 E. King Street, Lancaster, PA 17602 • 717-299-7767 • 717-299-7748 • doc@dejazzd.com

**Thomson Delmar Learning • Sarah Timm**  
5 Maxwell Drive, Clifton Park, NY 12065 • www.delmarlearning.com

**Ulano Corporation • Donald Marsden, Director of International Commercial Services**  
110 Third Avenue, Brooklyn, NY 11217 • 718-237-4700 • 800-221-0616 • 718-802-1119 • marsdend@ulano.com • www.ulano.com

**X-Rite Photo Marketing • Bill Gratton, Nat'l Manager of Educational Markets** • 8 Westchester Plaza,



Elmsford, NY 10523 • 914-643-0353  
billg@macgroupus • www.mac-on-campus.com

### Educational Institutions - \$50

**Arizona State University • Thomas E. Schildgen, Professor and Chair** • 7001 E. Williams Field Rd., Tech Ctr Bldg 50, Mesa, AZ 85212 • 480-727-1005 • 480-727-1684  
deborah.combs@asu.edu • <http://technology.poly.asu.edu/dtm>

**Beacham Enterprises • Glenn T. Beacham, Owner**  
591 South 1850 West, Cedar City, UT 84720 • 435-586-1074  
800-253-1916 • glennb@sisha.com

**Cal Poly State University - GRC Dept. • Harvey Levenson, Department Head** • Graphic Communications Dept., San Luis Obispo, CA 93407 • 805-756-1108 • 805-756-7118  
grc-department@calpoly.edu • [www.grc.calpoly.edu](http://www.grc.calpoly.edu)

**Center for Wildlife Info. • Chuck Bartlebaugh, Executive Director** • P. O. Box 8289 • Missoula, MT 59807  
406-523-7750 • bearinfo@bigsky.net • [www.bebearaware.org](http://www.bebearaware.org)

**Chowan College • Mike Steczak, Department Chair**  
200 Jones Drive, Murfreesboro, NC 27855 • 252-398-6207  
252-398-1237 • steczm@chowan.edu • [www.chowan.edu](http://www.chowan.edu)

**Clemson University • Sam Ingram, Chair, Dept. of Graphic Communications** • G-01 Tillman • Clemson, SC 29634-0720  
864-656-3447 • 864-656-4808 • sting@clemson.edu  
<http://graphics.clemson.edu>

**Eastern Kentucky University • David W. Dailey, Professor**  
•307 Whalin Tech Complex, 521 Lancaster Ave., Richmond, KY 40475-3102 • 859-622-1190 • 859-622-2357  
dw.dailey@eku.edu • [www.technology.eku.edu](http://www.technology.eku.edu)

**Eastern Westmoreland Career & Tech. Center**  
**Brent Polinsky, Instructor** • 4904 Route 982, Latrobe, PA 15650

**The Electronic Document Systems Foundation • Brenda Kai, Executive Director** • 1845 Precinct Line Rd., Suite 212  
Hurst, TX 76054 • 817-849-1145  
brenda.kai@edsf.org • [www.edsf.org](http://www.edsf.org)

**Ferris State University • Bill Papo, Graphic Arts Professor**  
**Printing & Imaging Mgmt Dept.** • 915 Campus Dr., Big Rapids, MI 49307 • 231-591-2845 • 231-591-2082  
<http://graphicarts@ferris.edu>

**Found. of Flexographic Tech. Assoc. • Shelley Rubin, Educational Coordinator** • 900 Marconi Ave., Ronkonkoma, NY 11779-7212 • 631-737-6020, X36

**Griffin Technical College • Margie Willbanks, Instructor**  
50 Varsity Rd. • Griffin, GA 30223 • 770-229-3154  
770-229-3294 • mwillbanks@griffintech.edu  
[www.griffintech.edu](http://www.griffintech.edu)

**New York University • Bonnie A. Blake, Director, Master of Arts Degree** • 11 W. 42nd St. Rm 429 • New York, NY 10036  
212-992-3222 • 212-992-3233 • bonnie.blake@nyu.edu

**North Carolina A & T University**  
**Dr. Cynthia Carlton Thompson, Interim Assistant Dean**  
1601 E. Market Street, Greensboro, NC 27411 • 336-334-7359  
ccthompson@ncat.edu • [www.ncat.edu](http://www.ncat.edu)

**North Shore Technical High School • Mark Blanchette, Instructor** • 30 Log Bridge Road • Middleton, MA  
01949-2806 • 978-762-0001 • markblanchette@hotmail.com

[www.nsths.ec.edu](http://www.nsths.ec.edu)

**PGSF • Bernie Eckert, PGSF Administrator**  
200 Deer Run Road, Sewickley, PA 15143  
412-741-6860 x309 • 800-910-GATF • 412-741-2311  
beckert@piagatf.org • [www.pgsf.org](http://www.pgsf.org)

**Phoenix Challenge Foundation • Bettylyn Craft**  
6805 Pleasant Grove Rd., Waxhaw, NC 28173  
704-309-3748 • 704-243-2445

**PIA • Jim Workman, Director, Training Programs**  
200 Deer Run Road, Sewickley, PA 15143 • 412-741-6860 x111  
800-910-GATF • 412-741-2311 • jworkman@piagatf.org  
[www.gain.org](http://www.gain.org)

**Prepress Training Solutions • Debbie Goodman, Vice President, Ops** • P.O. Box 2282, Bloomington, IN 47402  
812-355-3030 • 800-355-6429 • 812-355-3040  
dgoodman@prepresstraining.com • [www.prepresstraining.com](http://www.prepresstraining.com)

**RIT School of Print Media • Patricia Sorce, Chair**  
69 Lomb Memorial Dr., Rochester, NY 14623-5603  
585-475-2722 • 585-475-7029 • psorce@mail.rit.edu  
[www.RIT.edu/~spms](http://www.RIT.edu/~spms)

**Snow Canyon High School • Bryan Vandenberghe, Instructor** • 1385 N. Lava Flow Dr. • St. George, UT 84770  
435-634-1967, x. 127 • 435-634-1130  
bryan@schs.washk12.org

**Universal Engraving, Inc. • Nicole Mercer, Marketing**  
9090 Nieman Rd., Overland Park, KS 66214 • 913-894-9615  
800-221-9059

**University of Central Missouri • Dave Barabas, Coordinator, Graphic Art Technology Management**  
School of Technology, G-113B • Warrensburg, MO 64093  
660-543-4504 • 877-SAY-UCMO • 660-543-4578  
barabas@ucmo.edu • [www.ucmo.edu](http://www.ucmo.edu)

**Western Michigan University • Lois Lemon, Master Faculty Spec.– Dept. of Paper, Chem. Eng. & Imaging, College of Eng & App Sciences** • A225 Parkview Campus • Kalamazoo, MI  
49008-5462 • 269-276-3517 • 269-276-3501  
lois.lemon@wmich.edu • [www.wmich.edu/pci](http://www.wmich.edu/pci)







1899 Preston White Drive  
Reston, VA 20191  
(703) 758-0595  
[www.igaea.org](http://www.igaea.org)

---

Non Profit Org.  
U.S. Postage  
Paid  
Permit No. 462  
Jacksonville, IL 62650

---

TO: