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VOLUME XXXXI NUMBER 1  
2007–2008 SCHOOL YEAR

# the communicator

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

Most organizations that have had the persistence to endure as long as ours, have done so by learning as they grow. To continue this growth, I believe we need to remain optimistic about our future and try to discover the information we need to keep this beloved organization healthy and sound.



Speaking on behalf of the new board of directors, I say we will demonstrate confidence and optimism while realizing that positive thinking is not enough to achieve our goals. In order to endure, we must also be constructively pessimistic—facing reality as it is and considering what could be the worst possible scenarios in our future. In this vein, the leaders of this association will seek out the opinions of our members, and non-members, including those who might offer negative feedback. We will take in the information, address the issues raised by the feedback, and then proceed, wiser for the experience.

There are many venerable traditions that live on in this organization—but is it possible that new traditions can evolve as older traditions fade? With new information, we should be able to continually progress. Through introspection, and building on our fine traditions, we will continue to flourish. As societal change and technological advances alter our needs within this organization, and new gen-

erations of graphic communications professionals enter our ranks, we will need new ideas for change and growth.

Communication technologies as they exist today enable us to conduct large-scale online surveys. As such, I propose that the organization undertake to conduct a survey of its membership. I would like to learn what you -- the IGAEA membership -- envision for the future of this organization. So, I invite all of you to begin the process of thoughtfully considering the direction in which YOU would like to see our organization advance.

My year as President will not likely be one of tremendous change but hopefully it will provide a voice for the membership that will lead to the evolution of the organization. We also need to remember that this Association does not exist for the livelihood of the Board—the Board exists to serve the membership. It is my goal to gain information—your ideas and visions for the future of this organization. This information will be considered by the Board of Directors (and future boards) and be weighed against the wisdom of past, current and future leaders. With this information we can develop a strategic plan and continue to recruit new members so that the International Graphic Arts Education Association will remain viable for years to come.

*Mark Snyder*

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.*

## 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 five 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.

**Sustaining Membership** is open to business, industry, foundations, organizations, and educational institutions.

**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 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 included with each issue of the *The Communicator* and are invited to contribute articles.

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# IGAEA sponsors 2008 conference

The IGAEA will be the official sponsor for the 2008 Conference. Shaun Dudek and Dan McCluskey will be the hosts for the 2008 conference which will take place on the cruise ship Glory. "Several members have mentioned how the IGAEA should consider alternatives to the traditional University based conferences, we looked into a cruise conference and proposed it to the board" said Dudek. "Dan and I looked at several itineraries and cruise lines and felt this best suits our conference needs and budget."

"The disadvantage of this type of conference is the lack of labs for hands-on presentations. The program is designed to help teachers in the classroom. We are asking members to contribute a lesson or two that works for them to our program. The presentation would be how the lesson is presented, the skills the students learn, typical problems the students encounter, and how it is evaluated. All the materials for the lesson will be given to the participants on a CD so that they can use them at their school to help improve the programs across the country" said McCluskey.

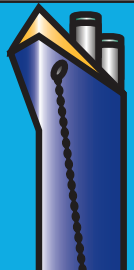
Conference participant cost was the driving factor in choosing Carnival as the cruise line. The registration for a single participant sharing a room is \$790.00

for seven days in a interior room. Pricing for exterior rooms with windows or balcony rooms are also available if you are traveling with a companion or children.

The advantage of having a conference with this type of facility is that all the food and on-board activities are included in the registration pricing. "I know that some spouses have been dissatisfied with the guest programs and the increasing costs eating up family vacation budgets. This conference will make a nice family vacation and serve the needs of our membership" said McCluskey.

"We have reserved rooms in each of the categories as part of the Early-Bird Registration pricing, but when those rooms are gone, we will have to reserve more space at current pricing (higher rate). So my advice would be to register now to get the lower price" said Dudek.

All the information about the conference can be found at the web site [www.IGAEAconference2008.org](http://www.IGAEAconference2008.org). Registration forms, pricing and port information are easily accessible. Questions can be directed to [info@IGAEAconference2008.org](mailto:info@IGAEAconference2008.org) for anything not



IGAEA 2008

## International Graphic Arts Education Association 83rd Annual Conference July 26 – August 2, 2008

Cruising The Classroom — Innovations for  
Tomorrow's Teachers



Information • Registration • Ports of Call • Call for Presentations

[www.IGAEAconference2008.org](http://www.IGAEAconference2008.org)

Registration Open Now • Early-Bird Registration Ends November 1, 2007

*Our IGAEA 2008 group space is limited!*

# 2008 Conference Cruises Through the Classroom

Each year the International Graphic Arts Education Association (IGAEA) sponsors a summer conference. Colleges and universities host the conference across the United States. The sponsor's campus and facilities help shape the content of the conference. Seminars are offered in a wide variety of areas of interest to graphic communication professionals. Experts in the field, as well as members considered to be the leaders in graphic communication education present these seminars. This year we've added a twist — Meet us in Port Canaveral, Florida for a conference at sea!

The 83rd Conference of the IGAEA is scheduled for July 26 – August 2, 2008. This will be a unique experience for the members as it will take place on the Carnival Cruise ship, *Glory*. We're sailing for 7 nights on the "Glory," one of Carnival Cruise Lines most fabulous ships. Enjoy the Ports of Call: departing from Port Canaveral, FL; Cozumel, Mexico; Belize; Costa Maya, Mexico; Nassau, Bahamas; and returning to Port Canaveral, FL.

The focus of this conference will be the classroom. All presentations will be directly applicable to units of

study at a variety of levels and subjects in the classroom. The presenters' will summarize a lesson that they use. The presentation will include an explanation of where it fits in the curriculum, the student level of experience, and typical stumbling blocks to student achievement and evaluation guidelines. We'll also have daily topics of interest, workshops, and presentations — there will be something for every level of teaching sequence. The conference participants will receive all of the parts of the lesson and teaching tips on a compilation CD for use in the classroom.

The cruise ship limits the program in many respects because there are no lab facilities available. We believe by focusing the conference on classroom instruction we can have a valuable and enlightening experience for all. If you are interested in contributing to the improvement of instruction in graphic communications education by making a presentation, click on "Call for Presentations" menu selection to find out more.

Don't miss this unique Conference-of-a-Lifetime. Enjoy Education, Fun and Fellowship with like-minded Teachers.

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*Improving the classroom one unit at a time*

## Contribute a unit to improve instruction

The 83rd IGAEA Conference 2008 will focus on the improvement of classroom instruction by asking individuals to share a project or two with fellow graphic communications instructors from across the world at the conference July 26th – August 2, 2008. Share a part of your program with fellow instructors for the improvement of graphic communications instruction. Everyone, whether experienced or new to teaching, can contribute a successful and valuable learning unit to the overall improvement of instruction.

To be considered for selection, the committee would like to know a little about your proposed presentation. Download the proposal form found on the web site. Complete the form and send to [info@IGAEAconference2008.org](mailto:info@IGAEAconference2008.org). As with the registration form, it is an interactive pdf.

If selected, we will send a confirmation letter on official letterhead and signed by the President of the IGAEA, which may help in securing funding from your school to accept such an honor as making a presentation at an international conference.

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## *Form follows function*

The forms for registration are found on the web site [IGAEAconference2008.org](http://IGAEAconference2008.org). There is a specific form for each type of registration situation. Three of the forms are found on the "Registration and Deposits" page of the web site.

If you are a member traveling alone, use the first form "IGAEA Members Traveling Alone". We will match you with a another member traveling alone as in past conferences.

If you are bringing a guest and/or children use the "IGAEA Member Traveling with Guest(s)" form. It will work for one or multiple guests in the same room.

If you would like to invite friends or relatives to enjoy our cruise they are more than welcome to share our cruise at our conference rates. All guests are included in the social activities of the conference and the conference costs are charged only to the participant members.

A short "School Friendly" form is found on the "Downloads" page of the web site. It is a simplified form that can be submitted to your school for approval to attend. It has a conference description and pricing but does not mention the cruise. A standard registration form will need to be submitted as a follow-up for informational purposes.

# Itinerary puts “International” in IGAEA

For the IGAEA Conference 2008, the conference has all the same categories of registrations as in years past (member participant, guest/spouse, and children,) but for 2008 we are inviting extended family and friends to join us. Unlike the 4-Day conferences in prior years, there are three separate registration forms: a member only, to share a room with another member; a member and guest; and a non-member guest (family and friends). Having your extended family and friends register with our “IGAEA Group” will allow them to join our social gatherings and cocktail parties. “Non-Group” passengers will not be allowed to participate in our functions. Any IGAEA member attending the Conference Programs must register as a “member.”

The conference schedule begins with check-in between 1:00PM and 3:30PM, on Saturday, July 26, 2008. Upon boarding the ship, find your cabin and have lunch. Once on the ship, there will be a table to pick up your Conference Packet with name badges and a complete schedule. After dinner on Saturday night, we will gather in the Ebony Cabaret for a one-hour open bar “Welcome IGAEA Members, Family and Friends Social” followed by the Memorial & Presidents Reception. Sunday will be our opening session and first conference day for this 2008 conference. Monday through Wednesday will be loosely scheduled in the evenings only. On day six of our cruise (Thursday) we will again

have program sessions all day. The evening will end with organized conference events to conclude with an open bar cocktail party for everyone traveling with IGAEA and then to complete the evening, members will continue with a new board reception. Friday, the last full day of our cruise, no scheduled conference events will take place so you can enjoy time with family and friends and the new board members can hold a meeting. The ship will dock in Port Canaveral on Saturday at 7:00AM, disembarking 8:00AM until 12 noon. Any return flights out of Orlando International Airport must be booked after 3:00PM, on August 2, 2008.

Recommended travel days for this conference would be to arrive no later than Saturday, July 26, 2008, at 1:00PM in the afternoon to facilitate the transfer to the ship for check-in. Arriving on Friday evening before the cruise departs is great option to insure there are no travel delays that would prohibit you from boarding the ship on time. If you miss the boat, you have missed the boat! The ship sails at 4:00 p.m. You will not be refunded any amount of costs for the conference if you do not board at the schedule times with the proper documentation.

This is an international cruise with stops in Costa Maya and Cozumel, Mexico, Belize, and Nassau, Bahamas. You must have a passport in order to board the ship.

## *Where will we be stopping on our conference cruise?*

### **COSTA MAYA, MEXICO**

Tucked between Playa del Carmen and Belize, Costa Maya’s brilliant Caribbean seas, silky sand beaches and verdant jungle appear to be unchanged since ruled by the vast Mayan empire more than 1,000 years ago. The only break in the emerald horizon is the occasional beach hut. Secluded jungle settings lend an air of mystery. Wild twining orchids, bougainvillea and stately ceiba trees abound. Don’t miss the 8-foot-high stucco faces at Kohunlich’s Temple of the Masks or the Grand Pyramids at Chacchoben.

### **COZUMEL, MEXICO**

Long before Cancun became a popular destination, Cozumel was well-known as a diving spot and home to the world famous Palancar Reef, which gives divers the opportunity to view thousands of brilliantly colored fish. Non-divers can kick back on a sun-drenched beach, or enjoy any number of seaside activities, such as shopping in colorful marketplaces or dining in an open-air café.

### **BELIZE**

This tropical paradise promises adventure, both on-shore and off. Crystalline rivers flow through impressive lowland jungles, home to a myriad of rare wildlife. Silky sand beaches, waving palms and colorful coral gardens are just part of Belize’s natural wonders. Whether mountain biking through a lush rainforest or snorkeling with sharks, you’ll experience things you’ve only imagined.

### **NASSAU, BAHAMAS**

What makes Nassau so special? Picture an idyllic place with stretches of perfect white-sand beaches, gracefully swaying coconut palms offering oases of shade, and warm, crystal-clear waters revealing the secrets of incredible multi-colored marine life. Whether you spend the day shopping for duty-free gifts and mementos, taking a carriage ride past sorbet-colored buildings, or touring in a glass-bottom boat, chances are you’ll leave this happy place in the Bahamas with lots of beautiful memories.

# IGAEA at Rochester Institute of Technology Summer 2007



*IGAEA members in front of  
the Eastman Kodak Quad*



*Conference participants were treated  
to many hands-on computer sessions*



*Conference participants get a hands  
on demonstration of a flexo press*



*The many Gutenberg award  
entries took over a classroom. Be  
sure to have your students enter  
their designs into next year's  
Gutenberg Awards!*

## Kodak and IGAEA Print Poster at Graph Expo Celebrating 2008 Graphic Communications Week

ROCHESTER, N.Y., Sept. 5—Kodak and the International Graphic Arts Education Association (IGAEA) are joining together to produce a color poster promoting careers in the graphic arts and printing industry. The poster will be printed on a KODAK NEXPRESS S3000 Digital Production Color Press at Graph Expo 2007 in Chicago and distributed to visitors to Kodak's Booth 1246.

The 12" x 18" poster (trim size 11" X 17") features an inspiring quote from Benjamin Franklin as it might have been written by the hand of America's "Father of Printing." The quote, "Genius without education is like silver in a mine," is shown on parchment next to a pair of wire rimmed glasses, an inkwell and a feather quill. The poster was designed by Vanessa Slavich, a senior at California Polytechnic State University, as part of an IGAEA contest promoting 2008 Graphic Communications Week, which occurs Jan. 13-19, the week of Franklin's birthday.

"If you come to Graph Expo, get a copy of this poster and take it home and put it up somewhere it can be seen," said Jeff Hayzlett, Chief Marketing Officer, Kodak's Graphic Communications Group. "We've got to make sure young people know that the graphic arts industry provides unique career opportunities to combine talents in art, communications, business and technology."

In addition, the IGAEA will send the poster to members of the organization at college campuses and high schools throughout the United States and the world.

"We're very proud to have our poster produced by Kodak on the KODAK NEXPRESS S3000 press," said Dennis Dougherty, IGAEA Second Vice President and Membership Chair. "This is an annual contest for students of IGAEA members. Each year at our conference, the Board of Directors chooses the top three posters and each winner receives a monetary award. The first place design is produced as a poster for Graphic Communications Week and as the cover for our Visual Communications Journal publication. I invite all graphic communications and printing

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### IGAEA MEMBERSHIP DRIVE WIN AN APPLE IPOD NANO

Between now and July 1, 2008 every time you recruit (sponsor) a new IGAEA Teacher Member you will be eligible to win a new iPod nano, **If you sponsor a new member your name must be on the membership application as the sponsor.** All new IGAEA members will also be eligible to win an iPod nano.

#### MEMBERSHIP DRIVE REGULATIONS:

1. There will be TWO (2) drawings one for New Members and one for "Sponsors".
2. All **NEW** 2007-2008 IGAEA members will have their name automatically put in for the drawing.
3. Each Time you recruit a new member your name will be entered for the drawing **IF** your name is on the membership application as the "sponsor".
4. The membership drive will run from September 2007 to July 1, 2008.
5. The IGAEA Second VP **MUST** receive all membership applications by July 1, 2008.
6. The drawing will be held during the banquet at the 83<sup>rd</sup> IGAEA conference.
7. You do not have to be present to win.
8. Winner will be notified by e-mail
9. Make sure your current e-mail address is on file with the IGAEA Second VP.



MILLERSVILLE UNIVERSITY  
DEPARTMENT of INDUSTRY AND TECHNOLOGY

Pre-Press Professional  
Anticipated Opening

Full-time, tenure-track assistant professor position beginning August 2008. Primary teaching responsibilities will be for undergraduate and graduate courses taught to industrial technology and technology education majors. Teach course work in Graphic Communication, which may include graphic product layout and design, pre-press, printing, bindery operations, desktop publishing, traditional and digital photography, Web page design, networking, multimedia authoring and production, and print management. Develop and implement assignments and activities for laboratory-based and management courses. Foster student learning and development in a safe and healthy environment. Demonstrate the ability to organize, manage, and maintain a contemporary graphic communication laboratory. Supervise interns as assigned in off-campus locations that are accessible only by personal transportation. Teach day or evening courses, including the possibility of online instruction.

Required: Master's degree plus ABD status towards doctorate (Must have doctorate for eligibility for reappointment to the third year.); earned degree in Graphic Communication, Industrial Technology, Technology Education or related area; documented competence in basic and advanced printing and imaging processes and procedures; professional experience with managing printing operations; and demonstrated proficiency in the use of instructional technology. Must show evidence of the following: successful training or teaching, the ability to conduct and supervise scholarly activities, commitment to serve diverse populations, commitment to maintain a safe and healthy laboratory environment, and interpersonal skills to work cooperatively with colleagues. Successful interview and teaching demonstration.

Preferred: Earned doctorate; teaching in post-secondary education.

Anticipated Opening. Electronic (e-mail or fax) submissions of applications will not be accepted. Send letter of application addressing qualifications; curriculum vitae; copies of undergraduate and graduate transcripts; and three original, current letters of recommendation to:

Dr. Tom Bell, Search Committee Chair  
Department of Industry and Technology  
Millersville University  
P. O. Box 1002  
Millersville, PA 17551-0302  
Phone: (717) 871-2301

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If your school, college, or university has a job opening, please send an announcement to Charles Weiss for possible inclusion in a future Communicator. Also, if you have article ideas or thoughts about content in future Communicators please share that as well. Charles can be reached at (309) 298-1488, or CT-Weiss@wiu.edu. The Communicator is intended to be a resource for IGAEA members, and your input is very important!