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the communicator

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

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From the President

Many of you are finding yourselves having to define what Graphic Communications education is and why it is so important to teach the concepts in an educational setting. As the educator, how will YOU use your skills to teach students? What skills can you teach? What does the graphic communications industries really need from us and our schools? There are many possibilities, and innumerable answers.

In hope of finding an answer, I attended a workshop at the 2003 IGAEA Annual Conference in Greensboro N.C, where Tom Spotts of Ball State made a presentation about Cross-Media Publishing. He gave an excellent presentation that addressed the need for graphic communications educators to teach students to simultaneously develop content for print, web sites, cell phones, CDs, PDAs, gas station pumps and grocery checkouts, to name a just few of the distribution modes. Can you imagine what we will need to know to be able to do that? I asked myself, is it possible for each one of us to know and teach all the software and all the equipment needed to publish to any kind of media? The conclusion I come to is, NO, we must work with others who know what we do not. As a collective designers, printers, programmers and others now exist under one umbrella called graphic communications.

Jack Simich aptly pointed out that we should not separate ourselves from those with different, yet complimentary skills. Graphic communications is a broad umbrella and we MUST work together.

As an association of educators, we should and must broaden our definition of what and who we are to reflect the emerging graphic communications landscape. We should expand our identity as printing educators, one that includes and addresses each individual's desire for discourse, professional development, scholarly information and fellowship.

Together we shall continue, and to quote article 2 of IGAEA's constitution, "promote a positive image of the graphic communications industry and its career opportunities." It is up to us to collectively envision our future. This year, as President, my mission is to help you personally, and us as a whole, to ask the necessary questions and find the crucial answers. As THE Association of Graphic Arts Educators, we must make sure that we are the ones who define what we teach, where we teach, and for what purpose we educate future leaders and workers in this broadening field. Please make sure that add your voice to the discussions at your own school, in the industry, within government and with other graphic communication educators. We have been presented with a challenge, let us not wait to begin.



IGAEA President
Pam Daniel

GRAPHIC COMM CENTRAL
(<http://teched.vt.edu/gcc/>)
The "Hub" on the Web for
Graphic Communication
Education

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.

The Nolan Moore Foundation Scholarship for IGAEA Members

The Nolan Moore Foundation has made a donation to the 2004 IGAEA Conference to provide scholarships of \$100 to graphic-arts teachers who teach within the service area of the Printing and Imaging Association of Mid-America.

Retired teachers and those not currently teaching graphic arts are ineligible. This scholarship is available to the first 25 eligible teachers who register for the 2004 IGAEA Conference. Scholarship winners must pay the 2004 Conference cost in advance, and scholarship checks will be issued at the Annual Banquet at the conclusion of the Conference. Please check the appropriate box on the registration form if you are eligible for this scholarship.

Registration for the conference will begin January 1, 2004. Please check <http://igaea.tech.uh.edu> regularly for updates.

How'd You Like to Win a Complete Hurst SmartPlate Pak?

The 2004 IGAEA Conference Committee is pleased to announce that HURST CHEMICAL COMPANY has already committed to providing a complete SmartPlate Pak, valued at \$4500.00, to a lucky participant of the 2004 IGAEA Conference to be held at the University of Houston (Texas). Yes, YOU MUST BE PRESENT to win! Learn more about the SmartPlate Pak by visiting—<http://www.hurstchemical.com/smart2.html>.

It even comes with an HP5000N laser printer! Find out more about the 2004 Conference by visiting—<http://igaea.tech.uh.edu>.

Make your plans now to come to Houston July 11-16, 2004. Who knows, you may go home with a complete award-winning direct-to-plate system!

Call for Papers

After completing a survey of the IGAEA members, "Best Practices" has been selected as the 79th IGAEA conference theme.

The 2004 IGAEA Conference Committee invites you to share proven solutions that support effective teaching and learning of the graphic arts and technologies. Sessions should demonstrate practical ways in which junior high, senior high, college, and university

faculty, in cooperation with industry leaders, can improve graphic communications instruction.

Topic proposals should focus on one of the following themes:

- Best Practices in Teaching
- Best Practices in Implementing New Technologies in Graphic Communications
- Classrooms
- Best Practices in Integrating New Technologies in Industry

For more information, and to propose a session, please visit <http://igaea.tech.uh.edu/conference/papers.html>. New members since the last *Communicator*. Why not get in touch with one or more and see how you can be of service?

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IGAEA at the Charlotte Graphics Arts Show

A big thanks to Dave Dailey, Dennis Dougherty and Wanda Murphy for representing IGAEA at the 2003 Graphic Arts Show in Charlotte, North Carolina during March 13, 14, and 15. Wanda, Dave, and Dennis set up and managed the IGAEA booth at the Charlotte Show. They provided information to bring awareness about IGAEA to attendees.

The show featured over sixty timely seminars that was conducted at the Charlotte Convention Center. Experts leading seminars offered topics such as Customer Service, Management, Sales and Marketing, tips on Photoshop 7, PDF File Management and more. Educational sessions such as "Printing Production Management," "Flexography—A Detailed Overview," and "Customer Service in the Printing Industry."

There were many exhibitors such as suppliers for printing and bindery equipment, and organizations such as the Graphic Arts Education and Research Foundation and the Printing Industries of the Carolinas. The show and seminars attracted thousands of industry professionals.

The Charlotte Show is considered the largest trade event in the southeastern region for prepress, printing, publishing, and converting. The potential threat of international conflict did not impact the interest of the attendees. The seminars were well attended and the booths were busy with product demonstrations—thus providing an excellent setting for educational opportunities.

The Charlotte Show drew attendees from across North Carolina and the 7 surrounding states, and gave visitors an opportunity to meet and speak with national and international level manufacturers of all types of equipment and supplies related to printing and converting. The next Charlotte Graphic Arts Show is scheduled March 2005. (*The Editor would like to thank David Poulos of GASC for providing additional information for this article.*)



Wanda Murphy and Dennis Dougherty provided information about the International Graphic Arts Educators Association to attendees of the Charlotte Graphic Arts Show.

Frank Romano visits Appalachian's GAIT Program

Frank Romano, Distinguished Professor, School of Print Media, Rochester Institute of Technology (RIT), made a presentation to about one hundred Graphic Arts and Imaging Technology Students and Faculty on October 22, 2003. Attendees saw his presentation given in the auditorium of Kerr Scott Hall, Department of Technology, Appalachian State University, Boone, North Carolina.



Sonny Lanning, a Senior GAIT Major and President of the Nu Chapter of Gamma Epsilon Tau from Mateo, North Carolina gives Frank Romano a tour of the Graphic Arts and Imaging Technology laboratory facilities.

His topic dealt with the projected future of graphic communications until 2020. It was titled "Trends That Will Change Graphic Communications Forever." Frank Romano started his presentation by asking students questions such as who is Tim Gill? Who created Photoshop? Those who answered correctly were given a prize—a poster showing the historical timeline of graphic communications. He gave a brief review of the progression of printing technology from the preparation of mechanicals by hand to on-screen preparation using desktop publishing software. The first trend he spoke about was that "Digital links to customers." Computer technology has changed the way printing is done—"the originator owns, has control of the job and can send it anywhere using the Internet. The printer has become the last part of the production cycle."

Frank proclaimed that "The major occupation of the printing company in the future will be preflighting! What is preflighting? It is finding all the mistakes the originator makes...Preflighting will be with us forever...because someone will have to find the problem and fix it! If you understand how to analyze a file, use Quark, InDesign, Illustrator, FreeHand, PDF, PitStop, and tons of other programs...deal with them and understand them to fix the problems...you are probably worth more to the company than anybody else. And that job will be there forever. Other jobs within the printing organization will probably disappear over time."

Vroom! 78th Conference at NC A&T

Members of IGAEA gathered at North Carolina Agricultural and Technical University in Greensboro to attend the 78th Conference July 27th through July 30th. Cynthia Gillispie-Johnson and Nancy Glenz, Professors at North Carolina A&T directed the planning for this year's conference. The theme for this year's conference was "Creating Connections" with about 200 members and their families in attendance. Members not familiar with North Carolina A&T were given a tour of the campus. Mike Richman, a representative from Adobe gave a presentation about desktop publishing using InDesign. A lucky participant received an entire video training series about InDesign 2 from Adobe.

The annual IGAEA Banquet is the highlight of every conference. The Banquet featured easy listening jazz entertainment by Willie Mooring. He play saxophone and was accompanied by Jerrye, who sang with fullness of sound that added to the enjoyment of the Banquet. John Craft served as Master of Ceremonies for the banquet program which included awards, recognitions, and door prizes. For the last several years, prior to the beginning of the meal, conference attendees have been able to browse the tables of the Silent Auction. Mike Stinnett arranges for an auction of printing incunabula that member bid on. All during the meal, IGAEA members are found going to the auction area to raise their bid. All proceeds from the auction go to the support of the conference.

After the buffet meal at NC A&T, the program includes the presentation of awards and the installation of officers.

New officers were installed at the banquet. These include—Pam Daniel, President; Cynthia Gillispie-Johnson, President-Elect; John Craft, First Vice President; Dennis Dougherty, Second Vice President;

As her first act as President of IGAEA, Pam Daniel addressed members at the banquet with a very moving speech about the road ahead for graphic arts educators.

Daniel McCluskey was honored as the 2003 Recipient of the Frederick D. Kagy Life Achievement Award. Thirty years ago, Dan McCluskey began teaching Graphic Arts at Willowbrook High School in Villa Park, Illinois. He graduated from Willowbrook High School in 1968.

Margo Booth was honored with the Fred J. Hartman Award. She started her teaching career in 1966 as an English teacher at East Cobb Junior High. In 1983, she began teaching Graphic Arts at McIntosh High School in Peachtree City, Georgia, where she was selected as Teacher of the Year. Margo was twice selected as the school's nominee for the prestigious Atlanta Journal-Constitution Honor Teacher Award.



New officers are installed at the conference at North Carolina A&T are: Margo Booth, Region 3 Vice President; Jerry Waite, Past President; Evan Jackson, Treasurer; Doris Anton, Secretary; Dennis Dougherty, Second Vice President; John Craft, First Vice President; Cynthia Gillispie-Johnson, President Elect; Pam Daniel, President; Joseph Scholz Region 2 Vice President; and David Tobey Region 4 Vice President.



Bob Cox, Past President presents Dan McCluskey the 2003 Frederick D. Kagy Life Achievement Award.



Janet Oglesby (left) presents Margo Booth with the Fred J. Hartman Award. This award is presented annually to an IGAEA member who has devoted many years of service to the Association.



Jerry Waite passes on the President's gavel to Pam Daniel at the Conference Banquet.



Jerry Waite expresses his appreciation to this year's conference hostess and President Elect—Cynthia Gillispie-Johnson.



Jack Simich, Tom Gray, Zeke Prust, John Pagels, Ervin Dennis, Michael Stinnett, Bob Cox, Glen Moerdyk, Margot Booth and Janet Oglesby, are recipients of the Fred J. Hartman Award. The award is given annually to an IGAEA member who has devoted many years of service to the Association and in addition, is nationally recognized through contributions and accomplishments in graphic arts teaching, research, and for service.



Jerry Waite presents Robert Smith of Bayside High School, Virginia Beach, Virginia with the IGAEA Incentive Award.



Race car legend Richard Petty was on hand to great IGAEA Guests as they toured throughout Greensboro. Members also participated in industry tours such as Avery Dennison which featured lithography, flexography, screen printing and bindery areas. R. J. Reynolds Packaging, a gravure printing plant, was also visited by IGAEA members.

Jerry Waite, Celia Waite, Pam Daniel, Dan McCluskey, Dennis Dougherty, Elaine Dougherty, Cynthia Gillispie- Johnson, Evan Jackson, and Richard Grimm served on reception line for the Banquet.



The picture on the left shows members and guests at this year's Banquet giving an ovation to recipients of this year's awards.



Brother Paul Sanders lead the Sounds of Joy for a Memorial Service in remembrance of those IGAEA members who have passed away during the year. They are from the Coliseum Church of Christ in Greensboro area.



Former President Richard Grimm welcomes Jerry Waite as he join the honored ranks of Past Presidents of IGAEA. They enjoyed the camaraderie at the Banquet that is a tradition at IGAEA Conferences.

Winners of the 2003 Project Exchange

The Project Exchange committee is pleased to announce the winners of this year's project exchange. The committee, headed by Pam Daniel, also includes Jerry Waite, Richard Grimm, Dennis Dougherty, David Dailey, Evan Jackson and Lexa Browning had evaluated all of this year's entries and determined the winners; projects are judged on their originality, presentation, appearance, usefulness in the classroom, and ease of use. Prizes were donated by StaffingTools, which offers students and teachers an opportunity to learn and assess their graphics skills online. First and second place winners will win a free course, and the overall winner will win access to the entire course library for a semester.

Instructional - 1st Place
 Paul Vadeboncoeur - "Lesson: Production Printing - Counting Correct Quantities"
 Spotsylvania Career & Technical Center, Spotsylvania, Virginia

Instructional - 2nd Place
 Janet Oglesby - "Copyright Laws Information Sheet"
 Western Wisconsin Technical College, LaCrosse Wisconsin

High School Project - 1st Place
 Mike Stinnett - "Packaging Assignment - Cereal Box"
 Kimball High School, Royal Oak, Michigan

High School Project - 2nd Place
 Margo Booth - Adobe Illustrator Activity: Pizzeria Sign"
 Central Education Center, Newnan, Georgia

Higher Education
 Pam Daniel - "Color Theory Worksheet"
 South Suburban College, South Holland, Illinois

Best Overall
 Amy McKenzie - "The Ins and Outs of Creating a Business"
 Anderson Career & Technology Center,
 Williamston, South Carolina



Winners of the Project Exchange competition (left to right): Amy McKenzie, Margo Booth, Mike Stinnett, Janet Oglesby, Paul Vadeboncoeur, and Pam Daniel.

A Call for Visual Communications Journal Submissions

ELIGIBILITY FOR PUBLICATION

Members in the International Graphic Arts Education Association or students of IGAEA members, may publish in the Visual Communications Journal.

AUDIENCE

Write articles for educators, students, graduates, industry representatives, and others interested in graphic arts, graphic communications, graphic design, commercial art, communications technology, visual communications, printing, photography, journalism, desktop publishing, drafting, telecommunications, or multi-media. Present implications for the audience in the article.

TYPES OF ARTICLES

The Visual Communications Journal accepts four levels of articles for publication:

1. Edited articles are accepted or rejected by the editor. The editor makes changes to the article as necessary to improve readability and/or grammar. These articles are not submitted to a panel of jurors. The decision of the editor is final.
2. Juried articles are submitted to the editor and are distributed to jurors for acceptance or rejection. Juried articles are typically reviews of the literature, state-of-the-art technical articles, and other nonempirical papers. Jurors make comments to the author, and the author makes required changes. The decision of the jurors is final.
3. Refereed articles are submitted to the editor and are distributed to jurors for acceptance or rejection. Refereed articles are original empirical research. Jurors make comments to the author, and the author makes required changes. The decision of the jurors is final.
4. Student articles are submitted by IGAEA members. These articles are accepted or rejected by the editor. These articles are not submitted to a panel of jurors. The editor's decision is final.

MANUSCRIPT FORM AND STYLE

Prepare manuscripts according to the APA style, including the reference list. Submit a maximum of ten word-processed, 8.5" X 11" pages in 12 point type and double spaced (excluding figures, tables, illustrations, and photos). Also, provide a short biography for yourself that can be used if the article is accepted for publication.

All articles must be submitted in electronic form

and as a hard copy. Articles can be submitted on a 3 1/2" disk, Zip disk, CD-ROM, or as an e-mail attachment. The text should be submitted in Microsoft Word format. Do not submit documents created in page-layout programs. Call out the approximate location of all tables and figures in the text. These call-outs will be removed by the editor. List your name and address on the first page only! Article text should begin on the second page.

ARTWORK

Be sure that submitted tables and other artwork is absolutely necessary for the article, and that each one has a caption. Electronic artwork is preferred and should be in EPS or TIFF format. Send all artwork files and hard copies of these files with your submission. Scan photographs at 300 ppi resolution. Scan line drawings at 800 ppi resolution. Screen captures should be as large as possible.

SUBMITTAL OF MANUSCRIPT

All manuscripts must be received by the editor no later than December 30th to be considered for the next year's journal. The manuscript packet must include digital and hard copies of all text and figures. Prepare text and artwork according to the instructions given in these guidelines. Be sure to include your name, mailing address, email address (if applicable), and daytime phone number with your materials.

ACCEPTANCE AND PUBLICATION

If your article is accepted for publication, you will be notified by e-mail or mail. The Visual Communications Journal is generally published and distributed in the summer of each year.

NOTICE

Articles submitted to the Journal cannot be submitted to other publications while under review. Articles published in other copyrighted publications may not be submitted to the Journal, and articles published by the Journal may not be published in other publications without written permission of the Journal.

Submit all articles and correspondence to:
Editor, Visual Communications Journal
Mark Snyder, Associate Professor
Graphic Communications Dept.
Clemson University
G-01 Tillman Hall
Clemson, SC 29634-1353

Or submit by e-mail to snyder@clemson.edu

Position Announcements

Graphic Arts and Imaging Technology

DEPARTMENT OF TECHNOLOGY, APPALACHIAN STATE UNIVERSITY

POSITION	Tenure-track faculty position in the Department of Technology beginning August 1, 2004
RANK	Assistant/Associate Professor
SALARY	Commensurate with appointee's experience and qualifications
RESPONSIBILITY	Teach undergraduate and graduate Graphic Arts and Imaging Technology courses in the Department of Technology. Other responsibilities include program development, student advising, university committee work, an active agenda of scholarly work in the graphic communications field, maintaining relevant labs, and off-campus teaching when deemed necessary. Appointee will be expected to work toward graduate faculty status.
QUALIFICATIONS	<p>A doctoral degree in Graphic Communications Technology, Industrial Technology, Industrial Education or related area is preferred for tenure-track status. Successful teaching experience is required, and industrial experience in the field of graphic communications is highly desirable. This individual must have competence with basic and advanced printing and imaging processes. Furthermore, the individual must be willing to be actively involved in maintaining professional contacts.</p> <p>On the day of their interviews candidates will teach a Graphic Arts class on a prearranged topic. They will also bring a portfolio of personal and student work for review by the faculty and students.</p>
THE DEPARTMENT	The Department of Technology is one of the fastest growing departments on Appalachian's campus, in part due to our emphasis on hands-on, experiential learning. The program of Graphic Arts and Imaging Technology is vital and growing with 150 majors. Visit our website at www.acs.appstate.edu/dept/tech .
THE UNIVERSITY	Appalachian State University is a comprehensive state university with an enrollment of over 13,000. Appalachian is consistently recognized in such publications as U.S. News and World Report as one of the outstanding universities in the South. The university stresses excellence in teaching and prides itself on outstanding working relationships between students and professors. It has a wide variety of cultural and outdoor programs for the enjoyment of faculty, staff and students.
THE COMMUNITY	Boone, North Carolina has a population of 14,000 and is located in the Blue Ridge Mountains, just minutes from the Blue Ridge Parkway. Known for mountain views and beautiful scenery, the area is a common vacation and summer home destination. The 3,300-foot elevation makes for cool summers, spectacular fall scenery, and excellent winter skiing.
APPLICATION	Review of applications will begin on December 5, 2003 and continue until the position is filled. Applications must include a letter of application, current vita, most recent transcripts (official or unofficial), and names, mailing addresses, email addresses & phone numbers of 3 references. Electronic applications will not be accepted.

For more information contact:

Dr. Robin Williams, Coordinator, Graphic Arts & Imaging Technology
828-262-6353 / willimsrs@appstate.edu

Send applications to:

Dr. Debra C. Edwards, Interim Chair, Department of Technology, Appalachian State University
Boone, NC 28608



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North Carolina A & T School of Technology

Department of Graphic Communication Systems
and Technological Studies

Design and Drafting

Position Assistant/Associate Professor in Graphic Communication Systems (Design and Drafting)

Department The Department of Graphic Communication Systems and Technological Studies offers:

- B.S. & M.S.I.T. Graphic Communication Systems
- B.S. & M.S. Technology Education
- NAIT Accredited and NCATE Accredited
- State of the Art Technology Building

Please visit the Web site, www.ncat.edu/~gcsts, for more information.

**Duties and
Responsibilities**

Teach undergraduate and graduate courses in the Graphics field. Courses involve areas primarily in graphic design, computer aided design and drafting for mechanical, architectural, electronics, geographical information system (GIS), and global positioning system (GPS). Knowledge in printing and publishing will be a plus. Additional duties include promoting entrepreneurial interdisciplinary efforts, creating responsive learning environments, and expanding partnership efforts and articulation agreements, as well as academic advising, research and other scholarly activities, and outreach.

Qualifications

The applicant must hold an earned doctorate in Industrial Technology/Graphics or related field. Doctorate is required for tenure. (ABD or Master's degree may be considered for year to year contract.) Work experience desirable in computer aided drafting and design.

Salary Salary to be negotiated based on qualifications and experience.

Starting Date August, 2004

**Application
Deadline**

January 31, 2004

Application

Submit letter of interest, resume, original transcripts, and three letters of reference to:

Dr. Devang Mehta

Chair, Search Committee

North Carolina A&T State University

1601 East Market Street, Greensboro, North Carolina 27411

E-mail: mehtad@ncat.edu

Telephone: 336-334-7379/7550 ext. 2234

Fax: 336-334-7577



North Carolina A & T School of Technology

Department of Graphic Communication Systems
and Technological Studies

Printing and Publishing

Position Assistant/Associate Professor in Graphic Communication Systems (Printing and Publishing)

Department The Department of Graphic Communication Systems and Technological Studies offers:

- B.S. & M.S.I.T. Graphic Communication Systems
- B.S. & M.S. Technology Education
- NAIT Accredited and NCATE Accredited
- State of the Art Technology Building

Please visit the Web site, www.ncat.edu/~gcsts, for more information.

**Duties and
Responsibilities**

Teach undergraduate and graduate courses in the Graphics field. Courses involve areas primarily in graphic design, Web design, photography, prepress, print production, and print management. Knowledge in design and drafting will be a plus. Additional duties include promoting entrepreneurial interdisciplinary efforts, creating responsive learning environments, and expanding partnership efforts and articulation agreements, as well as academic advising, research and other scholarly activities, and outreach.

Qualifications

The applicant must hold an earned doctorate in Industrial Technology/Graphics or related field. Doctorate is required for tenure. (ABD or Master's degree may be considered for year to year contract.) Work experience is desirable in publishing, lithography, and flexography.

Salary Salary to be negotiated based on qualifications and experience.

Starting Date August, 2004

**Application
Deadline**

January 31, 2004

Application

Submit letter of interest, resume, original transcripts, and three letters of reference to:
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Chair, Search Committee
North Carolina A&T State University
1601 East Market Street, Greensboro, North Carolina 27411
E-mail: mehtad@ncat.edu
Telephone: 336-334-7379/7550 ext. 2234
Fax: 336-334-7577

IGAEA Sustaining Membership

To update Sustaining Membership information, or to become a Sustaining Member, please contact the Sustaining Member Chair at the address found on page 2

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Against The Clock, Inc. • Ellenn Behoriam, President • 8488 W. Hillsborough Ave. Suite 215, Tampa, FL 33615 • 813/855-5067 • 800/256-4282 • courseware@gaspnet.com

Apple Computer, Inc. • Kurt Bedell, Higher Education Marketing Manager • One Infinite Loop M/S 303-3ED, Cupertino, CA 95014 • 408-974-0957 • 408=974=1478 • bedell@apple.com • www.apple.com

Baldwin Technology Company, Inc. • Gerald Nathe, Chairman • 12 Commerce Drive, Shelton, CT 06484-0941 • 203-402-1000 • 203=402=5500 • ganathe@baldwintech.com • www.baldwintech.com

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

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