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the communicator

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INTERNATIONAL GRAPHIC ARTS EDUCATION ASSOCIATION, INC.

The executive board of IGAEA conducted the mid-year board meeting on January 18-19, 2008. In review, the conference held at Rochester Institute of Technology last July returned a surplus of \$2,273.00. IGAEA will utilize this windfall to expand funding of conference incentive awards. Thanks again to Pat Sorce, all the RIT faculty and staff, and industry sponsors who helped make the Rochester conference a success.



Another order of business for the mid-year board meeting was to review plans for the 2008 conference. Thanks to Shaun Dudek and Dan McCluskey, in Region 1, for organizing the 2008 IGAEA Conference, themed *“Cruising The Classroom — Innovations for Tomorrow’s Teachers”*. The plans for this very unique conference are well under way and we hope that you have made plans to participate.

The Von Holtz incentive awards are dedicated to recruiting conference attendees. If you know anyone who has not attended a conference, or is not an IGAEA member, please share the knowledge of this opportunity. This year, we already identified eight incentive award winners. Ron Dyer, in Region 2, organized the incentive awards for several years and handled the task a bit earlier than usual this year due to the extraordinary circumstances surrounding the conference for 2008.

Also, in the near future, be on the lookout for an email message from me asking for your participation in a brief, anonymous, online survey. The survey is intended to seek feedback to help guide the future direction of the organization. Give some thought to your vision of what the IGAEA can do to better serve your needs and

how we can continue to grow and recruit new members. A number of sustaining members, from industry, have already sent messages of interest and support and have offered ideas on how to conduct the survey and bolster our numbers.

The survey itself will consist of two rounds. The first round will ask questions generated by the Executive Board and Regional Vice-presidents. It will also include a few open-ended questions in an attempt to get you, the membership, involved in brainstorming new ideas and/or generating more questions. The second round of survey questions will expand upon the first round and follow-up to include new items that emerged through the brainstorming process.

When you see this email, assigned the subject “IGAEA Survey”, please take a few minutes of your time to respond. This survey is intended to reach out to the membership and seek your ideas on how the organization can better serve its constituency. The survey will be concise to encourage participation. Remember, we can only improve if you get involved and provide your feedback!

Finally, each year we conduct elections for officers and select a new President-elect. During even-numbered years, we elect a new 1st Vice-president, Treasurer, and Regional VP’s from even-numbered regions. On odd years, we elect a new 2nd Vice-president, Secretary and Regional VP’s from odd-numbered regions. Please feel free to contact any board member, or your Regional Vice-president, to learn more about these offices and serving our organization. Or, you can visit www.igaea.org and visit the “Governance” link. We need you to get involved in IGAEA.

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 REGION ONE CONFERENCE 2007

Region One held its annual regional conference this past year on October 26 and 27 in the Chicago suburbs.

Triton College in River Grove hosted the Friday sessions, which included presentations by Triton faculty. Compositional Digital Photography was presented by Lorette Dodt, Photo Retouching - Photoshop CS3 Update by Joe Stolz, and Photos to Web - Web Galleries was covered by Kathy Navilio.

Newcomer Jay Whalen at Elk Grove High School hosted the Saturday sessions, which included Variable Data Printing with Graphics Using Excel and InDesign by Kelly Smith from Stevenson High School; Digital Video 101: The Basics of Digital Video by MacWorld Eddy award winner Tyler Loch of Techspansion, LLC; Copyright and Intellectual Property Rights by Chuck Kacin of the College of DuPage; and the always popular "McCluskey Shirt" by Dan McCluskey, of the College of DuPage.

The conference was co-hosted with the Graphic Arts Teachers' Association of Illinois, and attracted over 50 educators from around the midwest for the two day conference. Great camaraderie, food, knowledge, and ideas were shared by all.

Region One has hosted an annual regional conference for over 15 years, and it has proven to be a great way to keep all the graphic arts educators in the region connected. It has also proven to be a great way to introduce newcomers to the IGAEA. Another Region One conference is being planned for next Fall.

Article and images submitted by Tom Loch



Attendees network prior to the start of the presentations at Triton



Jeff Sullivan and Joe Stolz discuss Photoshop



Northern Illinois Graphic Artisans swap stories over lunch



Triton always puts out a great luncheon spread!



Techspanion's Tyler Loch talks digital video with IGAEA members



Dan McCluskey introduces this year's shirt project



Jerry Michalski and Julie Schildgen get copies of presentation files at the Saturday session at Elk Grove HS



Dan McCluskey demonstrates the presswork involved in the shirt project



Sample of this years shirt

FTA GRANT HELPS MILLERSVILLE UNIVERSITY BUY A PRESS

The Foundation of the Flexographic Technical Association (FFTA) recently approved a grant to assist the Department of Industry and Technology at Millersville University of Pennsylvania purchase a Mark Andy press and launch a hands-on flexo curriculum. The FTA's "Flexo in Education" program was originally established in 1993. The vision of Ron and Katherine Harper, the program is intended to form a partnership between education and the flexographic industry to fill the need for trained workers. The program requires financial and intellectual collaboration between the school, the FFTA and industry supporters.

In order to participate, schools must have an existing printing program and a desire to expand their curriculum to include flexography. The second step is to obtain local flexo-oriented support (also known as an "Industry Champion"). Once commitments are secured, a proposal must be submitted to the FFTA Board for approval. Upon approval, orders can be placed for the equipment needed to start a flexo program.

A \$10,000 donation by the Northeast Label Manufacturers Association (NELMA) also helped complete the proposal. Press manufacturer Mark Andy donated a significant portion of the purchase price of the press, but the grant project's budget was still short until NELMA filled the gap, says Millersville Prof. Mark Snyder in Lancaster, Pa. "They really saved the day," says Snyder. The NELMA donation capped off two years of fundraising and logistics and allowed Millersville University to secure the matching funds from the Foundation of the Flexographic Technical Association.

NELMA president Steve Miller says supporting the Millersville program was a natural fit for the regional association. "NELMA's charter states that we are here to further our industry through education and sharing information," Miller points out. "This was a no-brainer for our board – we could help Millersville University get its curriculum together, train these kids, graduate them and get them into the industry. We've completed the circle of life!"

Miller notes that NELMA scholarship funds have gone unawarded in recent years because of a lack of students committed to entering the label printing industry. "Finding trained young people is a big problem for all of the companies in this business," he says.

Snyder is working to change that. The Graphic Communication program in Millersville's Department of Industry and Technology boasts 30 to 40 students from across Pennsylvania and nearby states. The new press – a 10-inch, 4-color Mark Andy 2200 – brings web printing and flexo technology to the students, complementing the department's existing sheet-fed litho presses.

"This is going to give them a broader perspective of the printing industry – hands-on techniques, and an understanding of a completely different process," says Snyder.

Snyder knows first-hand the importance of building a strong program. A Millersville graduate, he went on to earn a doctorate in education at Virginia Tech and teach in Clemson University's Graphic Communication department before returning to his alma mater. "It's nice to be able to contribute to a small program here in my hometown," he says. "There are a lot of opportunities for young people from this region in printing and packaging."

Snyder's commitment to his students and the FTA's strong support of the grant application captured the attention of Roy Webb, vice president of Strategic and Global Accounts at Mark Andy. Webb worked with Snyder and FTA to put the new press within reach of the university. "We felt we had a champion here in Mark who would spearhead the program," says Webb. "He has a lot of enthusiasm and excitement behind him, and a plan that can definitely be successful."

The contributions from FTA, NELMA, Mark Andy, and other individuals are also being augmented by donations of supplies – from paper to cylinders to anilox rolls – from companies throughout the region, and Miller says NELMA's commitment to the Millersville program didn't end with signing the donation check. "We have people willing to volunteer, to go into the classroom or send employees to the classes on an ongoing basis to serve as technical experts," he notes.

Snyder will report on the installation of the new press and the development of the flexo curriculum at NELMA's annual Expo and Networking Conference on Thursday, May 8 at the Marriott in Bridgewater, NJ.

continued next page

The 2007 Project Exchange Winners

1ST PLACE Craig Knippel, Austin High School,
Austin, MN

Project: "2-Color CD-R Imprint"

2ND PLACE Mike Stinnett, Royal Oak High
School, Royal Oak, Michigan

Project: "Preflighting"

3RD PLACE Mark Pechmann, Harding High
School, St. Paul, MN

Project: "The Autobiography Project"

4TH PLACE Kenneth Stoffregen, Morton West
High School, Berwyn, IL

Project: "Having Fun with Type"

*Make sure you exchange your projects at the
next IGAEA conference you attend!*

*If you are unable to attend the 2008
conference, make sure you plan on attending the
2009 conference being held at Eastern Kentucky
University. More information on that in future
Communicators. Stay tuned.*

continued from previous page

*For more info about the Flexo in Education
program, visit the FTA website at www.flexography.org/edutrain/education/edu_program.cfm or contact
Shelley Rubin at srubin@flexography.org.*

*For more information on NELMA or to register
for the NELMA Expo and Networking Conference,
please go to www.nelma.net or contact Teresa Miller
at 610-873-0150 or tmiller@keebar.com.*

*For more information on the Millersville
University Department of Industry and Technology,
contact Mark Snyder at mark.snyder@millersville.edu.*

Public Relations with the Partnership in Print Production

Late last year, member Peter Michelli, from New York City, made a contribution to the Partnership in Print Production (P³) Christmas Luncheon in the name of the IGAEA. The donation of \$1200 was for the benefit of disadvantaged youth in New York City who may not otherwise have had a very memorable Christmas. Peter states "as an organization, the IGAEA has done a lot to help me grow as a teacher and I just want to say "thank-you". Thank you, Peter, for the good public relations.

P³ is a nonprofit professional and educational association, comprised of professionals and students in graphic communications, print production, publishing and new media, whose mission is to facilitate career growth and education through peer support and the exchange of information.

On Thursday, April 3, 2008 the Partnership in Print Production will host the 21st Annual Luminaire Awards Dinner at The Pierre in New York City. Five outstanding professionals will be honored for their achievements and dedicated efforts to advance our industry and elevate its standards of excellence. The honorees are as follows:

- Don Carli Senior—Research Fellow, Institute for Sustainable Communication and Technical Director, ICS Sustainable Advertising Partnership
- Nubar Nakashian—Executive Vice President, Tanaseybert, LLC
- Chris Olson—Vice President, Manufacturing Operations, The McGraw-Hill Companies
- Jeannette Rivera—Ramos Sourcing and Procurement Manager, Advertising, Marketing, Print & Fulfillment, Verizon Communications
- Laura C. Reid—Vice President of Production, Hearst Magazines

For more information about P³ and the Luminaire Awards visit their website at www.partnershipinprint-production.org/

PrintED® Responds to the New World of Print

RESTON, VA, May 24, 2007... The forecast for print is digital – and the outlook is bright! Digital presses, digital workflows and other digital applications are being installed today at a record pace in commercial print shops, educational institutions and government offices nationwide. And, with an estimated 54,000 digital presses expected to be sold between 2006 and 2011, the market for digital promises to remain strong for the foreseeable future.

However, far less certain for the future is the assurance of a knowledgeable workforce, as graphic communications industry employers struggle to fill jobs with employees who are competent in this new technology.

Responding to this challenge, representatives from the GAERF Board of Directors, the PrintED Advisory Committee and several digital print manufacturing leaders from Xerox, Punch Graphix, Kodak and Hewlett Packard met in October 2006, during GRAPH EXPO® & CONVERTING EXPO®, with a mission: to prepare today's students for tomorrow's careers in the fast-growing and dynamic digital printing industry. Together they determined the skills set that would be required to prepare students for entry-level jobs in this venue. The result -- PrintED's eighth area of accreditation, Digital Production Printing -- was created.

The other seven accreditation areas of PrintED include:

- * Introduction to Graphic Communications
- * Digital File Preparation
- * Offset Press Operations
- * Binding & Finishing
- * Digital File Output
- * Advanced Offset Press Operations
- * Advanced Digital File Preparation

GAERF is aware that to be successful in training students to work effectively in a digitally- focused printing environment, it is essential to keep in mind

that there is diversity in equipment. The Foundation's job is to teach concepts and competencies that ensure that the student is able to operate any vendor's digital press. Maintaining vendor-neutrality is of paramount importance in this new initiative.

“As our industry changes, an entirely new and vibrant job market is opening up for individuals possessing the appropriate skills set,” added Randolph W. Camp, GAERF Chairman and CEO of Walton Media Services in Monroe, GA. “Our collective success hinges on educating tomorrow's workforce today.”

The digital production printing competencies will be distributed in September 2007, along with a curriculum to teach those competencies. Next steps include the development of an accompanying certification examination.

“GAERF is committed to addressing the #1 challenge that will profoundly impact our industry's future, the availability of a skilled and dedicated workforce,” stated Ralph J. Nappi, GAERF President. “This new area of accreditation is an important milestone toward achieving our goal.”

Courtesy of the GAERF Web site:

http://www.gaerf.org/about/gaerf_news.htm

About GAERF®

The Graphic Arts Education and Research Foundation was founded in 1983 by the National Association for Printing Leadership, NPES The Association for Suppliers of Printing, Publishing, and Converting Technologies and the Printing Industries of America/Graphic Arts Technical Foundation. These three national associations jointly own the Graphic Arts Show Company (GASC®). GAERF was created to channel a portion of the revenues earned by GASC-managed shows into projects supporting a strong future for the industry. For additional information about the Foundation and its programs, visit the GAERF web site at www.gaerf.org.

Be sure to check out the Gutenberg Awards entry form included with this Communicator