Continued from page three

attain. Low Stock Levels were considered to be important and very difficult to maintain. An optimum staff level was described as important or very important yet very difficult or slightly difficult to accomplish. A focus on cost control was also described as important or very important; however it was also found to be difficult or very difficult to perform. Focusing on customers was described as important or very important yet difficult or very difficult to do. Focusing on introducing new products was not considered important and was considered difficult or not very difficult to achieve. A policy on continuous improvement ranged from not important to very important and was considered very difficult to not very difficult to accomplish. Improvement in the supply chain was considered important or very important and very difficult to achieve. Optimizing industrial Technology investment was described as not very important to important and the degree of difficulty for achieving this feat ranged from difficult to not very difficult. Efficient material flows was considered very important, yet difficult to very difficult to accomplish. Reducing the time to market was described as very important yet difficult to very difficult to accomplish. Reducing product cost was considered important or very important; however it was also described as difficult to very difficult to accomplish.

Conclusions

The results of this survey reveal that the categories of lean manufacturing principles described on this survey were considered to be important or very important to the local printing and publishing professionals polled. The categories considered to be most important were found to be Just In Time production, efficient information flows, focus on the customer, efficient material flows and reducing time to market. The category considered to be of least importance was a focus on new product introduction. These data also reveal that the majority of lean manufacturing principles were considered difficult to very difficult to accomplish were found to be total quality management, Just In Time production, efficient information flows, maintaining low stock levels and improving supply chain management. It is interesting that two of the lean principles, Just In Time production and efficient information flows, were described as very important and equally difficult to achieve.

Recommendations

The printing and publishing industry can better embrace the principles of lean manufacturing when the degree of difficulty for implementation of these principles decreases. One strategy printing and publishing professionals could employ in order to more fully utilize lean principles are trouble shooting and problem solving techniques such as Kaizen, brainstorming, branching and mind mapping. Printing and publishing professionals who utilize these problem solving techniques can identify the specific problems that are impeding lean principles. These individuals can then go on to find the workable solutions which will facilitate fully embracing and implementing lean principles which will in turn help keep these professionals competitive in the 21st Century global economy.


From the President

In days gone by, we used to frequently hear and see, “See the US the IGAEA Way.” The idea was either before, after or on the way to conferences, you would explore parts of the country you hadn’t seen before.

My wife Sheryl and I did that as we left Cal Poly. We joined the Hearst Castle tour, and then saw the sea lions lounging on the beach as we drove north along the coast. The next few days found us at the Monterey aquarium and fisherman’s wharf, the Japanese garden in San Jose and on to the really big trees of Sequoia National Park. How many reams of paper could you make from one of those trees?

In the LA area, we saw the oil and asphalt oozing up at the LaBrea Tar Pits, and all of the recovered fossils. Fortunately, this fossil was able to move on to the original Muscle Beach at Santa Monica where I was tempted to do a few pushups, but just tempted. I resisted the urge to show off.

On our final day before departing, we toured the Huntington Library and Botanical Gardens in the Pasadena area. I’ll bet you didn’t know that among their rare book collection they had a copy of The Gutenberg Bible. Of the original 120-130 printed on paper, and 40-45 on vellum, the Huntington owns one of the twelve surviving copies on vellum. Thirty-six copies survive on paper. Huntington purchased a copy at auction in 1911 for $50m, the highest price every paid at that time for a book on vellum.

A tour of the back lot and sound stages of Warner Brothers wrapped up our Central CA/LA experience. We are already checking out things to do in New York. Why don’t you plan to join us at RIT, July 22-26th in Rochester, NY and “See the USA the IGAEA Way?”

Look inside for the following articles:

- Printing and Publishing as Related to Printing and Publishing as Related to Lean Manufacturing, and Printing in Paradise.

Also, be sure to check out the first installment of a series on deaf in printing. There is also an obituary for one of the great graphic communicators, as well as other information related to IGAEA.

Be sure to visit www.igaea.org over the next few weeks to find out some exciting information on the 2008 IGAEA conference. Hint hint, bring along some sunscreen.
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www.igaea.org

There are five different membership categories in IGEA:

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 IGEA publications.

IGAEA members include over 700 educators representing approximately 40,000 students; future prospective employers!

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I have worked in the Graphic Communication industry for twenty-five years. During that time, I have worked with, taught and trained individuals from diverse cultures. The primary differences we all encounter in the work place are race, gender and religion. I feel fortunate having experienced not only those differences, but also the opportunity to work with people from around the world and people with disabilities.

Early in my career I learned about other countries and cultures through the people I worked with, some of which, I’m not sure I knew existed before. The primary benefit of sharing our food, language, customs, and values was the almost immediate destruction of ignorance, poorly formed impressions and stereotypes that each of us had carried for many years. We all know how these things happen during the course of our lives, some blame it on social programming, others say it’s simply a general lack of information, either way, we tend to fill the voids with assumptions and hearsay.

More recently I became aware of people with disabilities through work and family. The ADA may have had something to do with that; public places are much more accessible now, and people with disabilities are increasingly active and involved in our communities. One effect of this evolution is the same breakdown of stereotypes, labels, and assumptions that I mentioned before, this time concerning the abilities of disabled people. Technology has also had an impact, making it possible for an even larger section of the disabled population to become involved and an integral part of many industries, especially Graphic Communications. Although we have seen a tremendous increase in the number of people with disabilities involved or affecting our daily lives, one cultural group still remained a mystery to me until about three or four years ago, deaf people.

I had been working at an educational facility that had inclusive or “mainstreamed” deaf children in the school. After observing and talking with people involved, I became very interested and decided to take sign language classes. It wasn’t long before I discovered another very diverse and vibrant culture in my community. I was a slightly stunned that I had somehow missed what seemed like an important part of our society. It was as if deaf individuals and existed before, just hidden from me.

Shortly after finishing my first couple of sign language classes, I began working as a substitute teacher or an aid almost exclusively in deaf and hard of hearing classrooms. Roughly three years ago I was offered a position as a printing instructor at the Illinois School for the Deaf. I was still a novice in the language, but I felt confident that my skills and experience could help me carry the message and give the students the skills they need. I believe I can give them the same break down I had and help them learn to communicate.

As I began to work with and teach the deaf and hard of hearing, I became acutely aware that there were few stories and an almost complete willingness by people in the industry to hire the deaf. I saw that there was a much larger candidate pool of qualified people that could have been accepted as a hearing person into a community of the deaf. I see no reason why the deaf and hard of hearing cannot be accepted in the workplace of the hearing, other than a lack of willingness to do so.

So I first encountered this issue, I have been looking for ways to answer, challenge, or address some of these problems. The students and staff here (at the Illinois School for the Deaf) have been a tremendous help, but I was not making the kind of progress I was hoping for until I was asked to write for the school’s quarterly newsletter. While doing some research in the ISD museum concerning my subject, I came across articles and reports detailing not only the printing history at ISD, but also some of the many contributions the deaf and hard of hearing have made in our industry. The deaf have a very long and proud history in the printing industry. With the addition of this information, I believe I can break down some barriers, which may create opportunities for my students.

I plan to contribute further results of my research in the upcoming issues of the Communicator that detail the history of deaf in printing, based on what I found in print and from interviews with retired deaf industry experts at the school. Armed with this information, experience, and history, each of us can begin to effect change that will open doors for members of deaf culture and thereby enlarge the candidate pool of qualified people that the industry urgently needs.

A Tradition Unheard
By Dennis Daniel

In Memory
Philip Age

MATTOON -- Philip D. Age, age 51, of Mattoon, passed away at 11:40 a.m., Saturday, June 2, 2007, at Sarah Bush Lincoln Health Center. A memorial service honoring his life will be held at 11:00 a.m., Friday, June 8, 2007 at the First Christian Church in Charleston with Reverend Michael Southard officiating. There will be no visitation. Mitchell-Jerdan Funeral Home is in charge of the arrangements.

Phil was born in Louisville, Kentucky on March 14, 1950, the son of Alton and Lola May Age (Hume) Age. He married Jill Pospisil on January 22, 1977 at the Chapman College Chapel in Orange, CA. She survives. Other survivors include his mother, Lola May Age of Santee, CA; his children, Justin G. Age and wife Damaris of Mattoon, and Andrew Age of Mattoon; and one brother, Barry Age of Santee, CA. He was preceded in death by his father, and one brother, Stephen Age. After graduating from Long Beach State in California, Phil joined the Disney organization in the creative entertainment field at Disneyland California. He then started his graphic arts teaching career at San Diego in Encinitas, California. He developed a passion for teaching graphic arts and the new technology within the field. This passion led him to complete his doctorate degree at Illinois State University in Curriculum and Instruction.

Phil’s career spanned 30 years of teaching from the high school level to the graduate level. The last seven years of his career were spent at Eastern Illinois University. The culmination of his time at Eastern Illinois University, was spent developing a curriculum program integrating industry into education. Phil published numerous articles in the field of printing. He was the National Chairman for the PrintEd National Accreditation Program and continued to be involved in numerous other organizations in his field.

He was the founder and advisor for the Eastern Illinois Technical Association for Graphic Arts (TAGA) student chapter. Phil enjoyed spending his free time with family and was an avid golfer. To light a virtual candle or share a memory with the family, please visit www.mitchell-jerdan.com.

Printing in Paradise
By Dennis B. Dougherty

In mid-July of 2005, my wife Elaine and two other couples, went on a Caribbean cruise to the US and British Virgin Islands for our 30th wedding anniversary. We did this between the two hurricanes, Dennis and Emily, just to make things interesting. As I awoke the first morning I noticed the daily itinerary that had been slid under the door during the night. As any good instructor of printing would do, I looked over the paper not for its contents but for the printing quality. What I found was a four color mast head with the various things to do for the day, and what to see at the next port of call, printed in black ink, not toner as one might expect. After a quick sniff, I found that it was FRESH ink.

Next stop, St. Thomas, US Virgin Islands where I had my time selling printing equipment. There were no arrangements with his son to visit their print shop. He seemed to be interested in what I had to say when they discovered the title of my presentation. They included an 8-page summary of the presentation discussing with the owners son via e-mail about arranging a visit. Again, after the required group tour visits I set off to visit what I thought to be a very professional and well run printing company. I found a cab and gave the driver the address. His reply was “are you sure this is where you want to go?”. I assured him that it was the correct address and asked him how far it was from where the ships were docked. I was thinking about walking back and taking in the sights of the island. To my surprise, we were not traveling to a business district (I was thinking of a print shop in a strip mall or shopping area). We were heading to the interior of the island where the homes and stores were starting to bother me and I started to wonder if I was being taken for a ride by the cab driver when all of a sudden he pulled into a driveway, or more precisely, a yard and there on the side of the building was the name of the print shop. As I was getting out of the cab and paying the driver he did not offer to but- said he would wait for me to pay and I was very grateful. I took a deep breath and stepped into what was no more than a shack and was met by a very large dog with cats all around.

I introduced myself and ask for my contact, who was not in at the time. I found myself talking to his father, McDonald Colaire who is the shop manager of Cornerstone Printing and he gave me a tour. Unlike the previous shop this shop was very clean but small. They had several AB Dick 360 offset presses, one traditional tourist sightseeing spot which included a small tabletop folder, drill press and collator.

In the afternoon I visited Charlotte Amalie High School to inquire if they had a graphics or printing program. I found out that this proves that what you see on a web page may not be what is reality!

While on the island of St. Thomas, my wife and I did some duty free shopping. I picked up a nice Fuji 5100 digital camera at about half the price I would pay at home. On the way to the shopping district I noticed a small print shop and decided to stop in on the way back to the ship. I met McDonald Colaire who is the shop manager of Cornerstone Printing and he gave me a tour. Unlike the previous shop this shop was very clean but small. They had several AB Dick 360 offset presses, one traditional tourist spot which included a small tabletop folder, drill press and collator.

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I introduced myself and ask for my contact, who was not in at the time. I found myself talking to his father, who had come to the islands from the United States 20 years ago and set up the shop. I explained my arrangement with his son to visit their print shop. He was happy to show me around what I must say is the strangest print shop I have ever been in, even during my time selling printing equipment. There were no presses in use; they all had piles of “stuff” on them. Not one computer had a cover on it, just the frame with wires running everywhere. And several copiers that also showed signs of being worked on and not put back together. The area reminded me of a dinghy low light interrogation room you see in old movies. Their main business was producing Memory Books for the families of recently departed family members. These books which included stories, poems and photographs were distributed to attendees at the funeral to celebrate the life of the departed. The books were created in PageMaker and produced on the copiers one of which was a color unit. As I left the print shop I was very glad to see the cab driver waiting for me, because my walk back (“Nowa”) from the cruise port was going to be a very long walk.

The next visit was to the traditional tourist sightseeing spot which included a small tabletop folder, drill press and collator.

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