



CROSS-MEDIA GRAPHICS MANAGEMENT

160 Communication Technologies Building
715-232-1294
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Dear Colleagues,

Registration is now open for the Graphics Educator Symposium that will be held Friday, October 21 and Saturday, October 22 at University of Wisconsin-Stout in Menomonie, Wisconsin.

The symposium “How to Thrive in an Era of Change” will engage teachers and industry representatives in discussions about topics critical for graphics educators:

- trends that are shaping the industry and what they should mean to you
- technologies that you need to understand
- strategies to keep your curriculum relevant
- methods to identify local or regional partners and ways to build relationships with them
- techniques to market and promote your program for future growth

There will be opportunity to share what has worked well for you and learn what has been successful for your peers. Attendees can look forward to expanding their professional network through interaction with presenters, industry representatives, host educators and fellow graphics educators. Teachers from a variety of graphics-related disciplines (Communication Technology, Graphic Communications, Art, Graphic Design, Photography, Business, Marketing, and Yearbook advisors) are invited to participate. This variety will provide insight from a number of perspectives on every topic.

Preregistration is available at a discount, so register early to take advantage. Registration will be accepted at the door with cash or check, but please email your plan to attend as soon as possible so we can ensure adequate handouts, materials and meal planning. Review the details provided in the enclosed registration form.

We look forward to your participation in the symposium. Please contact me with any questions.

Sincerely,

A handwritten signature in black ink that reads "Ted M Bensen".

Ted M Bensen, Program Director
Cross-Media Graphics Management
University of Wisconsin-Stout

Thanks to our co-sponsors: Region 1 of the Graphic Communications Education Association, the Graphic Arts Teachers' Association of Illinois and the Gravure Education Foundation.



UNIVERSITY OF WISCONSIN-STOUT

P.O. Box 790 | Menomonie, WI 54751
cmgm.uwstout.edu



University of Wisconsin-Stout, Menomonie, WI Friday, October 21 and Saturday, October 22, 2016 "How to Thrive in an Era of Change"

The Graphics Educator Symposium: "How to Thrive in an Era of Change" will be held at the University of Wisconsin-Stout, Menomonie, WI, on October 21–22, 2016. Teachers from a variety of graphics-related disciplines are invited to participate: Communication Technology, Graphic Communications, Art, Graphic Design, Photography, Business, Marketing, and Yearbook advisors.

"Change" is universal in the graphics field, impacting industry structure, educational programs, funding, technology, workforce demographics, job roles, and more. Come to hear how the industry and educators in the field are thriving in this era of change. Additionally, share what has been successful for you and plan to take home a better understanding of the graphics field and ideas that you can implement in your class setting.

UW-Stout Campus, Friday, October 21, 2016

2:00 pm to 3:00 pm

Registration & Campus Tours
Location: COMM TECH Building

2:50 pm Welcome and Introductions

3:00 pm Embracing Change in the Design/Creative World

Sigrid Lindholm, Marketing Creative Manager
Saint Mary's Press, Winona, MN (www.smp.org)

3:45 pm Computype: Innovations And Applications For World-Class Solutions In Automatic Asset Identification, Labeling, And Tracking

Todd Roach, Owner
Computype, St. Paul, MN (www.computype.com)

4:30 pm A Revolution In Printed Electronic Substrates

Mark Heise, Applications Engineer - North America;
ArjoWiggins Creative Papers (www.powercoatpaper.com)

5:15 pm Factors Changing the Graphics Industry

Joe Lyman, President and CEO
Great Lakes Graphics Association (www.glga.info)

6:00 pm Dinner (together) on Campus

Location tbd

7:30 pm Waygoose at the Log Jam with fellow participants. (on your own, not part of the registration fee).

UW-Stout Campus, Saturday, October 22, 2016

8:00 am Light Breakfast

Coffee, Danish, & Fruit

8:30 am Program Change: Cross-Media Graphics Management (CMGM) Program; UW-Stout

Dr. Ted Bensen, Program Director/Professor CMG and
Dr. Shaun Dudek, CMG Assistant Professor

9:00 am Adapting to Change through Innovative Educational Practices

Kelly Smith, Technology Educator
Adlai E. Stevenson High School, Lincolnshire, IL

9:45 am Break

10:00 am Growing Your Program Despite Having No Budget

Brian Hoag, Graphic Arts Instructor
Roseville Area High School; Roseville, MN

10:45 am Demographics, Views, and Policy Change

Dr. Matt Simoneau, Assistant Professor
UW-Stout Career and Technical Education and Training

11:30 am Working Lunch/Round Table Discussion: Best Practices

Moderated Best Practices—Discipline/Content Specific

Noon Working Lunch

Best Practices

1:00 pm Branding & Marketing: Staying Afloat in a Sea of Change

Diane Erickson, Senior Manager, Marketing Operations
Renaissance

1:45 pm Wrap-up & Closing Thoughts

2:00 pm Close of Symposium

Visit the GCEA Region One web page at: <http://gceaonline.org/regions/region-1/>

Preregistration for the Fall 2016 Educator Symposium

Cost \$40 per person (Use separate registration forms for multiple participant registrations.)

On-site Registration October 21, 2016, is available for \$50.00 per person

Your Name _____ School _____

Address _____

Town _____ State _____ Zip _____

School Phone _____ Cell (Optional for Symposium Issues Only) _____

E-mail Address (please *print clearly*) _____

Make Checks Payable to:
GATAI—Graphic Arts Teachers' Association of Illinois

Send your Pre-Registration Form to:
Dan McCluskey, GATAI Secretary/Treasurer Region One Conference
9 Cebold Drive Montgomery, IL 60538-2713 gatai1@me.com

Please Reply by Oct 15, 2016

ROOM BLOCKS FOR EDUCATOR SYMPOSIUM HELD UNTIL SEPTEMBER 21:

HOLIDAY INN EAU CLAIRE SOUTH

4751 Owen Ayres Court Eau Claire WI 54701
Teachers CMG Symposium, Nightly Rate \$116.95
Reservations Phone: 715-830-9889

QUALITY INN & SUITES (Interstate 94 at Exit #45- Hwy B)

Menomonie, WI 54751
1721 Plaza Drive NE
Teachers CMG Symposium, Nightly Rate \$98.00 for single/double, add \$15 for third
Reservations Phone: (715) 233-1500

OTHER MENOMONIE/EAU CLAIRE OPTIONS NOT RESERVED:

Super 8 Motel

www.super8.com
1622 N. Broadway
Menomonie, WI 54751
Local Number: 715-235-8889

Motel 6

www.motel6.com
2100 Stout Street
Menomonie, WI 54751
Local Number: 715-235-6901

AmericInn Lodge & Suites

www.americinn.com
1915 N. Broadway
Menomonie, WI 54751
Local Number: 715-235-4800

Metropolis Resort - Eau Claire

5150 Fairview Drive, Eau Claire, WI 54701
Local Number: (715) 852-6000

Days Inn Eau Claire West

6319 Truax Lane, Eau Claire, WI 54703
Local Number: (715) 874-5550

TRAVELING:

You can find campus map and driving directions on Stout's Web page at:

http://www.uwstout.edu/guide/upload/campus_map.pdf

We are located 75 miles east from the MSP airport, at exit #41 of Interstate I-94 East. We are 40 miles east of Hudson, Wisconsin, and 25 miles west of Eau Claire, Wisconsin. The campus is about two miles south of the interstate on State Highway 25.

For traveling by air, there is air service to Eau Claire from Chicago O'Hare, but with limited flights. If you fly into Minneapolis/St. Paul International airport, you may rent a car to get to campus, or take the Chippewa Valley Airport Service to the Quality Inn Suites Hotel in Menomonie (<https://www.chippewavalleyairport.com>) and we can make arrangements to get you to campus from the hotel.

PARKING

Permits are needed in campus lots on Friday, Oct. 21, 2016. We will send PDF Parking Permits with your confirmation, along with campus maps for parking.

FOR MORE INFORMATION CONTACT:

Ted Bensen

Program Director

bensent@uwstout.edu

University of Wisconsin-Stout

Cross-Media Graphics Management
