Message from the President

People make us great

It is with great pleasure that I write my first letter as the newly elected President of GCEA. Thank you for voting for me. Unfortunately, I ran uncontested, so I may not have been much of a choice for you. Perhaps like the last US election, you voted against a candidate rather than for a candidate...And it is true, I am probably better than nobody.

First, I would like to thank Ryerson University and particularly Abhay Sharma for the 92nd Annual GCEA Conference, held this summer at Ryerson University in Toronto. The theme was Women in Print. The conference was packed with excellent speakers, insightful topics, and wonderful networking opportunities. It is timely that GCEA dedicated a conference to issues facing women in education and the workforce. We must continue to equip ourselves with tools and strategies to promote equity and diversity in all our spheres of influence.

I would also like to take a moment to thank Tom Loch for his many years of service to the GCEA board. Tom completed his year as Immediate Past President. Tom, thank you for your service. We also welcome Lexa Browning-Needham back to the board as President-Elect.

I am fortunate to have been associated with three amazing educational institutions: Lakewood High School, University of Central Missouri, and my current employer, Cal Poly. What made each of these places great was the people... not the equipment, not the facilities, certainly not the administrators, not even the locations....it was the people. I have always worked for very supportive people; people who said “I believe in you, you have good ideas..... now go do them.” It is fun and easy to pour a little extra energy into those types of work environments.

Unfortunately, many of our colleagues have to battle for this type of support. As an association, we want to be an advocate for you and your programs by supporting you with tools and strategies to help you be technically strong, pedagogically sound, and politically savvy in your districts, colleges and universities.

I see three challenges before us in the GCEA.

1. As an association, we have historically focused heavily on printing. We need to adapt more rapidly to alternate media...faster than we are. We have much to offer in other spaces including principles such as design, layout, color, content management, data-driven systems, data analytics, cost estimating, etc. We will continue to foster those teaching printing but work more diligently to expand our appeal to instructors of ancillary media.

Presidents letter continued on the next page.
2. Our membership and the involvement of those members continues to wane as lives get busier and busier….so we need to offer the appropriate benefits to draw new members in, retain those members we currently have, and give meaningful opportunity for members to serve so they can see an impact in the association. Our future lies on leadership development.

3. As a volunteer organization, we must be realistic about the resources available for the advancement of these organizations goals and recognize we need to prioritize our offerings. We need to function in a more efficient manner.

How do we address these three things? As leaders, we need to develop stronger initiatives to help both seasoned and newer instructors adapt and grow their programs with updated curricula. We have many strong initiatives already, including ProjectExchange, Gutenberg Awards and Visual Communications Journal. Let’s ramp those up. If you have a great project or unit of instruction, please share it.

This year, we hope to launch a series of webinars throughout the year focused on curricula and pedagogical strategies. The goal is to provide alternating webinars between our members, and industry professionals. We are hoping to do 4-6 of these this year. These webinars will focus on providing educators at all levels new tools and resources for their classroom.

Second, our membership continues to decline. Can you answer this question? Why did you join GCEA? Why would you join it today? Our value proposition should be so compelling, that every graphic communications educator would join GCEA. We need be realistic about our resources and work more efficiently. Everyone is getting busier and busier. So, to add more value, we need to look at what we are currently doing and ask two questions:

1. Does this truly strengthen the reason to join GCEA? Does this add value to our membership? If not, then we need to question it.

2. Are we doing things as efficiently as we can? Even though we’ve “always done it that way”, can it be done better or differently to add value? We need to reassess everything we do as an association.

We are initiating a one-year adhoc committee to look at strategic planning. The goal is to come out with a 5 to 10-year plan to recommend to the board. We hope to provide concrete answers to a number of questions:

- Is our mission & vision still relevant?
- What is our competitive landscape?
- What are our organizational goals for the next 5-10 years?
- How do we best appropriate member communication?
- How should our offerings change to improve value to our members?
- Why should someone join GCEA?
- What is our elevator pitch?
- How do we reach other potential members?
- How do we fund the things we want to do?

Let me close by saying, I really like GCEA. Most importantly, I really like and respect the people of GCEA. If you remember, what has helped me thrive in my career was working alongside great people. It’s the people that make GCEA great. It’s you that make GCEA great. Let’s continue to build a strong and vibrant organization. Together, let’s ensure that you and all members are getting all we can out of GCEA.

Sincerely,
Malcolm Keif, GCEA President

2017 GCEA Conference Recap

Annual Conference a Success!

The GCEA Annual Conference was held in Toronto, ON from July 16-20, 2017. Over 100 educators and students from secondary and post-secondary institutions all over the world attended.

Activities kicked off on Sunday evening with a memorial service where members that passed on were remembered for their service and contributions to the industry and organization. Information was also shared about how retired and associate members were doing. Following the memorial service, a president’s reception was held at MacKenzie house where participants received a hands on demonstration in a working letterpress machine and started conversations with old and new colleagues that would last throughout the week.

Each morning of the conference attendees were treated to a variety of engaging keynotes emphasizing the role of women in printing. Keynote speakers included April Burke of Lowe Martin, who presented on how stamps are printed, Dawn Nye of Konica Minolta, who presented on a cross media campaign that students did to promote the conference, Dr. Imogen Coe, who spoke on Women in STEM, and a panel including Donna Painter, Dr. Sara Smith, Erin Nuss, and Gillian Mothersill spoke candidly on encouraging women in our field. Ahbay Sharma, Conference Host, was also prepared with great door prizes for attendees.

In addition to the engaging keynote presentations, participants had an opportunity to choose from a variety of hands on workshops and presentations given by knowledgeable instructors and industry professionals. Hands on topics included 3D printing, vehicle wraps, book binding, variable data printing, and shirt heat transfers. Participants were also pleased with the vast array of presentations such as 3D modeling programs, packaging software from ESKO, marketing in higher education, new teaching practices, and much more. Additionally, conference attendees had the opportunity to tour Lowe Martin, the DMZ at Ryerson, and Holland and Crosby. There was clearly something that every attendee could have benefitted from at this conference.

Outside of the conference formal activities, attendees were delighted by the vast array of networking that went on outside of the conference. Attendees enjoyed many of the sights and entertainment offerings of Toronto on a dinner cruise, a trip to Niagara Falls, a tour of a printing Museum near Niagara, and more.
At the closing banquet, entries from the Gutenberg Competition were placed on display. Officers for the organization were installed. New president Malcolm Keif shared his plans to help improve the organization and keep GCEA relevant for the years to come.

At the banquet, multiple awards were also given to members and those that support the work of GCEA members over the years. Five members of the GCEA family were recognized for their contributions to GCEA at the Annual Conference Banquet.

The GCEA Support Award was presented to Doris Simich, for her support of her husband Jack Simich. Doris attended several GCEA conferences.

The Robert “Bob” Cox Service to the Organization Award winner was Michael Williams of College of the Ozarks, who has served numerous stints on the GCEA Board, most recently as Past President.

The Earl Sundeen/Jack Simich Award recipient was Daniel Dejan, Sappi Paper. Daniel has been a phenomenal educator and presenter at GCEA conferences and multiple industry events.

This year’s Fred Hartman/Ervin Dennis Award recipient was Harvey Levenson. Harvey Levenson is a Professor Emeritus and past Chair at California Polytechnic University department of Graphic Communication. Harvey has written texts on Graphic Communication and has influenced the lives and careers of thousands of students.

Frederick Kagy/Zeke Prust Lifetime Achievement Award was presented to Michael Williams. Mike has been instrumental in his commitment to education of students at College of the Ozarks.

Overall the 92nd Annual GCEA Conference in Toronto hosted by Ryerson University was an engaging experience for all attendees. A special thanks goes out to Ahbay Sharma, Richard Adams, and all the others that helped make this past conference a success.

**Notes from Ahbay Sharma, 2017 Host**

Dear GCEA 2017 Attendees,

*Conference Photos Slideshow*
https://whova.com/portal/event_wall/gcea_201707/ceqheldpvueazgixwzt/

Enjoy this picture slideshow from user uploaded photos. To explain some of the crazy pictures, there was a competition to post a picture with Egerton Ryerson, William Lyon Mackenzie, GCEA new president Malcolm Keif, etc. Winners were declared each day and won a Stanley Cup “silver dollar”.

*Conference Statistics*

Brock picked up 10 passengers via shuttle on arrival on Sunday from 10.35 am to 7.35 pm. 72 attendees listened to April Burke describe printing Canadian stamps on Monday. We sold 107 drink tickets on the dinner cruise. We handed out 97 conference bags. 59 attendees and partners went to Niagara Falls on Wednesday. 100% of attendees had a great conference!

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**Lost and Found**

We have one Mac computer connector - lighting -> VGA. Is it yours? Thank you, thank you, thank you for attending and making this a great conference. Have a great semester!

**Save the date! Annual GCEA Conference**
**July 29–August 2, 2018 in Millersville, PA.**

Donna Painter of Millersville University announced the conference venue and dates for next year and invited GCEA members and guests to come to Millersville University in Pennsylvania. From July 29–August 2, 2018, GCEA will hold its 93rd annual conference at Millersville University. The planning team is hard at work preparing a program to support the conference theme Composing our Future: Design, Technology & Pedagogy. Details about the conference location, schedule, and costs will be available through GCEAonline.org at the end of September. At that time, registration and the call for proposals will be opened. We look forward to seeing you in July. Contact Donna @ Donna.Painter@millersville.edu with any questions.

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**New Officers Installed and Regions Restructured**

At the past GCEA in conference, new officers were installed for the main board and regional VP’s. They are as follows:

- Mike Stinnett, Immediate Past President
- Malcolm Keif, President
- Lexa Browning-Needham, President-Elect
- Gabe Grant- First Vice President
- Can Le- Second Vice President
- Pradeep Mishra, Treasurer
- Region 1 VP- Larry Zabinski
- Region 2 VP- Tom Bell
- Region 3 VP- Kristine Hwang

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**Got News? Put it in The Communicator!**

Submit your articles and updates about your program, teaching techniques, awards, competitions, and more to First VP Gabe Grant by sending an email to gjgrant@eiu.edu
You may notice that we have reduced the number of our regions down to 6 from 9 by a vote of GCEA membership at the annual business meeting. The reason for this is so we can elect or appoint a regional VP that will serve members of a particular region more easily. To see the complete reorganization of regions and where you fit please visit gceaonline.org.

Awards & Contests

Graphic Communications Week Winners
At the GCEA 2017 Conference multiple entries from the Graphic Communications Week Poster Contest were displayed and judged. They winners are as follows:

1st - Connor Fredrick, Western Technical College
   Instructor, Barbara Fischer

2nd - Stephen McCracken, Illinois State University
   Instructor, Dr. Dan Wilson

3rd - Jessica Nichols, Mattoon High School
   Instructor, Laura Roberts

$300 was awarded to the first place winner. The poster was to be designed for Graphic Communications Week which typically revolves around Benjamin Franklin’s birthday (January 17). The theme could have encompassed anything that symbolizes the power and importance of printed communications.

Gutenburg Award Winners Posted Online
Also at the GCEA 2017 Conference, several projects for the Gutenburg awards were displayed and judged. The Gutenberg Awards recognize exceptional achievement in the field of Graphic Arts. Awards were issued for printed items, websites, and photographs. Entries were submitted by graphic arts students from university, college, community-college, post-secondary technical school, high school vocational, high school technology education, and junior high/middle school technology education programs. A complete list of award winners is posted online at GCEAonline.org/student-resources/student-contests/gutenberg-award/.

Keep an eye on gceaonline.org for entry deadlines for the 2017-2018 Gutenburg Awards! Email any questions to Erica Walker at eblack4@g.clemson.edu.

Other News

GCEA at Print 17

The GCEA will have booth #4170 at PRINT 17, September 10 - 14, at McCormick Place in Chicago, IL. Stop by to visit with us.

Members, if you have anywhere from a couple hours to a whole day, please volunteer to help staff the booth. If you want to share informational handouts on a regional conference or some other GCEA event you want to promote, please contact Trade Show Committee Chair Tom Loch at TomLoch@mac.com with your availability to staff the booth or with the info you want to hand out.

Continue to follow updates on the GCEA at PRINT 17 at: http://gceaonline.org/news/visit-gcea-booth-print-17/

The Educator Experience Forum
Sunday, September 10, 2017 | 8:00 am – 12:00 noon CT
McCormick Place South | Chicago, IL

This year at the start of PRINT 17, the FREE Educator Experience Forum (previously the Teacher’s Conference) will provide educators in the graphic communications, printing, and related fields with a unique opportunity to delve into the latest trends and emerging career practices in the industry.

Some of the brightest minds in the industry will share how innovative technologies continue to transform printing and publishing, what printers want most from new hires, the changing role of print, and trends in today’s education programs.

During this half-day forum, we will:

• Identify the skills and knowledge that graphic communications companies are seeking in new employees.
• Reveal the latest developments in print technology, including the burgeoning use of high-speed inkjet.
• Recognize new digital media tools.
• Examine trends reshaping the industry.
• Explore how the curricula of educational programs are changing.

Registration for this information-packed session is free for full- or part-time educators teaching graphic communications, printing, graphic design, or related fields. With your registration you will also receive free admittance to the PRINT 17 show floor.

A free continental breakfast will be provided, followed by a keynote session by MUST SEE ‘EMS program coordinator Hal Hinderliter and a printer panel. The new “TEACH TALKS” sessions will address informative topics from industry experts.

Organized by Printing Industries of America and NPES, this is the right way for educators to begin your experience at PRINT 17. REGISTER NOW at goo.gl/VDsnTz

2018 GCEA Open Officer Positions

As we start our planning for our 93rd conference at Millersville University, PA next summer we are looking for individuals to run for the following positions. Please review the required responsibilities for each of these positions at gceaonline.org, login to members pages, Main Menu > About > click on “Administrative Documents” > download/open “Administrative Handbook”.

• President Elect - page 6
• First Vice President - page 9
• Treasurer - page 19
• Regional Vice President - page 25 (Regions 1, 3, & 5)
Scholarships Awarded to SkillsUSA Champions
The Print and Graphics Scholarship Foundation (PGSF) as once again partnered to support the SkillsUSA Championships, which were held June 21-22 at the Louisville Kentucky Exposition Center.

Some two dozen of the country’s top high school and technical school graphic communications students competed in the national finals for top honors in graphic communication skills. They were among over 6,000 of the nation’s best students who participated in some 100 skill and leadership competitions that took place in the expo center.

This year’s national winners in both the secondary and post-secondary divisions will receive $1500 scholarships provided by PGSF. In the secondary division, the first-place spot went to Haylee Cooper of Diman Regional Vocational Technical High School in Fall River, Massachusetts. The gold medalist in the post-secondary group was awarded to Brittany Whitestone of the Carroll County Career & Tech Center in Westminster, Maryland.

The SkillsUSA partnership of students, teachers and industry works together to ensure a skilled workforce for the future. According to Mike Stinnett, Technical Committee member and former instructor at Royal Oak High School in Michigan, “The Graphic Communications Contest has our best-trained students being taught by our most devoted teachers.”

The graphic communications contest is produced by a dedicated group of industry vendors and associations. “PGSF is pleased to support the ongoing education of the competitors through our scholarship program.” stated John Berthelsen, VP-Development with the Foundation.

For information on how you or your organization can contribute to the future of the graphic arts industry, please contact John Berthelsen at jberthelsen@printing.org or visit the site at www.pgsf.org

Call for Project Exchange Submissions
Do you have a teaching method that works? Do you have a project that students find to be engaging? Submit it to the GCEA Project Exchange at www.gceaonline.org. Login to gceaonline.org and submit a project through the Project Exchange link at the top of the page. Please submit projects to Project Exchange! If you have any questions about format, contact Can Le at chle3@Central.UH.EDU.

Visual Communications Journal Seeking Authors
Consider writing an article for publication in the Visual Communications Journal (VCJ). Articles that describe a technologies, processes, or curricular activities are central to the purpose of the journal as a means to communicate and improve graphic communications education. Please consider sharing your innovative projects and expertise with your colleagues through this important publication resource.

Pictures from the 2017 GCEA Conference
Top Left: Stephania of Ryerson University instructs on how a 3D printer works. Top right: Erin Nuss and first timer Beth Vollmer pose for a picture at lunch. Bottom left: Shaun Dudek and Erv Dennis co-present an award at the banquet. Bottom Right: Attendees listen to a presentation of smart textiles by Christine Heusner. More pictures on the next page.

Are you current with GCEA?
Login to gceaonline.org to ensure that we have your current mailing and email address so that you can receive The Communicator, The VCJ, and other information. Also, if you are not current with your dues they can be paid online. Contact Can Le, 2nd VP at chle3@Central.UH.EDU with any questions.

Check out all of the recent VCJ publications on our website: http://gceaonline.org/publications/visual-communications-journal/

Contact Dan Wilson, VCJ Editor, for any questions at dgwilso@ilstu.edu.

Position Announcement- Clemson University
Full-time, academic year, tenure-track faculty position to teach undergraduate and graduate courses in one of the country’s premier graphic communications degree programs. Applicant must fit within our highly technical, hands-on oriented philosophy and have expertise in three or more of the following areas: color management, graphic arts business management and sales, digital reproduction and workflow, traditional print processes, digital print technologies, photography and video applications, web development, graphic oriented marketing and branding, or finishing and fulfillment operations. Preferred applicants will possess an exceptional record of research and/or industry accomplishments applicable to the Graphic Communications field. More information and details on the application process available here- http://apply.interfolio.com/43444.
Kathleen Servais of Siser presents on heat transfer products.

Csaba Horvath poses while on a dinner cruise on Lake Ontario.

A large graphics display from a tour of Holland and Crosby.

First timer Jason Reid and his partner take a selfie on the way to Niagara.

First time attendee Maddalyn Smith presents on 3D modeling software.

Trung Nguyen demonstrates how to use XMPie for variable data.

Lexa Browning-Needham does a hands on demonstration on an old printing press during the president’s reception at the MacKenzie house.
Attendees tour the DME in Ryerson University’s student center.

Lois Lemon shows off her finished VDP calendars done in XMPie.

Hans Kellogg presents on book binding techniques to attendees.

GCEA members watch a demonstration of a vehicle wrap technique.

Shu Chang presents on 3D printing and modeling.

Julie Bauer of ESKO demonstrates some of the packaging tools for Illustrator.

Malcolm Keif conducts an informal lesson on microscopy and currency.
Whereas, members of the Graphic Communications Education Association, representing all levels of graphic arts, graphic communications, imaging technology, and related printing instruction, at their 92nd Annual Conference assembled at Ryerson University, Toronto Canada: July 16-20, 2017.

Whereas, the conference arrangements have been outstanding in their planning and execution for all members, spouses and guests; and

Whereas, the physical comfort and pleasure of the members have been cared for with the food service and living accommodations; and

Whereas, the gracious generosity of our 2017 conference planning host Abhay Sharma, and committee planning members and staff; and all other faculty, staff, administration, and students of the Ryerson University who have all made conference preparations, including the care and entertainment of spouses and guests during the conference week; and therefore

Be it resolved that the members of the Graphic Communications Education Association, in conference assembled, do hereby express their deepest thanks to all persons responsible for these arrangements, for their thoughtfulness, hospitality and concern; and furthermore that copies of this resolution be transmitted to said individuals.

A-2-2017

Whereas, the 92nd Annual Conference with its theme “Women in Print” was generously planned and hosted by the faculty and staff of Ryerson University, had educational sessions and workshops of great merit and stimulation.

Whereas, such educational sessions were generously provided by graphic arts leaders, educators, and industry representatives; and

Whereas, such persons contributed their talents, time, and materials to make this conference an educational inspiration; now therefore

Be it resolved that the members of the Graphic Communications Education Association, in Conference assembled, do hereby express their thanks to these leaders for their interest and assistance.
Whereas, the following officers are completing their terms of office at this 2017 conference:

- Tom Loch, Immediate Past-President
- Michael Stinnett, President
- Malcolm Keif, President-Elect
- Can Le, 2nd Vice President
- Laura Roberts, Secretary
- Lynn Damberger, Region 2 Vice President
- Tony Sittner, Region 6 Vice President
- Yung-Cheng Hsieh, Region 8 Vice President

Whereas, these persons have given willingly of their time and energy to the success of the Graphic Communications Education Association, now therefore

**Be it resolved** that special recognition and thanks be accorded to them for their dedicated service for the respective terms of their Association offices.

A-4-2017

Whereas, the Memorial Service for our departed members and friends has been a meaningful part of our Annual Conference; now therefore

**Be it resolved** that we express our appreciation to those who planned the service, participated in it, and provided the facilities for this special annual event.
2017 Appreciation Resolutions
Graphic Communications Education Association
92nd Annual Conference
Ryerson University
Toronto Canada

S-1-2017

Whereas, the industries associated with the manufacture of equipment, supplies, software, and instructional materials for graphic communications and imaging technology have generously supported the Graphic Communications Education Association and graphic arts education in schools across the world; and

Whereas, this support has been continuous; now therefore

Be it resolved that the members of the Graphic Communications Education Association acknowledge and appreciate industry and business support as partners with educators in promoting and supporting graphic arts education.

S-2-2017

Whereas, graphic communications teacher members of the Graphic Communications Education Association desire to learn and share knowledge and skills with colleagues to help meet the challenges impacted by new technology in the extensive graphic communications industry; and

Whereas, the future of this dynamic industry depends upon a supply of educated personnel, and

Whereas, students in our graphic communications programs constitute such personnel; now therefore

Be it resolved that our members, as representative of all graphic communications teachers, continue to share and dedicate themselves to the task of educating personnel to achieve their highest potential, and strive to prepare youth and adults for successful careers, as well as for expected career changes.

S-3-2017

Whereas, safe health, ergonomics and other factors are of prime importance in our society; and

Whereas, the government has passed legislation to provide these safe conditions in the form of the Occupational Safety and Health Act (OSHA), Environmental Protection Agency (EPA), the labeling of hazardous materials, and the use of Material Safety Data Sheets (MSDS); now therefore

Be it resolved that the Graphic Communications Education Association promotes the knowledge of and compliance with the conditions of these regulations, and provides information to members.

S-4-2017

Whereas, the Graphic Communications Education Association headquarters are located at NPES, Reston, Virginia, lending stability to a constantly changing roster of Board of Directors; now therefore

Be it resolved that the members of the Graphic Communications Education Association express their appreciation to personnel at the NPES for their assistance and support of our mission.
S-5-2017

Whereas, the Regional Meeting concept tried and found to serve the membership beyond the Annual Conference; and Whereas, it has been effective in recruiting new Graphic Communications Education Association members; now therefore

**Be it resolved** that the Graphic Communications Education Association is committed to increased service to its members at large and to educators beyond its membership through the continuation of Regional Meetings.

S-6-2017

Whereas, continued recognition of outstanding graphic communications students desiring to continue their education is an integral component of graphic arts education; and

Whereas, an increasing number of graphic communications students continuing their education are benefiting from graphic communications scholarships; now therefore

**Be it resolved** that members of the Graphic Communications Education Association acknowledge their appreciation to the many graphic communications associations, organizations, and individuals for establishing scholarship programs that provide educational opportunities for graphic arts students.

S-7-2017

Whereas, race equality, gender equity, prevention of sexual harassment, and professional behavior are important to the teacher, the profession, and particularly to the development of the positive self-esteem of young people; now therefore

**Be it resolved** that members of the Graphic Communications Education Association as representative of all graphic arts teachers, dedicate themselves to the task of treating genders of all races with respect and equality, to developing students’ highest potential to become whole persons, intelligent citizens, and worthy members of society and of the great industry that we represent.

S-8-2017

Whereas, the Graphic Communications Education Association is dedicated to preserving the environment, committed to stewardship with the world's natural resources, and steadfast to the goal of sustainability in all levels of graphic communications education, now therefore

**Be it resolved** that the members of the Graphic Communications Education Association do hereby express their support of all industry leadership, educational directives, and scientific research that are dedicated to these goals.
GCEA Board of Directors

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Mike Stinnett, IMMEDIATE PAST PRESIDENT
Royal Oak High School (Ret), Dearborn, MI 48124
313.605.5904 | president@GCEAonline.org

Regional Vice Presidents

OPEN
REGION 1 NORTH CENTRAL
If you are interested in becoming the Region 1 VP, please contact the association president by email: president@gceaonline.org.

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