

Vanguard

2005

PrintED SHAPING TOMORROW'S WORKFORCE

What employer would *not* like the assurance that an entry-level employee was joining the workplace equipped with solid basic skills and knowledge?

What student beginning his or her first full-time job would *not* like to feel confident and well prepared for the challenges that a new career will bring?

What institution of higher learning would *not* find it beneficial to accept a student into its program knowing that the individual will come armed with transferable credits since the applicant has successfully completed content and course objectives similar to those required by the school?

Meeting those needs is the mission of PrintED®—a national accreditation and certification program for graphic communications courses of study at the sec-

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ondary and post-secondary levels.

Accreditation is based on defined industry standards and competencies, which consist of more than four hundred tasks covering the seven areas in which a program can be accredited: Introduction to Graphic Communications, Press Operations, Digital File Preparation, Digital File Output, Binding and Finishing, Advanced Press Operations, and Advanced Digital File Preparation.

In May 2004, online examinations were launched in three of the areas: Introduction to Graphic Communications, Press Operations, and Digital File Preparation.

Certifications have been awarded to 114 students who earned passing scores on the standardized PrintED online examinations. Thirty-two students have been

granted certifications with distinction.

This new series of examinations will give graphic communications courses of study a means to measure and demonstrate their success, responding to the growing emphasis on accountability in education.

The development of the new online examinations began in 2003 with the pilot testing of some 600 questions administered to about 500 student participants. The results of these tests were reviewed by panels of testing and subject matter experts, which resulted in the publication of the revised exams.

“One of the key objectives in developing these exams was to ensure that PrintED accredited programs would produce graduates who could demonstrate minimal competency in key technical areas,” notes

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MAKE YOUR MARK WEBSITE GROWS IN POPULARITY

GAERF is preparing several new enhancements to the website it launched in May 2004 for the MAKE YOUR MARK® in Graphic Communications campaign. These enhancements should further boost the popularity of the site, which is already

drawing more than 1,000 visitors per month.

MAKE YOUR MARK was created by GAERF to foster awareness of graphic communications among students, teachers and guidance counselors and to encourage students to choose careers in the graphic communications industry.

The web site relies on multimedia tools to give students first-hand experience about the industry. A *Meet the People* feature, for instance, uses photo interviews with real people to convey details about specific jobs, including daily tasks, salary ranges, and experience needed.

In *Find a Career Path*, students use an interactive quiz to discover the industry career options that best match their interests.

During its first month of operation, the MAKE YOUR MARK web site drew 250 visitors. By December 2004, this number had grown to 1,200.

New sections to be added to the site in 2005 include *Explore the Process*, *Create a Project* and a showcase for student-created work. A special section of educator resources will also be added, along with extensive statistics about the industry, profiles of major companies, and a sec-

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May 30 Deadline for 2006 Grant Applications

May 30, 2005, is the deadline for submission of applications for 2006 GAERF grants. Mini-grants may be submitted at any time during the year. Further information can be obtained by visiting the GAERF web site at www.gaerf.org or by contacting GAERF at gaerf@npes.org or (703) 264-7200 or toll-free (866) 381-9839.



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INDUSTRY APPLAUDS PrintED

The PrintED program aims to provide America's printers with qualified and knowledgeable entry-level personnel. Executives of leading firms nationwide say the effort is paying off.

"We've always had success when hiring PrintED graduates," says Jim Fagan of Richard F. Fagan & Sons, Lansdale, Pennsylvania. "I would highly recommend to others in the industry to consider offering positions to these well-trained individuals."

Valerie Perkins of Divine Printing, Austell, Georgia, agrees. "PrintED is a great program that teaches and prepares students for employment in the printing industry. It gives them the needed basic job skills to succeed."

Some print executives see a clear improvement in the resumes submitted by applicants. "Since a nearby graphic communications program became PrintED certified, the quality of the students has increased two-fold," says Steven E. Gass, Sr., of Heritage Printing & Graphics in Leonardtown, Maryland. "The students know that employers are looking for quality employees and PrintED gives them that edge."

Timothy A. Pray of Tap Printing, Warren, Rhode Island, observes that "students in this program are well-informed and extremely familiar with the equipment on which they have been trained. Assisting them in job placement has been a pleasure."

A broader view of the industry provid-

ed through PrintED instruction improves long-term prospects for industry newcomers, says Herb Kelley of Associated Litho in Tulsa, Oklahoma. "I continue to see graduates who seem focused on a specific segment of the industry, whether it is press operations, file output... While specialization is important to short term success, an emphasis on general principles, theory and history of printing processes will go a long way towards enhancing a young person's continued growth and advancement."

Charlie Lauer of Brown Printing Company in East Greenville, Pennsylvania stresses that PrintED prepares students for continuing education once they have begun a career in graphics. "The program offers a sound foundation for future learning," he says, "enabling students to learn proprietary processes and equipment-specific tasks much faster and in greater depth than students without this educational experience."

PrintED also provides a vehicle through which the industry and the educational community can work together for the common good. "I feel it is critically important that members of the printing industry support the educational resources that are instructing our future workforce," says Dennis Hunter of Pratt Corporation in Indianapolis, Indiana. "We have an obligation—no, it is an honor—to actively participate in the design and instruction of educational programs and to provide encouragement and

employment opportunities to the students in those programs."

Eric Robinson of the Graphic Communications Industry of Rhode Island says his regional printers' trade association is "very cognizant of the program. We serve on advisory boards for the area's technical and career centers and have hosted the Skills USA competition regionally."

Working with the industry in promoting PrintED "has strengthened curriculum, boosted teacher confidence, pride and morale, and expanded opportunities for students in the program to be successful in the field," says Sheree P. Koppel, specialist in the School to Career Initiatives program of the Jefferson County Public Schools, Louisville, Kentucky. "Our program had to engage in major self-study, analysis and program improvement efforts to meet the criteria for accreditation. I'm proud of our program, staff and students and I appreciate employers who have assisted in this effort."

In summation, there is a growing shortage of skilled workers in our nation. To solve this problem it is essential that industry recognize the value of supporting PrintED and hiring graduates of the program. Without industry endorsement, schools are hesitant to invest in PrintED, as educators need the assurance that their students are on a career path that will be rewarded with a future in the competitive job market. ❖

GAERF ASSUMES NEW ACTIVITIES

The Graphic Arts Education and Research Foundation (GAERF®), in an effort to streamline and ensure continuation of a variety of industry educational programs, has assumed management of several activities previously conducted by the Graphic Communications Council.

Among the activities GAERF will manage under the Board of Director's new initiative are the staging of information exhibits at major national and regional industry and education conferences, the national distribution of career-oriented literature, and the production of the highly popular "Career Day" at leading shows. Career Days bring high school students and their teachers and counselors to exhibitions

for a combination of formal presentations and show floor experiences.

This year, GAERF will produce Career Day at the immense international PRINT® 05 and CONVERTINGSM 05 on September 9-15 in Chicago. The event will offer students the chance to visit the largest and most important industry exhibition in the world in 2005. The Printing Industries of Southern California with support from GAERF will present a Career Day during GUTENBERGSM and DIGITAL OUTLOOKSM on April 28-30 in Los Angeles, which includes the final stages of competition in the very respected Student Assembly program.

GAERF will participate in a number of other industry and education conferences, such as Graphics of the Americas, the International

Technical Education Association, and the Association for Career and Technical Education.

"This action by the GAERF Board of Directors is a further response to the widely perceived need throughout our industry for a more consolidated and efficient approach to promoting career opportunities, continuing education, and print as a medium," said GAERF Chairman Randolph W. Camp, CEO of Walton Media Services in Monroe, Georgia. "By linking these valuable ongoing programs to the significant and stable funding available through GAERF, we will be able to assure that they continue without interruption and, in fact, become even more effective in the years ahead," Camp said. ❖

About the Graphic Arts Education and Research Foundation

The Graphic Arts Education and Research Foundation (GAERF®) was founded in 1983 by the National Association for Printing Leadership (NAPL), NPES The Association for Suppliers of Printing, Publishing, and Converting Technologies, and the Printing Industries of America, Inc. (PIA). 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 that promote a positive industry image and support recruitment and training of a skilled workforce.

To accomplish this goal, the Foundation manages several programs and activities. PrintED® is a national accreditation and certification program for graphic communications courses of study at the secondary and post-secondary levels. The MAKE YOUR MARK® in Graphic Communications is a campaign to raise awareness of the graphic communications industry and its career opportunities. The Grants Program has awarded over \$4.5 million to support worthwhile industry-related projects. Additional GAERF activities include the staging of exhibits at industry and education conferences and the presentation and/or funding of Career Awareness Day programs for high school students. ❖

PrintED

Continued from page 1.

GAERF Chairman Randolph W. Camp, CEO of Walton Media Services in Monroe, Georgia. "Subject matter experts representing education, business and curriculum development established the passing scores for these exams, and their goal was to provide a realistic picture of what students are learning and where our schools

need to improve."

Another goal, Camp continues, was to provide feedback to individual schools. "We hope this process will encourage schools with lower pass rates to assess their curricula and instruction and take action to improve the competency levels of their students," he comments.

An intended outcome of this effort is to ensure that students graduating from different programs in different geographic areas will all possess much the same set of basic skills and knowledge. This will guar-

antee that if employers hire a certified PrintED student, the employee will come to the workplace equipped to carry out job-related tasks. In turn, educators will have higher confidence that students are being better prepared for making their way into the workforce or for pursuing higher education.

The following snapshots of several graphic communications programs provide a clearer picture of how successfully PrintED is servicing students and the industry.

Ohio youths offered a "second chance"

Any high school graphic arts teacher who thinks he deals with a difficult student body should compare notes with Bill Dichtl of Hickory Grove High School in Marion, Ohio.

That is because Hickory Grove High School is located inside the Marion Juvenile Correctional Facility, home to nearly three hundred "felony offender youth, the worst youth offenders in the state," Dichtl says.

"We're here to give these kids a second chance, in the hope that when they get out they can get a job."

A high school diploma or equivalent, or a career technology certification can be a big boost to these troubled students, Dichtl says. Through their classes in the graphic communications program, he adds, students can earn both high school credit and community service hours.

"The Ohio Department of Education required that we get PrintED accredited," he explains. "They wanted a really legitimate program."

One of the facility's special challenges, he adds, is that many of its inmate-students do not stay long; they are often transferred or released before they can complete anything like a "normal" high school curriculum. "Things change rapidly here," Dichtl says. "We try to give them a fast introduction to everything."



A youth prepares to operate a Ryobi 3200, one of five offset presses available to students at Hickory Grove High School.

The facility does real work for outside clients, usually community service organizations and nonprofits. A typical recent job produced five thousand copies of a sixteen-page course schedule for the regional YMCA. "A lot of people see our work here," Dichtl says.

And the students? "Our kids are pretty incredible. Some of them are pretty proficient in running an offset press within two or three days. They're survivors."

For further information contact Bill Dichtl at (740) 223-2457 or billd@dys.state.oh.us ❖

Building industry relations for California program

"PrintED provides students a view of what day-to-day life is going to be like in their careers," notes Stephen West of the Southern California Regional Occupational Center (SCROC) in Torrance, California, which serves both high school students and the adult population of the greater Los Angeles County region.

Students, West says, benefit significantly from strengthening relationships between SCROC and local industry, which have been significantly facilitated by the Center's PrintED participation. Those relationships have created opportunities for student "externships" in actual print companies, West notes, where "they can see how all they've learned fits into real production."

The high school clientele for the Center comes from thirty-three schools in seven dif-

ferent districts, and can top 5,000 students enrolled in 150 different career programs.

Those pursuing printing studies can choose from several courses, including an emphasis on digital design and layout.

The key payoff, West says, is job placement, because "employers are requiring evidence of student knowledge and skills. PrintED puts everyone on a level playing field, because PrintED standards are industry standards."

In the future, he adds, more and more colleges will require students to have passed nationally recognized tests like the PrintED exit examinations. To help prepare them, West says SCROC is planning additions and enhancements to its courses, "to make sure we're introducing opportunities to expand and learn skills that will help them in careers in digital press."

For further information, contact Stephen West at (310) 224-4255 or smwest@gte.net ❖



SCROC student, winner of a Torrance Art Council Award, displays his work.

“Roadmap” for Pennsylvania program

The Eastern Westmoreland Career and Technology Center (EWCTC) in Latrobe, PA earned its PrintED accreditation six years ago, and instructor Brent Polinsky credits PrintED with helping to both build his program’s visibility with local industry and secure good jobs for his graduates.

As a result, he says, “every year we have a waiting list for students to get into the program.”

EWCTC boasts an eighteen-workstation computer lab, a computer-to-plate workflow using polyester plates, two multilith presses, a large format inkjet output system, and a variety of other printers and finishing systems. The program teaches both Introduction to Graphic Communications and Digital File Preparation using PrintED competencies and curricula.

“PrintED provides the roadmap for students to learn what’s necessary to be successful in this field,” Polinsky says. This map is also useful to industry, he adds. EWCTC regularly meets with committees of local graphic arts executives and visits print shops, both to spread the word about the program and to learn.

“We always need to learn what these companies need from employees,” Polinsky says. “We show them the PrintED task list, and the roadmap PrintED provides is exactly what our local industry needs.”

Students emerge from the program with a good grasp of processes and terminology, including practical experience gained through job shadowing and similar activities. Each year, Polinsky notes, “my class produces a ‘press kit’ that illustrates the work of students. I use this as a

recruitment tool. It helps to show what we can do and how powerful this industry is.”

For further information contact Brent Polinsky at (724) 539-9788 or polinsky@wiu.k12.pa.us ❖



EWCTC students at work in the eighteen-workstation computer lab.

A “huge focus” for Rhode Island program

In 2000, Rhode Island began formulating a new curriculum for graphic communications programs throughout the state. William Webb, a twenty-five year



Upperclassmen run Woonsocket’s graphic communications program like an independent print company.

industry veteran charged with developing new programs at the Woonsocket Area Career and Technical Center, knew just where to turn.

“PrintED is the driving power which sets standards for the content of instruction, including tasks, equipment, and instructor qualifications, as well as a recommended curriculum,” Webb says. “We adhere to those requirements,” he says. “It’s great. It gives me a huge focus on where I want to go and what I want to do. People who graduate from Woonsocket meeting the PrintED standards are people industry will be interested in.”

The Woonsocket center has earned PrintED accreditation in five subject areas, and serves more than fifty students. After learning the basics in the first

year, upperclassmen participate in running the graphic communications program like an independent print company.

Outside clients can include a variety of nonprofit organizations, and the center charges only for materials, with a small markup. “Every customer bringing in a job deals with a student,” Webb says. Students learn the skills of sales and customer service in addition to a thorough grounding in technology.

For the most promising and best-performing students, there’s another bonus: A paid job during the summer, when the Woonsocket facility does all the printing its school district will need for the new school year.

For further information, contact William Webb at (401) 767-4670 or ride3885@ride.ri.net ❖

Articulation a driving force in Minnesota

Mesabi Range Community and Technical College in Eveleth, Minnesota, the first school in the state to become PrintED accredited, has cooperative agreements with Bemidji

State University and University of Wisconsin at Stout allowing students who successfully complete courses at Mesabi to transfer earned credits. This enables students to convert their two-year

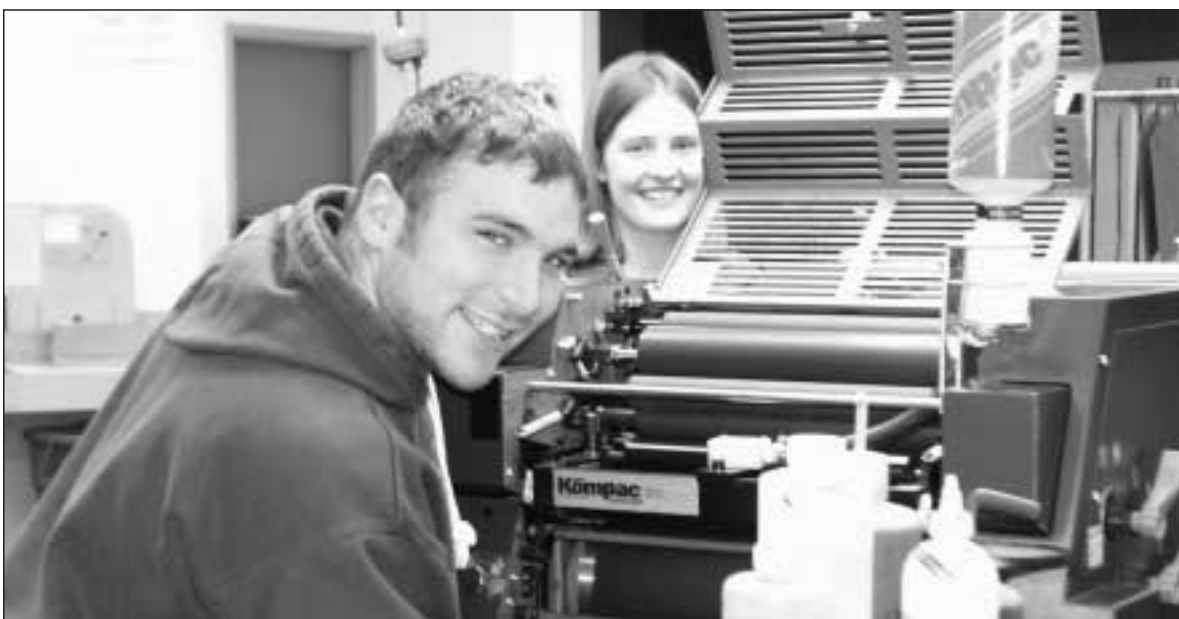
Mesabi degrees to four-year college programs.

“Another valuable aspect of PrintED is the reaccreditation process”, says instructor Roger Hoffman. “Having an evaluation team look closely at what we are doing has definite value.”

Hoffman says the college ties all of its course syllabi into PrintED competencies and objectives, and encourages students to take the exit examinations. “That keeps students on track and gives them something to shoot for.”

Much of his energy, as well, goes into educating local industry about the program. He and his colleagues meet frequently with local businesses, and with the Printing Industries of Minnesota, to urge them to look for PrintED certifications on the resumes of job applicants. The program also prominently features its PrintED accreditation in its advertising and other promotions.

For further information, contact Roger Hoffman at (218) 774-7484 or rhoffman@mail.mnscu.edu ❖



Students at Mesabi Range work on a promotional flyer using a two-color Itek offset printing press.

A technology windfall

About two years ago, a printing company in Spotsylvania County, Virginia, wanted to donate an array of equipment to a deserving school, including a four-color, 29-inch perfecting press—not a common resource in high school graphic arts programs.

The company contacted the Printing Industries of Virginia (PIVA) for a recommendation and PIVA suggested the Spotsylvania County Career and Technical Center (SCTC), largely because “at the time we were the only school in Virginia with a PrintED accreditation,” says Paul Vadeboncoeur of SCTC.

That initial donation led quickly to an extraordinarily well-equipped facility, he explained, as the center proceeded to acquire a color proofing system, related software, and even a four-up computer-to-plate system.

This facility supports about thirty high school students each year, traveling to SCTC from five local high schools. Year One is given over to basics of design, press operations and finishing. As seniors, the students have the opportunity to specialize in areas they particularly enjoy, and the seniors as a group run the

facility like a commercial print shop, doing real jobs for the county government and school system.

Vadeboncoeur says students have seen significant payoffs in their skills and knowledge. One SCTC senior even placed second nationwide in the 2004 Skills USA competition. The program continues to earn ever-higher recognition from both the school district and the business community.

“This all started because our program was recognized as a PrintED program,” he concludes.

For further information, contact Paul Vadeboncoeur at (540) 898-2655 or pvadebon@hs.spotsylvania.k12.va.us ❖

Proving value in Spokane

PrintED accreditation is helping the computer graphics and printing program at the Spokane Skills Center in Spokane, Washington to meet stringent state requirements that demonstrate that it is helping students to meet academic learning standards that teach skills that are closely linked to critical academic areas.

Theresa Haworth, PrintED instructor, notes the key value of PrintED springs from the fact that it is a national program through which specific industry skills and competencies have been identified and are being taught uniformly across the country.

Spokane Skills Center serves about

fifty students drawn from several high schools in the five local school districts within its jurisdiction.

“We have to be very focused,” Haworth says. “We have to show that we are addressing academic learning standards and showing gains as a result. The value of PrintED is having competencies identified by industry and validated by industry.

“I have always believed in the concept of industry certification,” she adds. “This is something students can take with them to the job site.”

For further information, contact Therese Haworth at (509) 354-7432 or terrihaw@spokaneschools.org ❖



A student at Spokane Skills Center blocks out the non-image areas on a screen printing frame.

A program “run like a shop” in Virginia

In western Virginia, near the Tennessee border, the Scott County Career and Technical Center (SCCTC) does extensive printing for the county school system in a well-equipped facility that students operate as though it were an independent, full-service print company.

“We run it like a shop,” says SCCTC faculty member Deborah Adams. “We have job tickets, and students rotate through the different jobs weekly. Everybody gets training in every area, and our more experienced students are our foremen and directors.”

The program at SCCTC serves about thirty high school seniors each semester,

in separate, three-hour morning and afternoon sessions. The facility boasts an array of one- and two-color presses, along with a well-equipped bindery and extensive design and prepress software. Students can handle four-color work by executing two demanding passes with a two-color press.

“We’ve worked very hard to get PrintED accredited,” says Adams. Two students opted to take the 2004 exit exams, and both passed. Scott students have also achieved high distinctions in statewide skills competition, she notes.

Moving out into the workplace, Adams says, this achievement “has given them an added edge. It lets employers know these



Justin Bowen, a student at SCCTC, sets up the A.B. Dick 9995 to print a four-color process job.

kids are a level above. Employers know PrintED and what it stands for.”

For further information contact Deborah Adams at (540) 386-6516 or jkdg@mounet.com ❖

NEW FEATURES OF GRAPHIC COMM CENTRAL

GRAPHIC COMM CENTRAL (GCC), the industry’s information and networking web portal, is adding a new “site within a site” called *Graphic Design Central*, designed to bring design students and educators into closer contact with the steadily expanding print environment.

“These are two different worlds, yet they use the same tools and resources,” says Mark Sanders of Virginia Tech, who administers GRAPHIC COMM CENTRAL.

The new design site, accessible from the GCC home page, features a web design

GRAPHIC COMM
central

guide, design primer, and a variety of other resources for design teachers and students. Sanders says a “design gallery” is in the planning stages, a new feature that would enable students to display their best work and peruse the favorite designs of others.

Meanwhile, *GCC 4 Kids!*, an elementary school level site introduced in 2003,

has continued to draw high web traffic, Sanders says.

In recent years, the GCC web site has attracted more than two million “hits” annually, and now provides access to about four thousand educational resources on its own site, along with hundreds of links to other sites.

Much of the current workload focuses on keeping those links current and functioning, Sanders says. “We spend a lot of time fixing broken links. Any portal is only as good as the most recent update of the pages you are looking at,” he adds. ❖

GRANT REPORTS

GAERF FUNDS A STUDENT MAGAZINE IN ILLINOIS

The journalism students are doing the interviews and learning about design. The design students are working with photographers. The photographers are learning to collaborate with both writers and designers.

As a result of this cooperation, citizens of Evanston, Illinois will soon have an intriguing new publication presenting what it's like to be an immigrant in the American heartland. The project is being funded by a GAERF mini-grant.



A journalism student at Evanston Township High School conducts an interview.

Teacher Pamela Sloan notes that the original idea of producing a magazine about people in the community who have overcome hardship seemed too vague. It was decided to make the publication more specific by focusing on Evanston residents who shared the experience of recent immigration.

The result will be a magazine called *E202* (Evanston Township High School, District 202). "Our classroom environment has been very close to a real world design studio," says Sloan. "Students are making all the decisions on what to use and what not to use. Many students are learning for the first time how to work in an environment where collective opinion is somewhat of a reality check."

In addition to the GAERF mini-grant, major funding for the project is being provided by the school's alumni association and booster club, which plans to distribute 1,700 copies of the finished product throughout the community.

For further information, contact Pamela Sloan at (847) 424-7156 or sloanp@eths.k12.il.us ❖

PICA REACHES OUT TO EDUCATORS AT FALL CONFERENCE

About twenty educators from high schools, community colleges and four-year universities attended a special program offered by the Printing Industries of the Carolinas (PICA) during its Educator Segment at the Pica Fall Conference, held in late October in Pawley's Island, South Carolina. The program was supported by a \$2,500 mini-grant from GAERF.

The program featured three teacher-specific sessions and two industry sessions, which included a presentation by Dr. Taz Tally, who provided instruction on Adobe Creative Suite. The Fall Conference also featured instruction in Film and Foil for the Flexo Press, How to

Teach Flexo Without a Press, Quark Xpress and Color Management from Prepress to Pressman.

Doug Thomas, a PrintED instructor at Georgia's Buford High School, delivered the final session of the conference. He provided an overview of the PrintED program, encouraging more institutions and school systems to seek PrintED accreditation. PICA intends to do follow up on this presentation in the spring of 2005 with extensive direct contacts, both with conference attendees and with state department of education officials.

For further information, contact Terrie Duncan at (704) 357-1150 or ibduncan@picanet.org ❖



Dr. Taz Talley's Adobe Creative Suites presentation offered teachers a wealth of information at the Educator Segment at the PICA Fall Conference in October.

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MAKE YOUR MARK

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tion entitled *Graphic Communications in Your Community*, which will link visitors to locally specific industry information.

A new mailer is scheduled to be distributed in 2005 to teachers and guidance counselors, featuring a classroom poster that includes recommended classroom activities.

In the next phase of the MAKE YOUR MARK program, GAERF will develop classroom materials for such additional disciplines as business education and computer science, as well as materials aimed at junior high school classes and career centers. ❖

CHICAGO TEACHERS' CONFERENCE DRAWS RAVES

The annual Teachers' Conference sponsored by the Graphic Arts Show Company and the Graphic Arts Technical Foundation drew ninety-six teachers to Chicago during the highly successful GRAPH EXPO® and CONVERTING EXPO® 2004.

The group represented thirty-two states, plus Canada and Puerto Rico. More important, seventy-seven of the ninety-six teachers were first-time attendees at this event.

The conference is designed to give graphic communications teachers an intensive update on emerging technologies and products in the context of the largest and most comprehensive industry trade show of the year. The weekend program combined classroom sessions with opportunities to explore the exhibit hall at McCormick Place.

Formal presentations included reviews of print production trends, workflow definitions, Job Definition Format, color management, distance learning opportunities and successful outreach programs. Participants also took part in roundtable discussions, and attended a presentation on the 2004 "Must See 'Ems," the exhibits or products chosen by a panel of industry

experts as the most innovative at the show.

Many of the teachers took advantage of the personal mentoring provided by a group of industry veterans who volunteered to spend an hour on the show floor with first-timers, giving them an orientation to the huge exhibit hall.

Educators gave the entire conference a quality rating of 4.9 on a scale of 5.0, adding such specific comments as:

- "It was good to hear that other educators are finding themselves facing the same challenges that I am. As a first year educator, it made me feel less alone."
- "Valuable source for gaining information—learned where everyone is at!"
- "Very informative—good to see what's to come and also current trends."
- "It provided a sense of community for me which was particularly helpful as a first year educator."
- "All presentations were great!"
- "Being a first timer, I found the "mentoring" program to be particularly helpful."



James A. Workman, Director, GATF Training Programs, addresses the GASC/GATF Teachers' Conference at GRAPH EXPO® & CONVERTING EXPO® 2004.

- "Since the mid 70's, I've attended many GASC/GATF conferences. Soon I will be retiring. These conferences have made a big difference in my career." ❖

STUDENTS GET A GLIMPSE OF INDUSTRY

During GRAPH EXPO® and CONVERTING EXPO® 2004 some 1,500 students and teachers from four states gathered at McCormick Place in Chicago to participate in Career Day.

The students represented more than thirty schools. They took part in an assembly program during which they heard from Justin Green, a student at Clemson University and a two-time winner of the national Skills USA competition in printing. Green described how he first became interested in the printing industry and the educational opportunities he has pursued at Clemson to prepare for a career in graphic communications.

Another high-impact presentation came from two members of the U.S. Army's Deployable Print Production Center

(DPPC), which has been used to do printing and distribution of flyers and other materials during *Operation Iraqi Freedom*. Staff Sergeant Ezell Adams and Sergeant First Class Gerald Bossolono described what it was like to manage print product in a combat zone and how much the print operation contributed to the overall effort in Iraq.

Representatives of several universities were also on hand to answer students' questions.

Following the assembly, students were given several hours to tour the show floor on their own, which included the opportunity to visit the DPPC display in the exhibit hall that offered live demonstrations of the U.S. Army's on-site mobile printing capability. ❖



Students enjoy touring the show floor at GRAPH EXPO® & CONVERTING EXPO® 2004.

GAERF DISTRIBUTES NEW GATF CAREER BOOK

The Graphic Arts Technical Foundation has published a new book, *Careers in Printing: The Original Information Media*, and GAERF distributed some two hundred copies of the book to schools participating in PrintED.

Written by Sally Ann Flecker, a freelance journalist and teacher at the University of Pittsburgh, and revised by Deanna M. Gentile, managing editor of the

two bimonthly magazines published by the Printing Industries of America/Graphic Arts Technical Foundation, the book provides a comprehensive, highly readable, lively guide to everything a student needs to know to pursue a successful career in the print and graphic communications industry. It includes a profile of the fast-changing, technology-driven printing industry, illustrated by snapshots of industry market segments and opportunities.

The text explains the major printing processes and how digital technologies are shaping the industry. It also sets forth typical industry job descriptions, qualifications, and salaries.

Completing the contents of the publication are a glossary of industry terms, a listing of colleges and universities offering courses in graphic communications, as well as other valuable information for newcomers to the field. ❖

GAERF®

**Graphic Arts Education and
Research Foundation**

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