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Contact: Harvey Levenson
Cal Poly Graphic Communication Department
(805) 756-1108

Cal Poly To Celebrate International Printing Week Jan. 17 - 20

SAN LUIS OBISPO – The public is invited to attend one or more lectures planned as part of the Cal Poly Graphic Communication Department's celebration of International Printing Week beginning Tuesday, Jan. 17.

The university celebrates Printing Week annually to commemorate Benjamin Franklin's birthday. This year marks the 300th anniversary of his birth.

As part of the event graphic communication industry leaders will talk about technology, management and trends in printing, publishing, packaging, imaging and related topics.

Some of the topics to be discussed include packaging, graphic design and Web development; magazine design and production; digital printing and imaging; bringing the Government Printing Office into the 21st century; RFID technology and advances; RIP technology; marketing, sales, and management. All lectures will be in the university's Graphic Arts Building, Room 209.

As part of the celebration, the department will hold a dedication ceremony for digital presses that were donated to the Graphic Communication Department during the last year. The department will also dedicate a memorial endowment in the name of industry leader and Atascadero resident Terry Bell, who recently passed away.

On Thursday, Jan. 19, the International Printing Week banquet is planned at the Embassy Suites in San Luis Obispo. The keynote speaker will be Barbara Pellow, chief marketing officer and vice president of Graphic Communications Group - Eastman Kodak Co. in Rochester, New York.

Scheduled on Friday, Jan. 20, is Graphic Communication Career Day. Companies from around the nation will be on campus to discuss their organizations and interview students for jobs and internships.

For more information contact the Cal Poly Graphic Communication Department at 756-1108 or grc-department@calpoly.edu.

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Cal Poly Public Affairs

California Polytechnic State University

San Luis Obispo, CA 93407

805.756.7266

polynews@calpoly.edu