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FOR IMMEDIATE RELEASE

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Cal Poly to Celebrate International Printing Week Jan. 18-21

SAN LUIS OBISPO - Cal Poly will celebrate International Printing Week Jan. 18- 21 with a series of lectures, a banquet and a career day. Cal Poly's Graphic Communication Department will host the events.

International Printing Week commemorates the Jan. 17 birth of Benjamin Franklin and is held each year by the International Association of Printing House Craftsmen and its members.

Scheduled events include:

- o **Jan. 18**, Cal Poly's celebration of the annual event begins at noon. A variety of professionals in the printing industry will discuss workflow, digital output and color-management issues.
- o **Jan. 19** will be devoted to the field of packaging and graphics. A panel of recent alumni will be featured, along with speakers from leading companies in the packaging industry and graphics community. Presentations begin at 8 a.m. and continue throughout the day. During the evening, Frank Romano, a leading authority in both the printing and publishing industries, will present "Critical Trends for Critical Times," a lecture on market and technology trends impacting graphic communication. Romano's free presentation is open to the public and will take place in the University Union, Room 220.
- o **Jan. 20** will consist of additional presentations and panel discussions, followed by a banquet in the evening at the Madonna Inn in San Luis Obispo. Ray Hartman, senior vice president for equipment technology and engineering, R. R. Donnelley and Sons, will give a keynote address. Hartman, a Cal Poly alumnus, will discuss how Donnelley approaches forecasting of capital needs and equipment acquisitions. Additionally, the banquet will honor a number of individuals and companies that have provided a high level of support to the Graphic Communication Department. The public is welcome; contact the department to purchase a ticket.
- o **Jan. 21** will be Graphic Communication Winter Career Day, when employers are invited to recruit students to their companies. In the morning students may visit company booths. Interviews take place in the afternoon.

Throughout the course of the week, Graphic Communication students and guests will hear presentations from representatives of notable companies such as Coverbind, DuPont Cyrel, Eastman Kodak, Enovation Graphic Systems, Esko-Graphics, GretagMacbeth, Mark Andy, Oce, Presstek, Totmetrics, STI Systems Technology and others.

For event details visit <http://www.grc.calpoly.edu/printweek> or contact the Graphic Communication Department

at grcdepartment@calpoly.edu or (805) 756-1108.

More about the Graphic Communication Department

Founded in 1946, Cal Poly' Graphic Communication program (www.grc.calpoly.edu) is one of the largest and best known in the nation. With more than 33,000 square feet of space, the department houses some of the most modern laboratory facilities in graphic arts education. The department received national accreditation by the Accreditation Council of Collegiate Graphic Communications and has nearly 3,000 alumni.

The department also houses the Graphic Communication Institute (www.grci.calpoly.edu), the department's arm that conducts research, testing, product evaluations, seminars, workshops and conferences.

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