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FOR IMMEDIATE RELEASE

Contact: Harvey Levenson  
805-756-6151; hlevenso@calpoly.edu

## *Cal Poly International Printing Week Program Set for Jan. 29-Feb. 1*

SAN LUIS OBISPO – The Cal Poly Graphic Communication Department’s annual International Printing Week program, which commemorates Benjamin Franklin and his contributions to society and the printing and publishing industries, will run Jan. 29 to Feb. 1.

The four-day program includes a banquet, Career Day, and lectures by industry experts from around the nation. Jerry Hill, public printer of the State of California, will be a featured speaker.

Industry expert Ray Prince will be the keynote speaker and honored guest at the Thursday evening banquet. Prince is being feted for his contributions to the knowledge of the field and for his support of the planned expansion of Cal Poly’s Shakespeare Press Museum, one of only two working printing museums west of the Rocky Mountains. The expansion will store the university’s historical collection of graphic communication books, journals, papers and related publications contributed by industry and will be named the Raymond J. Prince Shakespeare Press Museum Resource Room.

Prince most recently served as president of GreensheetBIZ. He spearheaded the idea that led to the Shakespeare Press Museum Resource Room. Prince’s career in graphic communication spans nearly 55 years in research, testing, product evaluations, teaching, association work and consulting.

“Ray Prince is an internationally acclaimed printing scholar, technical expert, writer, and graphic arts consultant,” said Harvey Levenson, head of Cal Poly’s Graphic Communication Department. “He is a ‘printing philosopher’ and most worthy of the honor being bestowed upon him at Cal Poly.”

In the 30 years that Cal Poly has celebrated International Printing Week, the 2013 event is by far the most heavily supported by industry sponsors, Levenson said. Sponsors include two levels of support: Shakespeare Sponsor and Gutenberg Sponsor. The Shakespeare Sponsors are: Consolidated Graphics, OutputLinks, Ricoh, and SAGE Publications.

The Gutenberg Sponsors are: Adobe, Digital Technology Associates, EFI, Esko, Heidelberg, Hewlett Packard, Konica Minolta, RR Donnelley, US Ink/Sun Chemical, and Utah Paperbox.

In addition, eight Central California wineries and breweries are sponsoring the banquet: Vineyards, Edna Valley Vineyard, Graves Winegrowers, J & J Cellars, J. Lohr, Opolo Vineyards, Pear Valley Vineyards & Winery, and Firestone Walker Brewing Company.

The theme of Cal Poly’s 2013 International Printing Week is, “Back to the Future – How the Past is the Prologue to the Future.” The agenda includes:

Tuesday, Jan. 29 – Packaging Day – developments in packaging, featuring flexography and gravure

Wednesday, Jan. 30 – Design Reproduction and Web and Digital Media Day – developments in design technology and digital imaging

Thursday, Jan. 31 – History and Printed Electronics Day – dedication of the Raymond J. Prince Shakespeare Press Museum Resource Room and presentations on how the history of printing is the prologue to the future of the new technologies of printed electronics and functional imaging. The day’s events will include a Cal Poly premier showing of the acclaimed movie “The Linotype: The Film – In Search of the Eighth Wonder of the World.”

Also on Jan. 31, Cal Poly's annual International Printing Week Banquet will be held at the Madonna Inn in San Luis Obispo.

Friday, Feb. 1 – Graphic Communication Career Day – organizations from around the nation will interview graphic communication students for internships and full-time positions after graduation.

The Graphic Communication Department Advisory Board will also meet Feb. 1.

For information and on how to participate as an attendee or sponsor, contact Levenson at 805-756-6151 or [hlevenso@calpoly.edu](mailto:hlevenso@calpoly.edu), or go online to [www.grc.calpoly.edu/printweek/](http://www.grc.calpoly.edu/printweek/).

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Phone: 805-756-1111