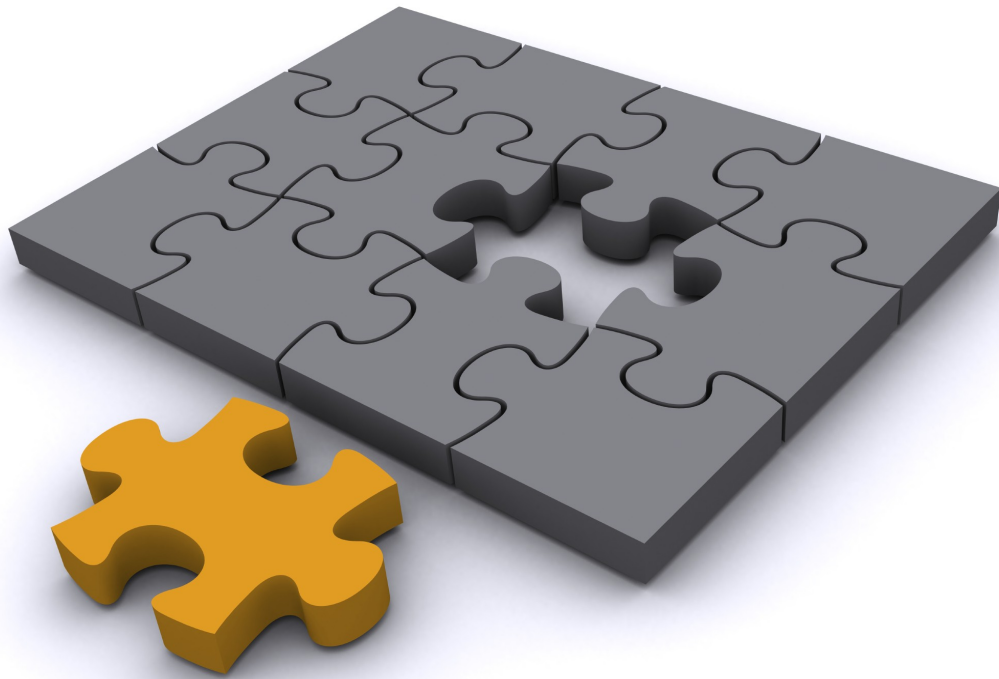


GAA

Advanced Pressroom Seminar

...the rest of the puzzle

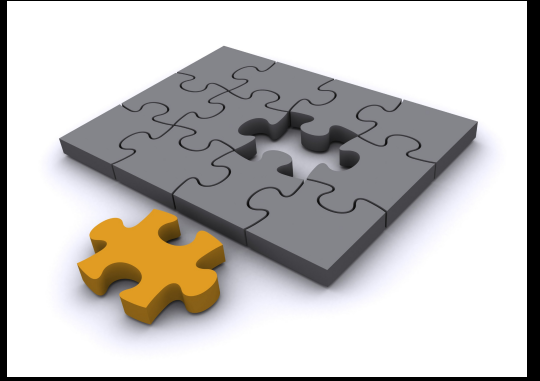


Note Change of Date

October 5-8, 2010
Western Michigan University
Kalamazoo, MI

GAA

Advanced Pressroom Seminar



The GAA Advanced Pressroom Seminar takes the gravure process to the next level in gravure pressroom training. Utilizing the framework built during the GAA Basic Gravure Seminar, this course will provide in-depth discussion and hands-on training in areas pertinent to today's gravure pressroom.

Focusing on the gravure press fingerprinting process, you will learn to identify and isolate variables that feed the press including substrate, ink, press, pre-press and cylinder parameters. Determining how to develop optimum press settings resulting in predictable print results will be taught. At the conclusion of the course, you will have the knowledge to successfully complete the long process of fingerprinting a gravure press.

Who Should Attend?

Pressroom managers, press operators, quality managers, prepress managers, cylinder manufacturers, ink manufacturers, sales managers and end-users involved in print production.

Course Topics

- Advance color theory, proofing and color management
- Sustainability in Graphic Communications: Looking through the Green Lens
- What is fingerprinting and how can it improve your process
- Finding the optimum running parameters
- Implementing the fingerprinting procedure
- Test cylinder design and print evaluation
- Involving your inks, solvents & substrates suppliers
- Press-side practical applications
- Press-side color matching and evaluation
- Keeping score/tracking performance with Six Sigma
- GAA online operator certification program

Online registration available at www.gaa.org

About the Instructors

Mark Prescott, Technical Manager for the Gravure Association of America, Inc. (GAA)

Mark has been a print professional for 40 years. Upon completion of a five year apprenticeship and City & Guilds Trade exam through the Manchester College of Art and Design, Manchester, England, he spent the next six years operating colour presses with gravure and flexo process work until his emigration to Canada. Throughout the ensuing years, he held positions of print supervisor at Lawson Packaging, Tetra Pak and Winpak; print supervisor/manager at Lily Cups; team leader/superintendent, printing at Canadian General Tower, Inc.; technical/ health and safety trainer/ pressroom supervisor at Quebecor World; and additional printing, press and production experience at various printing companies.

Additionally, Mark chaired the GAA committee for press certification training materials and has consulted for the Gravure Association of America. He is a member of the Gravure Cylinder Society and is ISO 9000 Lead Auditor certified at QMI.

Assisting Instructor Alexandra Pekarovicova, Ph.D. Western Michigan University

Dr. Alexandra "Sasha" Pekarovicova is a Professor at the Department of Paper Engineering, Chemical Engineering and Imaging, Western Michigan University, Kalamazoo, MI, where she has taught rotogravure process since 1997. She received her M.S. and Ph.D. degrees in Chemical Engineering from Slovak Technical University. Her research interests are mainly in gravure spot color printing, ink and paper interactions, printability analysis, ink chemistry and printed electronics. She received several prestigious grants and awards from UNESCO and NATO. Sasha has over 130 peer-reviewed publications and conference articles, and holds 5 patents.

Questions?

Contact Mark Prescott via email at mprescott@gaa.org or Bill Martin at bmartin@gaa.org.
Or, call 201.523.6042

Lodging & Travel

Staybridge Suites
2001 Seneca Lane
Kalamazoo, MI 49008
Phone (269) 372-8000

GAAWMU have established a room rate of \$99.95 plus tax per night for a studio suite. Please make your reservations by calling the hotel directly and asking for the GAA/WMU rate. The cut-off date is September 6, 2010. The hotel does have ample parking on the premises. The nearest airport is the Kalamazoo/Battle Creek airport.

The Advanced Gravure Pressroom Seminar is taking place at Western Michigan University (WMU). Parking is available at WMU and parking passes will be distributed the first day. Alternate transportation will be available for those without vehicles. The seminar runs from 8:30am to 5:00pm Tuesday through Thursday and to 11:00am on Friday.

Continental breakfast, lunch and refreshment breaks will be provided during the program. Included in the hotel rate is dinner Tuesday-Thursday. Dress for the seminar is casual. You will be press-side, so plan to bring some old clothes.

GAA Advanced Pressroom Seminar
October 5-8, 2010

Reply to:

Michelle Giuliano
Gravure Association of America
75 West Century Road
Paramus, NJ 07652
201.523.6042 phone 201.523.6048 fax
Mgiuliano@gaa.org

Registration

Register On-line at www.gaa.org....or fill out the form below and return to GAA

Name _____ Title _____

Company _____ Email _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

Emergency Contact _____ Phone _____

Food Allergies/Special Needs: _____

Fees

Early Bird (before 9/6/10)
Regular

GAA Members

\$ 1,995
 \$ 2,195

Non-Members

N/A
 \$ 2,795

Payment

Check enclosed (payable to Gravure Association of America, Inc.)

Credit card: Visa Mastercard American Express

Account #: _____ Exp. Date: _____

Signature: _____ Amount: _____

GAA Event Cancellation Policy

Event registration cancellations must be received by September 6, 2010 to qualify for a full refund, less 10% handling fee. No refunds will be given after that date. However, 90% of the registration fee can be applied to a future program, within the next twelve months, or a company substitute will be accepted. No-shows will be billed. On-site registration is available but we recommend you contact the GAA office or check the website for up-to-date cancellation information and space availability prior to travel. GAA assumes no responsibility for travel costs should it become necessary to cancel/reschedule the event.