

# *National Council E-Bulletin*

*For Industry Executives, Association Managers, Trainers & Educators  
Interested in Skill Standards & Skill Credentialing Issues*

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National Council for Skill Standards in Graphic Communications

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## **Council Chairman Announces Leadership Changes, Relocation of Headquarters**

The National Council has announced the retirement of W.H."Bill" Smith, current managing director, and relocation of the Council from its existing Kennebunk, Maine headquarters to the Harry V. Quadracci Printing & Graphics Center, Pewaukee, WI. At its recent annual meeting, the Board of Directors named Edmond L. Kelley, immediate past Board Chairman, managing director upon Smith's retirement, May 1, 2003.

Susan Kinney, Council Board Chair and President/Owner of The Castle Press, Pasadena, CA, has indicated "The move is timely and in step with the progressive Quadracci Center, and is the Council's endorsement of the leadership qualities embraced by Harry Quadracci." She continued: "The council is privileged not only to be associated with the Center, but with the advantages of closer association with major printing centers in the Midwest." Headed by Dean Flowers, Associate Dean, the Harry V. Quadracci Printing & Graphics Center is located at the Waukesha County Technical College, Pewaukee, WI, one of the most advanced training centers in the U.S. for youth entering the graphic communications industry.

Managing Director Kelley is well known throughout the printing industry for his leadership as Director, Corporate Press Training and Education for Quad/Graphics, Inc., retired after 24 years with Quad, and currently President, EDK and Associates, education and training consultants to the printing industry. Ed has been active in the leadership of the Association for Graphic Arts Training (AGAT), serving as a Board member, and speaker in almost every annual conference since its organization in 1987. He is a recent member of the GATF Executive Board of Directors and member of the Society of Fellows. He has been a speaker at Web Offset Association conferences, and the National Association for Printing Leadership (NAPL) conferences.

Kelley has been associated with the national skill standards movement since its initiation by GATF in 1992, when the Foundation organized the National Printing Skill and Knowledge Standards Project. Kelley served as a member of the National Project Steering Committee, chaired by Susan Kinney.

Smith was the GATF assistant manager of the National Project, funded by the U.S. Department of Education in the design and development of the Imaging, Litho Press, and Finishing/Distribution Skill Standards. Upon retirement from GATF, Smith was appointed managing director of the Council in 1996 and headed up

national committees in the design, development and national validation of the Sheet and Web Press Operators' Multicolor Certification Examinations, the development of the Flexographic Press Operator's Skill Standards and Multicolor Certification Examination funded by the Flexographic Technical Association, and the Digital Imaging Certification Examination (DICE) Series composed of Composition, Job Engineering, Image Capture and Digital Output. All Council certification examinations are based on GATF Training Program Curricula. Council press operator certification exams are multiple-choice, three-hour written exams, and the DICE (Digital Imaging Certification Exams) Series are computer-interactive, offered on-line through StaffingTools.com, each ninety minutes in length. StaffingTools, Inc. is a United States-based e-learning company focused on providing a complete assessment, training and certification system for the Graphic Communications Industry

### **Canadian, U.S. Participants Use GATF Training, Council Testing**

During the first quarter of this year, two companies applied for Council testing, their press operators having completed GATF Sheetfed or Web Offset Press Training. Nine web press operators from the Banta Catalog Group, Maple Grove, MN completed the PIA/Minnesota GATF Preparatory Web Training Short Course, and ten sheetfed operators from Metropolitan Fine Printers, Vancouver, BC completed the comprehensive GATF Sheetfed Press Training Program in preparation for Council testing. Two additional companies applied for testing their sheetfed operators, including Wallace-Moran, Orlando, FL with 24 operators, and Worth Higgins, Richmond, VA with two operators. All four companies maintain continuing programs of education and training for operating personnel.

### **Interested in Registering for a "DICE" Series Examination?**

Four imaging examinations compose the new Council Digital Imaging Certification Examination (DICE) Series: Composition, Job Engineering, Image Capture and Digital Output. Imaging technicians interested in learning more about the Series should download the DICE Procedures Guide online at <http://www.ncssgc.org/imaging.html> . Follow the instructions on Part II page 5 when registering for a DICE examination.

The Procedures Guide is also the study guide for candidates, listing topics covered in each of the exams, including sample test questions. Testing sites in the U.S. are listed on pages 13 through 16. In the event a site is not convenient, the candidate's management may contact the Council directly for special arrangements to take the exam(s) in-plant, proctored by the candidate's management.

Candidates may register for a DICE Series examination by contacting Edward Goddard, Customer Services Manager, STI, Phone: 800-355-6429 x 101. E-mail: [dgoddard@staffingtools.com](mailto:dgoddard@staffingtools.com). The STI website: [www.staffingtools.com](http://www.staffingtools.com).

Organizations participating to date include: Allegra Network, Inc.; American Speedy Print; Anderson Lithograph; Japs-Olson Co.; Lake City Press, Inc.; Litho, Inc.; Miami Dade Printing; Pentzer Printing; Service Web Offset Corp.; The Castle Press, Patrick LaMourie Consulting, Inc., and Mackay, Inc.

## **2003 Schedule for Flexo & Litho Press Operator Multi-Color Certification Examinations**

**June 26** (Apply by June 12)  
**October 16** (Apply by October 2)  
**December 11** (Apply by November 27)

Companies with three or more press operators may arrange dates more convenient to their production schedules by contacting the Managing Director ( [ekelley@ncssgc.org](mailto:ekelley@ncssgc.org) ).

HR personnel, managers and candidates may request the [FREE] 18-page flexo or litho Guide to Credentialing from the NC containing an outline of examination topics and sample test questions, or download the Guides from the NC website at [www.ncssgc.org](http://www.ncssgc.org). The Council contracts the proctoring of press examinations at a location convenient to the requesting company's facilities.

The National Council has defined two new sponsorship opportunities for interested organizations: Placement of a variety of 468 pixel x 60 pixel banner ads on 10 pages of the NC website for one month (\$250 USD); OR a text sponsorship message (which can include an HTML link) at the beginning of this E-Bulletin, which is e-mailed monthly to approximately 11,000 individuals (an excellent value at \$360 USD). For more information contact NC Webmaster [hal@halhinderliter.com](mailto:hal@halhinderliter.com) or visit the National Council's website: <http://www.ncssgc.org>.

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The National Council is the only nationally-recognized organization in the printing industry authorized to certify high-tech skills based on its expert-level, nationally-validated Skill Standards. The Council is governed by a board of directors comprised of leaders from industry, associations, education and the public sector. For additional information on Council Skill Standards and credentialing services contact: Edmond L. Kelley, Managing Director and E-

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Pewaukee, WI 53072. Phone 262-695-3470. Fax 262-695-3450. Website:  
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