

Winston Packaging's Ongoing Involvement in Education



"Future Printers, Printers' Future" is the motto of the PrintForce Initiative. This initiative is a collaborative effort of approximately 1300 printers and 110 schools in the Carolinas for improving education and workforce development within the printing industry. The goal of PrintForce is to "significantly increase the number of quality, skilled workers available to the Carolina's printing industry". Since 1998, Winston Printing Company has contributed over \$20,000 to PrintForce and our President and CEO James Gordon served as its Chairman from 2000-2003.

The Graphic Arts and Imaging Technology (GAIT) program at Appalachian State University in Boone, NC is a four year degree program within the Department of Technology. The program works closely with its Advisory Board which is made up of successful industry executives. Winston Printing Company President and CEO James Gordon has served on this Advisory Board since 1986 and also served as Chairman from 1986-1993. Advisory Board members provide the GAIT program with economic and technological market trends in our region, recommendations for the GAIT curriculum and semester long internships in their own firms. As a result of the collaboration between academia and industry, students are now receiving a combination of classroom and hands-on lab instruction. Advisory Board members have also been instrumental in securing equipment for printing labs so students may learn skills similar to those they will encounter in a future workplace setting. For example, in 2002 Winston Printing Company donated an AGFA Chromapress (digital printer) worth approximately \$125,000 to the GAIT program in order to introduce the students to the digital printing process.



The Graphic Arts and Imaging Technology (GAIT) program at FTCC in Winston-Salem, NC offers a two year associate degree program which focuses on print processes in the areas of offset, flexo, screen, and digital work flows. This program prepares its students for careers in print production and also provides continuing education to area printers who want to learn more about digital printing or related technologies. Again, Winston Printing Company President and CEO James Gordon has been Chair of the FTCC Advisory Board since 2000.