

# 2020 Workshops



## Inside

Screen Printing.....	3
Digital Printing .....	5
Installation/PDAA .....	7

About the Instructors .....	8
Enrollment & Class Locations.....	11
Travel/Housing/Cancellations .....	11

## About SGIA Workshops

SGIA workshops are the perfect way to keep up with the latest trends, creative applications and total business solutions. Whether you're looking for hands-on education in screen printing, digital printing or graphics installation, these SGIA-exclusive events are not to be missed. SGIA workshops are conducted without product bias by the most sought-after experts in the printing industry.

### Workshop Leaders

#### **Johnny Shell, Vice President of Print Technology & Training, SGIA**

Johnny Shell is responsible for developing SGIA's community-focused training and educational opportunities to keep the industry moving forward. He has received numerous awards throughout his 30-year career and is a member of the Academy of Screen & Digital Printing Technology. Johnny is an in-demand speaker at domestic and international industry events, and his articles appear regularly in industry publications.



#### **Ray Weiss, Director of Digital Print Programs, SGIA**

Ray Weiss provides solutions and technical information on digital printing, digital equipment, materials, and vendor referrals. He's the project manager for the PDAA Certification program, SGIA's Digital Color Professional Certifications and the Product of the Year Awards. An expert in color management, Ray instructs Color Management Boot Camps and is leading the Digital Color Specifications working group. Over more than 25 years in graphics, Ray has owned his his own prepress and offset business, and provided digital wide-format sales, training, support and service.



## Screen Printing

### **Apparel Screen Printing Crash Course (R&P Prints, Toronto, ON) (May 27 - 29)**

*Instructors: Johnny Shell, SGIA; Charlie Taublieb, Taublieb Consulting*

*\$449.25 (SGIA members) / \$599 (non-members)*

SGIA and Canada, what a great mix! This class is designed for apparel decorators ready to step up their game or polish their skills. You'll learn about the latest in screen-making automation, tips to improve press setup and changeover, water-based inks and advanced printing techniques like simulated process, special effects and more!

### **Screen Making: Basic to Advanced (April 6 - 8; Aug. 10 - 12)**

*Instructors: Dave Dennings, KIWO Inc.; Art Dobie, Chromaline Screen Print Products*

*\$449.25 (SGIA members) / \$599 (non-members)*

Printing excellence begins with the right screen. This exceptional workshop is guaranteed to challenge students as it combines real-world experience with supporting theory. Beginning with the most basic methods and progressing to cutting-edge technology, students master the how and why of making screens for virtually any job.

Learn proven methods guaranteed to save time and money:

- How to choose the right mesh, stencil and frame
- Proper stretching procedures to produce consistently tensioned screens
- Correct stencil application methods for optimum consistency and repeatability
- Proven techniques for calculating optimum stencil exposure
- Troubleshooting printed results

### **Art & Separations for Screen Printed Apparel (April 13 - 14; Nov. 2 - 3)**

*Instructor: Dane Clement, Great Dane Graphics*

*\$336.75 (SGIA members) / \$449 (non-members)*

In this class you will learn the secrets of creating great artwork and separations to produce amazing prints for light and dark shirts, including bitmap and vectors, creative art, assigning spot colors, halftones, and proper trapping.

### **Totally T-Shirts: Apparel Screen Printing (April 15 - 17; Nov. 4 - 6)**

*Instructors: Johnny Shell, SGIA; Charlie Taublieb, Taublieb Consulting*

*\$449.25 (SGIA members) / \$599 (non-members)*

Build your apparel decoration business with new skills and knowledge. This workshop is designed to give you lots of new ideas and plenty of practice with more advanced techniques. You'll gain valuable insight into techniques that set leading shops far above the rest, take control of artwork, and produce stunning results as you master the latest, most innovative inks and printing techniques. We'll cover simulated process, water-based inks, special effects, gels, glitters and foils, and more.

This intensive three-day workshop offers a full range of training and hands-on printing including:

- Proper screen making techniques using the latest high-tech equipment
- Press setup and registration
- Proper printing techniques using plastisol, water-based discharge, special effect and other inks
- Parameters for proper flashing and curing
- Production tips and tricks to increase efficiency, throughput and yield

*Suggested Prerequisite: Screen Making: Basic to Advanced*

## Screen Printing (continued)

### Master-Level Apparel Screen Printing (TBA)

*Instructor: Lon Winters, Graphic Elephants.com*

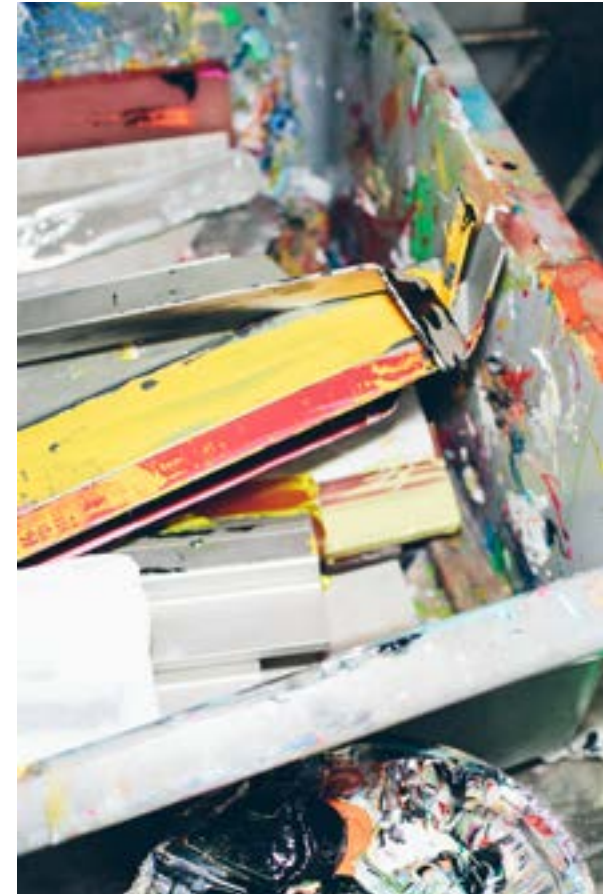
*\$449.25 (SGIA members) / \$599 (non-members)*

This three-day workshop offers a solid understanding of advanced apparel screen printing techniques and is intended for those who are ready to take their businesses to the next level using advanced printing methods, workflow and expert knowledge. Led by industry expert Lon Winters (GraphicElephants.com), who has been involved in virtually every aspect of screen printing for nearly 30 years and has won 50 international industry awards and honors, published numerous articles, and led several industry seminars and workshops.

You'll leave with:

- Improved screen printing skills that will elevate your ability to produce eye-popping prints
- Valuable insight into techniques that set industry leading shops far above the rest
- Knowledge of high-end printing techniques such as 4-color process, simulated process and more
- Self-confidence to take your business to the next level

*Suggested Prerequisites: Screen Making: Basic to Advanced, Totally T-Shirts*



“The Screen Making workshop is a go-to source for baseline learning. Perfect for new supervisors and new artists.” — *Screen Making Workshop student*





## Digital Printing

### **Operation Sublimation** (March 10 - 12)

*Instructor: Ray Weiss, SGIA*

*\$336.75 (SGIA members) / \$449 (non-members)*

Instruction will focus on all aspects of integrating dye sublimation into an existing business or starting a new business altogether. Attendees will learn about available sublimation ink technologies; RIP software for dye sublimation; color management basics for dye sublimation; costs and returns on investment; transfer and direct print; and flatbed and rotary heat presses.

### **Color Management Boot Camp** (June 2 - 4)

*Instructor: Ray Weiss, SGIA*

*\$599.25 (SGIA members) / \$799 (non-members)*

You will learn from SGIA-certified instructors about color theory and principles, goals of color management, device calibration, time-tested procedures, newest print standards, spot colors and print verification. If you:

- Struggle with color control
- Have difficulty getting approval from your customers
- Want to produce better and more consistent color
- Are curious about brand and spot colors

Take control of your color with this hands-on workshop led by SGIA Certified Instructors and make large-format inkjet color management work for you.

### **Advanced Color Management Boot Camp** (Sept. 1 - 3)

*Instructors: Ray Weiss, SGIA; Dan Gillespie, Alder Color Solutions*

*\$374.25 (SGIA members) / \$499 (non-members)*

This two-day workshop will cover profiling for capture devices (camera/scanner) and how to build and test profiles; building pre-flight art files; Adobe Creative Cloud workflow; PDF standards; color communication; CxF Spectral Values and how to embed them in PDFs (advanced soft proofing, CGS Oris, Chromachecker, CxF Toolbox, Remote Director, iccMAX/ISO15076); device link profiles (GCR advanced ink settings, dynamic device links, Alwan Color Hub); editing profiles related to substrate corrected color aim (SCCA) using Curve4, EFI Color Suite, Color Logic, and advanced troubleshooting of color accuracy.

### **Advanced Color Management Boot Camp** (Nov. 4 - 5)

#### **Alder Color Solutions**

*Los Angeles, CA*

*\$799*



*Students must have achieved Qualified Digital Color Professional status to attend Advanced Color Management Boot Camps.*

## Digital Printing (continued)

### 2020 Partner Boot Camps:

#### Alder Color Solutions

Instructor: Dan Gillespie

\$799

March 24 - 26 (Ft. Lauderdale, FL)

April 28 - 30 (Dallas, TX)

June 16 - 18 (Seattle, WA)

July 28 - 30 (Minneapolis, MN)

September 15 - 17 (Manchester, NH)

#### ColorCasters

Instructors: Jim Raffel, Shelby Sapusek

\$799

February 4 - 6 (Escondido, CA)

March 10 - 12 (Tampa, FL)

June 23 - 25 (Milwaukee, WI)

August 18 - 20 (Dallas, TX)

November 17 - 19 (Phoenix, AZ)

#### Color Management Group

Instructor: Ben Starr

\$799

March 17 - 19 (Honolulu, HI)

May 4 - 5 (Boston, MA)

June 9 - 11 (Las Vegas, NV)

#### Nazdar

Instructor: Travis Barcelona

\$799

May 12 - 14 (Kansas City)

#### RPI Imaging

Instructor: Dan Reid

\$799

April 21 - 23 (Phoenix, AZ)

September 29 - October 1 (Phoenix, AZ)

#### IT Supplies

Instructor: Ray Weiss

\$799

July 14 - 16 (Chicago, IL)

“Color management concepts can be confusing for those who are new to the subject, and there is more than enough bad information available out there. It was invaluable to have an expert available who could answer all of my questions thoroughly.” — *Jordan Shepard, May 2019*



## Installation/PDAA

### **PDAA Commercial and Fleet Certification** (March 25 - 26)

*Instructor: Ken Burns, Axis Graphic Installations Inc.*

*\$675 (SGIA members) / \$900 (non-members)*

This PDAA Certification will assess your skills in commercial and fleet applications. You will be tested on specific parameters in a product-agnostic setting, certifying your proficiency using a wide range of materials.

### **PDAA Architectural Level 1** (May 13 - 14, July 22 - 23)

*Instructor: Ken Burns, Axis Graphic Installations, Inc.*

*\$374.25 (SGIA members) / \$499 (non-members)*

This PDAA Certification is designed to assess your skills on basic window, wall and floor applications. You will be tested on specific parameters in a product-agnostic setting, certifying your proficiency using a wide range of materials.

PDAA Off-Site

### **PDAA Commercial and Fleet Certification:**

**CNJ Wraps for the Commercial and Fleet vinyl** (three dates in 2020, to be announced soon)

*Kansas City, MO*

*Chad Huhman*

*\$800 (SGIA members) / \$1,000 (non-members)*

### **Corporate Installations** (two dates in 2020, to be announced soon)

*Tomball, TX*

*\$800 (SGIA members) / \$1,000 (non-members)*

This PDAA Certification is designed to assess your skills on commercial/fleet applications. You will be tested on specific parameters in a product-agnostic setting, certifying your proficiency using a wide range of materials.

### **PDAA Color Change Certification:**

**Exotic Vehicle Wraps** (two dates in 2020, to be announced soon)

*Sterling, VA*

*Nate VanderVliet*

*\$374.25 (SGIA members) / \$499 (non-members)*

This PDAA Certification is designed to assess your skills in vehicle color change applications. You will be tested on specific parameters in a product-agnostic setting, certifying your proficiency using a wide range of materials.



## About the Instructors

### Travis Barcelona, Nazdar Ink Technologies

Travis Barcelona, Inkjet Team Leader for Nazdar Ink Technologies, has been in the printing industry for over 30 years and has a technical background in screen printing and inkjet technology. He holds service certifications for several wide- and grand-format inkjet brands along with certifications for most of the major RIP software programs. Barcelona is a G7 certified expert and understands principles of inkjet printing ranging from data processing, color management, media, ink chemistry and equipment operation to UV technology and fluid dynamics.



Travis Barcelona



Ken Burns

### Ken Burns, Axis Graphic Installations

Ken Burns, President/CEO of Axis Graphic Installations Inc., has consulted, developed and managed multiple Fortune 500 companies. In 2006, he learned how to install vehicle wraps so he could bring his knowledge of large corporate structure to an industry that was mostly independent subcontractors. He started his first Axis team in South Florida in 2009 and has since developed teams proficient in all types of sign and graphic installation in Texas, Georgia, North Carolina, Maryland and Pennsylvania.

### Dane Clement, Great Dane Graphics

Dane Clement is President of Great Dane Graphics, a GroupeStahl company specializing in the creation of production-ready stock art for the apparel decorating industry. He is also GroupeSTAHL's Vice President of Art and Creative Process. Speaking and writing for the decorated apparel industry since 1987, he is considered an expert on computer graphics and color separations for textile screen printing, dye sublimation, digital direct-to-garment and heat-applied graphics. He is the author of "Artwork for Vinyl Cutting for Adobe® or Corel® Users," and "T-Shirt Artwork Simplified."



Dane Clement



Dave Dennings

### Dave Dennings, KIWO

Dave Dennings, Product Manager at KIWO Inc., is skilled in market assessment, product development and technical sales, and has over 25 years industry experience. He specializes in product development, product management, market analysis, troubleshooting, training, technical sales and marketing.





## About the Instructors (continued)

### Art Dobie, Chromaline Screen Print Products

Art Dobie, Technical Sales Representative for Chromaline Screen Print Products, is an internationally recognized expert in screen-making technology and screen-printing for industrial, technical, and electronic screen-printing applications.

### Dan Gillespie, Alder Color Solutions

Dan Gillespie began his career introducing desktop publishing to Lancaster Newspapers, where he honed his skills in scanning and color separation/reproduction for cold-set web printing. He went on to work for GE Richards Graphic Supplies as an application specialist to train clients in graphics-related software. The only color specialist on staff, he installed scanners and proofing systems, teaching people color management around the country. In 1999, he started ColorGeek Inc., solving color workflow problems for photographers, printers, publishers and converters.

### Chad Huhman, CNJ Wraps

Chad Huhman is the Owner of CNJ Signs and Wraps, which he started in 1997. With its range of services, the company helps clients reach their vinyl advertising goals, and has become the fastest-growing sign and wrap company in Kansas City, Mo. Among Huhman's achievements are PDAA, Avery Dennison, Fellers and Wrapify certifications.

### Jim Raffel, ColorCasters

Color management consultant Jim Raffel is CEO of ColorCasters, LLC and ColorMetrix Technologies LLC. As a veteran of the printing industry and a graduate of Rochester Institute of Technology's acclaimed printing management program, he formed ColorMetrix in 1995 to bring an idea he had to make color measurement and evaluation easier by creating easy-to-use software solutions. Today as a certified G7 expert and color management professional, his consulting practice focuses on dye sublimation and flat-bed UV inkjet printing. He has also been authorized to conduct SGIA's color management boot camps.

### Dan Reid, RPIImaging

RPIImaging provides consulting services to brands and print service providers to maximize their profit potential by decreasing waste, improving efficiency and repeatability. A G7 Certified Expert since 2006, Dan has helped numerous businesses achieve the merits of G7 print calibration method in flexo, web, sheetfed, digital and grand format printing. He is a contributing speaker at printing conferences and trade shows including PRINTING United, and is an SGIA Color Management BootCamp instructor.



Art Dobie



Dan Gillespie



Chad Huhman



Jim Raffel



Dan Reid

## About the Instructors (continued)

### Shelby Sapusek

Shelby Sapusek worked in the newspaper industry for 17 years as a graphic designer and prepress technician. Now she works as a color management consultant and trainer in the printing industry. She is also a Certified Digital Color Professional Instructor for SGIA and helps with the Color Management Boot Camp program around the country.



Shelby Sapusek

### Charlie Taublieb

Charlie Taublieb has been in the screen printing industry since 1976, and heads up Taublieb Consulting in Greenwood Village, Colorado. Taublieb has worked with shops in the U.S., Europe, Asia and Latin America. He has conducted workshops and seminars around the world since 1980, and is a regular SGIA workshop instructor.



Charlie Taublieb

### Nate VanderVliet, Exotic Vehicle Wraps

Nate VanderVliet is Founder and President of Exotic Vehicle Wraps, Inc. from Sterling, Va. Exotic Vehicle Wraps is a restyling protection company and industry leader founded in 2010. Nate oversees business operations, development and growth strategies. His career passion and goal is to create the industry's top tier restyling company and reinvest his knowledge into his wrap community. Nate is an expert installer in color change vehicle wraps and paint-protection film. He carries certifications with PDAA, Avery, 3M, KPMF, Arlon, Paint is Dead, Suntek, Xpel, Bray, Ceramic Pro, Belbien and many more.



Nate VanderVliet

### Lon Winters, GraphicElephants.com

Lon Winters is President of GraphicElephants.com/Print This, Inc., an international industry consulting firm and decorating facility specializing in technical advances & development, plant design, layout, troubleshooting, productivity and quality analysis providing complete garment embellishing solutions.



Lon Winters



## Enrollment & Class Locations

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Enroll in SGIA on-site workshops at [SGIA.org/education/workshops](https://SGIA.org/education/workshops). SGIA's offices are located in Fairfax, Virginia, outside of Washington, DC. Registration information for off-site workshops is also available at [SGIA.org](https://SGIA.org).

## Travel & Housing

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If you are traveling by air, plan to arrive the day before the workshop begins. We recommend you do not schedule a flight out before 6:00 PM on the last day of the class.

Fairfax, VA, is a suburb of Washington, D.C., and is served by three major airports — Washington Dulles International Airport (IAD) (15 miles from Fairfax), Ronald Reagan Washington National Airport (DCA) (18 miles) and Baltimore-Washington International Thurgood Marshall Airport (BWI) (50 miles). We strongly recommend that you fly into IAD.

Several major hotel chains serve Fairfax. A partial list is below.

### **Residence Inn Fairfax City**

3565 Chain Bridge Rd, Fairfax, VA 22030

2.3 miles from SGIA (7 minutes)

### **Holiday Inn Express**

10327 Fairfax Blvd, Fairfax, VA 22030

2.3 miles from SGIA (7 minutes)

### **Courtyard by Marriott Fair Oaks**

11220 Lee Jackson Memorial Highway, Fairfax, VA 22030

2.6 miles from SGIA (8 minutes)

### **Comfort Inn University Center**

11180 Fairfax Blvd, Fairfax, VA 22030

2.8 miles from SGIA (9 minutes)

### **SpringHill Suites Fairfax Fair Oaks**

11191 Waples Mill Rd, Fairfax, VA 22030

3.4 miles from SGIA (10 minutes)

### **Fairfax Marriott at Fair Oaks**

11787 Lee Jackson Memorial Hwy, Fairfax, VA 22033

6.1 miles from SGIA (13 minutes)

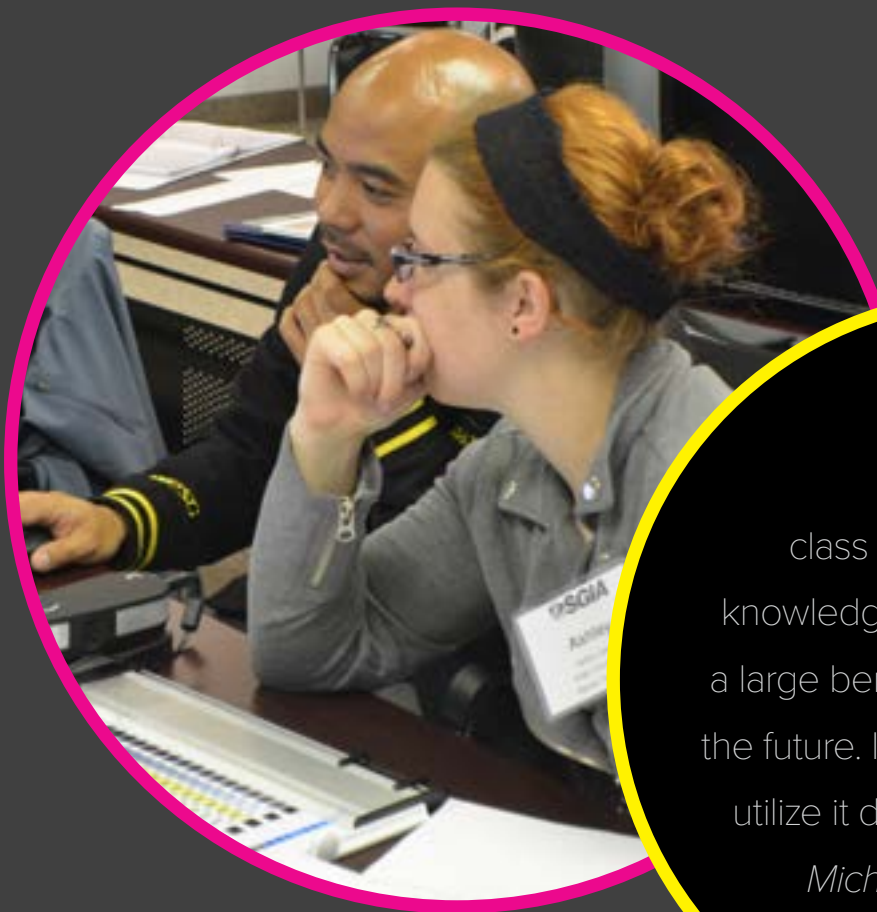
### **Best Western Fairfax**

3535 Chain Bridge Rd, Fairfax, VA 22030

6.2 miles from SGIA (14 minutes)

*Please Note: SGIA does not provide transportation. Rental cars and ride share options are available at all airport locations. This list of hotels is provided as a convenience to workshop students. SGIA is not responsible for the quality of the properties.*

SGIA workshops are the perfect way to keep up with the latest trends, creative applications and total business solutions available. From one-hour presentations right from your computer, to multiple-day hands-on sessions with industry experts, these SGIA-exclusive educational events are not to be missed.



Register Today  
at [SGIA.org](http://SGIA.org)



This hands on  
class helped my technical  
knowledge immensely and will be  
a large benefit to my sales efforts in  
the future. I learned so much and will  
utilize it daily in the field. — *Steve  
Michel, ImageTech, LLC*