



<https://hrlevenson.wixsite.com/gcag>

## PRESS RELEASE

### **Cal Poly Professor, Ken Macro, Shares a Strategy for Using Events of the Past to Plan for the Future**

(Pismo Beach, Calif.) In the July 2021 article of the Graphic Communication Advisory Group (GCAG), Cal Poly Professor and industry visionary, Dr. Ken Macro shares a strategy in which he uses events of the past for strategic planning in the printing industry.

Macro's article is entitled: Entitled: ***History is the window on the future—Wynkyn De Words: The First, True Lean Strategist in the English-Speaking Print Community***, and appears in full via the following link.

[https://hrsite.files.wordpress.com/2021/06/ken-macro-gcag\\_july\\_final.pdf](https://hrsite.files.wordpress.com/2021/06/ken-macro-gcag_july_final.pdf)

Harvey Levenson, Cal Poly Professor Emeritus and coordinator of the GCAG, said: "Ken Macro is a professor, researcher, consultant, and visionary of extraordinary insights. He developed an approach for determining how events of the past provide clues for explaining the present and forecasting the future. As an example, in his article Ken shows how a printing industry figure of the distant past, *Wynkyn De Words* (circa 1534), had insights into the significance of Lean manufacturing as it is practiced today. This is worth reading by the leadership of our industry's companies of any size involved in strategic planning."

The article is the sixth in the first-year series of the Graphic Communication Advisory Group (<https://hrlevenson.wixsite.com/gcag>), and will appear in an annual journal early in 2022.

#### **About the Graphic Communication Advisors Group**

The *Raymond J. Prince* Graphic Communication Advisors Group (GCAG) is a team of specialists and experts accessible to the printing, publishing, packaging, and related communities. The group provides fresh, outside perspectives representing a broad range of experiences and a long-term commitment to all facets of the graphic arts industries. Many of the GCAG consultants and practitioners are printing industry "household names" and best-known managers, technologists, scientists, researchers, authors, and Expert Witnesses. They bring the power of their deep expertise and problem-solving acumen to bear on training and solving difficult problems. See: (<https://hrlevenson.wixsite.com/gcag>)

***Continued***



Dr. Kenneth Macro

Dr. Ken Macro is a Professor and former department chair of Cal Poly's Graphic Communication Department. Ken's teaching, research, and consulting specialties are printing and plant management with a focus on Lean manufacturing. He is highly published and is a sought-after speaker on these subjects. **Contact:** [kmacro@calpoly.edu](mailto:kmacro@calpoly.edu) or 805-440-8548.

#####

-----  
**Press Contact**

Harvey R. Levenson

GCAG

805-801-6025

[hrlevesnon@thegrid.net](mailto:hrlevesnon@thegrid.net)

<https://hrlevenson.wixsite.com/gcag>  
-----