

# the green

1. Fill out the Yearbook Connection Workshop Registration form and mail it, with your check, to Steven Wallace, 8601 sw 103rd avenue, gainesville, , 32608. Make your check payable to The Yearbook Connection. DEADLINE JUNE 15!
2. If you need hotel accommodations, we have arranged rooms at the Fair eld Inn by Marriott. Please call 352.332.8292. The hotel address is 6901 nw 4th blvd, gainesville, 32607. For tax free rates, you MUST include a copy of your tax exempt certi cate at the time of registration.
3. Make copies of the Yearbook Connection Student Info/Permission forms for all of your students. You MUST turn in Parent/Guardian Permission forms at Registration July 20.

You will receive a con rmation after we receive your registration.



## the yearbook connection

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peace  love  
yearbook  ok

the yearbook connection

summerfest

july 20-22, 2009

 **HERFF JONES**

the venue  
oak hall school  
8009 sw 14th ave  
gainesville, 32607

# the gig

**monday Plan it!** On day one, we'll focus on staff cooperation, theme, planning, and how to get and tell the story of the year. Sessions will help staff members understand the functions of a yearbook and the basic roles of the student journalist. We'll begin to develop theme ideas, plan ladders, discuss coverage, and brainstorm ways to capture and tell the many stories of the school year through the latest in copy and caption trends. If you're an out-of-towner staying overnight, enjoy a dinner on us.

**tuesday See it!** Tuesday's sessions will focus on the visual aspects of yearbook: photography and design. You'll learn techniques that photojournalists use to capture emotion, enhance composition, and visually tell a story. Other sessions will explore design techniques ranging from the simple to the advanced, based on your experience level. Gurus will teach techniques of Adobe InDesign and our powerful on-line page creation and submission program, eDesign. Tuesday will also feature our artist sessions. Staffs and advisers can get creative with Herff Jones artists to work on theme and cover development.

**wednesday Share it!** On Wednesday we'll have time devoted to selling the books and ads. In other words, we will look at ways to sell more books and more advertising. Specific techniques and viewpoints will be presented, and staffs will have time to develop their own marketing ideas to take into next school year. The day will finish with awards for theme, marketing plan, and layout work.



## the guests



Jordan Elder is an associate with Cady & Cady Studios and Herff Jones Yearbooks in Jacksonville, FL. She is a native of Tennessee where she was a four year member of the Halls High School Yearbook staff. She served as business manager and co-editor her junior and senior years. She is a graduate of The University of Tennessee. Before marrying her husband and moving to Florida two years ago, Jordan was a Herff Jones Representative in West Tennessee for 2 ½ years. Jordan was very excited when she found out she would be able to continue working with yearbook staffs upon arriving in Florida. She now brings her enthusiasm, experience and love for yearbook to schools in Northeast Florida and Southern Georgia.

Pam True Szaro served as a yearbook adviser, for eleven yearbooks. She used Herff Jones as her printing company and was continually impressed with the quality and customer service. Pam was offered a position with the company in 2006. Having worked both in the classroom and as a yearbook consultant gives a rounded perspective of work that is required to create a book, both in a timely manner and within the budget. The schools that have worked with Pam appreciate her dedication to making their yearbooks journalistically sound and rewarding for the entire school community.

