

To:

Jostens
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Atlanta, GA 30339
Suite 3804
2451 Cumberland Blvd,
Yearbook
University
2018

YOURS TRULY YEARBOOK



JOSTENS SUMMER WORKSHOP
the classic center, athens, ga
june 18 - 20, 2018
www.GeorgiaYearbookCamp.com

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YOUR DETAILS

- WHO:** Advisers, Editors, Photographers & Staffers
- WHAT:** Yearbook Summer Workshop
- WHERE:** The Classic Center Athens, GA
- WHEN:** June 18 - 20, 2018
- WHY:** Plan your entire 2019 book over three days
- COST:** Save by registering early! See reverse for details

SCHEDULE:

- MON 6/18** Theme Concept, Design, Spread Content Planning, Mini-Sessions
- TUE 6/19** Ladder Diagram, Coverage, Mini-Sessions, Complete Portfolio
- WED 6/20** Business Planning, Mini-Sessions, Advisers/ Editors Only. Awards Presentation
- DAILY** Artist sessions and breakout sessions that staff members & advisers will be able to select from on various Yearbook topics.

Jostens®

Anyone who has attended yearbook workshop will tell you: “it’s a lot of work and a lot of fun.” Develop your theme. Brainstorm your coverage. Learn how to write. Design templates. Set your marketing plan. And live it up!

Start your workshop experience now. Expect all decision-making editors and recruit as many staff members as you can to commit to attending the workshop. The more you have trained, the better the experience will be.

Summer workshop is a great team bonding and building time for you and your staff. Check out all of the spring planning activities in the Digital Classroom on Yearbook Avenue.

PREPARATION

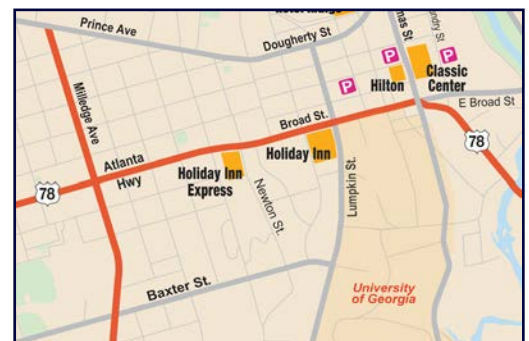
Now, some serious stuff – **Be a yearbook scout.**

- Narrow theme choices down to no more than three. Bring a cover sketch, endsheet, title page, opening/closing, divider and parting page. Have some font and color ideas.
- Bring last year’s ladder and copies of your yearbook (for reference and trading).
- Don’t forget your “yearbook notebook” so you can take notes, sketch ideas and plan marketing ideas. Pens, pencils, colored pens/marker and pencils
- Prepare to be social. Bring your cell phones/tablets and your cameras so you can share your experience with friends.
- Now is the time to collect ideas for inspiration at the workshop. Create idea notebooks now that you can bring to camp. Compile story, headline, writing, photo/photo treatment, font, color and other graphic design ideas.
- Laptops can be used for exploring inspirations as well as starting the actual production on the book.
- Photography Track participants need to bring a digital DSLR camera, memory cards, chargers, as well as any lenses and detachable flashes you may have.
- Finally, bring your school calendar and your budget for time and fiscal planning.

LOCATION



The Classic Center is located in the heart of Downtown Athens, Georgia. Complimentary wireless internet access and audio-visual with plug-and-play capabilities makes The Classic Center a perfect location for the summer workshop.



On-site parking is available in The Classic Center's 644-space parking deck.

JOSTENS REPS



Andrea Avery



Lyndsey Bland-Gunn



John Bumgarner



Julie Christie



Loren Collins



Matt Felis



Lauren Logsdon



Sean McCarthy



Suzanne Ross

EXPERTS



John Cutsinger

John was a Jostens Creative Account Manager, a Dow Jones Newspaper Fund National Journalism Teacher of the Year, a Columbia Scholastic Press Association Gold Key recipient, a National Scholastic Press Association Pioneer, a Southern Interscholastic Press Association Distinguished Adviser and a Journalism Education Association Medal of Merit and Friend of Scholastic Journalism award winner.



Brenda Fields

Brenda Fields, MJE, has been advising yearbooks for the past 20 years. Her staff at Glenbrook South High School creates a nearly 500-page book that has been recognized by state and national press associations and has regularly earned NSPA Pacemakers and CSPA Crowns. A Distinguished Yearbook Adviser, she serves on the board of directors for the Illinois Journalism Education Association and is also the JEA state director. She lives and breathes yearbook and loves every aspect of working with students, both at home and at workshops, as they bring their vision to life.



Amy Morgan

Amy is the journalism teacher and publications adviser at Shawnee Mission West High School in Overland Park, Kan. (a suburb of Kansas City). She advises the newspaper, yearbook and photojournalism staffs, and co-advises the website staff. Her students' publications have earned All-Kansas and All-American honors and been recognized as Pacemaker finalists. Amy is a frequent workshop and convention speaker. She is a member of the Kansas Scholastic Press Association executive board.



Matthew LaPorte

Matthew LaPorte is in his 9th year advising the Southwest Shadow Online News Site and The Howl Yearbook at Southwest Career and Technical Academy in Las Vegas, Nevada. He serves as the JEA NV State Director and the Co-President of the Southern Nevada Society of Journalists. He was recognized in 2015 as a JEA Rising Star. The Howl has been recognized as an NSPA Yearbook Pacemaker Finalist, an NSPA All-American evaluated publication and a CSPA Gold Medalist. Check him out on Twitter @educatelaporte and Instagram @matthew.laporte.



Mike McLean

Mike is a Dallas, Texas-based freelance photojournalist and teaches photojournalism workshops throughout the nation. In 2004, he was inducted into the Journalism Hall of Fame. He is a co-author of "Get the Picture" published by Jostens and developed a digital photojournalism curriculum for a university based in Colorado. Mike sees his role as a visual storyteller. "Your story, my eyes," he says. Mike's work can be viewed at McLeanPhoto.com.

LODGING

Hotel accommodations will be the school's responsibility to coordinate. Jostens has reserved rooms at the following Downtown Athens hotels. **Be sure and ask for the Jostens group rate.**



Hilton Garden Inn Athens Downtown \$144.00+tax/night *Across the street from The Classic Center
390 East Washington Street, Athens, GA, 30601
Tel: 706.353.6800



Holiday Inn Hotel - Athens \$104.00+tax/night
197 East Broad Street, Athens, GA 30601
Tel: 706.549.4433



Hotel Indigo \$139.00+tax/night
500 College Avenue, Athens, GA, 30601
Tel: 706.546.0430



Holiday Inn Express - Athens \$99.00+tax/night
513 West Broad Street, Athens, GA 30601
Tel: 706.546.8122

FOOD

Meal vouchers for local restaurants will be given to all participants. Some restaurants included are:

- Five Guys
- Subway
- Ben & Jerry's
- Momma Goldberg's Deli
- Mona New Orleans
- Mellow Mushroom
- Little Italy Pizzeria
- Gyro Wrap
- GiGi's Cupcakes
- Athens Bagel Co
- Waffle House

See a complete list at
www.downtownathensga.com
(Businesses/Restaurants & Dining)

Yearbook University Registration Application

June 18 - 20, 2018

Please register you & your staff at www.GeorgiaYearbookCamp.com. Once you complete your registration you will mail your forms and payment to the address listed to the right.

Registration includes workshop activities and meal vouchers. Lodging is not included in price below

Choose One	<input type="checkbox"/>	Yearbook Registration	\$225 (\$200 if application & payment received by April 21, 2018)
	<input type="checkbox"/>	Photography Registration	\$225 (\$200 if application & payment received by April 21, 2018)
	<input type="checkbox"/>	Yearbook (Day Only) Registration	\$200 (\$185 if application & payment received by April 21, 2018)
	<input type="checkbox"/>	Photography (Day Only) Registration	\$200 (\$185 if application & payment received by April 21, 2018)

- Check here if you are attending the Yearbook Track
 Check here if you are attending the Photography Track *See "Preparation" for what to bring
 Check here if you are the Adviser

Name _____

Home Address _____

City, State, Zip _____

Home Phone _____

Email Address _____

School _____

Adviser's Name _____

My Rep Is: ___ Andrea Avery ___ Lyndsey Bland-Gunn ___ Julie Christie ___ Loren Collins
___ Matt Felis ___ John Bumgarner ___ Lauren Logsdon ___ Sean McCarty
___ Suzanne Ross

Emergency Contact (name & #) _____

Student Medical Information and Release

This medical form MUST be signed by a parent or guardian before your registration will be accepted.

In the event of emergency illness or accident, this form authorizes the administration of medical or surgical treatment deemed necessary by a licensed M.D. for the individual named. Should religious or other considerations prevent such permission, the individual must present, in lieu of this form, a statement absolving The Classic Center and Jostens Yearbook University of any medical liability. Information contained herein will remain confidential. Please print.

Student Name _____

Parent/ Guardian Name _____

Business / Daytime Phone _____

Home Phone _____

Address _____

City, State, ZIP _____

Please list any pertinent medical information applicable to allergies, nervous disorders, heart trouble, diabetes, epilepsy, etc.: _____

Please list the date of last tetanus shot: _____

Please include any additional information which you feel may be pertinent to the student's safety while he or she attends Yearbook University on a separate piece of paper, attach it to this medical release, and check here: additional information included.

Application & Payment must be received by:

May 26, 2018

Please make checks payable to:

CMYK PUBLISHING, INC.
(unless paying your school)

***No Workshop Refunds After May 19, 2018.

Mail to:

Yearbook University
c/o Matt Felis
2451 Cumberland Pkwy
Suite 3804
Atlanta, GA 30339



Sign

Signature of Parent or Guardian

Date