

# JOSTENSSUMMERWORKSHOP

7.30.18 – 8.1.18

Drury Plaza Hotel Broadview

400 West Douglas Ave.

Wichita, KS 67202



Join us in beautiful downtown Wichita for a totally yearbook-centered workshop experience custom-crafted to prepare you and your staff for the BEST YEAR EVER.

## WHY

You'll learn the latest trends, tools and resources from great instructors, bond with your staff, network with colleagues, work with professional artists to design a great cover, develop your theme, begin work on your designs, hang with your representative and best of all, **GET AHEAD** of the game. The real question: *why not?*

## WHAT

The workshop will include instruction in software, theme, coverage, content, design, photography and marketing. Best of all, our practical balance of instruction time and lab time allows you to **IMMEDIATELY APPLY** what you learn and have concrete materials to **REALLY USE** in the book. This structure is informative, fun and instantly beneficial.

## WHO

Bring your whole staff, your key student leaders or just your awesome self. There will be groups of all kinds, and we have something for everyone.

► It is **STRONGLY** recommended that **ALL** new advisers attend the workshop to receive vital training. A successful first year **STARTS HERE**.

## JOHN CUTSINGER



### ► LEAD INSTRUCTOR

*"It is amazing that my entire life has revolved around capturing and preserving memories that last a lifetime for millions."*

John Cutsinger transitioned this year into the role of Jostens Ambassador after 16 years in the classroom as a yearbook, newspaper and magazine adviser and 27 years as a Jostens educational and creative manager. A JEA Certified Journalism Educator, John takes great pride in his CSPA Gold Key, his NSPA Pioneer, his JEA Medal of Merit and Friend of Scholastic Journalism, his SIPA Distinguished Adviser Award, and Dow Jones Newspaper Fund Journalism Teacher of the Year.

## TRAVIS FEIL



### ► JOSTENS REPRESENTATIVE

After advising award-winning books for eight years, Feil transitioned to Jostens in 2012 and leads schools in the Wichita and KC metro areas.

**CONTACT:** 620.793.4952 / [travis.feil@jostens.com](mailto:travis.feil@jostens.com)

## JAKE WRIGHT



### ► JOSTENS REPRESENTATIVE

As the third-generation of Wright men to serve Jostens schools in southwest Kansas and northwest Oklahoma, Jake is beginning his 14th year of service.

**CONTACT:** 316.993.6671 / [jake.wright@jostens.com](mailto:jake.wright@jostens.com)

## SHARON MARTIN & MARY PATRICK

### ► CRITIQUE SERVICES / LAB TIME COACHING

Improving your book begins with honest evaluation. Legendary yearbook master coaches Sharon Martin and Mary Patrick will be on site to offer individualized critique services to those who desire feedback on previous editions. They will also be available during lab time to help direct the development of your 2019 book.

Plan to spend some time with two of the nation's most highly decorated and experienced advisers.

The workshop was so beneficial for my staff. Having concentrated time to work on the book with support from Travis and other professionals helped us come up with such a strong theme package. We also liked the way the time was broken up with teaching sessions and games between work times. Overall, I would definitely recommend this workshop!

Ashley Watkins : Halstead High School

This was my first year as a yearbook adviser. Attending was a great way for me to start. It provided me the time to understand Yearbook Avenue and learn the basics of creating a great book. It provided me the strategies needed to develop a staff that worked not only as a team but as a family. My goal is to bring a minimum of two staff members in the future, and I look forward to learning so much more that I can share with my 2018-2019 yearbook staff.

Mary Floro : Gordon Parks Academy

The accommodations were great, and the food was over the top phenomenal! My editors and I really bonded, and not only did we get so much of our yearbook put together, but each one of us left having learned so much. You'll be inspired by the creativity offered and the energy felt from all the schools. There is time to collaborate and to meet with Jostens specialists who will help make your ideas a reality.

Rachel Basden : Indian Hills Middle School

## KEY DETAILS

### ▶ WORKSHOP COST/INCLUSIONS: \$200 / person

Registration cost includes great instructors, practical materials, parking and all meals except the staff bonding dinner on Tuesday. Plan something fun!

### ▶ HOTEL: RESERVE ROOMS BY 7.13.18

Situated in the heart of downtown Wichita, the Drury Plaza Hotel Broadview is an up-scale facility whose guests enjoy an indoor pool, two hot tubs, great views and a work-out facility. Sleeping rooms comfortably accommodate up to 4 guests in 2 double beds.

Call **800.325.0720** or visit [www.druryhotels.com](http://www.druryhotels.com) with our group code of **2315526** to receive our discounted rates.

Single = \$107 // Double = \$107  
Triple = \$117 // Quad = \$127

Please note: room reservations are **OPTIONAL** and **SEPARATE** from workshop registration. After **7.13.18**, our group rate expires, and pricing/availability are not guaranteed. **Reserve your rooms early!**

### ▶ PARKING

Parking is provided in the garage **east** of the hotel. Do **NOT** pay for parking. You may pull up to the **west side** of the hotel to check in and drop off computers.

### ▶ ARRIVALS // DEPARTURES // KEY DATES & TIMES

- 7.30.18 @ 6 AM: Optional/included breakfast served
- 7.30.18 @ 8 AM: Workshop check-in opens
- 7.30.18 @ 10 AM: First session begins
- 7.31.18 @ 6 PM: Staff outing for dinner/bonding
- 8.1.18 @ 6 PM: Workshop concludes

• **A complete daily schedule will be provided in advance of the workshop for planning commutes, drop-offs and pick-ups if applicable.**

### ▶ WHAT'S NEW?

Oh...just a **better schedule** in **triple the space** and **more prizes** and **more expert-led software training** and **extra adviser time** and **awesome coaches** and **JOHN CUTSINGER...**so, you know...not much.

## REGISTRATION

1. Click [HERE TO REGISTER ONLINE](#) before **7.13.18**

2. Make registration checks payable to:

**TF Represents, INC.**  
**15206 E. Sweetgum Ct.**  
**Wichita, KS 67230**

3. **PAYMENT POLICIES:**

**Please click and read this "[Registration and Payment Policies](#)" link before registering.**

4. **CANCELLATION POLICIES:**

**Please click and read this "[Cancellation Policies](#)" link before registering.**

5. **WORKSHOP ETIQUETTE STATEMENT:**

**All attendees are expected to behave professionally and to use good judgment. Advisers are responsible for their students, and anyone may be asked to leave without refund if behavior is deemed inappropriate.**