

summer

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ATLANTA  
YEARBOOK  
2016

workshop

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jostens summer workshop  
the classic center, athens, ga  
june 13-15

TO

*Jostens*  
matt.fells@jostens.com  
Atlanta, GA 30339  
Suite 3804  
2451 Cumberland Blvd,  
**2016  
yearbook  
university**

*Jostens*<sup>®</sup>

# all the details

**who:** Advisers, Editors,  
Photographers & Staffers

**what:** Yearbook Summer  
Workshop

**where:** The Classic Center  
Athens, GA

**when:** June 13-15

**why:** Plan your entire 2017  
book in three days

**cost:** Save by registering early!  
See reverse for details

## schedule:

**Mon 6/13** Theme Concept, Design,  
Spread Content Planning,  
Mini-Sessions

**Tue 6/14** Ladder Diagram, Coverage,  
Mini-Sessions, Complete  
Portfolio

**Wed 6/15** 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.

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.

## all the preparation

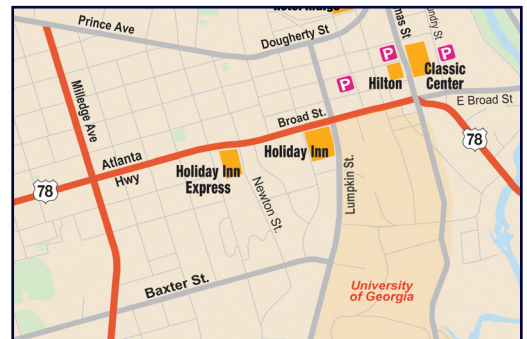
Now, some serious stuff – **Be a yearbook scout.**

- 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 or trading with other staffs).
- 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



Loren Collins



Pat Cornelius



Matt Felis



Jack Highsmith



Lauren Logsdon



Suzanne Ross



## john cutsinger

John is 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.



## jeff moffitt

Jeff advised the award-winning Torch yearbook and Oracle newspaper at Olympia High School in Orlando, FL for 11 years. He is a National Board Certified teacher in career and technical education. Moffitt was OHS's 2007 Teacher of the Year. JEA named him a Special Recognition Yearbook Adviser in 2010 and a Rising Star in 2006. He is a Jostens Creative Account Manager.



## sarah nichols

Sarah advises Details yearbook as part of Whitney High Student Media in Rocklin, California — a comprehensive media program that also includes the news magazine and website. In her 17 years advising, her students have earned top national honors such as NSPA Pacemakers and CSPA Crown awards. Nichols is certified as a Master Journalism Educator and serves as JEA's vice president. Currently she works with JEA's Curriculum Initiative as well as the Digital Media and Scholastic Press Rights committees. She co-authored an adviser curriculum for Jostens with John Cutsinger and teaches a graduate course in Advising Yearbook for Kent State University's Masters program. Nichols has been honored as National Yearbook Adviser of the Year and is an NSPA Pioneer and CSPA Gold Key recipient.



## casey nichols

Casey is a graduate of Ball State University with a MA in Journalism. He taught middle school journalism for 11 years at his alma mater, Eich Intermediate School, and has been the journalism teacher and department chair for Communication Studies at Rocklin High School, Rocklin, CA for 19 years. Nichols is a frequent speaker at workshops and conventions. His yearbook staffs have won numerous crown and Pacemaker awards. For service, Nichols has won the NSPA Pioneer, Gold Key, and JEA Medal of Merit Award. He was the 2005 JEA Yearbook Adviser of the Year.



## 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

\$119+tax/night \*Across the street from The Classic Center  
390 East Washington Street, Athens, GA, 30601  
Tel: 706.353.6800



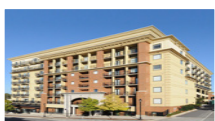
### Holiday Inn Hotel - Athens \$82+tax/night

197 East Broad Street, Athens, GA 30601  
Tel: 706.549.4433



### Holiday Inn Express Hotel - Athens \$82+tax/night

Includes breakfast  
390 East Washington Street, Athens, GA, 30601  
Tel: 706.546.8122



### GameDay Center Condos - Athens Call for pricing.

250 West Broad Street, Athens, GA 30601  
Tel: 706.583.4500

## 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](http://www.downtownathensga.com)  
(Businesses/Restaurants & Dining)

# Yearbook University Registration Application

## June 13 - 15

One application must be completed for every person attending (including adviser). Photocopies of this form are acceptable. Registration includes workshop activities and meal vouchers. Lodging is not included. Please see reverse side for additional details.

Application & Payment must be received by:

**May 28, 2016**

Choose One

- Yearbook Registration \$215 (\$190 if application & payment received by April 29, 2016)
- Photography Registration \$215 (\$190 if application & payment received by April 29, 2016)
- Yearbook (Day Only) Registration \$200 (\$175 if application & payment received by April 29, 2016)
- Photography (Day Only) Registration \$200 (\$175 if application & payment received by April 29, 2016)

➔ Please make checks payable to:  
**CMYK PUBLISHING, INC.**  
(unless paying your school)

\*\*\*No Workshop Refunds After May 20.

- 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

**Mail to:**

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

Name \_\_\_\_\_

Home Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Home Phone \_\_\_\_\_

Email Address \_\_\_\_\_

School \_\_\_\_\_

Adviser's Name \_\_\_\_\_

My Rep Is:  Loren Collins  Pat Cornelius / Lyndsey / Andrea  Matt Felis  
 Jack Highsmith  Lauren Logsdon

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.

➔ sign

Signature of Parent or Guardian

Date