

# JOSTENS SUMMER WORKSHOP

**JULY 24 - 27 2016**

**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, bring your key student leaders or just bring yourself. 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**.

## HEAD COACH JEFF MOFFITT



In seventh grade, Creative Account Manager Jeff Moffitt began his yearbook journey.

Since then, he has shared his design, writing, photography, and marketing skills with yearbook staffs around the globe, teaching at local, state, national and international conventions and workshops and meeting with staffs one-on-one.

Moffitt, MJE, advised the award-winning Torch yearbook and Oracle newspaper at Olympia High School in Orlando, FL for 11 years. Besides being Crown and Pacemaker finalists, his students also won numerous individual awards.

He is a National Board Certified Teacher in career and technical education and was OHS's 2007 Teacher of the Year. JEA named him a Special Recognition Yearbook Adviser in 2010 and a Rising Star in 2006.

## TEAM JOSTENS

### TRAVIS FEIL



#### ► JOSTENS REPRESENTATIVE

After successfully advising yearbook for 8 years, Feil joined the Jostens team in 2012 and serves schools in Wichita and southeast Kansas.

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

### LEO SMITH



#### ► JOSTENS REPRESENTATIVE

Leo is a veteran of the creative and publishing industries. His background in photography, design and multimedia led him to Jostens in 2006. Leo represents Jostens in KC metro and northeast Kansas.

**CONTACT:** 785.550.0523 / [leo.smith@jostens.com](mailto:leo.smith@jostens.com)

### JAKE WRIGHT



#### ► JOSTENS REPRESENTATIVE

Representing the third-generation of Wright men to serve schools in southwest Kansas and northwest Oklahoma, Jake embodies a long heritage of Jostens tradition. This is his 12th year of service, and now you can finally say you've actually met "Mr. Wright."

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

My students always learn a lot from this camp. Every year we come with the idea in mind that we will have our yearbook started when we leave. It works well for us with our small class size to be able to do this. We like the fact that we can start the year with stuff that we created and learned about at camp. It is a camp that I hate to ever miss. It is so beneficial.

**Patsy Jellison : South Central High School**

The Jostens Summer Workshop was an essential starting point for my young staff. New to the role of editors, my students made key choices that have led to the success of this year's book. Having the time to think, plan, schedule deadlines and start designing was invaluable. And, at the end of the workshop, being able to present to the group was an opportunity to for my students to find their voices, a skill that has carried over to the classroom.

**Shelly Walston : Maize South High School**

We try to attend the Jostens Summer Workshop every year because it gives us a jump start on the year. New staff members get pumped up for the year. Not only are they excited to start creating, but they have a toolbox of design and story ideas. Going every year is the main thing that has built my confidence as an adviser.

**Maureen Corcoran : Valley Center High School**

## KEY DETAILS

### ► WORKSHOP COST: \$180 / person

The registration cost includes great instruction, practical materials and all meals with the exception of Monday's staff bonding night.

### ► HOTEL: RESERVE ROOMS BY 7/1/16

Situated in the heart of downtown Wichita, the luxurious Drury Plaza Hotel Broadview is an up-scale facility with complimentary Wi-Fi and professionally catered meals. Hotel guests may also enjoy an indoor pool, two hot tubs and a work-out facility. Bring your swim suits and gym clothes to take advantage of all this hotel has to offer. Please note: room reservations are **OPTIONAL** and **SEPARATE** from workshop registration because some attendees choose to commute each day rather than stay on-site.

Call **800.325.0720** to reserve rooms. Mention our group code (**2260484**) to receive our rates. (Single=\$103, Double=\$103, Triple=\$113, Quad=\$123). Rooms comfortably sleep 4 guests in 2 double beds.

### ► MEALS

Once the workshop begins on Sunday, all meals will be provided (including breakfast, lunch and dinner) with the exception of Monday's staff bonding night.

### ► PARKING

Complimentary parking is provided in the garage east of the hotel. Do **NOT** pay for parking during the workshop.

### ► IMPORTANT TIMES

7/24 from 12:30 - 2:00 pm: Workshop registration and hotel check-in. The workshop begins at 2:30 pm.

7/25: Staff bonding night. Plan ahead to eat out with your team and enjoy something in downtown Wichita.

7/27 @ 11:30 am: Workshop concludes.

A complete daily schedule will be provided before the workshop to allow you to plan commutes, drop-offs and pick-ups if applicable.

### ► REGISTRATION INSTRUCTIONS:

Complete the form and remit with payment to:

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

Make all workshop registration checks payable to:

**TF Represents, INC**

**Registration/payment deadline: 6/17/16**

## REGISTER HERE

▼ SCHOOL NAME

▼ ADVISER NAME(S)

▼ ADVISER CELL PHONE & EMAIL ADDRESS

▼ TOTAL # OF ATTENDEES (INCLUDING ADVISERS)

▼ TOTAL ATTENDEES (INCLUDING ADVISERS) X \$175 =

▼ PAGE CREATION

- InDesign/Yeartech
- Yeartech Online
- Monarch

▼ LODGING INTENTIONS

- Hotel
- Home / Commute
- A mix of both

▼ PACKING CHECKLIST : **BRING THESE THINGS!**

- Laptop / charger for each participant
- Adobe software already installed if you use it
- A camera to document your adventures
- A great attitude, good ideas and an open mind