

Jostens[®]

CREATIVITY WEEKEND

SEPTEMBER 14-16, 2018



AS A YEARBOOKER YOU REPRESENT THE
CULTURE, THE ACTIVITIES AND THE PEOPLE
THAT MAKE YOUR SCHOOL ONE OF A KIND.
WHEN YOU DO THIS EXCEPTIONALLY WELL,
YOU CREATE A BOOK THAT IS TRULY YOURS.

**YOURS TRULY
YEARBOOK**

MINNEAPOLIS



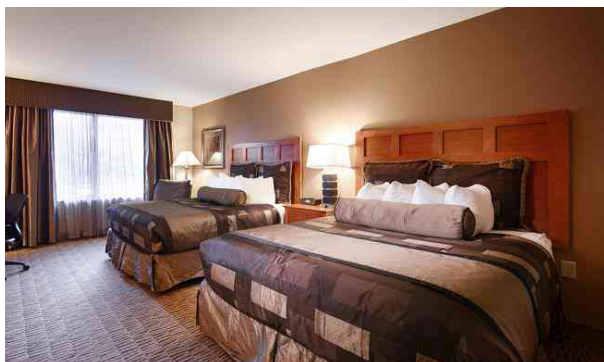
THE CREATIVITY WEEKEND

is an intimate and intense three days created for and geared to the needs of the best scholastic journalism programs. This workshop will provide a greater amount of collaboration time for each staff and more personalized attention with instructors. This intense learning opportunity focuses on high-level concepts that differentiate the most successful yearbooks from the rest. This invitation is being sent to a small group of highly successful yearbook programs and you're part of that group.

LODGING

The Yearbook Creativity Weekend is located across the street from the Mall of America and less than three miles from the airport. The Best Western Plus Bloomington Hotel at Mall of America will host yearbookers for the weekend with all sessions in the Regency Ballroom. Yearbook staffs, with adviser/chaperones, may take advantage of the special Jostens rate of \$109 per night plus tax. Quad rooms, with two double-queen beds are available along with rooms with king beds. All rooms have complimentary WiFi, microwaves, refrigerators and coffeemakers. The hotel also features a swimming pool, fitness center and a complimentary shuttle to the airport and area around the hotel. For additional information and photos of the hotel, visit BestWesternBloomington.com.

To make reservations, call the hotel directly at 1.952.854.8200 and request to book rooms in the Jostens Yearbook Creativity Workshop room block. The deadline for booking rooms is August 24, 2018.



COST

The workshop fee of \$155 per student covers instructional materials, dinner on Friday night and snacks. To register, please email: jeff.moffitt@jostens.com by August 24, 2018. Include the number of students and their names in the email. There is no registration fee for advisers that bring two or more students.

PARTICIPATION

The Yearbook Creativity Weekend is limited to key decision makers on your staff, approximately five or six students per school. Advisers are required to attend. Total number of schools participating in the workshop is limited to facilitate a personal environment.

PRESENTATION

While there will be brief instructional presentations, the focus will be on intensive planning and refining of your concept, coverage and design for your 2019 yearbook. Plan to roll up your sleeves and work.

EXPECTATION

Staffs are required to bring laptops. Internet access will be available at no charge. Those not using online programs need to come prepared with InDesign loaded.

INVITATION

While the workshop is sponsored by Jostens, extreme yearbookers, working with any company are welcome.

INSPIRATION

A collection of current magazines and award-winning yearbooks will be available for your reference and inspiration.

SCHEDULE

FRI 09.14.18

2:00 p.m. – 6 p.m. Welcome, expectations, yearbook show & tell, instructional presentation, staff work time

6 p.m. – 7 p.m. Pizza party

7 p.m. – 9 p.m. Staff work time

SAT 09.15.18

8 a.m. Continental breakfast provided for hotel guests

9 a.m. – 10:00 a.m. Instructional presentation

10:00 a.m. – 11:30 a.m. Work time

11:30 a.m. – 1:30 p.m. Lunch break on your own at Mall of America restaurants

1:30 – 5:30 p.m. Staff work time

6 p.m. OPTIONAL Creative Yearbooks Night Out at Mall of America, dinner and entertainment expenses on your own for students, transportation is available for hotel guests for those who prefer not to make the five-minute walk

6:30 p.m. OPTIONAL Adviser Dinner at Mall of America hosted by Jostens

SUN 09.16.18

8 a.m. Continental breakfast provided for hotel guests

9 a.m. – 10:00 a.m. Work time

11:00 a.m. – Noon Creative presentations and critiques



INSTRUCTORS

JOHN DALKE

Designer, Dreamer and Yearbook Product Director for Jostens, John has over 15 years experience collaborating with student publications, teaching design, and creating educational tools. A former NSPA Pacemaker-winning editor, he studied graphic design at Montana State University and has since utilized his talents in a wide array of fields including print, packaging and product design.

MARGARET SORROWS

With a passion for yearbook and photography, Ambassador Margaret Sorrows, CJE, retired in May 2015 after 36 years of advising yearbooks and newspapers, most recently for 24 years at Bryant High School in Arkansas for the Hornet yearbook. She was the 2014 JEA H.L. Hall Yearbook Adviser of the Year. Her yearbook won numerous CSPA Gold and Silver Crowns and NSPA Pacemakers. Her students were frequent winners in Jostens Photo Contest, Quill & Scroll and NSPA Pictures of the Year. She also was runner-up to Arkansas Teacher of the Year. She recently received the TAJE Texas Trailblazer in 2017, the Walter J. Lemke Award from the Arkansas High School Scholastic Association in 2014 and a CSPA Gold Key in 2012. As an ambassador for Jostens, she continues her love of teaching as an educational and creative consultant.

JEFF MOFFITT

Moffitt, MJE, is a Jostens Creative Account Manager. He 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. In seventh grade, 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.

ADDITIONAL INSTRUCTORS WILL BE ADDED BASED ON ENROLLMENT AND NEED