



PREVIOUS ATTENDEES RAVE!



"The Yearbook Advising Essentials workshop is fun and informative. I'm a new adviser with no background in yearbook, but I learned enough in eDesign classes and through discussion with seasoned yearbook advisers/instructors about class curriculum and organization that I am surviving my first year and my staff is producing a book we are all proud of."

LISA O'REAR • LUMPKIN COUNTY HS, DAHLONEGA, GA



"Attending the HJ workshop not only helped prepare me for the mechanics and strategies I needed as a new adviser, but also helped me create a community for collaboration and support. Many of the symposiums offered were leveled as beginner, intermediate or advanced. In addition, Herff Jones staff are some of the most friendly, helpful and encouraging professionals in the business!"

BONNIE-LYN RAY • ST. JAMES ACADEMY, LENEXA, KS



"As the school year unfolded, the value of the Yearbook Advising Essentials workshop became abundantly clear. Not only was I provided a plethora of resources and advice, I also formed relationships with the Herff Jones production plant that benefitted the completion of my school's yearbook."

DR. MATT BODY • DISCOVERY HIGH SCHOOL, LAWRENCEVILLE, GA



"I learned so much about the systems and processes, and because there was such a great cadre of presenters, it was also a great professional development experience. It was informative and fun, and I came into the new school year with new knowledge and enthusiasm from the great interactions with other advisers and presenters. You won't regret it!"

KRISTY NYP • MANHATTAN HS, MANHATTAN, KS

WORKSHOP FEE: \$400 REGISTER BY MAY 15 AND SAVE \$25!

To register for Yearbook Advising Essentials, go to <https://yearbookdiscoveries.com/yearbook-advising-essentials-workshop/>. You'll be able to submit your registration through our online form.

Workshop fees can be paid with either a check made out to Herff Jones or with a credit card. Workshop attendees are responsible for booking their own hotel rooms at the Crowne Plaza Kansas City Downtown located at 1301 Wyandotte St, Kansas City, MO 64105 (Phone: 816-474-6664). When booking your room, reference "Herff Jones Room Block" to receive the discounted rate of \$169 + tax and fees per night for a single-occupancy room. The hotel rate has been extended for two days before and after the workshop to allow for flexibility in arrivals and departures. The deadline for both conference registration and hotel reservations is June 14, 2017.

The Kansas City International Airport is approximately 25 minutes from the hotel. Transportation information will be included in the registration materials you receive. To ensure the best learning experience, space for this event is limited. Cancellation and transfer details will be included in the registration information.

All candid photos by Jamie Silver, Herff Jones sales professional



"DO NOT MISS THIS EVENT! Even though I have been around the block a time or two with advising, nothing beats hanging out with other advisers and reps who are in the trenches with you. You will learn something new, even if it is as small as a new approach to something you already do. Seeing the plant, the plant reps and the process in person puts the 'why' in what we do in class. Besides it is HJ, you know you are going to have fun."

JEFF WILLAUER • WAUNAKEE HS, WAUNAKEE, WI



YOUR JOURNEY. OUR GUIDANCE.

JULY 10-13, 2017
JOIN US FOR AN ADVISERS-ONLY WORKSHOP AT
CROWNE PLAZA KANSAS CITY DOWNTOWN
1301 Wyandotte Street
Kansas City, MO 64105



Whether you just learned you are going to be the yearbook adviser or you're an experienced adviser who will be new to Herff Jones, we'll make sure you have all the resources needed for an exciting and rewarding yearbook adventure! Maybe you need some time away to focus before the year kicks off, or maybe you would like some hands-on time to learn the software. Whatever your reasons, if you are looking for a workshop to improve your yearbook technology and advising skills, Yearbook Advising Essentials is the workshop for you. We'll introduce you to the resources and skills necessary to be effective in the yearbook classroom starting day one.



The lead instructors at Yearbook Advising Essentials have vast reserves of yearbook experience and have worked with advisers at all levels. Professionals from our printing facility will also be present to guide and encourage you in your new yearbook adventure.



JED PALMER, CJE
MULTIMEDIA AND JOURNALISM ADVISER

Jed has been advising the journalism program at Sierra Middle School in Parker, Colorado for nearly 15 years. He was named the 2013 Colorado High School Press Association Adviser of the Year and was a 2014 JEA Distinguished Adviser.



NANCY SMITH, MJE
STUDENT PUBLICATIONS ADVISER / JOURNALISM TEACHER

Nancy advises the print and online newspaper, yearbook and digital media staffs at Lafayette High School in Wildwood, MO. She has been teaching and advising publications for over 30 years and frequently speaks at workshops and conferences. In the fall of 2016 she was awarded the JEA Medal of Merit and NSPA Pioneer award. Nancy was most recently recognized as the 2016 H. L. Hall National Yearbook Adviser of the Year by the Journalism Education Association.

WHO SHOULD GO?

The Yearbook Advising Essentials workshop is designed for advisers with a variety of experience levels, including those who are new to yearbook or new to Herff Jones. The workshop curriculum will introduce attendees to Herff Jones resources and programs, and will also cover staff organization, grading and motivation, yearbook business, and more. With our *Teaching Yearbook Journalism* curriculum, advisers will have access to prepared lessons on all aspects of production. Hands-on tech training will turn hesitant rookies into confident users of InDesign or eDesign.

WHAT'S INCLUDED

- More than 20 hours of yearbook/advising instruction
- Tour of our state-of-the-art Kansas City yearbook plant
- Hands-on technology training
- Breakfast, lunch and snacks each day
- Kickoff dinner the first night
- A copy of the HJ curriculum, *Teaching Yearbook Journalism*

The workshop is designed to help you learn yearbook classroom and project management with an emphasis on using Herff Jones resources. Page production and submission will be taught based on InDesign or eDesign submission, and during a discussion of marketing and selling your yearbook, you'll learn how to use eBusiness to manage, record and track your sales.



WHAT TO BRING

- A sample of last year's book
- Your school's 2017 ladder as a reference (if available)
- Sales and ad fliers from 2017
- 2018 staff list (if available)
- 2018 school calendar
- Questions and concerns for the coming year

**Ask your Herff Jones rep if you need help gathering this information.*

Computers will be set up for technology training, so you don't have to bring one along.

A certificate of participation will be provided upon completion of the workshop, which may be used as continuing education proof. Continuing education credit will be available through Kansas State University's Global Campus.

WORKSHOP FEE: \$400

REGISTER BY MAY 15 AND SAVE \$25!

Please see the back of this brochure for more information.

SCHEDULE

MONDAY, JULY 10

- 1:30 - 2 p.m. - Registration
- 2 p.m. - Workshop begins
- Opening session
- Yearbook theme development

TUESDAY, JULY 11

- Yearbook design fundamentals
- eDesign or InDesign basics
- Icebreaker activities
- Yearbook sections and organization

WEDNESDAY, JULY 12

- More eDesign or InDesign tools
- Storytelling
- Production flow
- Marketing your program
- Yearbook business
- Plant tour

THURSDAY, JULY 13

- Resources & support
- Planning for your first week and beyond
- Celebration, motivation and distribution
- 11:30 a.m. - Workshop concludes

yearbookdiscoveries.com



"This event was the best thing a new adviser could attend! There was so much useful information about organizing a successful yearbook program and ideas for how to get the students involved. I also loved seeing the plant and watching yearbook signatures being printed — there's nothing like the smell of fresh ink! I will never feel like I'm alone in any yearbook situation with the networking I built and friends I made during the event."



MICKI DEC • HAMPSHIRE HS
HAMPSHIRE, IL