

# Improve your entire yearbook experience

Find out how inside, then register today!



SUMMER WORKSHOP 2009

# Jostens Yearbook West

We're back at PLU for another outstanding year. Plan now to join us July 28-30



## FEATURING...

- New Advanced, Intermediate and Beginner tracks
- Select classes for advisers and editors with Sheryl Fulton
- Individualized photography track
- Discounts for Yearbook Business Managers
- Hands-on tech instruction in YearTech Online and InDesign
- Advanced Design Track with Photoshop instruction
- Artist appointments for every school attending
- 22 adviser clock hours available
- Single rooms for advisers at no additional charge

**CAUTION!**

JOIN US!

# Washington's Best Workshop Returns

Washington's best yearbook workshop. We don't make that claim lightly. We firmly believe that Jostens Yearbook West offers you the very best yearbook workshop experience in the Northwest. And our past attendees agree with us. Many having been coming to this workshop for years. They can't imagine doing a yearbook without bringing their entire staff.

What's new for 2009? Well, this year we've made Yearbook West even better. **We will offer classes for advanced, intermediate and beginning yearbookers** with special sessions for advisers and editors. **For the first time, we are offering a discount for any school that brings a Yearbook Business Manager.**

Joining us **to lead the adviser and editor**

**sessions will be Sheryl Fulton.** Sheryl has taught at Yearbook West in the past, and we are thrilled to have her joining us again this summer.

And the best stuff from the past is still here. We will still bring you single rooms at no

charge and the availability of 22 clock hours for advisers, a guaranteed appointment with one of our talented Jostens artists and our always challenging Yearbook Workshop Project, but this time with even more ways to win.

For more info about the workshop or to register online, please see our website at [www.jostenswashington.com](http://www.jostenswashington.com) or call us at 800-755-5662.



## Special Note to Parents and Advisers

I have two children of my own who are now in their twenties. I remember quite well when they went off to summer workshops and camps. I would worry that they were not supervised and that they were getting into trouble with me not around. I was sure that something bad would happen to them. (The funniest part of this is that my daughter, who is now a teacher, and her husband, who is a Washington state trooper, now handle all our dorm supervision during the workshop.)

I just want to assure you that we promise to do our best to return your kids to you in the same state we got them—just a whole lot smarter about yearbooks. We'll feed your kids, keep them very busy, entertain them and generally work them hard. (After all, this is a "WORK"shop.) They will come home happy, healthy and probably very tired. When they are in our care, we will treat them just like you would if our kids were at your workshop.

Also, you should know that we will include a set of expectations we want your kids to follow while they are with us. If they should choose not to follow the rules, please expect us to call you to come and get them.

If you have any questions before the workshop, call me in my office at 800-755-5662 (e-mail is [jim@koobraey.com](mailto:jim@koobraey.com)) or during the workshop on my cell phone at 206-399-0846. You can also reach the Conferences office at Pacific Lutheran University at 253-535-7450 during the workshop.

Jim Bellomo—Workshop Director

### Attend Jostens Yearbook West and learn...

- How to develop your theme
- The best way to cover your school in your yearbook
- To shoot great photos
- How to plan your ladder
- Basic yearbook terms and techniques
- How others do yearbook in their schools
- How to manage your yearbook budget
- To write great captions
- All the technology you need to know to produce your yearbook
- How to have fun with other yearbookers
- Advanced design concepts
- Ways to fix photos that aren't so great
- To write superb copy
- How to manage your yearbook budget
- How to lead your yearbook staff
- How to meet all your deadlines
- Really cool Photoshop techniques to make your yearbook the coolest
- Everything you could possibly want to know about yearbook... and so much more!



## JOSTENS YEARBOOK WEST FAST FACTS

Dates are Tuesday, July 28 through Thursday, July 30, 2009

Classes start at 11:00 AM on Tuesday • Classes end at 3:00 PM on Thursday

Location is the University Center at Pacific Lutheran University in Tacoma

Please register online at [www.jostenswashington.com](http://www.jostenswashington.com)

Special sessions for photographers, editors, advisers and Yearbook Business Managers

Photoshop and Advanced Design instruction available at no additional charge

Discounts for early registration, providing your own laptop and Yearbook Business Managers

Early registration discount of \$25 if registered by June 15 and paid in full by July 15—NO EXCEPTIONS!

Late registration deadline is July 10 for students and July 17 for advisers—NO EXCEPTIONS!





## The Fine Print—more info you might want to know

- ✓ Tuition includes two nights of Pacific Lutheran University housing, seven meals, instruction, curriculum materials, computer instruction and evening activities.
- ✓ Due to our liability insurance requirements, no students can be registered after July 10. There are no exceptions to this rule. This means that a student's Medical Information and Release Form must be received in our office by 5:00 PM on July 10. Advisers may register until July 18 as we do not need a Medical Release to insure you.
- ✓ Once your registration is received, we will reply with a confirmation letter. If you do not receive a confirmation letter within two weeks of submitting your registration then we did not receive your application, and you should contact us immediately by e-mail at [info@koobraey.com](mailto:info@koobraey.com)!
- ✓ Approximately one month before the workshop, you will receive a detailed information letter, a schedule for the workshop, a map to and of the campus and a list of what to pack. Therefore, it is very important that we have your home mailing address! Please do not register with your school's address.
- ✓ There will be no refunds after July 1. You may substitute another student until July 10 by calling us at 800-755-5662. Please call us and do not just send in a new registration.
- ✓ Registration and dorm check-in will start at 8:30 am on Tuesday, July 28. Checkout time is approximately 3:00 pm on Thursday, July 30 .
- ✓ All attendees will be housed in dorms on the campus of Pacific Lutheran University. We will make every effort to room all attendees from the same school together. For that reason, please try and send all school registrations in at the same time.
- ✓ By registering for this workshop, you and your parents allow the use of your photographic likeness (photos taken at the workshop) for promotional purposes to promote future workshops . If you do not grant us this permission, we must receive a typed and signed letter denying us said permission.



**Jump into yearbook 2010!**  
 Open this brochure and plan today to attend  
**Jostens Yearbook West**  
 July 28-30 at PLU in Tacoma  
 It's the best thing you can do for your 2010 yearbook!

***This is your chance to register for the best yearbook workshop in Washington***

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