



2012 Fall Yearbook Workshops

Programs for advisers and staffs

For New Advisers Only

- Tuesday September 18, 2012 - 9 AM start, dismissal at 2:45
- Grosse Pointe War Memorial Community Center, 32 Lakeshore Dr., Grosse Pte. Farms 48236
- Situated on Lake St. Clair, halfway between the Cadieux and Moross (Seven Mile) exits of I - 94
- No charge to attend, and a nice luncheon is included
- Please RSVP no later than Friday September 14 as outlined below
- ANY new adviser is welcome. Topics covered apply to any publishing situation.

This special workshop is directed at helping new advisers get through their first year successfully. Topics covered will include:

- The role of the adviser
- Where do I start?
- Staying organized
- Time management
- Avoiding nervous breakdowns, heart attacks, major catastrophe, and high blood pressure
- Book sales and advertising
- Beginning layout principles
- Accuracy of information
- What might go wrong?
- Meeting deadlines
- Producing the pages
- Grading, motivation
- The ladder diagram

For All Advisers, Editors, and Yearbook Staff members

- A day packed with ideas, motivation, and education for the whole staff
- Content, Design, Trends, Ladder, Sectional Ideas, Photography, Coverage, Merchandising, Themes, Examples, and *The Good, Bad and Ugly*
- Lots of ideas, plenty of music, and a few surprises
- A great day, a great way to get this exciting year underway

Workshop #1: Tuesday September 28, 2012
West Side: Clarenceville High School Auditorium
 20155 Middlebelt, Livonia - 1/4 mile south of Eight Mile Rd.

Workshop #2: Tuesday October 2, 2012 (same agenda, different location)
East Side: Henry Ford II High School - Performing Arts Center
 11911 Clinton River Rd., Sterling Heights 48313 - suggest Mapquest -
 In a residential neighborhood south of 19 Mile Rd, and west of Schoenherr

Times: Registration from 8:30 to 9:00 each morning
 Program begins about 9:10, ends promptly at 1:00 PM
 A mid-morning snack is included - lunch is on your own after 1 PM dismissal

Cost: \$ 7.00 per student; advisers complimentary. Pay at the door
 - cash or checks made payable to Bob Berschback

RSVP: Please reserve space now by phone or email.
 Call Bob Berschback at any time (313) 410-9910 or email to
bob.berschback@jostens.com and give school, name, date, and rough numbers

Deadline: An early response before Friday September 21 is appreciated

We look forward to seeing you there.

Bob and Mike Berschback, Trish and Mike Page, Rianne and David Price
 Southeast Michigan Jostens Representatives

