

Memo

To: Ms. Ruscio

From: Mr. Van Etten

Date: July 28, 2015

Regarding: Odyssey Yearbook Conference

As you aware, this last year we have switched publishers for the high school yearbook to Lifetouch. In the past few weeks, Mrs. Reif and Ms. Calkins have received information on Lifetouch's Annual Yearbook conferences. The closest location is being held at University of Hartford, August 12-13, 2015 in West Hartford, Connecticut. There has been a request that the student editor be permitted. Because this is an overnight, out of state activity, I am recommending approval by you and the board of education for student editor Emily Lawrence to attend with advisors Calkins and Reif. I believe that this will help us build student participation in the activity which has been a goal for the last few years.

Thank you.

Cc: Transportation

With Attachments

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Lifetouch Yearbook Workshops

Join us for hands on training, idea sharing and fun at one of our workshops!

Sessions

Receive professional instruction and apply your knowledge in these hands on sessions:

Covers - Learn what makes a great cover and how our Creative Services team can help take your cover to a new level.

Theme - Learn how to determine and develop a theme to unify the message in your yearbook.

Photography - Story-telling photos bring life and vibrancy to your yearbook. Discover techniques to capture high quality photos.

Design - Find out how effective design can draw the reader in to the contents of your page.

Writing - Gain an understanding of how good writing can add interest to the photos in your yearbook.

Locations and Details

Scottsdale, Arizona

Held at the Lifetouch studio, June 1-2, 2015

Questions? Contact Alicia Cherry, acherry@lifetouch.com

Santa Cruz, California

Held at the University of California, Santa Cruz, July 8-10, 2015

Includes accommodations and an all-access pass to the Santa Cruz Boardwalk

Questions? Contact April Hogue, ahogue@lifetouch.com

Virginia

Held at the Wytheville Meeting Center, Wytheville, VA, July 14-15, 2015

Questions? Contact Pam Atkinson, patkinson@lifetouch.com

Concord, North Carolina

Held at Great Wolf Lodge, July 16-17, 2015

Questions? Contact Pam Atkinson, patkinson@lifetouch.com

Salt Lake City, Utah

Held at the Lifetouch Studio, July 27-28, 2015

Questions? Contact Joan Kohler, jkohler@lifetouch.com

Oklahoma City, Oklahoma

Held at Mustang High School, Mustang, OK, July 29-30, 2015

Questions? Contact Jared Robison, jrobison@lifetouch.com

Minneapolis, Minnesota

Held at the Lifetouch National Headquarters, Eden Prairie, MN, August 2-4, 2015

Questions? Contact Carson Amiot, camiot@lifetouch.com

Presenting... Laura Schaub



A national creative design and media consultant, Laura Schaub is the former executive director of the Oklahoma Interscholastic Press Association and journalism professor emerita at the University of Oklahoma. A former national award-winning publications adviser in Sand Springs, OK, Schaub has received CSPA's Gold Key, Murphy Award, Paschal Award and O'Malley Award. Co-author of CSPA's Yearbook Fundamentals and image editor for Magazine Fundamentals. Schaub served as CSPAA president for two terms and chaired the judging standards and practices committee for over ten years.

Saco, Maine

Held at Thornton Academy, August 10, 2015

Questions? Contact Alex Wilson, awilson@lifetouch.com

West Hartford, Connecticut

Held at University of Hartford, August 12-13, 2015

Questions? Contact Debbie Cohen, dcohen@lifetouch.com

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