

YEARBOOKPALOOZA SCHEDULE 2023

MONDAY

- 11:00-1:00 NEW ADVISER BOOTCAMP & LUNCH (MUST REGISTER IN ADVANCE)**
Teenie Reddeck, Betsy Brittingham & Caroline Mattox // Legacy South 1
- 11:00-1:00 STUDENTS ACCOMPANYING NEW ADVISERS (OPTIONAL)**
Anna Hasson // Legacy South 3
- 12:30-2:00 STAFF GROUP PICS**
Makena Busch // Mezzanine Level
- 1:00-2:00 REGISTRATION**
Mezzanine Level
- 1:45 MUSIC & MINUTE TO WIN IT!**
Michelle Frakes & Katy Hoffstatter // Heroes 2 & 3
- 2:00-2:50 OPENING & KEYNOTE: NOBODY CAN DO IT LIKE WE DO IT**
Jean Henry & Carrie Faust // Heroes 2 & 3
- 3:00-3:20 HOMEROOM**
RED // Michael // Forum West 1 & 2
YELLOW // Vicky, Jose & Ashley // Legacy South 1
PINK // Michelle & Katy // Legacy South 2
GREEN // Morgan & Anna // Heroes 3
PURPLE // Jen // Legacy South 3
BLUE // Teenie & Jean // Legacy North 1 & 2
TIE DYE // Out-of-state and west of Wakulla/Tallahassee Florida attendees // Heroes 1
- 3:30-4:00 THEME: HERE'S HOW WE DO IT**
Carrie Faust // Heroes 2
LET THE THEME DRIVE THE BUS
Sergio Yanes // Legacy North 1 & 2
DIVING INTO THE DEEP END
Makena Busch // Heroes 3
ADVISERS: RESOURCE REFRESHER (for those not in New Adviser Bootcamp)
Betsy Birmingham // Legacy South 2
- 4:10-4:40 LADDER PLANNING**
Shelley Hunsucker // Legacy South 2
TYPES OF COVERAGE
Katy Hoffstatter // Legacy North 1 & 2
SPREAD PLANNING
Debra Klevens // Heroes 2
READY TO RAISE THE BAR?
Sergio Yanes // Heroes 3
- 4:50-5:20 PHOTO COMPOSITION**
Debra Klevens // Heroes 3
TELLING STORIES WITH PHOTOS
Katy Hoffstatter // Legacy South 2
PHOTOS THAT WILL MAKE YOU SNAP
Makena Busch // Legacy North 1 & 2
ADVISERS & EICS: NO ONE CAN BEAT OUR THEME PAGES
Carrie Faust // Heroes 2
- 5:30-6:00 YOU CAN TAKE YOUR VERBAL BEYOND CLICHÉ**
Carrie Faust // Heroes 3
#FYP #TRENDING
Makena Busch // Legacy North 1 & 2
ESSENTIALLY CORRECT
Ann Akers // Legacy South 2
ADVISERS & EDITORS: THE VOICE OF THE VOLUME
Sergio Yanes // Heroes 2
- 6:00-8:00 DINNER // HOTEL CHECK-IN // FREE TIME**
- 8:00-10:30 CHRISTMAS IN JULY SCAVENGER HUNT**
Michelle Frakes & Katy Hoffstatter // Heroes 2 & 3
- 11:00 CURFEW**

YEARBOOKPALOOZA SCHEDULE 2023

TUESDAY

- 7:30-8:30** **BREAKFAST**
Mezzanine Level
- 8:15** **MUSIC & MINUTE TO WIN IT!**
Michelle Frakes & Katy Hoffstatter // Heroes 2 & 3
- 8:30-9:10** **KEYNOTE: PICS OR IT DIDN'T HAPPEN**
Makena Busch // Heroes 2 & 3
- 9:20-9:40** **HOMEROOM**
RED // Michael // Forum West 1 & 2
YELLOW // Vicky, Jose & Ashley // Legacy South 1
PINK // Michelle & Katy // Legacy South 2
GREEN // Morgan & Anna // Heroes 3
PURPLE // Jen // Legacy South 3
BLUE // Teenie & Jean // Legacy North 1 & 2
TIE DYE // Out-of-state and west of Wakulla/Tallahassee Florida attendees // Heroes 1
- 9:50-10:20** **EDESIGN TOUR & MYHJYEARBOOK**
Mark Childers // Legacy North 1 & 2
IT'S A DIFFERENT BEAST
Debra Klevens // Legacy South 2
ALL YOU HAVE TO DO IS HAVE A CONVERSATION
Carrie Faust // Heroes 3
WRITE LESS, SAY MORE
Sergio Yanes // Heroes 2
ADVISERS: HOW TO MEET DEADLINES
Helen Chwalisz // Legacy South 1
- 10:30-11:00** **EDESIGN LIBRARY**
Mark Childers // Legacy North 1 & 2
OH CAPTION, MY CAPTION!
Sergio Yanes // Heroes 3
JUST DO IT! (WRITE THE HEADLINES.)
Carrie Faust // Heroes 2
PICKING THE NEEDLE FROM A HAYSTACK
Makena Busch // Legacy South 2
ADVISERS: OUT OF THE RED AND INTO THE BLACK
Jim Govreau // Legacy South 1
- 11:10-11:40** **EDESIGN BOOK DESIGN TOOLS**
Mark Childers // Legacy North 1 & 2
DESIGN PRINCIPLES FOR YEARBOOK
Sergio Yanes // Heroes 2
DARE TO BE SQUARE: SQUARE ONE
Katy Hoffstatter // Heroes 3
ELEVATING DESIGN WITH TYPE
Ann Akers // Legacy South 2
ADVISERS & EICS: HACKS TO YEARBOOK SMARTER
Jen Ortman // Legacy South 1
- 11:50-12:20** **EDESIGN CATALOG & USING THE LIBRARY IN BOOK DESIGN**
Mark Childers // Legacy North 1 & 2
ALPHABET SOUP
Debra Klevens // Legacy South 2
YOU CAN AND SHOULD DO IT DIFFERENTLY EACH YEAR
Carrie Faust // Heroes 3
EICS: DETAILS, DETAILS, DETAILS
Sergio Yanes // Legacy South 1
BEYOND BASIC DESIGN
Katy Hoffstatter // Heroes 2

TUESDAY CONTINUED

- 12:30-1:50 LUNCH**
Advisers // Legends Ballroom 1
Staffers // On Their Own
- 1:50 MUSIC & MINUTE TO WIN IT!**
Michelle Frakes & Katy Hoffstatter // Heroes 2 & 3
- 2:00-2:30 KEYNOTE: MOD MAGIC**
Debra Klevens // Heroes 2 & 3
- 2:40-3:10 EDESIGN TOP 5 TOOLS FOR PHOTO EDITING IN CANVA**
Mark Childers // Legacy North 1 & 2
LEVEL UP YOUR AD GAME
Morgan Miltner // Legacy South 2
GUERRILLA MARKETING
Christy Transier & Jack Glazier // Legacy South 1
RELATIONSHIPS MATTER
Debra Klevens // Heroes 2
ADVISERS: THAT'LL TEACH YOU
Makena Busch // Heroes 3
- 3:20-3:50 EDESIGN BACKGROUNDS, GRAPHICS, CHARTS, INFOGRAPHICS IN CANVA**
Mark Childers // Legacy North 1 & 2
WARNING: WE WILL BE JUDGING BOOKS BY THEIR COVERS!
Katy Hoffstatter // Legacy South 2
HOW TO INSTA-JAM
Makena Busch // Heroes 2
YOU SHOULD DO IT CHRONOLOGICALLY
Carrie Faust // Heroes 3
ADVISERS & EICS: STAFF RECRUITMENT MADE EASY
Jen Ortman // Legacy South 1
- 4:00-4:30 EDESIGN TIPS & TRICKS**
Mark Childers // Legacy North 1 & 2
MAKING SURE YOU TELL THE WHOLE STORY
Debra Klevens // Heroes 2
MAXIMIZE THE USE OF ONLINE AD CREATION & ESHARE
Vicky Aguirre // Legacy South 2
FOLLOW THE LEAD-ER
Makena Busch // Heroes 3
ADVISERS & EICS: NEW IN TOWN - BUILDING COMMUNITY IN THE YEARBOOK ROOM ON DAY ONE
Patricia Tuzzolino // Legacy South 1
- 4:40-5:10 EDESIGN TIPS FOR ADVISERS & EDITORS**
Vicky Aguirre // Legacy North 1 & 2
USING COLOR WISELY
Ann Akers // Heroes 3
PICTURE PERFECT BY DESIGN
Makena Busch // Heroes 2
PORTRAITS: DON'T LEAVE ANYONE OUT!
Teenie Reddeck // Legacy South 2
ADVISERS & EICS: BUILDING UP YOUR YEARBOOK
Sarah Titak // Legacy South 1
- 5:20-5:40 HOMEROOM**
RED // Michael // Forum West 1 & 2
YELLOW // Vicky, Jose & Ashley // Legacy South 1
PINK // Michelle & Katy // Legacy South 2
GREEN // Morgan & Anna // Heroes 3
PURPLE // Jen // Legacy South 3
BLUE // Teenie & Jean // Legacy North 1 & 2
TIE DYE // Out-of-state and west of Wakulla/Tallahassee Florida attendees // Heroes 1
- 5:40-8:00 DINNER**
- 8:00-10:30 TALENT SHOW & DANCE**
Michael Pate // Heroes 2 & 3
- 11:00 CURFEW**

YEARBOOKPALOOZA SCHEDULE 2023

WEDNESDAY

7:30-8:30	BREAKFAST Mezzanine Level
8:15	MUSIC // MINUTE TO WIN IT! Michelle Frakes & Katy Hoffstatter // Heroes 2 & 3
8:30-9:10	KEYNOTE: SEE US, HEAR US Sergio Yanes // Heroes 2 & 3
9:20-9:40	HOMEROOM RED // Michael // Forum West 1 & 2 YELLOW // Vicky, Jose & Ashley // Legacy South 1 PINK // Michelle & Katy // Legacy South 2 GREEN // Morgan & Anna // Heroes 3 PURPLE // Jen // Legacy South 3 BLUE // Teenie & Jean // Legacy North 1 & 2 TIE DYE // Out-of-state and west of Wakulla/Tallahassee Florida attendees // Heroes 1
9:50-10:20	USING SOCIAL MEDIA AS A TOOL Makena Combs // Heroes 3 TARGETING THE UNDERCOVERED Debra Klevens // Legacy North 1 & 2 EICS: THIS IS HOW YOU DO IT Carrie Faust // Heroes 2 EXPERIENCED ADVISERS: ROUNDTABLE Sergio Yanes // Legacy South 1 THE DEVIL IS IN THE DETAILS Patrick Sicher // Legacy South 2
10:30-11:00	YOU CAN LEARN FROM THE VERY BEST Carrie Faust // Heroes 2 MAKING EVERY PICA COUNT Makena Busch // Heroes 3 WHITE SPACE IS YOUR FRIEND Sergio Yanes // Legacy North 1 & 2 EICS: ROUNDTABLE Debra Klevens // Legacy South 1 PUTTING THE YOU IN UNIQUE Lindsay Bundrick // Legacy South 2
11:10-11:40	YES WE CAN-VA! Katy Hoffstatter // Legacy North 1 & 2 NO ONE UNDERSTANDS YEARBOOK LAW LIKE WE DO Carrie Faust // Heroes 3 DISTRIBUTION DONE RIGHT Courtney Nickel // Legacy South 2 NEW ADVISERS: ROUNDTABLE Teenie Reddeck, Caroline Mattox, Betsy Brittingham // Legacy South 1 EICS: GIVE PEACE A CHANCE Makena Busch // Heroes 2
11:50-12:10	HOMEROOM RED // Michael // Forum West 1 & 2 YELLOW // Vicky, Jose & Ashley // Legacy South 1 PINK // Michelle & Katy // Legacy South 2 GREEN // Morgan & Anna // Heroes 3 PURPLE // Jen // Legacy South 3 BLUE // Teenie & Jean // Legacy North 1 & 2 TIE DYE // Out-of-state and west of Wakulla/Tallahassee Florida attendees // Heroes 1
12:20-1:00	CLOSING: AWARDS, THANK YOU, VIDEO Jean Henry // Heroes 2 & 3