

Say What?

March 19-21, 2009. Charlotte, NC
Herff Jones Plant Trip

The Events:

Thursday:

Morning Departure - We'll travel via charter bus to Charlotte, North Carolina with a stop in Savannah for lunch. The bus has a DVD player, so bring your favorite flicks for the ride (PG-13 or under, please).

Departure Times:

Belleview High School, Belleview, 7:00 am

Kanapaha Middle School, Gainesville, 8:00 am

Interlachen High School, Interlachen, 9:00 am

Palatka High School, Palatka, 9:30 am

Friday:

Plant Tour - Plant personnel will explain the entire printing process and will lead the staff through the plant to see firsthand how the yearbook is printed. Guests will get a fascinating look into modern printing technology.

Marketing/Book Sales Seminar - Discuss ways to increase book sales. Learn about marketing events and plan your school's own sale strategy. The session will feature information about the **Herff Jones Yearbook Order Day** promotion and ways to implement it.

Creative Arts Seminar - See the latest creative trends in the yearbook industry and have personal help from an artist in designing a cover and planning your book's theme and design.

Night Out - Friday evening will include time for dinner at the Carolina Place Mall, and then a trip to The Sports Connection from 7:00 - 9:00 pm for bowling and laser tag.

Saturday:

Return to Florida - We'll hit the road early and plan to be home by evening. Be ready to depart from the hotel at 7:00 am.

The Details:

Tuition for the trip is \$225 per person and includes transportation, lodging, breakfast, lunch at the plant and entertainment. Participants should bring about \$35 for other meals and expenses. Space is limited. Feel free to call our office with any questions.

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