

Leading yearbook authority comes to town

"You record the memories," explained yearbook guru Paul Ender to the 64 students crammed into the media center seminar conference room at Trumbull High School in early November.

Trillium Assistant Advisor Jordan Miller, yearbook representative Christopher Glasgow, Trillium Advisor Susan Berescik and award-winning yearbook designer Paul Ender discuss the 2010 edition of the THS yearbook.

(Submitted photo)

"What you choose to record is what your audience will remember. You are creating the only historical record of your school and the school year." He charged the students to make the record complete, accurate and fair.

Ender, the adviser to the American yearbook at Independence High School in San José, California, for 23 years before his retirement in 2000, was invited to THS by Herff Jones, the Publishing Company that prints the THS Trillium.

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"This was an incredible opportunity," said assistant adviser Jordan Miller, who arranged the event. "Herff Jones regional manager Christopher Glasgow asked if we were interested in sponsoring a student seminar for Paul when I drove six students to an October conference in Danbury. It was a no-brainer."

Miller and adviser Susan Berescik worked out the details and provided refreshments for the three-hour program.

Ender, a Hall-of-Fame adviser who was named National Adviser of the Year by the Journalism Education Association in 1997, had been

scheduled to spend a week in New England.

Brian Hawthorne, the independent representative who works with Trumbull high, recommended that Ender come to the school since Trillium has consistently been named as one of the best school yearbooks in New England, according to Berescik.

Ender, the co-author of the third edition of the Columbia Scholastic Press Association Scholastic Yearbook Fundamentals and the Herff Jones Modular Design Curriculum, presented a PowerPoint analysis of 20 techniques to improve a high school book.

"It was a review for some," said Student Life executive board editor Emma Ryder. "I

heard Mr. Ender in the summer at Gettysburg College when we attended the five-day Herff Jones summer training camp. But hearing him again reminded us to include a fashion page for this year's book."

After the presentation, he met with some of the 16 top executive board members and critiqued this year's layouts.

"His comments were overwhelmingly positive," Berescik said. "He said we had another prize winner in the works."

The 2010 Trillium "Dig It," Trumbull's first ever all-color yearbook, may be reserved by calling 1-866-287-3096 or logging on to yearbookordercenter.com. before mid-January.