

# THE END

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Velisa Jewett

## PRINCIPAL

John Mehlbrech

**STORY** is the eighth volume of the Citadel - the 2016 yearbook of Claudia Taylor "Lady Bird" Johnson High School. This volume was published by Balfour Publishing and printed at their plant in Dallas, Texas. Kathi Hopkins is our Balfour representative and Nancy Dewees is our in-house account executive.

This volume is a size 9 with a linen cover printed with white and copper foil. This volume includes a total of 368 pages along with three tip-ins. Deadlines were met

in October, November, December, January, February and we finished on March 9, 2016.

A little over 1,500 books were published. Sales started in August at \$65 and grew to the final price of \$80. Over 1,300 were sold on Smart Pay online all year with a limited amount available on campus in May.

## PRODUCTION

All pages were created in the Mac lab, A128, on campus using Adobe InDesign CS6. Images were edited with Adobe Photoshop CS6. Completed pages were uploaded to Balfour digitally. Photos were shot using the journalism department's various models of Canon DSLR cameras. Underclassmen portraits were shot by Lifetouch Studios and senior portraits were shot by Prestige Portraits. Summa graduate photos along with campus group photos were shot by Prestige Portraits. A number of athletic group images were provided by John Albright and the Jaguar Pride Association.

The staff would like to thank Kathi Hopkins, Nancy Dewees and Marilyn Scoggins for their advice and guidance in the production of this book.

## INSPIRATION

Always on the lookout for new ideas for the yearbook, this year's staff happened upon a unique concept retail store in New York City. The font used in the store's logo - Tommaso, available from the Lost Type Co-op - presented an elegant yet strong choice for the pages. Splitting the "O" in the font allows the reader to understand that each story is personal; each person has their own take on things. In May of 2015, the student editors reached out to founder Rachel Shechtman to get approval to use the same graphic identity.

"**STORY**... is thrilled to have provided Claudia Taylor 'Lady Bird' Johnson High School with the inspiration for the graphic identity of this year's yearbook - after all we're all about sharing stories," Shechtman said. "We congratulate the class of 2016 in completing this chapter."

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# HERE'S THE SCOOP

Volume eight. 8. Flip that sideways, you've got infinity. Forever. This book is forever. My staff worked for what seemed like forever to create this for you. Long hours after school, lunch every single day, even trekking across the country to Florida to learn and grow as much as we could. We brought that knowledge back and applied our learning to the production of this book. Our advisor Annie Green was there for us all through every challenge we encountered. In addition to the brilliant souls that threw themselves into the making of this enormous project, we relied on our **Dell Optiplex 785** computers and brand new **27" Dell monitors**. We worked exclusively with **Adobe InDesign CC** to create our pages, and **Adobe Photoshop CC** to ensure that our photographic quality was the best it could be. We used a variety of **12 Canon DSLRs**, **4 GoPros** and **1 Canon Powershot D30 underwater camera**.

83% of students purchased our book this year, bringing us a total of **1.450** books sold. Baby ads this year went for **\$75** for 1/8th of a page, **\$100** for 1/4th of a page, **\$180** for 1/2 page and **\$300** for a full page. **194** baby ads were purchased for a total of **\$21,290**. **\$350** was sold in community ads. Printed in Dallas, Texas, this **350** page book is published by **Balfour Publishing** company on **100 Anthem Plus Matte paper**. We printed all of our profile stories and division page copy on sheets of **#17UV Ultra II translucent vellum**. All of our underclassmen portraits were taken by Dorian Photography. Team photos were taken by Ellen Hawley.

All other photos in this book were taken by myself and my staff, unless otherwise credited. We kept our color scheme simple and minimal, infusing our pages sparingly with **Evergreen (C59, MO, Y44, K81)**, **Wine (C2, M74, YO, K68)**, **Slate (C0, MO, YO, K66)**, **Colgate (C36, MO, Y1, K29)** and **Grizzly (C100, M29, Y1, K70)**. Where appropriate, we also incorporated colors that were prominent in our photography to enhance the visual appeal of our pages. We stuck to two font families including **Acto** and **Bella**.

This year we put a strong emphasis on the improvement of our online student news source, **www.alltheedge.com**, and increasing our social media presence through **Twitter @alltheedge** and **Instagram @alltheedgeGP**.

Admittedly, handling a staff of **29** as the only editor-in-chief was no easy task, but with the help of the magnificent people of the yearbook world, we banded together to create a book that we have all come to love, no matter what hardships we faced along the way. I would like to personally thank Stephen Williams, Milani Arguelles and Bruce Watterson for sharing their endless support, knowledge and wisdom with our team. Lastly, I would like to thank everyone reading this for supporting the GPHS Publications program, and for making the statement "**WE ARE GP**" mean something to all of us.

by **EmilyNina**

"My favorite thing about yearbook is the fact that we are a family."  
-DarbyHegge

"Getting to make and work with people who become my second family"  
-LoganSandstrom

"I like the idea of creating something people will look back at for the rest of their lives."  
-BellaAzar

"Donut Fridays."  
-AbbyAllan

"I loved the camaraderie and the family that we created."  
-MikaylaPopp

"Emily."  
-AnnieGreen

"There is never a dull moment."  
-SophiaLundquist

"Creativity fuels my life, and through yearbook I have been able to grow as a designer, leader, and student. This has been such a phenomenal opportunity for me."  
-EmilyNina

"In yearbook you're in total control of your creativity."  
-FaithKrieger

"Yearbook is a welcoming place where you can express yourself without being limited or judged."  
-SamiKunz

"I love the family environment, and being able to see the book come together."  
-SydneyAllman

"My favorite thing about yearbook is getting to have donuts every Friday."  
-ScottWilson

"We all put in work to make a great book."  
-ArehaJackson

"This is what I want to do when I grow up, so yearbook is preparing me for the life ahead of me."  
-ClaireDayton

"I love all the outside of class bonding and adventures."  
-AustinDesroche

"Seeing all the creativity & ideas brought to the table amazes me. Yearbook has become my family."  
-KaylaWentland

"I like how helpful the staff is, and how you can express your creativity through the pages."  
-GenSchmidt

"I love it when you finish a page, and you can go back and look at all the progress you made since you started."  
-KendylPrentice

"I learned so many new skills with technology and graphic design. I love being part of what goes on behind the scenes."  
-NesyMcCarthy

"I learned so much about the school and all the people in it."  
-MikalaPratt

"I like learning about peoples' lives and how interesting they can be."  
-MakaylaGuerra

"Callie Mueller and interviewing."  
-JessicaTiede

"This book is a collection of every staff member's release of creativity and I like being able to sit down and look at what peoples' passion creates."  
-CheyenneStultz

"I like bonding with not just the class, but the whole school."  
-MichaelMenchaca

"COBBING."  
-MeganRoberts

"Our ability to express all sorts of opinions and delve deeper into the beautiful minds of our student body."  
-JessicaDuch

"I love free food. And COBS. And meeting people."  
-BrittanyVandenbrink



# 2015 TATANKA STAFF



Ryan McCallum



Sabrina Munsterteiger & Morgan Doimer



Chelsey O'Donnell



Molly McMullen



Kinsey Johnson



Mariah Hovland & Mallory Hedden



Mallorie Habisch, Callie Liska, & Madelyn Kramber



Elijah Driver & Jillian Golden



Emily Linderholm & Emily Vogt



Abigail Wyatt & Amy Nelson



Samuel Quiring, Aimee Swanson, & Cole Shuherk

## STAFF WRITERS

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Copy Editor: Allie Palmer

## THANK YOU

**ZAHLER'S PHOTOGRAPHY** Thank you for your amazing professionalism and quality of work with all of our music and activity group photographs, as well as the fantastic senior class photo.

**SHANNON HART** From Dallas to the Editors' Office, thank you for spending countless hours working to improve our yearbook. Thanks for your attention to detail and endless patience.

**REBECCA KARNA** Thank you for being so understanding and patient throughout the whole process. Thanks for your help.

**RYAN MCCALLUM** We are so thankful for everything you have done for us. You put up with our goofy personalities, and you dedicate endless time to the yearbook staff. We couldn't have done it without you.

**MARILYN SCOGGINS** Thank you for your dedication and time throughout the summer, helping us solidify a theme, and always being there to help us.

**BHS STAFF** Thank you for your endless patience and support throughout the year.

**LINDA THOMPSON** Thank you for your constant help with our scheduling and booking needs.

**JESSICA YOUNGPETER** Thank you for overseeing the entire process and helping to fix problems that occurred. We are grateful to have you as our account executive.

**CUSTODIANS** Thank you for ensuring that we always had a great working environment, And for putting up with our hectic Worknights.

**BARB MCINTOSH** Thank you for giving us access to sports information. You made our job a lot easier.

**BHS STUDENTS** Thank you for your cooperation with interviews, quotes and photos. We appreciate all of your support.

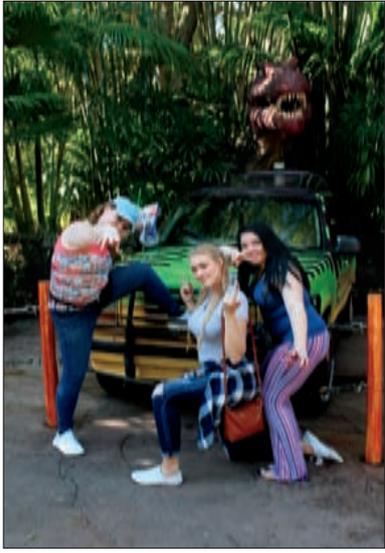
**KINSEY JOHNSON** Thank you for creating a nearly infinite number of custom graphics and spending countless hours working with your classmates to deliver more than what they asked for.

Although this book represents a milestone for the yearbook program, the staff of the 100th Buffalo High School yearbook set out to prove that the students, staff, and activities that make up the school are more than just numbers. Work on this book began in February of 2015 and saw members of the staff travel to Crown College and Dallas, Texas, to develop the theme. All surveys in this book are based on a representative sample size of each group's population. Surveys representing the entire student body received at least 400 responses from students in all grades. Whole-grade surveys received a minimum of 200 responses. All illustrations and artwork were created by the members of the Tatanka staff, with the majority created by Kinsey Johnson. Tatanka 2016 was created using Adobe InDesign, Illustrator, and Photoshop CS5.5. The cover, endsheets and folio were designed by the editorial staff. The cover was produced as a lithicote matte with foil stamping, UV coating and a die cut. The endsheets were made on a CIS stock with gold foil. The captions are 8-point Chronica Pro book, body copy is 9-point Literata. Headline and subhead fonts vary, but stay in the font families of Intro, Intro Inline and Chronica. 1,200 copies of the 2016 Tatanka were sold for \$65 in the fall and \$75 in the spring. Extra copies were printed as National Samples for Balfour Publishing Company. Tatanka 2015 was named All State Gold, and Best in Show from the Minnesota High School Press Association and First Class from the National Scholastic Press Association.

did you know... FOUR YEARBOOK STUDENTS TRAVELLED TO DALLAS, TEXAS, OVER THE SUMMER TO WORK WITH THE PEOPLE THAT CREATE THE YEARBOOK

70 Number of yearbook Worknights Mr. McCallum has advised over 15 years

What was your favorite thing about yearbook?  
I LOVE WORKNIGHTS BECAUSE EVERYONE HAS TIME TO GET THEIR SPREADS DONE AND EAT FOOD, WHILE ALSO MESSING AROUND THE WHOLE TIME.  
- SENIOR KINSEY JOHNSON



**PHOTO-BYS**  
**T. Campbell** Thomas Campbell  
**K. Orellana** Krissia Orellana  
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**B. Bui** Briana Bui  
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**L. Smith** Lily Smith  
**R. Petersen** Riley Petersen  
**B. Guzman** Bella Guzman  
**E. Guerra** Elsi Guerra  
**G. Perez** Gabby Perez  
**J. Stone** Jackson Stone  
**A. Stryker** Austin Stryker



**COLOPHON-** The 65<sup>th</sup> edition of the letter jacket inspired 2015-2016 Eagle yearbook is a total of eight pounds and 400 full-color pages printed on 100# dull enamel paper. The 1850 copies of this book were printed at Balfour Publishing in Dallas and sold from \$75 to \$100 as the year came to a close. The senior ads portion of this publication sold for \$100 for a ¼ page, \$175 for ½ page, and \$325 for a full page. These prices were raised by \$25 after the early bird deadline. Each spread was designed on a 27" Mac using Adobe CC programs In Design, Photoshop, and Illustrator. Our photographers used our Nikon D3s or D90s with appropriate lens sizes to properly document our year. Our varsity jacket inspired cover was designed by Cody Walker and was printed using real leather and C1S paper with a gloss laminate. The fonts utilized in

this publication included Varsity, the Gotham family, and Archer. Our captions are in size 8 Archer with 9 point leading. Our stories are in size 10 Archer with 11 point leading. Our colors, chosen by our editor-in-chief are listed to the side. A huge thanks to Nancy DeWees, Catherin Iden, and all our amazing Balfour Representative Jim Anderson for helping us with the creation of this great book. As for our pictures, thank you to Lifetouch for providing the underclassmen portraits, Prestige for providing us with the senior portraits, and Dave Stock for the team photos. This book would not have been completed without the hard work of our staff, and dedication of our editors. Last, but certainly not least, a huge thanks to the woman who made it all happen, our yearbook advisor Kelly Juntunen. Amazing job everyone.

C: 27
M: 100
Y: 100
K: 27
C: 96
M: 87
Y: 44
K: 9
C: 0
M: 0
Y: 0
K: 30

