Atherton Garden Guild
Yearbook/Roster Chairman
2021-2022 ANNUAL REPORT

The creation of this year's yearbook was a bit more complicated as the overall format changed. I used Adobe InDesign for the layout. I created the cover in Adobe Illustrator with some photo manipulation in Adobe Photoshop.

The first challenge is getting the content in a timely manner. I know it is time consuming to put the programs together for the year, but it is difficult to complete the yearbook and get it proofread and printed if the schedule isn't finalized by the middle of July.

The next challenge is formatting, as each edit creates a domino effect as to how following pages lay out. You have to be sure page breaks and section breaks make sense, etc. That is why getting the content complete, early on, is important.

The next big challenge is proofreading. It is very difficult for the "designer" to spot small typing errors, spacing errors and/or omissions (after a while, one goes a little crosseyed). It is very important to have other "eyes" read through the yearbook prior to printing. I would suggest having two volunteers do the proofreading in addition to the various chairs and officers who provide content. This process may require two or three passthroughs as each edit can effect layout.

This may fall under the job description of Membership VP as I was both this year:
Yearbook distribution was fairly easy. I labelled each yearbook with a member's name. I provided a distribution list at the September meeting for members to check their names off as they claimed their copy and the names of friends to whom they would deliver yearbooks. Some members took yearbooks for friends and either did not initial next to their friend's name or deliver the yearbook. Ultimately, every member did receive a yearbook at the September meeting, was personally delivered or mailed to her home.

It is a good idea for the Membership VP to have extra copies at the October - May meetings in case someone loses her copy. Also, extra copies are needed for incoming members. Maybe 5 new members per year?

In subsequent years, yearbook chairs may decide to use different software for the yearbook creation. Our digital files should help and can be converted to pdf's, Pages or Word files.

Respectfully submitted,

Terri Bailard