

Design Seminar



Postponed Until Fall
Watch for details
Dates to be announced this summer

You can't afford to miss this training

A small investment today, will save you countless hours in the future. Why pay \$300 or \$400 to attend a national canned presenter who doesn't teach to nor understand the issues we face as educators, when you can participate in a workshop which integrates educational politics, issues, and finances...taught by an award winning local presenter who has 19 years experience in education and 14 years design experience.

Get results now

Learn the rules, strategies and techniques for producing quality compelling publications. This full day presentation will give you a solid foundation for your design and publication work including design concepts, prepress and printer specs, troubleshooting, use of white space, graphic effects, creating focal points, working with balance and proportion, proper use of fonts, visual impact, and many other design principles. Whether you create one publication or 100, you will leave with a greater understanding of how to reach your customers, while saving your district time and money.

Comments from Presentation Evaluations

- “Top Notch! Covered all areas. Straight forward and practical”
- “Wow, I've been to a lot of presentations and I think this is the best workshop I've ever attended.”
- “This one speaker made the whole conference worthwhile.”
- “Great publishing ideas. I'll begin applying the things I've learned at this workshop as soon as I get home.”
- “Very good hands-on with step by step ideas we all can use.”
- “Good planning and prep work for class. Great enthusiasm and communications skills.”
- “Good instructor. Covered all aspects of design thoroughly.”
- “I found the presentation the highlight of my conference and truly wish I would have attended the lecture twice.”

Name _____ District _____

Address _____

Phone _____ Email _____

\$99 EarlyBird Fee Enclosed (register by August 1)

\$129 Seminar Fee Enclosed

\$119 MCEA Discounted Fee

Make Checks payable to Imagine Design & Creative Consulting Inc., 46 Neptune Street, Mahtomedi, MN 55115
Payment due at time of registration (or prior to seminar). No credit cards or purchase orders accepted.
Email confirmations will be sent. For more information regarding Imagine Design and trainer, Beth Holsen visit www.imaginecc.com or call (651) 330-9799. (Corporate ID #41-2022720)

School Publication Design & Training



Imagine Design & Creative Consulting, Inc

Quality...

Quality publications reflect quality organizations. They are your ambassadors. They represent you. At Imagine Design we work to find innovative ways to produce publications and web sites that capture your reader's attention. We also develop customized training for individuals, small or large groups. From template maintenance to software, publication and design training, Imagine Design is just a phone call away. Clients include NCEA, MCEA, Suburban Ramsey Family Collaborative, and numerous school districts, non-profits, and small businesses throughout Minnesota.

Experience...

Designer, Beth Holsen, has 19 years experience in education and 14 years of design experience. She has produced hundreds of publications, templates and web sites, and trained thousands of school professionals throughout the state in quality publications, design, school communication, and PageMaker.

Winner of 2003 National School Public Relations Association Award
Roseville Area Schools Community Education Brochure

**2003 MinnSPRA Outstanding Public Relations Professional
Exemplary Service Award Nominee**

Winner of 7 MinnSPRA School Publication Awards

And More!

Check us out before you call. Visit our web site at www.imaginecc.com for references, letters of recommendation, publication samples, tips, testimonials, makeovers, company information, training opportunities, and a complete client list.

651-330-9799

Call Today For All Your Publication & Training Needs

Beth Holsen 651-330-9799 / 651-470-9004
bholsen@ties2.net www.imaginecc.com

“When a school district or agency decides to go with Beth, they receive more than a professional and top notch designer, they get a team player, an educator, and a finished quality product... When you go with Beth, you can be assured of full satisfaction.”
Mary Sue Hanson,
Director, Suburban Ramsey
Family Collaborative

“I have worked with Beth for over 10 years and I highly recommend her work to anyone. Beth has produced wonderful logos, brochures, newsletters, invitations, annual reports, displays, calendars, web sites and more. Her designs are beautiful, and her writing style is crisp, clear and friendly.”
Sally Latimer-Warring,
Director, Roseville Area Schools

“Beth can offer you what no other designer can – exceptional ability, coupled with a unique knowledge of your target audience from years of school district communications experience... When looking for a designer, trainer, or consultant, Beth and Imagine Design should be your first choice!”
**Rich Loken, Farmington
& Bloomington Schools**

School Publication Design Seminar

Coming to Roseville April 2

Whether you create one publication or 100, you will leave this seminar with a greater understanding of how to reach your customers while saving your district time and money.

Visit us at www.imaginecc.com for full details and registration information. You can't afford to miss this training. Sign up by March 1 and save \$30 off the regular seminar fee of \$129. Don't delay. Sign up today!

Trainer & Designer - Beth Holsen of Imagine Design & Creative Consulting

Beth Holsen, has 19 years experience in education and 14 years of design experience. She has produced hundreds of publications and templates for school districts, cities and small businesses; designed the web sites for the Suburban Ramsey Family Collaborative and Roseville Area Schools; and trained thousands of school professionals throughout the state in quality publications, design, school communication, PageMaker, and publication production.

Awards

2003 National Public Relations Association Award:

Roseville Area Schools Community Education Brochure

Nominated 2003 Minnesota Public Relations Association Outstanding Public Relations Professional:

Exemplary Service Award

Minnesota School Public Relations Association Awards:

White Bear Lake Area Schools Community Education Program Catalog

Roseville Area Schools Welcome Book

Roseville Area Schools Foundation Annual Report

District 623 Today Community Newspaper

Roseville Area Schools Community Education Brochure (2 time winner)

Friendship Connection School Age Child Care Handbook



Training

Conference Presentations

MN School Public Relations Association

MN School Boards Association

MN Association of School Administrators

MN School-Age Child Care Association

Specialized Training

Minneapolis Schools • St. Louis Park Schools • Plainview Schools • Bloomington Schools • Prior Lake Schools

South Washington County Schools • Farmington Schools • Albert Lea Schools • Independent School District 197

Roseville Area Schools • Independent School District 196 • MN Community Education Assoc. • City of St. Louis Park

Half Day Seminars for Minnesota Community Education Association

From Dull To Dazzling

PageMaker Tips & Tricks

Creating Quality Publications

Preparing Publications for Print

Clients

National Community Education Association • Minnesota Community Education Association • North Suburban Gavel Club
East Metro Integration District 6067 • Suburban Ramsey Family Collaborative • Minneapolis Schools • St. Louis Park Schools
White Bear Lake Area Schools • Plainview Schools • Independent School District 196 • South Washington County Schools
Bloomington Schools • Prior Lake Schools • Farmington Schools • Albert Lea Schools • Independent School District 197
Roseville Area Schools • Roseville Healthy Youth/Healthy Community Initiative • Brooklyn Park Recreation & Parks
City of Mahtomedi • City of St. Louis Park • Roseville Area Schools YES Committee • Roseville Community Band
Jewel Lane Farms • Wildwood Business Association • Bedell and Associates • Martial Arts Nutrition • Nutribiological

Imagine Design & Creative Consulting: Publication Design & Training

651-330-9799 / 651-470-9004

www.imaginecc.com

bholsen@ties2.net