

What others are saying...

Student's career path inspired by Sarah's service

By Harmony Huskinson

Through my yearbook experience in high school, I realized my passion for journalism as a career. And one woman pushed me along the way, nurtured my creative abilities, brought me comfort food the day I needed it, and worked not for the money, but for the students.

When I met Sarah at the age of 15, I was treated with genuine respect as an adult, a peer. She addressed me as a person who understood the world beyond my latest text message. Sarah pushed me above and beyond the white space into real space, past the picas into an editor's eye, and through point and shoot into the right angle.

Because of Sarah, our yearbook staff never once regretted our decision to switch from Jostens to Herff Jones.

We looked forward to Sarah's visits because they meant recognition for our hard work. She travelled from Phoenix to Kingman High School monthly not just to go over business with our adviser, but also to check up on the students and their struggles with deadlines and schoolwork. Sarah remembered all of our names, brought in comfort food near deadline, and talked to students one-on-one about their layouts and photography. She was always willing to sit with as a professional to provide meaningful advice about creative coverage. Her contributions helped the yearbook students become working



Harmony looks through the 2010 Kingman High School yearbook which she contributed to as editor-in-chief. Harmony is currently studying journalism at Arizona State University.

journalists. She was the perfect complement to our yearbook adviser.

In a time of economic turmoil and low sales, I edited an award-winning yearbook in 2010 which was awarded First Place with Special Merit by the American Press Association. All of my ingenuity and creativity for this book arose from Sarah's encouragement.

And her advice stays with you; she helped inspire me to pursue a career in journalism at the ASU Walter Cronkite School of Journalism and Mass Communication.

A short-term goal: I'd like to start an on-campus publication at ASU using a lot of the skills I learned from Sarah.



Amanda and a yearbook student at Fourth Avenue Jr. High work on Wish List postcard distribution. Amanda enrolled her school in Wish List to receive free direct mail promotion from Herff Jones for yearbook sales.

What I have to say about Sarah & Herff Jones

:: Amanda Rakkola

Yearbook Advisor | Fourth Avenue Jr. High | Yuma, AZ

Above and beyond any of the wonderful things I have to say about my experience with Herff Jones I would like to say this: They aren't about "sticking it to you", but rather about sticking with you.

I have worked with several other popular publishing companies in years past that seemed to have less consideration and more hidden agendas and fees than I could appreciate. I have never had the level of care, support, and understanding that I have found with Herff Jones, and my representative, Sarah Ikard. Sarah and other staff members at Herff, are all very empathetic and understanding of the many hiccups and bumps in the road that come along with putting together a yearbook. They create outstanding relationships and rapport with their clients and genuinely care about the needs of advisors, students, and schools as a whole.

On more than one occasion Sarah has come to my rescue when I was about to throw my hands up in the air and say, "I'm done." A particular moment that I am especially grateful for was the night I found myself sitting after school at 5:00 PM on deadline day, with 40 incomplete pages. At my wits end, and looking at hundreds of dollars in late fees, I watched as Sarah walked into my room with a smile and a "can-do" attitude. She grabbed a computer, and started finishing pages and editing them for submission. She always goes above and beyond the call of duty to be available, helpful, and supportive of my needs.

There are so many perks to working with HJ from the awesome online software program, books that basically sell themselves, above-par customer service, to the client get-togethers and plant tours. My principal once commented, "Why are they always being so nice?" Sarah and Herff Jones are great, but it's not the "nice things" they do that keep me renewing. I like the feeling that I'm not just working with a publishing company, but a family of yearbook enthusiasts who not only love what they do, but care about the individual.

More customer testimonials are located at sarahikard.com.

Survey: Another satisfied customer

BLUE RIDGE HIGH SCHOOL
Pinetop, AZ

"Sarah has great design ideas and helps in the classroom. She's helpful at getting the kids to focus on a more centralized theme and giving ideas on how to carry the theme throughout the book. Sarah also pitches in with proofing and editing during her visits just to help out."

Susan Stewart
Yearbook Adviser
Blue Ridge HS

YEARBOOK REVIEW		RECEIVED	HERFF JONES	
		AUG 23 2013		
School Name	Blue Ridge High School	Job Number	100713	
Your Name	Susan Stewart	Your Title	Yearbook Adviser	
Fax Return:	435.753.7895 Be sure to include comments page.			
Mail Return:	Herff Jones Customer Service, 940 West 1400 North, Logan, UT 84321			
Online Survey:	http://www.zoomerang.com/Survey/?p=WEB22AB3M22Y9B			
PRODUCT QUALITY		EXCELLENT	GOOD	POOR
Overall Quality of Yearbook		4	3	2 1
Black & White Reproduction	N/A	5	4 3	2 1
Color Reproduction	N/A	5	4 3	2 1
Successful Completion of Proof Corrections	N/A	5	4 3	2 1
Book Binding		4	3	2 1
Book Cover		4	3	2 1
SERVICE FROM PLANT		EXCELLENT	GOOD	POOR
Overall Service from Customer Service Adviser		4	3	2 1
Proactive Communication		4	3	2 1
Timely Follow-up		4	3	2 1
Courtesy & Professionalism		4	3	2 1
Technical Support from Tech Service Adviser(s)		4	3	2 1
SERVICE FROM SALES REP		EXCELLENT	GOOD	POOR
Overall Service from Herff Jones Representative		4	3	2 1
Communication		4	3	2 1
Technical Knowledge		4	3	2 1
Courtesy & Professionalism		4	3	2 1

I had quite a learning curve at Mohave Valley Junior High when I became the new yearbook adviser. However, Sarah Ikard's top-notch service made the transition smoother and easier. She helped me quickly transform from feeling weighed down as a new adviser to feeling like a confident and productive yearbook adviser.

Sarah is great about keeping me on track, reviewing pages before submission when needed, offering help after school hours, teaching my students yearbook concepts, and even at

“ She helped me quickly transform from feeling weighed down as a new adviser to feeling like a confident and productive yearbook adviser. ”

providing a good breakfast meeting when she drives up to meet with me personally.

I highly recommend that you make the switch to having Sarah as your sales representative and Herff Jones as your yearbook publisher.

Please feel free to contact me if you would like further information: pantermollerl@mvdistrict.net.

Lisa Pantermoller
Yearbook Adviser | Mohave Valley Junior High | Mohave Valley