

# Colophon

*The 2009 Colonial Echo* was printed by Taylor Publishing in Dallas, Texas. A total of 2,000 copies of the 111th edition were printed. A notable distinction was the return to the original name of *The Colonial Echo* (the inclusion of "The"), a break made by the 1942 staff. The books were available for pick-up around campus once they arrived to the College, or they could be shipped to students for a shipping fee of \$10.00. Additionally, any Patron of the Jefferson or William and Mary distinction were shipped a complimentary copy in thanks for their monetary support. The book was produced using InDesign CS3. All pages were submitted to the plant on CDs and shipped via FedEx.

The book was created and edited entirely by students, with support from Taylor Sales Representatives Trista Harnisch and Ashby Smith and in-plant account executive Pam Ringold. Photography was done by the staff, College Photographer Stephen Salpukas, Sports Information, and various students from the student body. The book was subsidized by student activity fees included in tuition. Portrait sittings were for free and provided by Bristow Media Company. However, correct photo disk requirements were provided by Herff Jones. *The Colonial Echo* was a member of the William & Mary Publications Council.

The cover and endsheets were designed by the Editor-in-Chief. The cover is a four-color lithicote with matte lamination; a clear varnish was on the yellow of the cover. The endsheets are on C1S White with four-color printing. The book's pages are 9x12 inches and printed on 100# matte finish paper. There are 160 pages of four-color processing. The fonts used are Minon Pro, Segoe UI, Eras Light ITC, Century Gothic, Vrinda, and Orator Std.

The staff consisted of about 22 people: Meredith Howard (Editor-in-Chief), Gianna Darbin (Managing Editor), Kelly Harmon (Managing Editor), Liz Hanson (Performing Arts Section Editor), Christina Bianchi (Student Life Section Editor), Katherine Orth (Greeks and Groups Section Editor), Jessica Johnson (Greeks Vice-Editor), Jessie Miller (Groups Vice-Editor), Judi Scalfani (Academics Section Editor), Jillian Walton (Events Section Editor), Rachel Jablonski (Sports Section Editor), Carrie Faur (Senior Ads Section Editor), A Young Byun (Senior Ads Vice-Editor), Barbara Lockett (People Section Editor), Ryann Tanap (People Vice-Editor), Rachel Wallace (Photography Editor), Maddie Bradsher (Copy Editor), Andrew Chan (Production), Astrid Broady (Production), Andrea Anderson (Production), Irene Morrison-Moncure (Production), and Jack Lambert (Production).

There are 304 pages in the book, and the theme for volume 111 is "Start Here."



# Editor's Note

It is sad, but true. Yearbooks are dying. With many major universities, including rival University of Virginia, cancelling books that have been around for over one hundred years, students, alumni, faculty and staff must all accept the fact that in all probability, yearbooks are becoming a thing of the past. With social networking sites like Facebook archiving student's lives, there is little need for a large book to do the same. And unfortunately, *The Colonial Echo* has shown signs of becoming one of these cancelled yearbooks for quite some time now, regardless of the hopeful notes of past editors.

The disinterest in producing such a time-consuming product results in staffs of unreasonably small numbers. Despite the names of 22 staff members listed on the opposite page, I was left to complete over half the pages in the yearbook and edit every page after a series of major photography company issues. Although a few members were able to provide support, this volume of *The Colonial Echo* has largely been a single-person project. This is reflected in the high rate of bylines attributed to me, the perhaps slap-dash design and sparse stories, and the inordinately late delivery date.

Despite the supreme honor of working on a yearbook with such an illustrious past, this book has been the bane of my existence for the past two years. I have fielded countless e-mails and requests demanding the 2009 book, as is reasonable. But I have lost most of my love for yearbook production after two entire academic years and two summers spent trying to finish a very large "literature" yearbook. I can only sincerely apologize to the Class of 2009, their parents, and all other alumni, students, faculty and staff who have waited for this book for so long.

To my friends and family, thank you for (sometimes unsuccessfully) pushing me to keep working, even when the task seemed impossible. I'm sure you are as happy as I am to see this book finally completed.

To Gianna, Christina, Katherine, Carrie and a few others on the staff, thank you for your hard work during the 2008-2009 year. Your excellent work made my final job much easier by a significant amount of pages.

Finally, I shall put forth my own hopes for *The Colonial Echo*, as cynical as I may seem. It is in the interest of yearbooks everywhere to revolutionize. In a world of instant gratification media, yearbooks must innovate to become sustainable and relevant contributions to man's publishing history. It is my sincere hope that *The* (ancient) *Colonial Echo*, first published in 1899 and the oldest publication still in existence at the College of William & Mary, stay alive, vibrant and valued by a community which is so well suited to honoring tradition. But, unless something is done quickly to confront the issues of a disappearing staff, growing student disinterest, and overworked editors, then I can only hypothesize that *The Colonial Echo* will not grace the shelves of future graduates much longer.

>Meredith L. Howard  
Editor-in-Chief  
September 14th, 2010