



CREATING A THEME FOR 2023

THEMES

Verbal
Visual

THEME/WHERE

**cover. endsheets.
title page. dividers.**

THEME/WHERE

**CHOOSE A CATCH PHRASE.
CHOOSE A GRAPHIC.
REPEAT THROUGHOUT
BOOK.**

choose a catch
PHRASE → define a full concept

choose a
GRAPHIC → create a cool toolbox

REPEAT → layer your concept ideas
throughout book

THEME/WHERE

Cover captivates the imagination of readers.
Transitional **endsheets** add dimension.
Title page adds a layer with vital details.
Another storytelling layer unfolds in **opening**.
Make **dividers** meaningful, obvious.
Closing brings the year's story full circle.
Leave readers fulfilled on **parting page**.
Coverage **packages** extend theme story.

THEME/WHERE

THEME/HOW

**graphics. folios.
typography. color.
arrangement.**

THEME/WHY

**tone. mood.
personality.**

TAKE TIME AS A STAFF

- **Activity:** Convene a group of 20 non-buyers of last year's book and let them tell you their honest opinions of the book, its concept and its contents. These "focus groups" are eye-opening to staffers.
- **Activity:** Look at your past yearbooks. Do their themes disappear after you open the cover? Do they hint at how the staff was going to tell the story of the year?

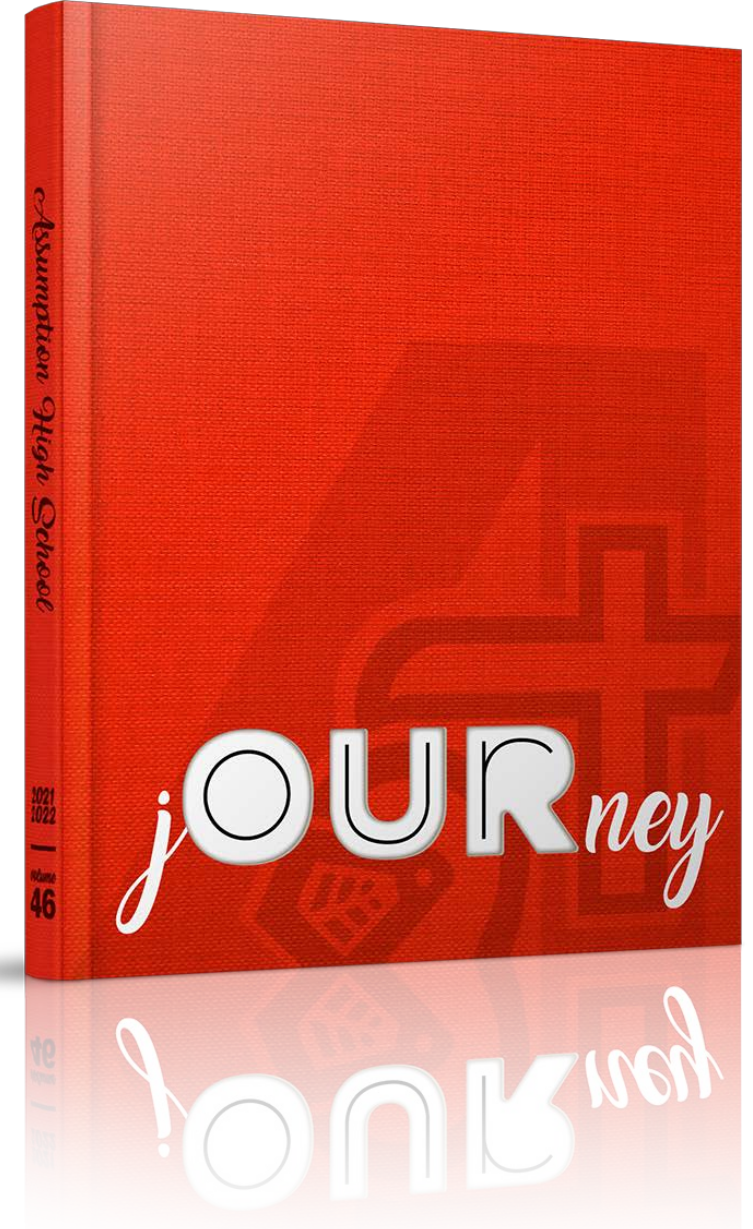
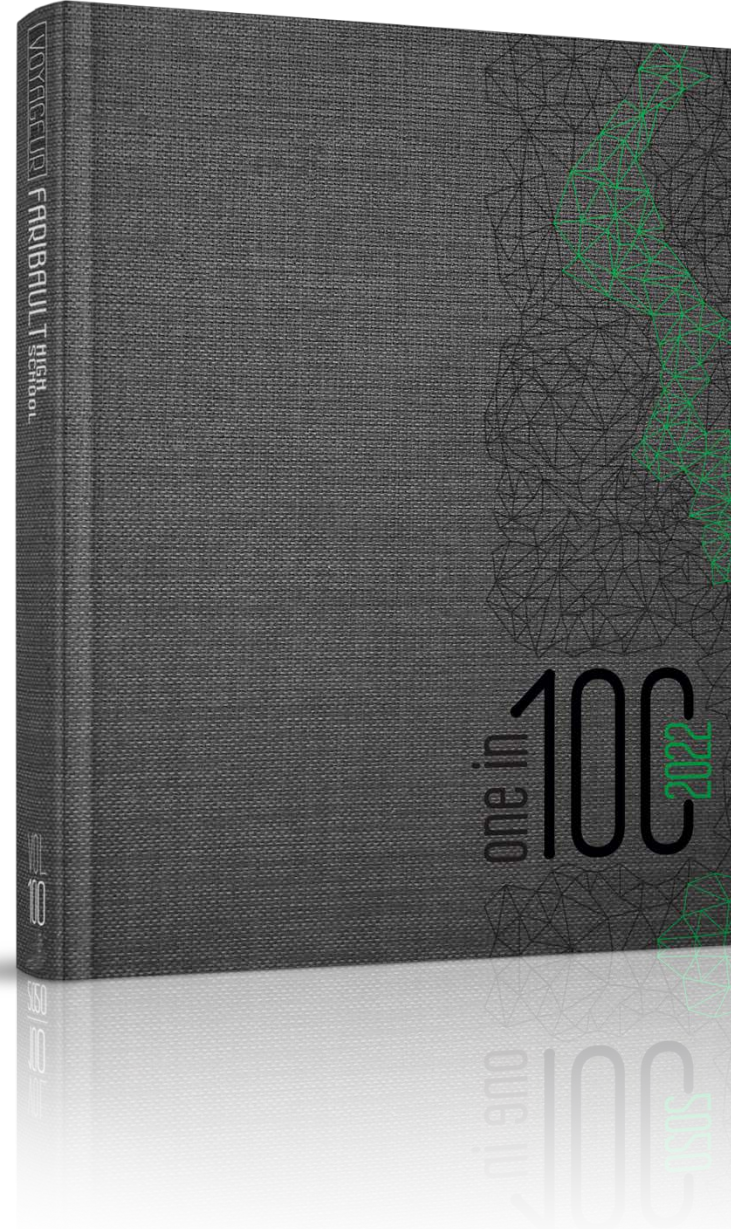
REAL TALK ABOUT THEMES

KEEP IT SIMPLE, FOR YOU AND THEM

- Is the theme relevant?
- Will it take your hardest-to-impress book buyers by surprise?
- Does it guide your approach to individual stories?
- Does it determine how you build your ladder?

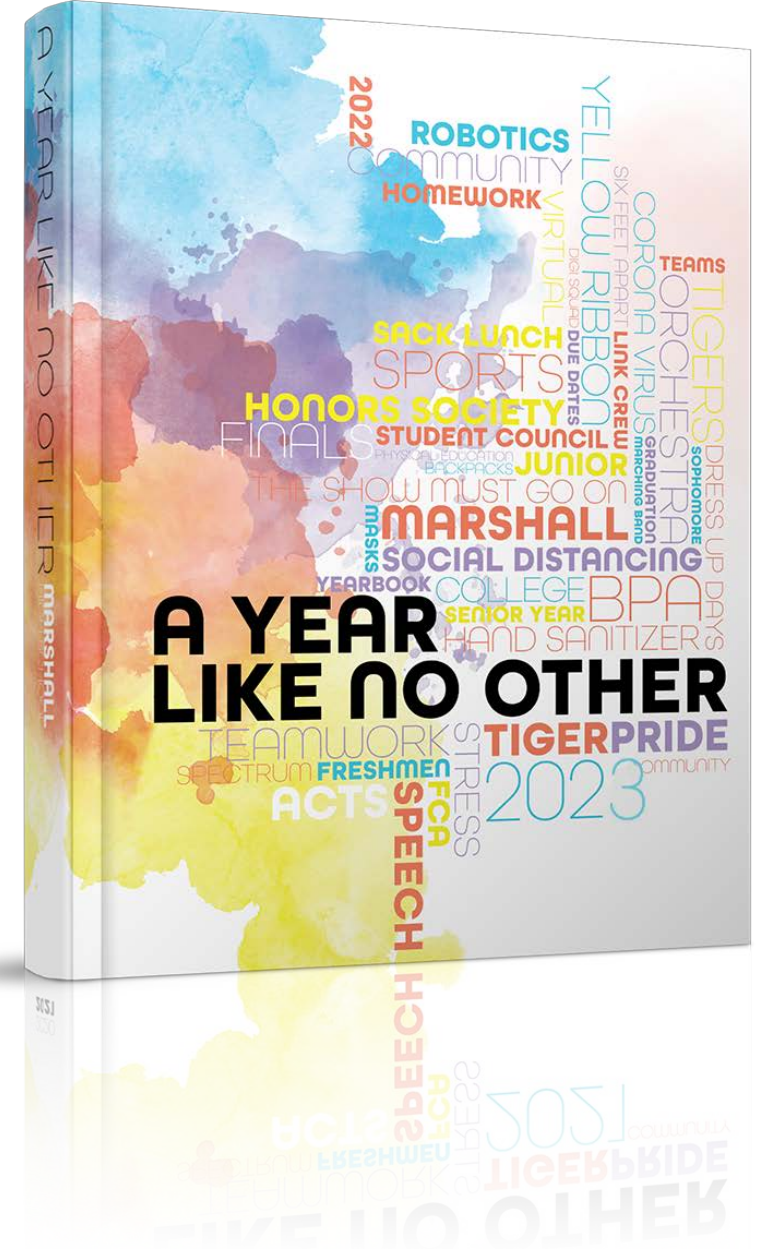
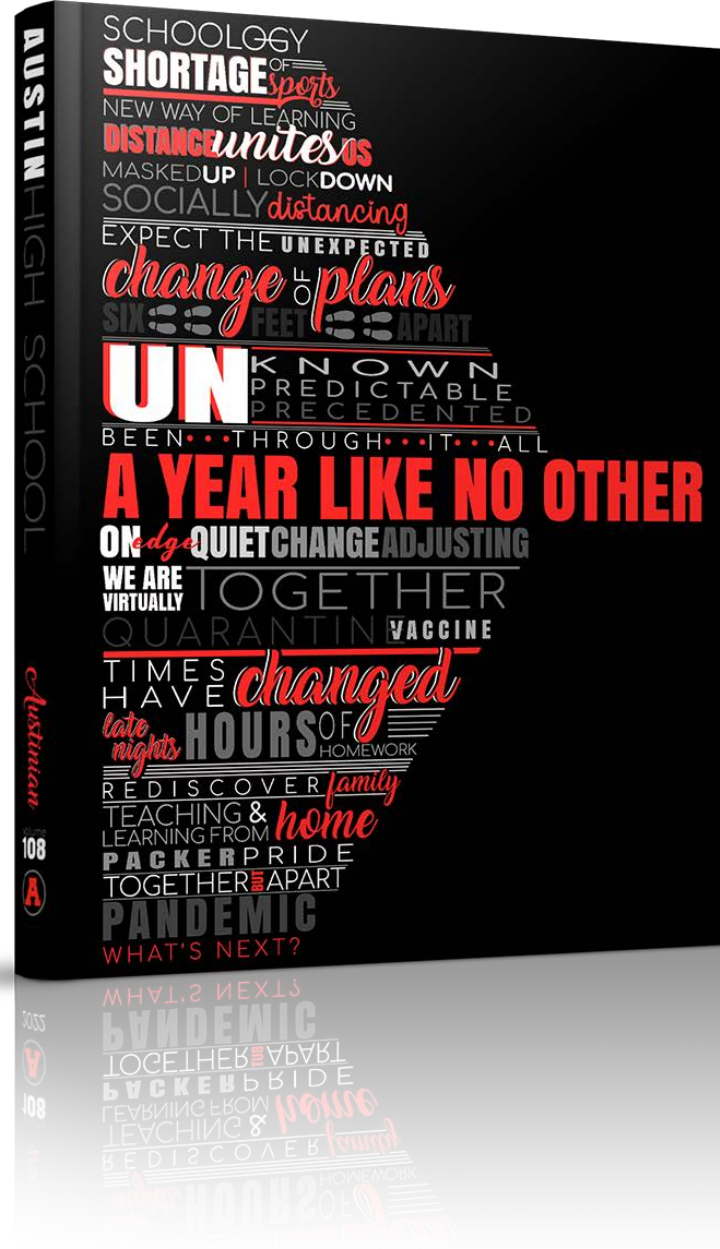
ANNIVERSARY

- Discussion: Is it worth the pages it consumes to devote coverage to people who no longer attend your school?
- Keep current students and their stories at the center of your planning.
- Consider a special section, mini mag or tip-in devoted to legacy or anniversary coverage. That gives it a cool factor and also helps isolate the “old” coverage from the “new” coverage.



STATUS

- Themes about a spirit of accomplishment or the school's spirit itself always resonate and unite.
- These themes have a confident voice, full of actual student words and excitement.
- Details, dates, scores and spur-of-the-moment interviews help these concepts come to life.
- Be creative about coverage methods for all students, not just the involved and the athletic.
- Every student deserves to be covered.



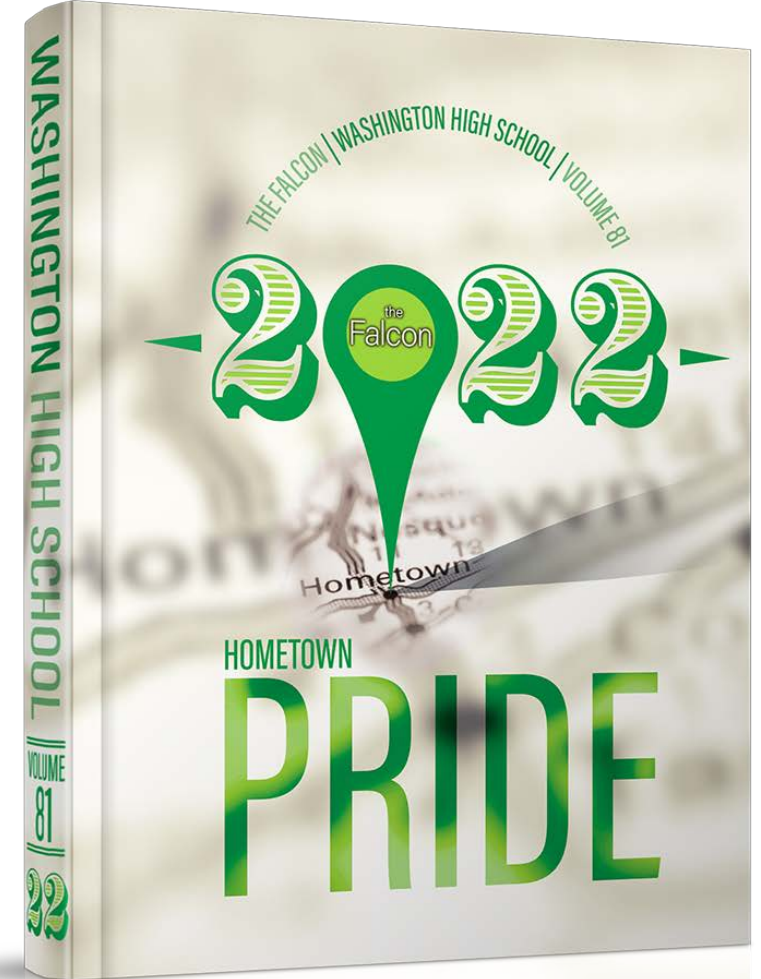
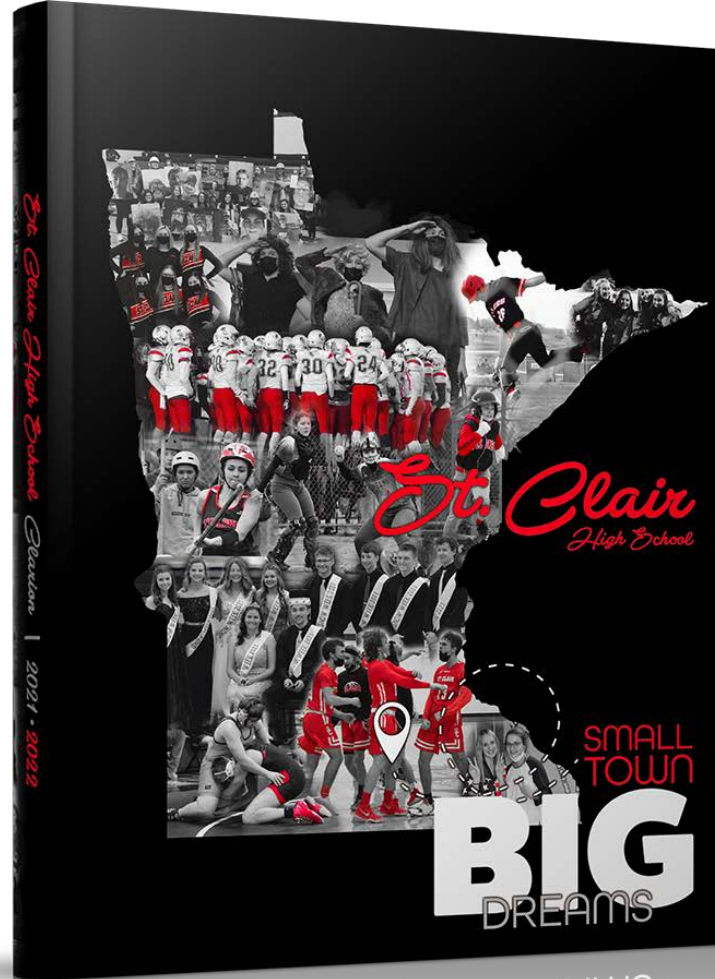
**WE MORE
THAN ME**

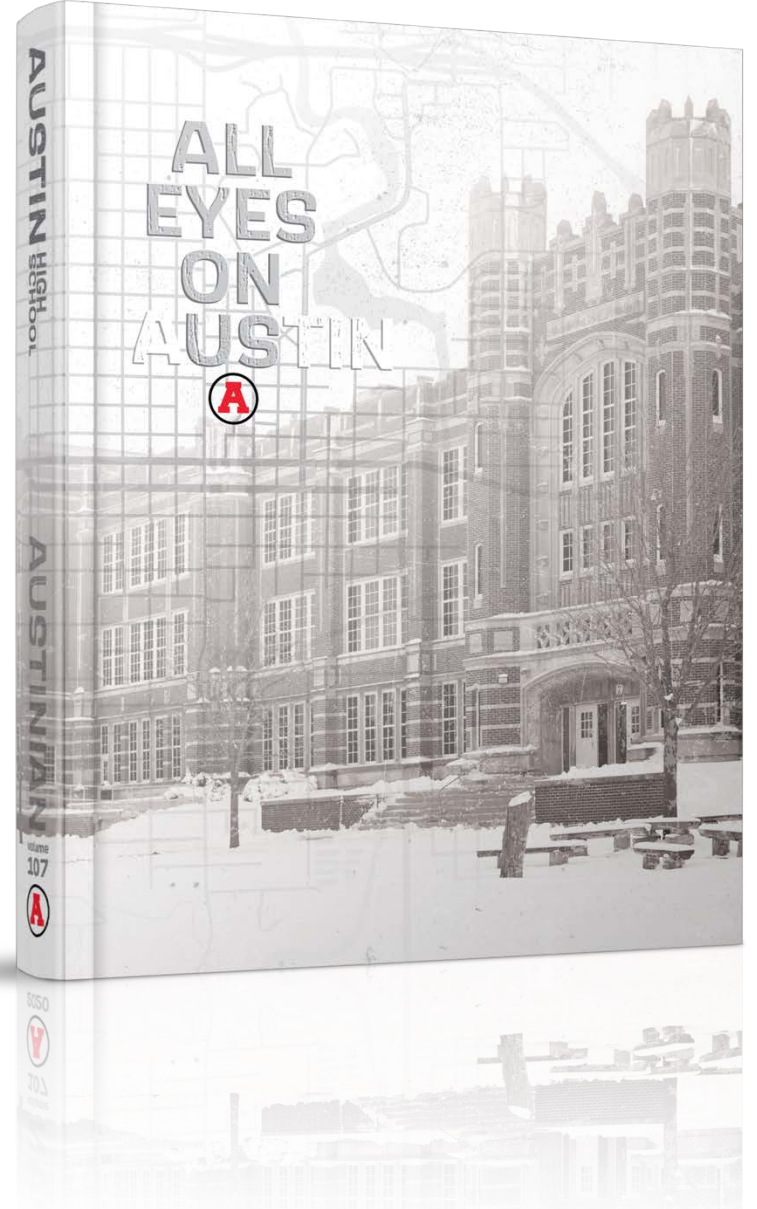
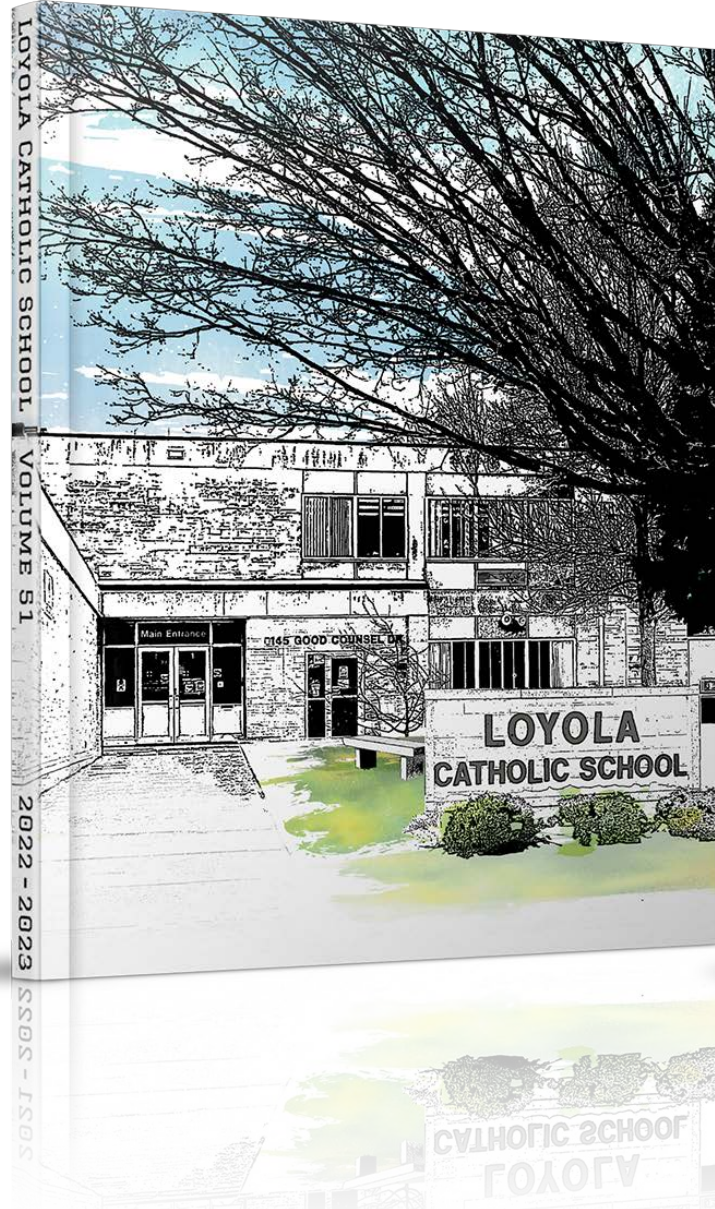
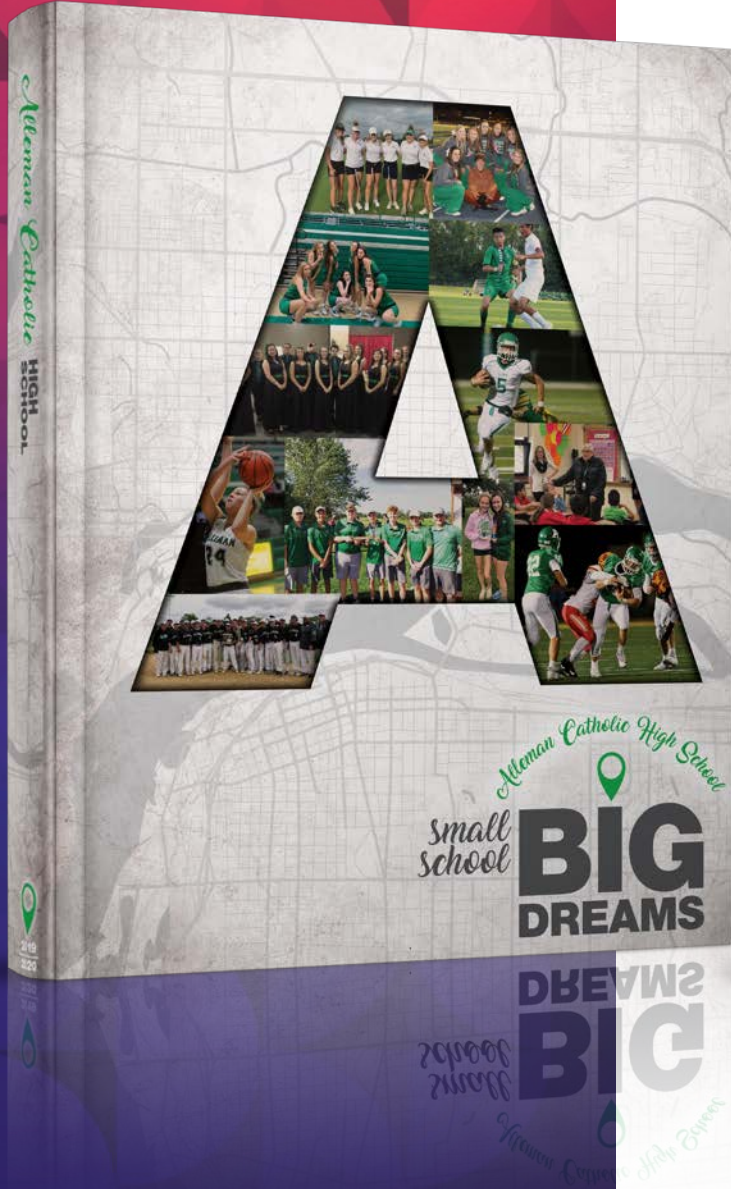
- When you need to build community, or celebrate it, choose a storytelling device perfectly suited to including more students.
- Modernize your book by filling pages with student quotes rather than long-form narratives written by staffers at their keyboards.
- “We” themes gain more meaning when they include plenty of coverage of life beyond campus, allowing students to shine.



USING GEOGRAPHY

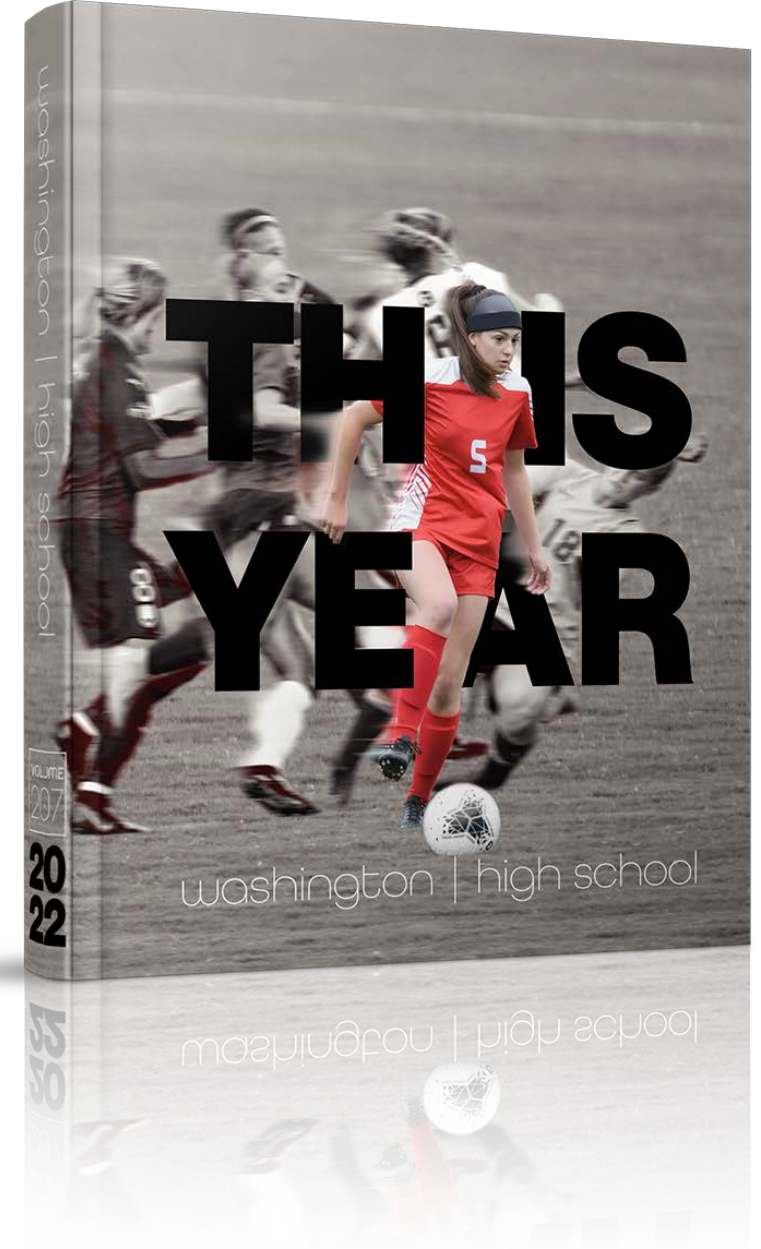
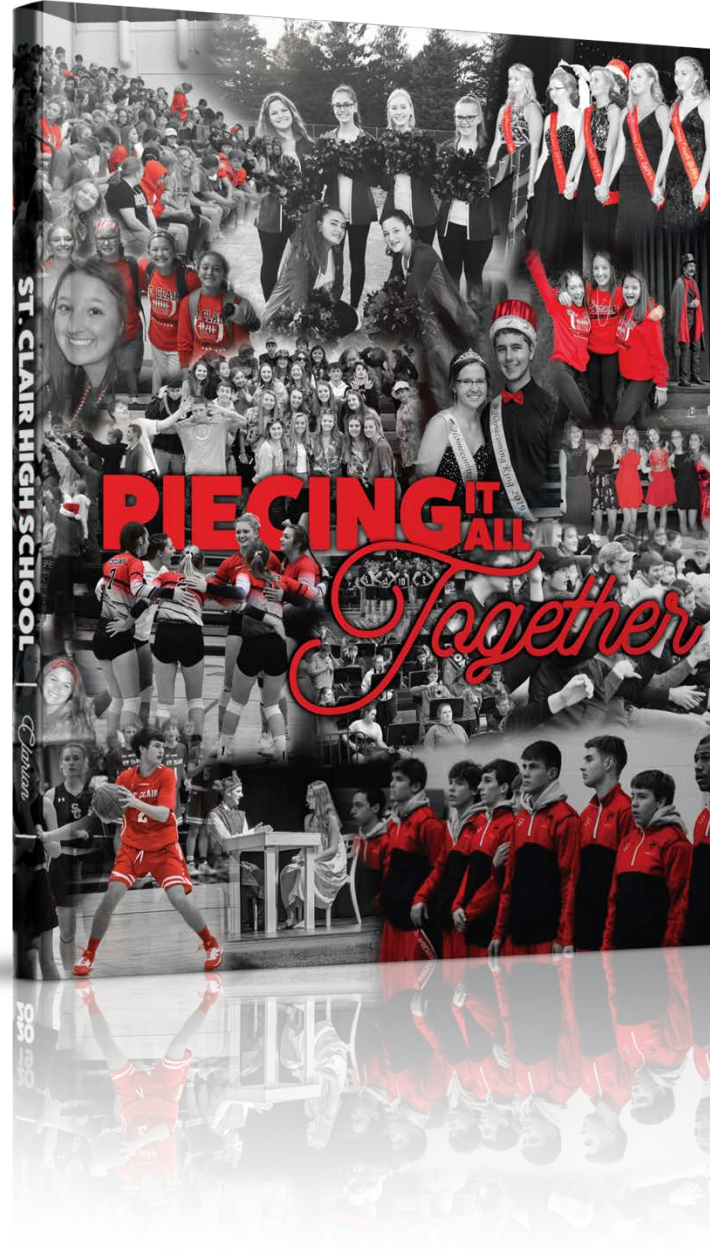
- Yearbooks have a secondary function of preserving history outside campus. Promote this legacy by celebrating your students' interaction with local businesses, houses of worship, non-profit agencies and healthcare facilities.
- Location-based themes often require a dramatic overhaul of your ladder. Review and edit any coverage that is not based on a specific location.
- This keeps your book dramatically different every year, which is the point of creating a "year" book. It is a unique capture of each year.





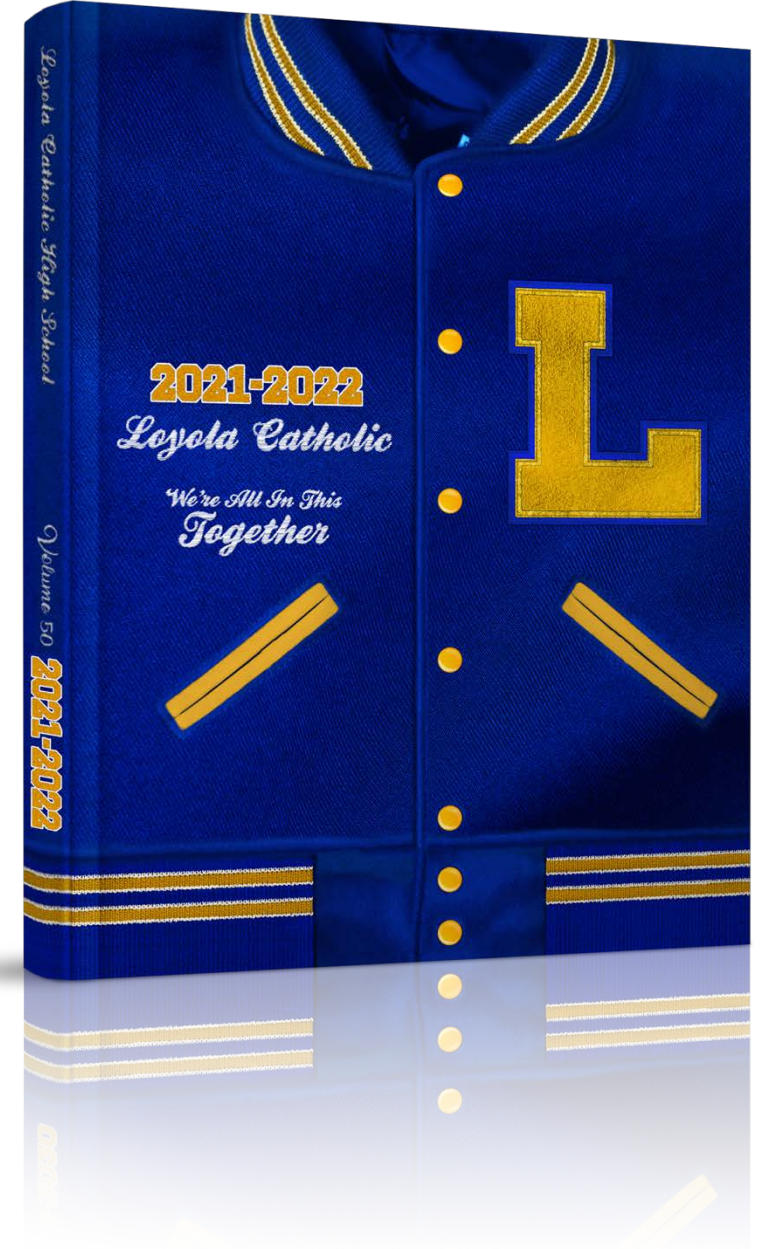
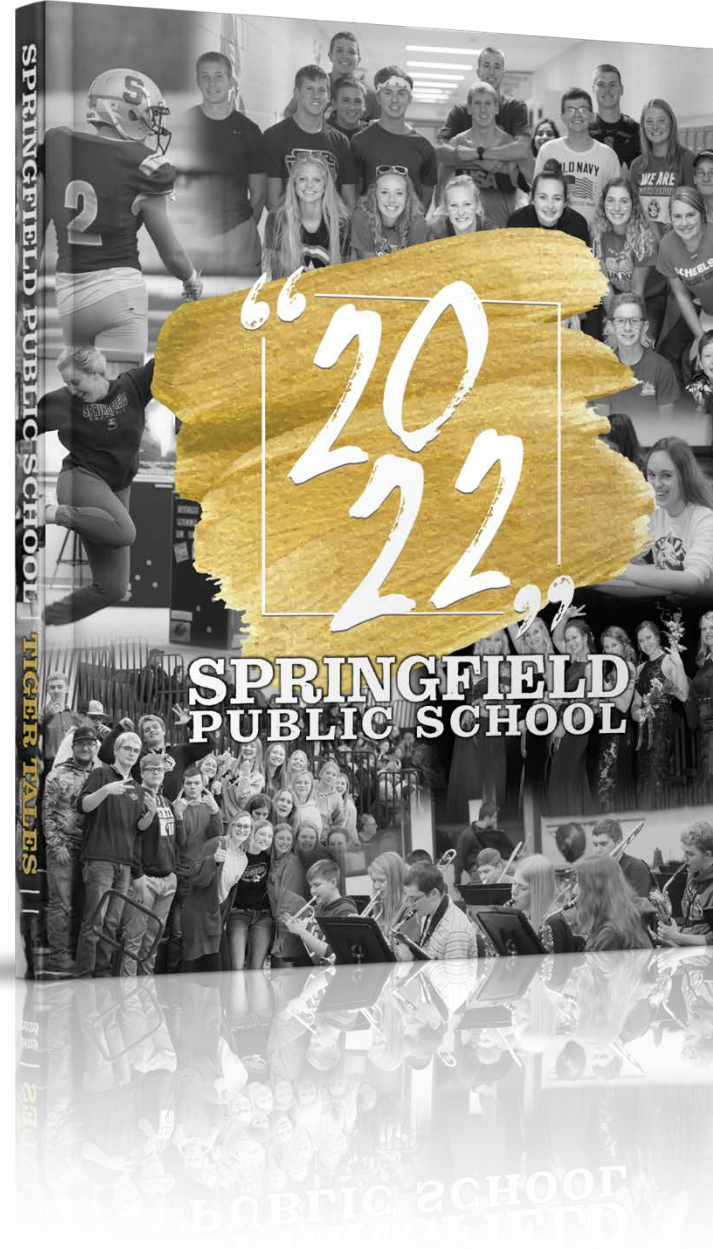
PEOPLE FIRST

- Profiles galore fill these kinds of books, letting students tell the story of the year in their own words.
- A more traditional approach favoring the long-held ladder structure of “student life,” “learning and involvement,” “competition” and “reference.”
- Staffers must commit to not only digging deep in their face-to-face conversations, but also in learning how to take magazine-like portraiture (not to be confused with images in the portrait section).



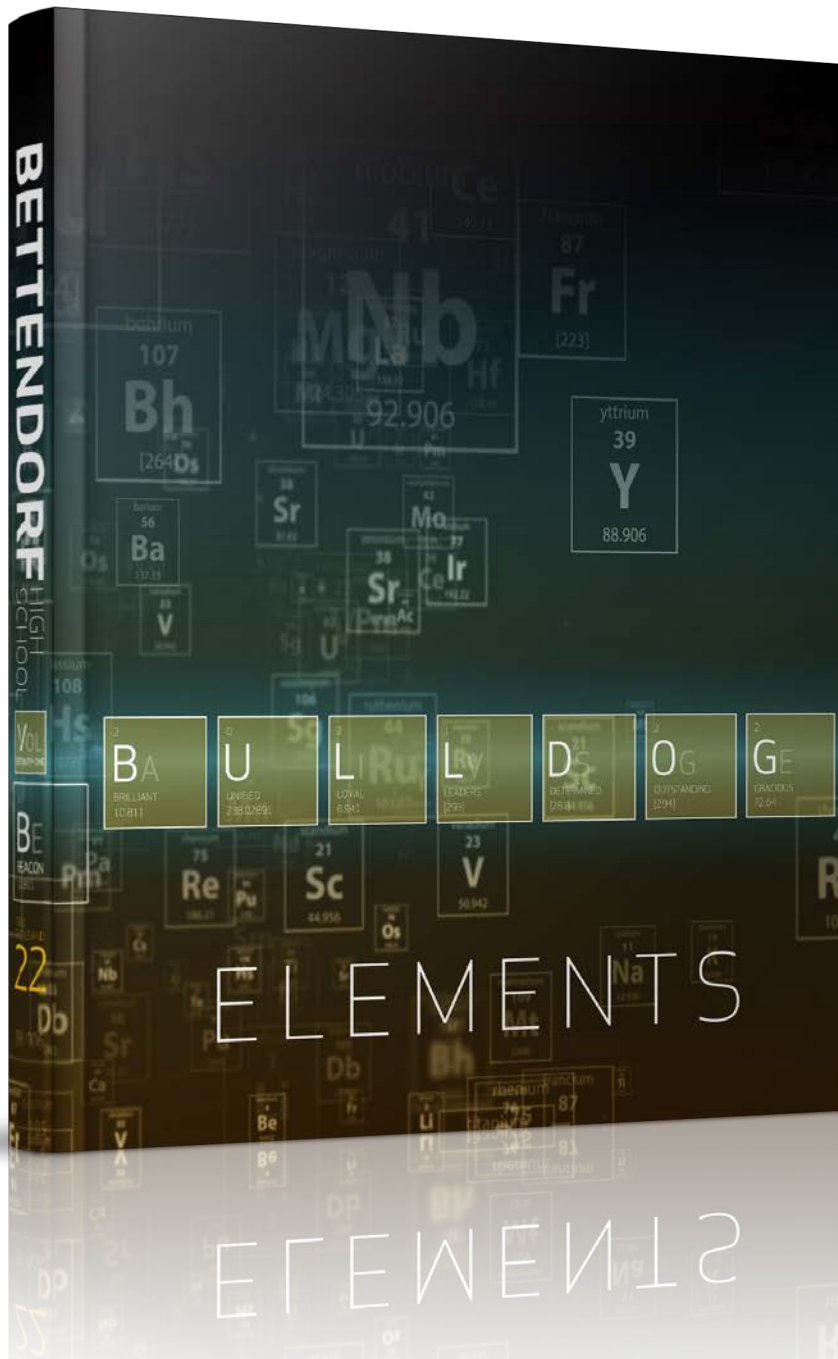
UNITY

- Unity themes work every time... as long as you show unity through your topics and face-to-face conversations.
- We worry when we hear school spirit and unity themes are in the works. Not because we don't love them—we do! It's because staff members develop a tagline for the cover then revert to the same ladder as previous volumes.
- Buyers tell us these are the most “tired” of all themes. They work when the books are radical, not so much when they are cliché, surface and predictable.
- If you commit to doing the work, this is a sure-fire successful theme approach!



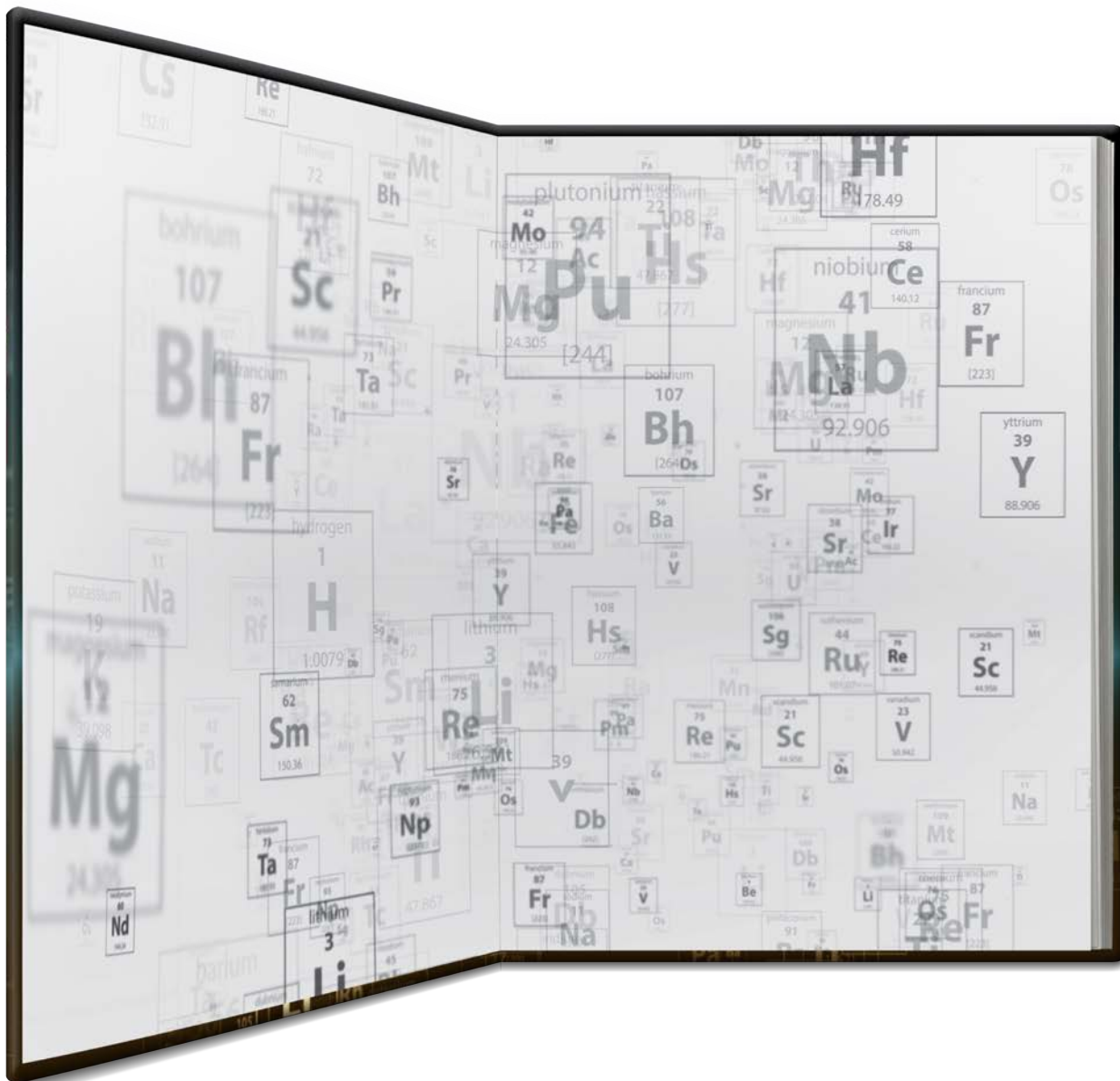


**HERE'S AN EXAMPLE
OF A STRONG
THEME SHAPING AN
ENTIRE BOOK.**



THEME: VISUAL AND VERBAL

- “Bulldog Elements” is the verbal theme. It is first introduced on the front cover.
- School colors and the periodic table of elements set the tone for visual unifiers both inside and outside the book. Using individual customized element graphics is a theme that repeats throughout the book.
- The spine showcases additional information such as volume number, year and school name.



ENDSHEETS

- The theme develops further on the endsheets. Notice a repeat of the design developed on the front cover.
- This is a great example of endsheets that include the theme while leaving enough “white space” for autographs and messages.
- Endsheets are valuable real estate. They make a strong impact on readers and encourage them to explore the book. Use them wisely.



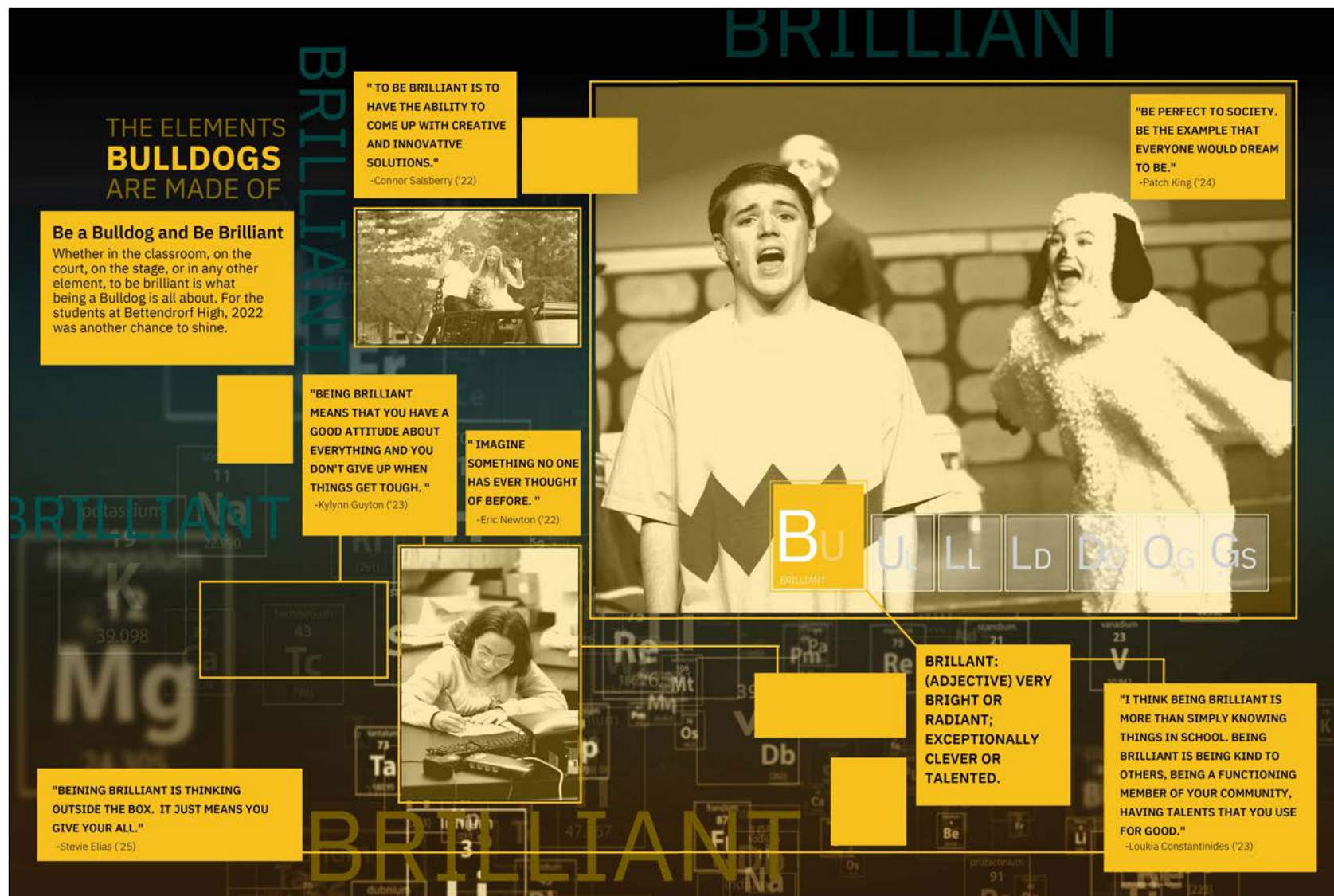
TABLE OF CONTENTS

- Be creative with your table of contents, making sure to reinforce the theme from your cover and introduce how it will flow into your page layouts.
- If using images, choose dynamic images that showcase memorable aspects of your school throughout the year.
- The more images you can include in your book creates opportunities for inclusion = value.
- Using elemental modules instead of plain text section headers is a great example of continuing the book theme.



TITLE PAGE

- This school used the title page to provide important information and brags about their school, including enrollment, grades, organizations and varsity athletes.
- The “Atomic Figures” statement at the top describes the spread as well as continues the book theme.
- Notice the student modules along the bottom. This is a great way to include more students in the book.



OPENING

- Instead of a single-page opening, this school introduces the book with 7 spreads that focus on the theme: Elements of a Bulldog.
- Each spread describes a letter in "BULLDOG" and what it means to be a Bulldog.



UNIFIED AS ONE

Throughout the years, Bettendorf High School has had its fair share of trials and tribulations. But it goes without saying that no matter the obstacle, Bettendorf students will be there for each other, standing side by side as one unified Bulldog spirit.

"MY DEFINITION OF UNITY IS BEING ABLE TO COME TOGETHER WITH SOMEONE AND CONNECTING ON A VERY PERSONAL LEVEL. BEING ABLE TO REASON AND AGREE WITH THIS PERSON ALL OF THE TIME IS MY DEFINITION OF UNITY."

-Meghan Barnett ('25)

THE ELEMENTS
BULLDOGS
ARE MADE OF

"UNITY IS WHEN A BOND IS STRONG AND IT PULLS PEOPLE TOGETHER AS THEY WORK TOWARD THAT ONE GOAL."

-Dakota Otts ('22)



88.906

"THE WAY WE TREAT ONE ANOTHER AND WHAT EXCITES US UNITES US AS A SCHOOL."

-Jaylynn Kerr ('24)



"WE, AS THE STUDENTS, HAVE DETERMINATION, THE ABILITY, MOTIVATION, AND THE PERSEVERANCE TO BE A SUCCESSFUL SCHOOL. THE SCHOOL STAFF ARE POSITIVE, HELPFUL AND RESPECTFUL TO THE STUDENTS."

-Dylan Yates ('23)

UNIFIED: (VERB) TO MAKE OR BECOME UNITED; TO MAKE WHOLE

Bu U LL Ld Do Og Gs

UNIFIE

"LOYALTY MEANS TO BE
CONSTANTLY
SUPPORTIVE AND BE
THERE EVEN WHEN YOU
JUST WANT TO GIVE UP."

-Courtney Bitterman ('25)

"TO NEVER LEAVE
SOMETHING BEHIND, NO
MATTER THE
CIRCUMSTANCE."

-Erin Menke ('24)



LOYAL TO THE PACK

Dogs are no stranger to loyalty. Their pack mentality is essential to their existence, and this sense of loyalty parallels what Bettendorf Bulldogs are all about. No matter what, Bulldogs support one another.

LOYAL: (ADJECTIVE)

GIVING OR SHOWING
CONSTANT SUPPORT TO A
PERSON OR INSTITUTION

"TO NOT GO AGAINST YOUR
WORD AND STAY TRUE TO
THOSE AROUND YOU,
INCLUDING YOURSELF."

-Quinn Leon ('24)



THE ELEMENTS BULLDOGS ARE MADE OF

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"I PARTICIPATE IN OUR
SCHOOL'S ACTIVITIES
AND DO MY BEST TO MAKE
BHS A GREAT SCHOOL."

-Victoria Rivera ('24)



"TO BE LOYAL IS TO FEEL PRIDE AND
SUPPORT YOUR SCHOOL EVEN WHEN THEY
AREN'T DOING WELL. TO BE LOYAL IS TO BE
THERE UNTIL THE END OF THE LINE."

-Connor Salsberry ('22)

THE ELEMENTS BULLDOGS ARE MADE OF

Bu Ul Ll **LD** Do Qc Gs

LD
LEADERS

LEADERS



LEADERS

LEADING THE WAY

Bulldogs have always led when others have followed. For them, it's instinctual, engrained in their DNA. Perhaps there's no better example than Bettendorf's student council who in the 2021-2022 school year led the way by tackling hunger, raising 52,792 pounds of food and setting a school record. Leadership like this is what Bulldogs are made of.

LEADER: (NOUN)

ONE WHO LEADS AN ORGANIZATION OR GROUP

"LEADERSHIP IS THE MINDSET THAT ALLOWS YOU TO HELP OTHERS."

-Emily Wright ('23)

"WHAT MAKES ME A LEADER IS BEING ABLE TO RUN WITH MY IDEAS AND ACT ON THEM WITH CONFIDENCE."

-Andrey Sprotsy ('22)



"I LEAD BECAUSE WHEN I'M PUT INTO A TEAM, I DON'T SIT THERE AND LET EVERYONE ELSE DO THE WORK. I WORK WITH MY GROUP AND I DO MY PART."

-Madison Porter ('25)

"BEING ABLE TO FOLLOW UP ON WHAT YOU SAY AND DO IN A SITUATION. THAT'S WHAT LEADERSHIP IS."

-Dillon Fillion ('23)

THE ELEMENTS BULLDOGS ARE MADE OF

Bu Ul Ll Ld **Do** Og Gs

Do
DETERMINED

DETERMINED

"DETERMINATION IS
PERSEVERING IN THE
FACE OF DIFFICULTY."

-William Erpelding ('24)

"I'M DETERMINED TO
MAKE MY FREIENDS AND
FAMILY PROUD, TO GET
GOOD GRADES AND
SUCCEED IN MY SPORTS
AND ACTIVITIES."

-Meghan Barnett ('25)



DETERMINED (ADJECTIVE)
HAVING MADE A FIRM
DECISION AND BEING
RESOLVED NOT TO CHANGE
IT

ALWAYS DETERMINED

A dogged sense of determination; that's what being a Bulldog is all about. When faced with challenges, obstacles, or difficulties, the students of Bettendorf High School step up to the challenge. No matter where the goal takes place, Bulldogs are steadfast in their dedication to accomplish whatever they set their sights on.

"DETERMINATION IS A POSITIVE FEELING
THAT INVOLVES PERSEVERING TOWARDS A
DIFFICULT GOAL INSPITE OF OBSTACLES. "

-Connor Buck ('22)

"WHAT MAKES ME
DETERMINED IS THAT I CAN
SET GOALS FOR MYSELF AND
PUSH THROUGH
DIFFICULTIES IN ORDER TO
ACCOMPLISH THEM. "

-Dylan Yates ('23)



OUTSTANDING

"WHAT MAKES ME
OUTSTANDING? MY SMILE
AND JUST ME HELPING
OTHER PEOPLE."

-Ameera Byrd ('25)

OUTSTANDING (ADJECTIVE)
EXCEPTIONALLY GOOD OR
EXCELLENT

"TO BE
OUTSTANDING IS TO
BE YOURSELF AND
TO LIVE YOUR LIFE
TO THE FULLEST."

-Brianna Robinson ('25)

STANDING OUT FROM THE CROWD

The list of
accomplishments
earned by Bulldogs
over the years is
simply too long for any
one page. But, make
no mistake, regardless
of the year, Bulldogs
stand out by striving
for excellence in every
facet of their lives.

"I'M OUTSTANDING
BECAUSE I HELP PEOPLE
WHEN THEY NEED IT."

-Brayden McCormick ('25)

THE STUFF
BULLDOGS
ARE MADE OF

BULLDOGS

"I'M OUTSTANDING
BECAUSE I TRY MY
HARDEST IN EVERYTHING
I DO."

-Trevor Thurlow ('22)



"I'M REALLY GOOD AT CHEER. I'M PRETTY
TALENTED AT STUNTING AND TUMBLING.
THAT'S JUST PART OF WHAT MAKES ME
OUTSTANDING."

-Bella Wegener ('23)



"WHEN ONE DOES SOMETHING THAT NO ONE
WOULD EXPECT. THAT IS WHAT MAKES
THEM OUTSTANDING."

-Emily Wright ('23)

GRACIOUS

"I ENJOY HELPING PEOPLE, LEARNING ABOUT THEM AND JUST WANTING TO SEE OTHER PEOPLE SUCCEED."

-Conner Buck ('25)

GRACIOUS (ADJECTIVE)
MARKED BY COMPASSION, COURTOUSY,
KINDNESS



"CARING ABOUT OTHERS.
THAT'S WHAT MAKES ME A
GRACIOUS PERSON."

-Summer Hogenson ('24)

"I HELP MY FRIENDS
BY LIFTING THEIR
SPIRITS ON A DAILY
BASIS."

-Anthony Womack ('24)



A SPIRIT OF COMPASSION

There is perhaps no element that makes Bulldogs who they are more than their sense of grace and compassion. No program better represents this than Best Buddies, a club dedicated to the inclusion of all students, by fostering one-to-one friendships. Yet, kindness and grace are not simply confined to the friendships created at BHS; they are seen in every aspect of the school. From the classroom, to the stage, to the fields, being gracious is essential to being a Bulldog. It is this sense of kindness that is a trademark of the elements Bulldogs are made of.



"I HAVE UNLIMITED
COMPASSION, COURTESY,
AND KINDNESS NO
MATTER WHO THEY ARE."

-Madisyn Rivera ('22)



"I AM KIND AND COMPASIONATE IN
EVERYTHING I DO. AND THAT'S WHAT
MAKES ME A GRACIOUS PERSON."

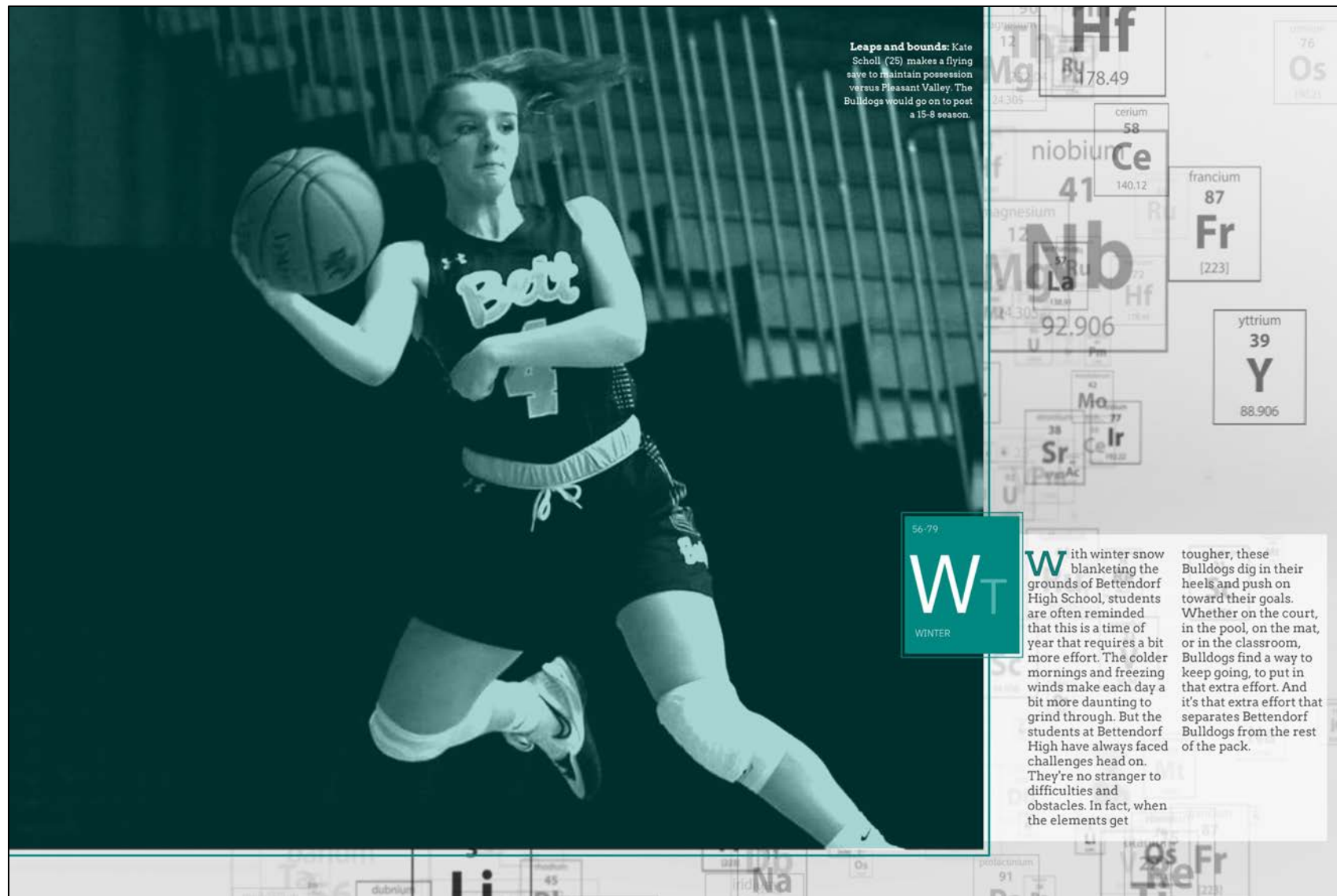
-Brianna Robinson ('25)

THE ELEMENTS
BULLDOGS
ARE MADE OF



GRACIOUS

GRACIOUS



TRADITIONAL DIVIDER

- This book is organized by seasons, with additional sections for athletics, people and clubs.
- Each section is color-coded using theme colors. This touch keeps the book organized and carries the theme.
- Notice once again the use of the element module which shows the section title and page-range.



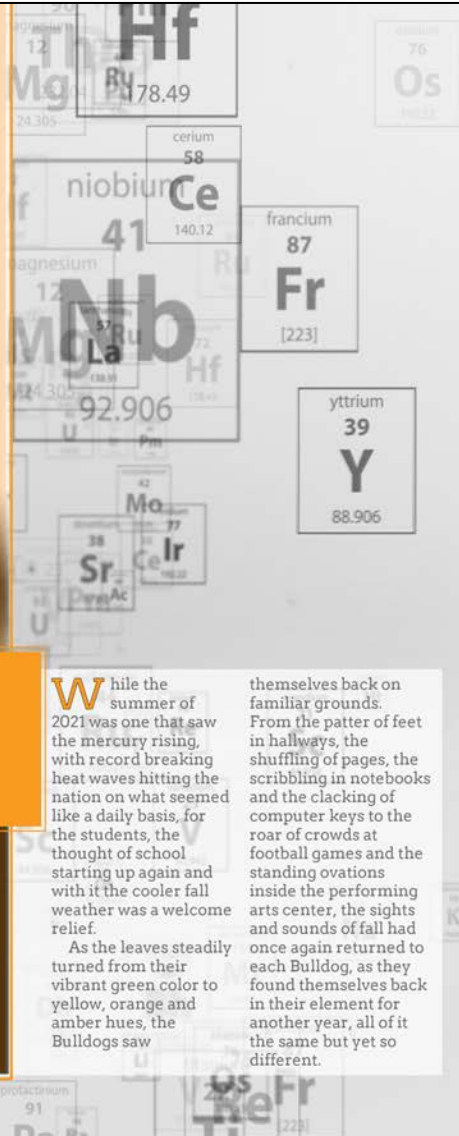
A Bettendorf Beagle:
Jordyn Mitchell (23) closely examines her makeup prior to opening curtain for the fall production of "You're a Good Man, Charlie Brown." Mitchell, who played Snoopy, and the cast were once again back on stage for live audiences as opposed to the previous year when COVID restrictions prevented a live fall play.

26-55
F
FALL

While the summer of 2021 was one that saw the mercury rising, with record breaking heat waves hitting the nation on what seemed like a daily basis, for the students, the thought of school starting up again and with it the cooler fall weather was a welcome relief.

As the leaves steadily turned from their vibrant green color to yellow, orange and amber hues, the Bulldogs saw

themselves back on familiar grounds. From the patter of feet in hallways, the shuffling of pages, the scribbling in notebooks and the clacking of computer keys to the roar of crowds at football games and the standing ovations inside the performing arts center, the sights and sounds of fall had once again returned to each Bulldog, as they found themselves back in their element for another year, all of it the same but yet so different.





Hanging loose: Casey Krager (23) gives the "all good" as the junior varsity awaits the start of their game. For many Bulldogs, the summer months provide the opportunity to get back on the diamond and partake in America's pastime.

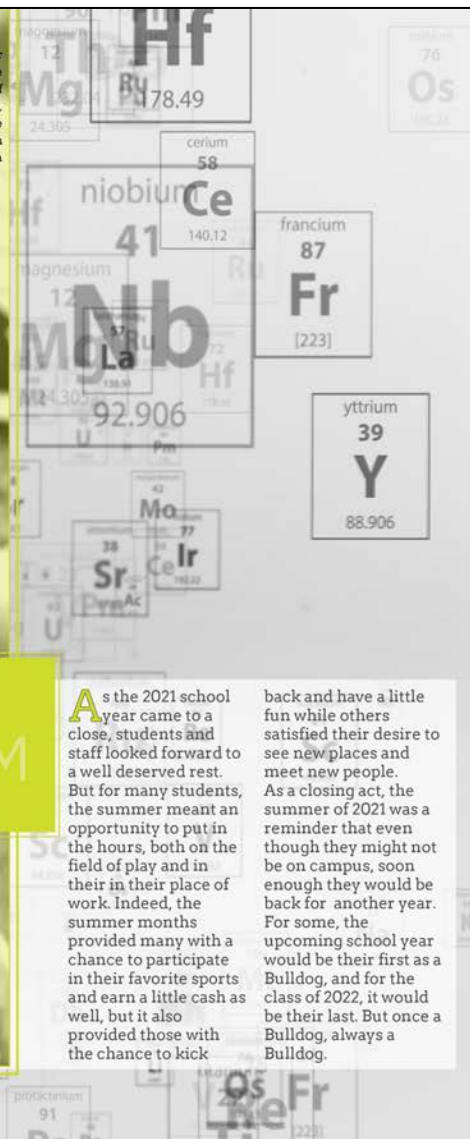
20-25

S M

SUMMER

As the 2021 school year came to a close, students and staff looked forward to a well deserved rest. But for many students, the summer meant an opportunity to put in the hours, both on the field of play and in their in their place of work. Indeed, the summer months provided many with a chance to participate in their favorite sports and earn a little cash as well, but it also provided those with the chance to kick

back and have a little fun while others satisfied their desire to see new places and meet new people. As a closing act, the summer of 2021 was a reminder that even though they might not be on campus, soon enough they would be back for another year. For some, the upcoming school year would be their first as a Bulldog, and for the class of 2022, it would be their last. But once a Bulldog, always a Bulldog.



The royal element

2022 homecoming parade provides royal treatment

There's no doubt that the 2022 homecoming parade was a highly anticipated affair. With COVID-19 restrictions limiting activities that could take place the year prior, many students were looking to get back to a sense of normality when school began in late August. The return of the annual homecoming parade was just one of those time honored traditions that was able to reconvene in 2022. For the homecoming court, being able to partake in that tradition once

again was to truly experience the royal treatment.

"Being nominated for court was such a wonderful experience. I felt so loved and supported by every single member of the court as well as my entire class," said **Charly Erpelding ('22)**.

From the cheerleaders to the marching band, from the annual Powder Puff game to the coronation, there was an element for every Bulldog to be found in this year's homecoming festivities.



Cheering on the Dogs: Jayda English ('22) gets the crowd going during the parade.



A royal ride: Kaira DeBoe ('22) and Paxton Bagby ('22) take a ride down 18th Street. The annual homecoming parade recognizes each court pair with their own convertible in the parade. "Growing up watching the parade and not having a parade last year, made being in the parade even more fun and meaningful."



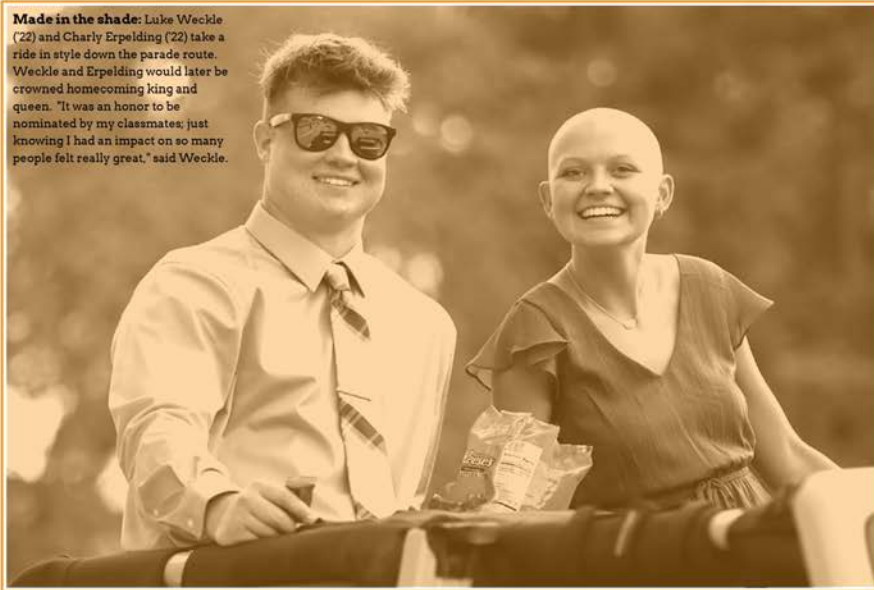
Flexin': Avery Franzman ('23) and Gia McDermott ('23) support their Powder Puff team from the sidelines.



Sophomore survivors: The sophomore class ventures through the homecoming parade on their "Survivor" themed float.



Made in the shade: Luke Weckle ('22) and Charly Erpelding ('22) take a ride in style down the parade route. Weckle and Erpelding would later be crowned homecoming king and queen. "It was an honor to be nominated by my classmates; just knowing I had an impact on so many people felt really great," said Weckle.



Running to daylight: Autumn Skahill ('22) runs the ball straight to the end zone during the annual Powder Puff game. The game had an unconventional ending when the stadium lights suddenly went out. "Everyone was screaming. It was chaos, but nobody was hurt," said Skahill.



Tootin' their own horns: The brass section of the marching band provides the tunes of the evening, filling 18th Street with sounds of Bulldog spirit. As a contrast to last year, the fall of '22 provided the marching band with numerous opportunities to play for live audiences. "Getting back into competitions was really a highlight this year and band was a lot more fun to play for live audiences again," said Aidan Hamner ('22).



Spread by Yearbook Staff



CONTENT SPREADS

- Within the book, consistent use of the element graphic retains the theme. The color of the element graphics and main photo fluctuate, depending on which section they are in.
- The verbal message continues to enforce the visual theme.
- Smaller modules provide coverage of multiple students.
- The layout uses defined white space to separate modules or "levels of coverage."

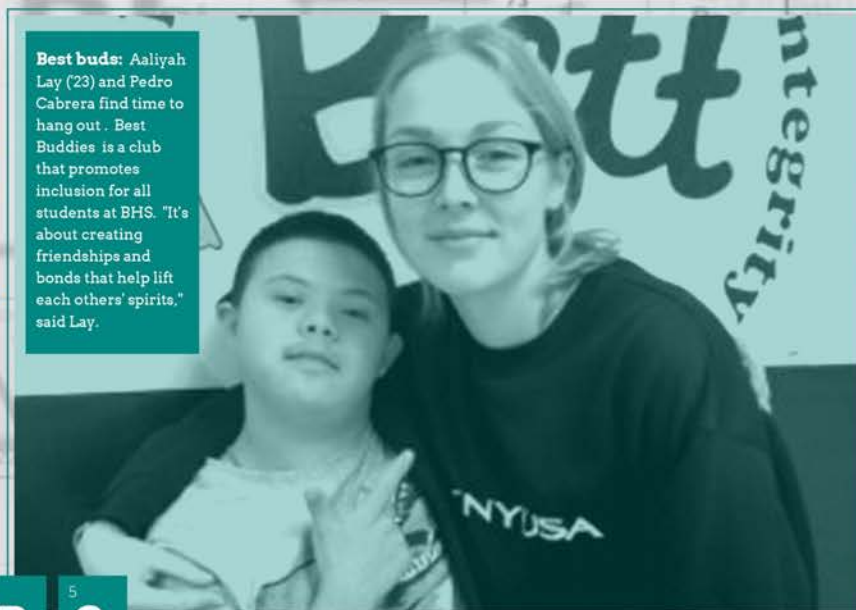
In their best attire: The speech and debate team get dressed to the nines to celebrate a successful season. A total of seven members qualified for Nationals, and the team was also awarded the District Cumulative Sweepstakes Award in recognition of multiple years of student achievement at the district tournament.

Top row: Jared VanTieghem, Talia Gary (22), Matthew Gardner (25), Ava Holmes (23), Sophia Hrnčirik (25), Joe Rankin, adviser, Middle: Coy Evans (22), Charlie Silver (24), Grant Carkner (22), Zach Adams (23), Ben Neighbor (23), Heath Leone (24), Front: Max Rantilla (23), Kimbree Callahan (24), Ayana Kidangayil (23), Cameron Ritchie (24), Cata Fernandez (24), Kathleen VanTieghem.



Virtual reality: Science bowl members never miss a meeting, even connecting virtually if necessary. Members include (Clockwise from left: Preston Martens (22), Heath Leone (24), Michael Farmer (24) and Kaelee Wolf (24).

Best buds: Aaliyah Lay (23) and Pedro Cabrera find time to hang out. Best Buddies is a club that promotes inclusion for all students at BHS. "It's about creating friendships and bonds that help lift each others' spirits," said Lay.



There's a club for that...

It's a simple equation: whatever your interest, there's probably a club for that. In fact, Bettendorf High has a total of 26 clubs and extracurricular groups to get involved in. For **Kimbree Callahan (24)**, being a member of the speech and debate team has been more than simply about polishing her argumentative skills.

"Being in a club is a really good way to get to know people. It's a great opportunity to meet

other people you may not be in class with," said Callahan. **Thomas Streittmatter (25)** enjoys the ability to pursue his interests.

"For me, that's what it's all about, and it gives me something to do after school," said Streittmatter. To only dedicate one section to these groups doesn't do them justice. But we've got you covered. If you're looking to join a club, just take a picture of the QR code below and see for yourself.



C'est la vie: The French club shows off their true colors.

Back row (From Left): Laura Waggoner (23), Brent Teter (23), Corbin O'Grady (24), Jenna Hancock (23), Katie Roseman (22), Cata Fernandez (24), Evelyn Arp (24). Front row: Kendahl Springfield (23), Jay Singer (24), Chaz Nomura (24) and Sam Barnes (23).



When robots take over: The robotics team proudly displays their award.

Back row (From Left): Evan Thome (23), Rylan Roehrk (25), Robert Day (25), Alex Driever (23), Braden Like (22), James Frohlich (23). Front row: Jerry Callahan (25), Elijah Struik (25), Michael Farmer (24), Connor Brooks (25), Sarah Giese (22), Dominic Halbur (23) and Andrew Crocker (22).

Adviser spotlight: Get to know your club adviser



1
E_H
EMILY
HENNEMAN

Club: GSA (Gay Straight Alliance)

Experience: 1 year

Quote: "The best thing about being club advisor is the opportunity to provide a space where everyone can feel safe, comfortable and heard."



2
C_Z
CRISTINA
ZIMMERMAN

Club: Spanish Club

Experience: 2 years

Quote: "Sharing my love of Spanish with the students in a non-graded environment is really rewarding. I also enjoy seeing them having fun doing cultural activities."



3
B_B
BRADLEY
BANNERMAN

Club: Dungeons and Dragons Club

Experience: 2 years

Quote: "I love that I get to support and expand the audience for tabletop roleplaying games like DnD or Pathfinder. I've been playing myself since I was 13, so it's great to see the hobby continue to grow."



Slaying the dragon: Members of the DnD (Dungeons and Dragons) club gather around for another heated battle.



WE'VE GOT YOU COVERED!

Snap a photo of the QR code and check out all the exciting clubs BHS has to offer!



Spread by Yearbook Staff

Diamonds in the rough

Baseball and softball treasure the 2022 season

The two ingredients needed to make a diamond are time and pressure. Perhaps no one can relate better to this metaphor than baseball

and softball players. For them, patience and pressure are key to finding the hidden gems on the field.

22

BB

BASEBALL

STRAIGHT FIRE:

Parker Miller (22) throws a rocket to first. For Miller, who pitched and played second base, playing for the Bulldogs is where he felt most at home. "Playing baseball since elementary and now playing on the team I looked up to so much, has meant a lot to me," said Miller.



Team meeting (left): The varsity players break it out before their season opener. **"Hey Bata, Bata" (right):** Tj Eickenberry (24) focuses on the next pitch.



Bring the heat (left): Collin McKenzie (23) fires a strike while on the mound.

Checking the sign (right): Braeden Roome (23) checks the sign between pitches.



OUT OF THIN AIR:

Emily Rigdon (23) snags a high fly ball out of the air while playing first base for the Bulldogs this season. For Rigdon, a junior, the expectation to lead a young team was one she felt the veteran players excelled at this year. "There was definitely pressure on the older players to set the example when things got tough," said Rigdon.



FROM TOP

Hoist the hardware: Emily Rigdon (23) and Avery Franzman (23) hold up the state qualifying hardware. For the Bulldogs, it was another year of defying expectations by qualifying for state.

Batter up: Breanna Caffery (23) readies herself for the next pitch. Caffery finished the season with a .422 batting average.

23

SB

SOFTBALL

PLAYER PROFILE

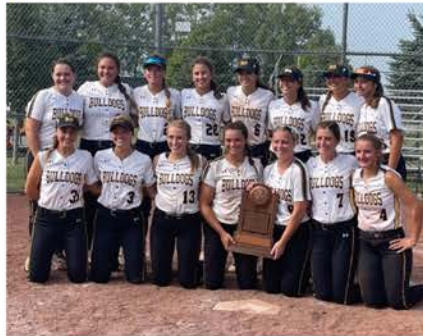
3

2023

BM

BROCKE
MAGISTRELLI

Position: Center field
Games started: 41
Fielding Percentage: .963
Quote: "The friendships I make with my teammates and new players is really great."



Back row: Megan Harrison (23), Emily Rigdon (23), Breanna Caffery (23), Sarah Rigdon (25), Natalie Hitt (23), Navy Clark (23), Avery Franzman (23), Adelinn Williamson (25). Front Row: Brooklyn Teerlinck (25), Brook Magistrelli (23), Ellie Erpelding (23), Sophia Del Vecchio (21), Olivia Anderson (22), Kate Scholl (25)

State-bound...again: The 2021 softball team punches their ticket to state for the second year in a row. "To be a part of that experience this year was really special," said Megan Harrison (23).

Spread by Yearbook Staff



84-85

Sv

STUDENT VOICE

1,536 unique elements

Students share their passions

There are 1,536 students at Bettendorf High School. That's 1,536 unique Bulldogs with unique passions and elements that make them who they are. It would be impossible to know each and every students' passion, but

perhaps by understanding a few students and what makes them tick, it's possible to know why Bettendorf students are some of the most interesting, artistic, generous and athletic students around.

"I love being with other musicians that want to be there and share the same passion that I have..."

-Luka Konovalov ('22)

11

B_M

BRIANNA MYERS



"I enjoy analyzing literature because you can really spin a piece anyway you choose. Furthermore, literature allows you to come up with a new outlook on a topic."

12

L_K

LUKA KONOVALOV



"Band is such a good way to express yourself while playing with others that love music. I love being with other musicians that want to be there and share the same passion that I have and really want to make great music."

12

T_R

TRENTON REEVES



"Wrestling was a different experience than I've ever had before. Instead of it being reliant on your team members, it is a one on one match, so you have to learn to rely on yourself. As my coach has said a million times, 'It isn't who wants to win more, it's who hates to lose more.'"

10

M_M

MADELEINE MORAN



"I started running because people told me it would be fun. So, I joined the track team, and ended up loving it. The team ended up being super nice and supportive. This made me want to continue running and participating in track."

Spread by Victoria Neece



Where Bulldogs are off to next

For the class of 2022, as one element comes to a close, another one begins. Whether it's college, the military or the workforce, these Bulldogs are off to new adventures.

Spread by Victoria Neece



Name: Trevor Thurlow
College: Kirkwood
Major: Culinary Arts
What are you most excited about for next year? "I'm excited to live the full college experience."



Name: Kiara Silva
College: University of Iowa
Major: Biology
Why Iowa? "The University of Iowa's campus is a nice size and it has a huge research lab for biology which really interested me."



Ni²²
N. Iowa

Name: Carolyn Kress
College: University of Northern Iowa
Major: Kinesiology
Why UNI? "UNI has a great campus and is full of friendly people, these two things really mattered to me when picking a school."



Name: Chloe Gardner
College: Iowa State University
Major: Cyber Security Engineering
Why Iowa State? "I chose Iowa State because it is far from home, so it will give me the opportunity to be myself."



IS²²
Iowa State

Name: Aiden Hamner
College: Caltech
Major: Mechanical Engineering
Why Caltech?: "I will be able to continue to play baseball at Caltech; also they have an excellent school for space engineering."

Ct
Caltech
Iu
Illinois
Nd
Notre Dame

The elements of the perfect picture

Seniors reveal the secrets to the art of the selfie



SENIOR SELFIES

Class of...

2022

Look up toward camera

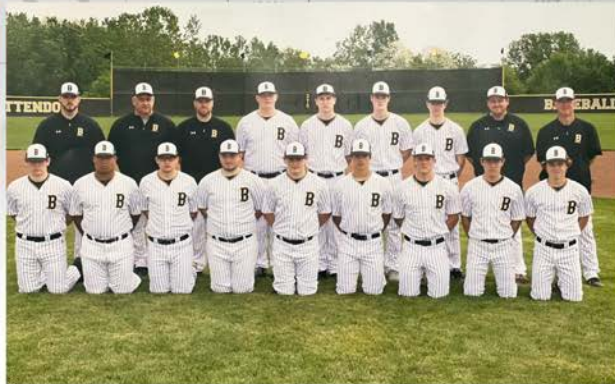
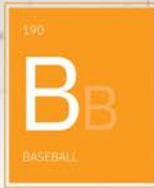
Extend camera away from face

Find the right angle

Smile

Kyara Butler demonstrates the elements of a selfie.

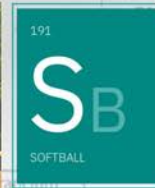




BACK Zach Paustian, Steve Burnwinkler, Jake Peterson, Luke Carrol, Gunnar Holmberg, Jacob Ripple, Ashton Westphal, Everett Hammer, Biele Hanna **FRONT** Jonathan Andrews, Klayton Bokema, Lucas Bowie, Zach Kipp, Aidan Hammer, Ian Dillmer, Zach Garton, Carter Furness, Luke Bohonek



BACK Kaitlyn Andersen, Hailey Duwa, Emily Rigdon, Sarah Rigdon, Olivia Anderson, Tyler Ramstack, Natalie Hill, Breanna Caffrey, Avery Franzman, Bob Matthis, Maddy Matthis **FRONT** Lily Pierson, Megan Harrison, Kately Harrison, Sophia Del Vecchio, Eile Espelting, Brooke Magistrelli, Brooklyn Teerlink, Navy Clark, Jada Dreifurst, Nora Edwards, Kate Schell



Index

- All club and team photos appear at the back of this book in the Index section.
- Combining these sections is a creative way to break up the large blocks of text traditionally found on index pages.
- This is a unique way to draw more attention to the index section of the book while providing equal photo space for each team and club.



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GIVE YOUR THEME MORE ENERGY

- If you're lucky enough to have a **once-in-a-lifetime event**—brand new school, turn-of-the-century—conceive a clever wordplay or turn of phrase referencing the event and implying how you're going to tell individual students' stories.
- Rather than falling into yearbook habits, challenge yourself to surprise and delight your book buyers with a fresh approach and all-new content.
- The words on the cover make a promise to readers. That promise sets their expectations.
- We challenge all yearbook staffs to surpass them!



2023 IS YOURS

CREATE IT

Activity:

Choose a catch **phrase**.

Choose a **graphic**.

Repeat throughout book.

How are we going to carry that theme throughout the book?

Example: Concept Spin Offs

Theme Catch Phrase – Behind the Scenes

Student Life – The big picture

Academics – More than you know

Organizations – Scene & heard

Sports – More than a score

People – Unsung heroes

Advertising – Un-scene

Example: Direct Spin Offs

Theme Catch Phrase - Get This

Student Life - Get a life

Academics – Get Smart

Organizations – Get Involved

Sports – Get Going

People – Getting to know you

Advertising – Getting support