

The Houston Office of

balfour
YEARBOOKS



ADVISER

Spring Forum

Time to hit one out of the park!

Thursday, April 26, 2018

9:00 am - 1:30 pm

Registration 9:00 am • Workshop to begin promptly at 9:30 am

Workshop, Brunch and self-parking compliments of the Houston Office of Balfour Yearbooks

Minute Maid Park

501 Crawford St, Houston, TX 77002

TEA Accredited Event for Advisers

Registration Opens Soon

Only 400 seats available - sign-up early!

Watch for more information and registration!

Meet our speakers...



Chris David Garcia

Creative Director
CHRIS DAVID GARCIA first joined the Astros in October 2007, where he transitioned from part-time marketer to full-time creative. Prior to the Astros, he worked in the MLS Houston Dynamo marketing team helping lead marketing and creative efforts in their first championship in 2006. In 2017, Chris helped lead the Astros creative team in industry leading creative content during their world series run. As an industry leading creative visionary with over 13 years of design, marketing & branding experience, Chris has helped shape some of professional sport's most well known brands, working with world class professional athletes and top c-suite leaders to integrate campaign messages across all media channels. Chris currently oversees design, photography, creative process and production, digital graphics content planning, broadcast advertisement campaign development, signage and print graphics, special projects and visual story telling. Chris has now led creative for two championship teams.



Alex Bierens de Haan

Team Photographer & Graphics Specialist
ALEX BIERENS DE HAAN first joined the Astros in April 2015. Along with shooting every Astros home game, he is responsible for all of the photography needs within the organization including event photography, digital archiving, photo requests, photo editing, shoot planning and creative content production. Prior to joining the Astros, Alex lived in New York City where he worked as a freelance photographer with companies including Madison Square Garden, the New York Mets, the Prudential Center, Nike, Winter X Games and US Open Tennis. He has now shot two World Series and a Super Bowl.



Deanne Brown

For 32 years, DEANNE BROWN has advised *The Featherduster* news magazine and taught photojournalism at Westlake High School in Austin where she continues to learn something new every day. The news magazine has been recognized by state and national organizations with top awards from the National Scholastic Press Association, Columbia Scholastic Press Association and Interscholastic League Press Conference. She was named the 2014 Texas Journalism Teacher of the Year, a TAJE Trailblazer, a JEA Medal of Merit recipient, an NSPA Pioneer, an ATPI Star of Texas and a 2017 UIL Sponsor of Excellence. She is past president of the Association of Texas Photography Instructors. She loves talking about family, photography and hiking, especially when combined in national parks.

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