

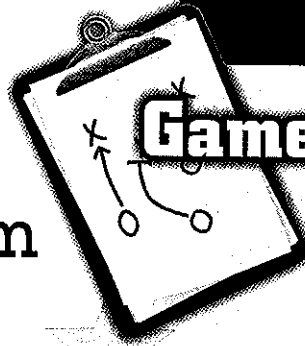


Word

The objective:

Getting your team message out.

In this section, you will use Microsoft Word to create a series of professional documents that will help get your dream team off the ground and running.



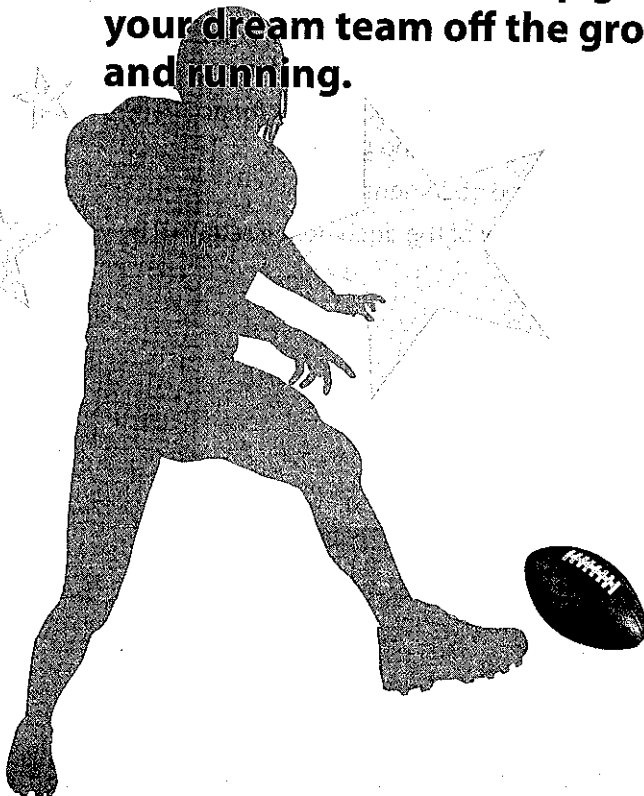
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EQUIPMENT YOU'LL NEED



The Dream Team
Microsoft



Team Letterhead

Communicating with a professional image

Goal

Business stationery usually consists of letterhead and envelopes. This professional stationery almost always includes the company logo and important contact information. In this project, you will create your team's letterhead so that you can project a professional image when you communicate with employees, ticket holders, vendors, and others.

SKILLS UTILIZED

Use Microsoft Word to create a letterhead template.

Tactics

- Your letterhead design should fit within the top 2.5 inches of the document.
- Use the Internet for examples of other letterhead designs.
- Be consistent with fonts and colors.
- Read through all instructions before proceeding with this project.
- Review the "On the Field with Joe Gendron" section for guidance when completing this project.

Instructions

1. Open and print the file **W-1 Planning Form** from the **Planning Forms** folder located in **The Dream Team** folder.
2. Follow the instructions provided and complete the form.
3. Using Microsoft Word, create a new document.
4. Save the document as **W-1 Letterhead** to **The Dream Team** folder.
5. Set the top page margin to 2.5 inches and the left, right, and bottom margins to 1 inch.



Refer to the sample provided by Joe Gendron for assistance only. Do not copy the content or design of this sample.

6. In the header section of your document, create the letterhead for your team from one of the sketches on the **W-1 Planning Form**.
7. Arrange your team logo and text to fit your letterhead design.



Most letterhead designs are within the top 2.5 inches of the document. Do not let your design fall below this area.

8. Format the text using the font, colors, size, and style that match your team's design.
9. Carefully proofread your work for accuracy, design, spelling, and grammar.
10. Resave the document.
11. Print a copy of the document if required by your instructor.





On the Field with Joe Gendron

Joe incorporated his logo into the design of the letterhead. The letterhead that Joe Gendron created for the Birmingham Bulldogs is shown below.

Birmingham Stadium

100 Main Street • Birmingham, AL 35209
Phone (205) 555-1234 • Fax (205) 555-5678

www.BirminghamBulldogs.com



Use Joe Gendron's letterhead as a guide to help create your own.
Do not duplicate Joe's work.



Team Envelope

Creating business stationery

Goal

It is important for your team's letterhead stationery and the envelope design to be consistent and project a professional image. In this project, you will create your team's envelope to coordinate with the letterhead stationery you created in project W-1. You will use this business envelope when you mail documents to employees, ticket holders, vendors, and others.


SKILLS UTILIZED

Use Microsoft Word to create and design a business size envelope.

Tactics

- To establish a consistent, professional image for your team, the design of your envelope should coordinate with your team's letterhead, with the exception of where the information is placed.
- The standard size of a business envelope is 9.5 inches wide by 4.125 inches tall.
- Obtain some samples of real business envelopes and analyze them to help you design your own.
- Read through all instructions before proceeding with this project.
- Review the "On the Field with Joe Gendron" section for guidance when completing this project.

Instructions

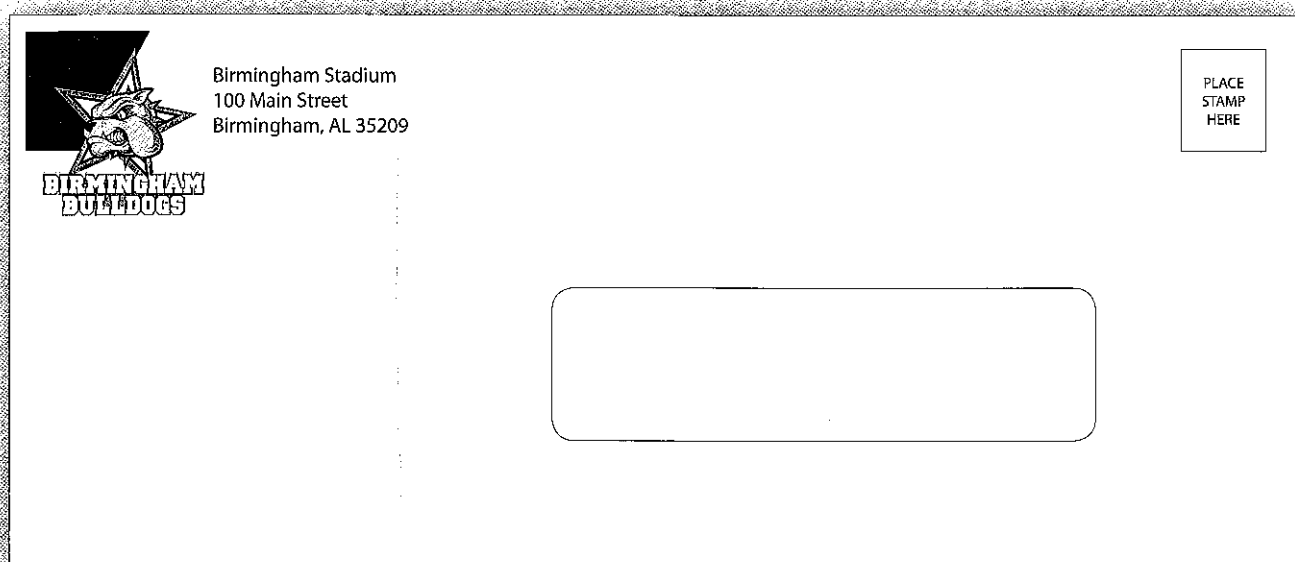
1. Open and print the file *W-2 Planning Form* from the *Planning Forms* folder located in *The Dream Team* folder.
 2. Follow the instructions provided and complete the form.
 3. Using Microsoft Word, create a new document.
 4. Save the document as *W-2 Envelope to The Dream Team* folder.
-  Refer to the sample provided by Joe Gendron for assistance only. Do not copy the content or design of this sample.
5. Using the envelope feature, create a #10 business size envelope for your team. Include the return address from one of the sketches on the *W-2 Planning Form*.
 6. Arrange your team logo and text to fit proportionately on your envelope design.
 7. Format the text using the font, colors, and style that match the team's design.
 8. Carefully proofread your work for accuracy, design, spelling, and grammar.
 9. Resave the document.
 10. Print a copy of the document if required by your instructor. **Recommended:** Print on a real envelope.





On the Field with Joe Gendron

In keeping with the design of his letterhead, Joe Gendron created the following envelope design for the Birmingham Bulldogs.

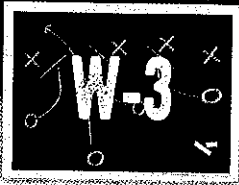


W-2 Envelope

Note: Envelope window and stamp placeholder are shown for reference only.

Use Joe Gendron's envelope as a guide to help create your own.
Do not duplicate Joe's work.





Letter to the League

Working with local charities

Goal

Businesses have a social responsibility to the community around them. Whether it is signing autographs or making monetary donations, your team will play an active role in the community. In this project, you will write a letter to the league commissioner (your instructor) describing the local charity events and fundraisers your team will participate in.

SKILLS UTILIZED

Use Microsoft Word to create a block-style business letter.

Tactics

- Choose an easy-to-read font with a maximum point size of 10-12 points.
- Communication to the commissioner should be brief, easy to read, and clearly state the intended message.
- Use the Internet to learn about various local charities and fundraisers.
- Read through all instructions before proceeding with this project.
- Review the "On the Field with Joe Gendron" section for guidance when completing this project.

Instructions


1. Open and print the file *W-3 Planning Form* from the *Planning Forms* folder located in *The Dream Team* folder.
 2. Follow the instructions provided and complete the form.
 3. Using Microsoft Word, open the *W-1 Letterhead* file.
 4. Save the document as *W-3 Letter to The Dream Team* folder.
 5. Set the page size to 8.5 inches wide by 11 inches tall with 1 inch margins on all sides.
 6. Using the completed *W-3 Planning Form*, create a block-style letter as shown in *Figure W-3-A*.
-  Refer to the sample provided by Joe Gendron for assistance only. Do not copy the content or design of this sample.
7. Carefully proofread your work for accuracy, format, spelling, and grammar.
 8. Resave the document.
 9. Print a copy of the document if required by your instructor.
 10. If printing the document, sign the letter.



Figure W-3-A

Create a block-style business letter using the template below as a guide.

Your Letterhead Design Goes Here

[Insert current date]

QS

[Insert instructor's name], League Commissioner
[Insert your school's street address]
[Insert city, state, and zip code]

DS

Dear [Insert instructor's name]:

DS

Paragraph 1 should include the text you created from the W-3 Planning Form. It should be a brief introduction stating that you are writing to inform the league of the charity events and fundraisers your team is planning to participate in.

DS

Paragraph 2 should include a bulleted list of five local charity events. It should describe the role your team and organization will play at each charity event.

DS

Paragraph 3 should include the text you created from the W-3 Planning Form. It should conclude by telling the commissioner that you are looking forward to building a positive relationship in the community and are eager to play in the upcoming season.

DS

[Insert complimentary closing],

QS

[Insert your name]
[Insert your title]



On the Field with Joe Gendron

Having a good relationship with the league office and the commissioner is extremely important for a new team. Joe felt it would be a good idea to keep the commissioner informed about the new players on his team's roster. The letter to the league commissioner that Joe Gendron created for the Birmingham Bulldogs is shown below.

Birmingham Stadium

100 Main Street • Birmingham, AL 35209
Phone (205) 555-1234 • Fax (205) 555-5678

www.BirminghamBulldogs.com



March 26, 2009

Mr. Andrew Carter, League Commissioner
35 Hayes Street
Northgate, IL 01234

Dear Mr. Carter:

On behalf of the Birmingham Bulldogs, I would like to express our extreme gratitude for the opportunity to play in the upcoming 2009 season. The Birmingham Bulldogs have been working extremely hard both on the field and off. Our organization realizes the important role that these professional athletes play in the community, and we are eager to give back to many local charities that have contacted us.

Please take note of the five charity events we are planning to participate in. The coaching staff and players will be scheduled to appear to take pictures and autograph footballs throughout all of the events listed below.

- YMCA Kool Kids Kickoff
- Birmingham Boys and Girls Club Summer Splash
- Wharton Children's Hospital Cancer Research Fundraiser
- Hamilton High School All Night Football Frenzy
- Birmingham Book Fair

In closing, I would like to once again thank you for the opportunity to be a part of this league. We are committed to building a strong sense of community and loyalty with the fans of the Birmingham Bulldogs. Please contact me directly if you have any questions or concerns regarding any of our upcoming charitable events.

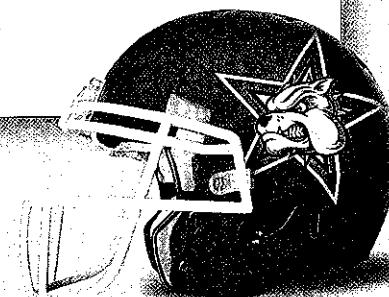
Sincerely,

Joe Gendron

Joe Gendron, Team Owner
Birmingham Bulldogs

W-3 Letter

Use Joe Gendron's letter as a guide to help create your own. Do not duplicate Joe's work.





Zone 1

Press Release

Spreading the news about your new team

Goal

A press release provides the media with information that is useful, accurate, and interesting. It is a free way to advertise what is going on in the area. In this project, you will create a press release to give to the media outlets in your city to announce the new players on your team.

SKILLS UTILIZED

Use Microsoft Word to create a press release.

Tactics

- The more interesting you make the headline of the press release, the better chance you have of getting the local media to cover your event.
- The opening sentence of the second paragraph contains the most important information in the press release.
- Keep your message clear and concise to grab your audience's attention.
- Read through all instructions before proceeding with this project.
- Review the "On the Field with Joe Gendron" section for guidance when completing this project.

Instructions

1. Open and print the file **W-4 Planning Form** from the **Planning Forms** folder located in **The Dream Team** folder.
2. Follow the instructions provided and complete the form.
3. Using Microsoft Word, open the **W-1 Letterhead** file.
4. Save the document as **W-4 Press Release to The Dream Team** folder.



Refer to the sample provided by Joe Gendron for assistance only. Do not copy the content or design of this sample.

5. Using the completed **W-4 Planning Form**, create a press release as shown in **Figure W-4-A**.
6. Carefully proofread your work for accuracy, format, spelling, and grammar.
7. Resave the document.
8. Print a copy of the document if required by your instructor.

Figure W-4-A

Create a press release using the template below as a guide.

Your Letterhead Design Goes Here

[Insert current date]
DS

[Insert the text "FOR IMMEDIATE RELEASE" left-aligned and in bold].
DS

[Insert the headline "<YOUR TEAM NAME> ANNOUNCE THEIR TEAM ROSTER" left aligned and in bold].
DS

[Insert the text for your press release from the W-4 Planning Form. **Note:** The paragraphs should be left aligned with a .5 inch tab indent at the beginning of each new paragraph].
DS

[Insert "###" center-aligned]



On the Field with Joe Gendron

Your new sports team can use all the publicity it can get. Creating a press release to announce the new members of your team will get fans excited. The press release that Joe Gendron created for the Birmingham Bulldogs is shown below.

Birmingham Stadium

100 Main Street • Birmingham, AL 35209
Phone (205) 555-1234 • Fax (205) 555-5678

www.BirminghamBulldogs.com



June 12, 2009

FOR IMMEDIATE RELEASE

THE BIRMINGHAM BULLDOGS ANNOUNCE THEIR TEAM ROSTER

On June 10, 2009, Joe Gendron released the names of the players who will play for the NFL's newest franchise, the Birmingham Bulldogs. The players were recently chosen in a supplemental draft in New York City set up by the league offices to fill the expansion team's roster.

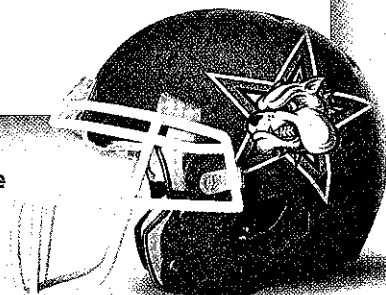
Key players selected were quarterback Dan Marino, running back Walter Payton, defensive tackle Howie Long, and linebacker Jack Lambert.

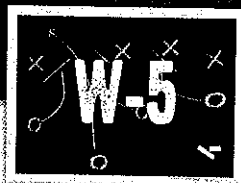
The team will begin playing this season at Birmingham Stadium in Birmingham, AL. The Bulldogs and their new players will take on the Carolina Panthers on September 9, at 1 p.m., to begin their inaugural season.

###

W-4 Press Release

Use Joe Gendron's press release as a guide to help create your own. Do not duplicate Joe's work.





Equipment Inventory List

Managing equipment inventory for your training facility

Goal

As the owner, it is important to make sure that the players' training facility is fully equipped with proper training equipment for the players to use. In this section, you will generate a list of training equipment for the team's training facility and the quantity needed of each item.


SKILLS UTILIZED

Use the table feature in Microsoft Word to create an equipment inventory list.

Tactics

- 1. Use the Internet to research the types of training equipment typically used in your particular sport.
- 2. Decide on ten different types of equipment and the quantity necessary for each item for a state-of-the-art facility.
- 3. Read through all instructions before proceeding with this project.
- 4. Review the "On the Field with Joe Gendron" section for guidance when completing this project.

Instructions

1. Open and print the file *W-5 Planning Form* from the *Planning Forms* folder located in *The Dream Team* folder.
 2. Follow the instructions provided and complete the form.
 3. Using Microsoft Word, create a new document.
 4. Save the document as *W-5 Equipment Inventory* to *The Dream Team* folder.
 5. Set the page size to 8.5 inches wide by 11 inches tall with 1 inch margins on all sides.
 6. Insert your team logo at the top of the page.
 7. Below your team logo, center align the name of your team's training facility.
 8. Below the name of the training facility, center align the following title "Estimated Training Equipment Inventory."
 9. Using the table feature, insert a table with 11 rows and 2 columns.
 10. Using the completed *W-5 Planning Form*, enter the data inside the table. Be sure to include the column headings from the planning form.
-  Refer to the sample provided by Joe Gendron for assistance only. Do not copy the content or design of this sample.
11. Format the table using your team colors.
 12. Carefully proofread your work for accuracy, format, spelling, and grammar.
 13. Resave the document.
 14. Print a copy of the document if required by your instructor.





On the Field with Joe Gendron

The players have been diligently training in preparation for the upcoming season opener, and Joe has worked hard to create a state-of-the-art training facility. In order for Joe to keep accurate inventory of his equipment purchases, he created a table. The equipment inventory list for the Bulldogs Indoor Training Facility that Joe Gendron developed is shown below.



Bulldogs Indoor Training Facility Estimated Training Equipment Inventory

Equipment Type	Estimated Quantity Needed
Whirlpool	1
Assorted Dumbbell Sets	4
Blocking Sleds	12
Treadmill	24
Stationary Bike	12
Dip Machine	6
Weight Bench	12
Squat Rack	6
Cable Machine	6
Assorted Weight Plates	6

With Equipment Inventory List

Use Joe Gendron's equipment inventory list as a guide to help create your own. Do not duplicate Joe's work.



Player Personnel Form

Creating a document for gathering player information

Goal

A personnel form is used by organizations to collect vital data about their employees. In this project, you will design a personnel form to collect important information about each of your players.

SKILLS UTILIZED

Use the table feature in Microsoft Word to create a player personnel form.

Tactics

- Use the Internet to research personnel forms and use them as a guide in creating and designing your own.
- Choose an easy-to-read font with a maximum point size of 10-12 points.
- Read through all instructions before proceeding with this project.
- Review the "On the Field with Joe Gendron" section for guidance when completing this project.

Instructions

1. Open and print the file *W-6 Planning Form* from the *Planning Forms* folder located in *The Dream Team* folder.
2. Follow the instructions provided and complete the form.
3. Using Microsoft Word, create a new document.
4. Save the document as *W-6 Player Personnel Form* to *The Dream Team* folder.



Refer to the sample provided by Joe Gendron for assistance only. Do not copy the content or design of this sample.

5. Insert your team logo at the top of the page.
6. Use the table feature to create a personnel form with fill-in indicators from the completed *W-6 Planning Form*.
7. Use merge and split cell table features to make your table more attractive.
8. Format the text, columns, and rows so that the personnel form projects a professional image.
9. Carefully proofread your work for accuracy, format, spelling, and grammar.
10. Resave the document.
11. Print a copy of the document if required by your instructor.





On the Field with Joe Gendron

All of the players on Joe's roster will need to fill out a player personnel form as soon as possible. This form will allow the team's office to keep track of each player's important information. The player personnel form that Joe Gendron created for the Birmingham Bulldogs is shown below.



Player Personnel Form		
First Name		Last Name
Social Security Number - -		Date of Birth / /
Address		
City	State	Zip Code
Phone Number	Cell Phone Number	E-mail Address
Spouse's Name (if applicable)		
Phone Number	Cell Phone Number	E-mail Address
Emergency Contact Name		Phone Number
Agent's Name		
Address		
City	State	Zip Code
Phone Number	Cell Phone Number	E-mail Address
Bank Name		
Address		
City	State	Zip Code
Direct Deposit <input type="checkbox"/> yes <input type="checkbox"/> no		Deposit Amount

W-6 Player Personnel Form

Use Joe Gendron's personnel form as a guide to help create your own. Do not duplicate Joe's work.





Player Memo (with Mail Merge)

Checking accuracy of player's jersey number

Goal

The team jerseys are ready to go to print and it is critical that each of the player's spelling of their names and numbers are correct. Your task is to create a memo to all of your players to find out if the information that you have on file for them is correct.

Note: You will merge this memo with the team roster spreadsheet you create later in Zone 2.

SKILLS UTILIZED

Use the mail merge feature in Microsoft Word to create a memo.

Tactics

- Choose an easy-to-read font with a maximum point size of 10-12 points.
- Communication with the players should be brief, easy to read, and clearly state the intended message.
- Read through all instructions before proceeding with the project.
- Review the "On the Field with Joe Gendron" section for guidance when creating the player memo.

Instructions



Prior to completing this project, you must first complete **Project E-1 Team Roster** in **Zone 2** in the Microsoft Excel section of this book.

1. Using Microsoft Word, create a new document.
2. Save the document as **W-7 Player Memo to The Dream Team** folder.
3. Set the page size to 8.5 inches wide by 11 inches tall with 1 inch margins on all sides.
4. Using the mail merge feature, create a main document.
5. Specify the data source by opening the data source file **E-1 Team Roster** (created in Zone 2).



Refer to the sample provided by Joe Gendron for assistance only. Do not copy the content or design of this sample.



This step will connect the main document (the memo) to the data source document.

6. Using proper memo format, create the memo (in the main document of the mail merge) following the template as shown in **Figure W-7-A**. Input the text exactly as shown. Do not type the text shown within the "<< >>".
7. Insert the merge fields in the appropriate spaces as shown in **Figure W-7-A**.
8. Carefully proofread your work for accuracy, format, spelling, and grammar.
9. Resave the document.
10. Merge the memo (main document) with the data source (**E-1 Team Roster**).
11. Carefully check your work for accuracy.
12. Save the merged document as **W-7 Player Memo Merged to The Dream Team** folder.
13. Print a copy of one or more of the merged memos if required by your instructor.

Figure W-7-A

Create a merged memo using the template below as a guide.

MEMO

DS
 To: TAB → <<First Name>> <<Last Name>>← MERGE FIELD NAMES
 DS
 From: TAB → [Insert your name]
 DS
 Date: TAB → [Insert current date]
 DS
 Subject: TAB → [Insert team name] Uniform Distribution
 DS
 A general team meeting is scheduled for 9 a.m. Tuesday to take physicals, distribute equipment, meet the coaches, and discuss camp schedules and responsibilities. Players will be required to stay in the team dormitory at the complex during the first two weeks of camp. In the meantime, the Personnel Department would like to make sure that the information you provided is accurate. Please read the following information carefully so that the team jerseys can be distributed at our next meeting.
 DS
 TAB → Last Name: TAB → << Last Name >>← MERGE FIELD NAMES
 DS
 TAB → Uniform Number: TAB → << Uniform # >>← MERGE FIELD NAMES
 DS
 If any of the above information is incorrect, please contact the Personnel Department by this Friday. We will then update your file and send a revised copy to you. If all of the information is correct, please keep this memo for your records.



On the Field with Joe Gendron

Now that the roster is set for the Birmingham Bulldogs, Joe thought it would be important to send out a brief communication to his new players to confirm personnel matters and the upcoming training camp. The memo that Joe Gendron created for his players is shown below.

Memo

To: Marcus Allen
From: Joe Gendron, Owner
Date: January 15, 2009
Subject: Birmingham Bulldogs Uniform Distribution

A general team meeting is scheduled for 9 a.m. Tuesday to take physicals, distribute equipment, meet the coaches, and discuss camp schedules and responsibilities. Players will be required to stay in the team dormitory at the complex during the first two weeks of camp. In the meantime, the Personnel Department would like to make sure that the information you provided is accurate. Please read the following information carefully so that the team jerseys can be distributed at our next meeting.

Last Name: Allen

Uniform Number: 32

If any of the above information is incorrect, please contact the Personnel Department by this Friday. We will then update your file and send a revised copy to you. If all of the information is correct, please keep this memo for your records.

Word Player Member

Use Joe Gendron's mail merge as a guide to help create your own. Do not duplicate Joe's work.

