



THE DREAM TEAM

A MICROSOFT OFFICE SPORTS MARKETING SIMULATION



B.E. Publishing

TODD TOPORSKI

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Preface

Just about everybody loves sports! Whether it's baseball, football, hockey, or soccer, audiences are captivated by the highlights on TV, scores, statistics, and the roars from fans cheering in the spirit of competition. What sports fans don't get to see is what happens behind the scenes. In *The Dream Team*, you will get this opportunity by starting, creating, and owning your own professional sports team.

In *The Dream Team*, you will take on the role of a Microsoft Office Sports Marketing Specialist to start your own professional sports franchise team. From creating a team name and logo to designing VIP passes for your new stadium, you will learn first-hand what it's like behind the scenes of professional sports.

In short, here's what you will do in *The Dream Team* simulation:

- Create a team name, logo, and roster.
- Develop and organize professional documents needed to promote and manage the team using Microsoft Office software.
- Design eye-catching marketing documents to advertise your team.
- Use creative, critical thinking and decision-making skills.
- And much more!

This self-paced simulation encompasses all of the Microsoft Office software applications in a fun, real-world setting that is sure to captivate student sports fans nationwide. Get your "game on" and get ready to embark on one of the most exciting classroom adventures you'll ever take part in. Welcome to "*The Dream Team*"!



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Introduction

What's Included:

In this section, you will familiarize yourself with the background of *The Dream Team* simulation, the projects included, and the format of this book.

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1. All About The Dream Team

Welcome to The Dream Team Simulation

The Dream Team is a fun and exciting Microsoft Office sports marketing simulation designed to let you (the student) be the owner of your own professional sports team.

As the Microsoft Office Sports Marketing Specialist and team owner, this simulation will give you an in-depth, real-world view of what it's like to use Microsoft Office software to design and create documents for the new professional sports team (franchise) you are about to begin. After creating your team name and logo, your mission will be to build the team's identity, fill a team roster, track player's salaries and ticket sales, publicize your team, and much more. From letters to spreadsheets, to presentations, databases, and publications, your office skills will be challenged as you get your team ready for the start of the upcoming season.

The opening game is just around the corner, so start thinking creatively and sharpen your design pencils—it's time to begin The Dream Team.

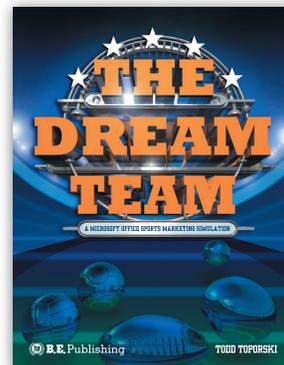
Who Should Use This Book?

The Dream Team is designed for students who are enrolled in a secondary-level computer applications course that includes one or more of the Microsoft Office software applications in its curriculum. This simulation is designed to allow students to use and apply their Microsoft Office knowledge and skills in an integrated, creative, and fun setting.

Your Role as the Microsoft Office Sports Marketing Specialist

As the Microsoft Office Sports Marketing Specialist, you will assume the role of a professional sports team owner. As the owner, you will be required to create a professional sports team franchise that you would like to own and operate.

For your dream team to achieve success in the pro-sports league you will soon be choosing, you will create a series of documents that will give your team a professional image. By completing the projects in this simulation, you will fine-tune your office, creativity, and design skills and learn what it is like to promote a real product—your own sports team!



2. The Story Behind This Simulation

Teenagers around the nation are in a complete frenzy trying to become the latest winner of one of five winning scratch-off lottery tickets found on the back of *Champion's* breakfast cereal. Each winner gets the opportunity to become the owner of a new professional sports franchise team of their choice.

After purchasing one of the few boxes of *Champion's* breakfast cereal left on the shelf, you excitedly scratch your ticket to see if you are the latest winner in *The Dream Team Contest*. You can't believe your eyes! Your ticket says: "WINNER, WINNER, WINNER!"

You are the winner of your own professional sports franchise. You choose the sport, you choose the team name, you select the players...it's all up to you! That's where *The Dream Team* simulation comes into play.



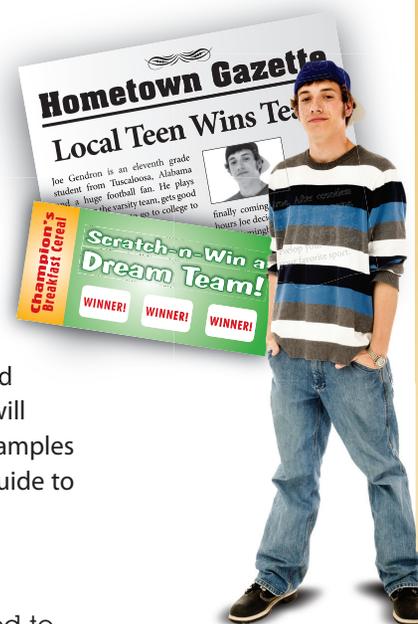
3. Meet Joe Gendron: A "Dream Team" Student

Who is Joe Gendron?

Joe Gendron is an eleventh grade student from Tuscaloosa, Alabama, and a huge football fan. He plays football on the varsity team, gets good grades, and wants to go to college to study business some day.

When Joe realized he was the grand prize winner of the scratch-off lottery ticket from the back of his cereal box, he knew his dreams of owning football's newest expansion team were finally coming true.

As you travel through the projects in this simulation, you will be guided by Joe as he creates his own "dream team." Following each project, you will see a page titled "On The Field with Joe Gendron." These pages contain samples of the documents that Joe has created. You can use Joe's samples as a guide to help you develop and create your own.



NOTE:

Joe Gendron's samples are provided to the student for guidance and inspiration only. Joe Gendron's works are copyright protected and should not be duplicated in any form.

4. The Tools and Skills You'll Need

Materials Required to Complete This Simulation

To complete the individual projects in this simulation, you will need the following:

- *The Dream Team* Student Workbook.
- *The Dream Team Planning Forms* (copied from *The Dream Team Resource CD*). (See page 8 for more details.)

Plus any version of the following software applications:

- Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Microsoft Access, and Microsoft Publisher [or equivalent desktop publishing software such as Adobe PageMaker, Adobe InDesign, or QuarkXPress].

Prerequisite Skills

This simulation is designed to be used as a reinforcement supplement for Microsoft Office-based courses. In order to complete this simulation, students should have a basic working knowledge of the following:

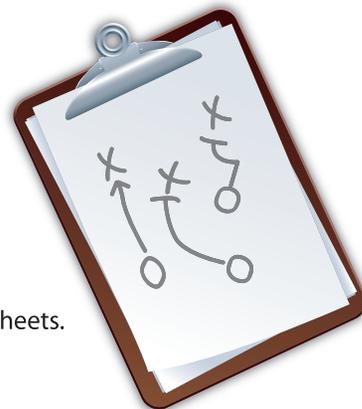
- Microsoft Word
- Microsoft Excel
- Microsoft Publisher or an equivalent desktop publishing software
- Microsoft PowerPoint
- Microsoft Access
- Drawing or illustration software

Note: The projects in this simulation are designed to be completed using any version of the software listed above. For that reason, project instructions have been generalized and do not provide step-by-step instructions for completing any one particular version of the software listed above.

The Skills You Will Be Using In This Simulation

The following is a list of the major skills you will be drawing on throughout this simulation:

- Establishing a real-world product identity and image.
- Creativity and design skills to produce business documents.
- Applying technical writing skills in developing business documents.
- Accounting skills to develop projected revenue and inventory spreadsheets.
- Planning and decision-making.
- Organizing computer files.
- The ability to complete a comprehensive real-world business simulation.



5. The Projects You'll Complete

Table of Projects and Approximate Completion Times

The individual projects and the approximate time it will take to complete each are listed in the table provided to the right. All of *The Dream Team* projects combined will take approximately 24-28 hours to complete. However, completion times will vary based on the student's skill level. It is recommended that you use the table as a guide to plan your classroom work schedule accordingly.

 *Your teacher may instruct you to complete all or only a portion of the simulation. Completion times will vary based on skill level and the total number of projects you are required to complete.*



Project #	Project Title	Approx. Completion Time (in hours)
Pre-Game: Creating Your Dream Team		
PG-1	Instructor Memo	1
PG-2	Team Logo	1-2
PG-3	Team Roster	1
Zone 1: Word: Getting Your Team Message Out		
W-1	Team Letterhead	.5
W-2	Team Envelope	.5
W-3	Letter to the League	1
W-4	Press Release	1
W-5	Equipment Inventory List	1
W-6	Player Personnel Form	1-2
W-7	Player Memo (with Mail Merge)	1
Zone 2: Excel: Calculating Important Team Data		
E-1	Team Roster	.75
E-2	Average Salary	.5
E-3	Season Schedule	1
E-4	Projected Revenue from Ticket Sales	1
E-5	Top 5 Salaries	1
Zone 3: Desktop Publishing: Marketing Your Dream Team		
DTP-1	Business Card	1
DTP-2	VIP Pass	1
DTP-3	T-shirt Design	1
DTP-4	Magazine Advertisement	2
DTP-5	Cereal Box Design	2
*DTP-6	Three-Panel Brochure (<i>Extra-credit</i>)	2-3
*DTP-7	Newsletter (<i>Extra-credit</i>)	2-3
Zone 4: PowerPoint: Promoting Your Dream Team		
PPT-1	Meet the Team	2
Zone 5: Access: Organizing Team-Related Information		
A-1	Fan Database	1
A-2	Advertiser Database	1
A-3	Music Database	1
Total Approximate Completion Time:		24-28 hrs.

*Recommended as extra-credit projects

6. Working with Each Project

Understanding the Format of This Book

This book is divided into six parts, (Pre-Game, Zone 1, Zone 2, Zone 3, Zone 4, and Zone 5), all containing a set of projects for each of the Microsoft Office applications. Projects have been organized into an easy-to-read, step-by-step format explained below.

Zone: The five zones identify the software application being used in that section of this simulation.

Project Title: The title of each project

Goal: Provides a detailed description of the document to be created along with the purpose and objectives of how the document will be used.

Skills Utilized: A description of the software skills needed to complete the particular project.

Tactics: Suggestions to consider when working with the different projects.

Instructions: Step-by-step instructions to follow for completing each project.

On the Field with Joe Gendron: Provides a sample office document for each project developed by Joe Gendron, a "Dream Team" student.

Figures: Displays examples of text and/or instructions for entering text and data into a project document.

7. Using The Dream Team Resource CD

Using The Dream Team Resource CD

The *Dream Team* simulation is designed to be used in conjunction with *The Dream Team Resource CD*. The CD includes a series of printable planning forms that will assist you in planning and organizing most of the projects in this simulation.

Installing The Dream Team Resource CD

It is recommended that your instructor perform the installation of *The Dream Team Resource CD*:

1. Place the *Resource CD* in your computer's optical media drive (CD or DVD drive).
2. Open the contents of the CD while in the drive.
3. Copy the folder titled "*The Dream Team*" from the CD to your hard drive or network drive.



NOTE:

The Dream Team Resource CD must be installed on your computer prior to beginning this simulation.



8. Organizing Your Files

Organizing & Saving Project Files

It is important that the project files are named properly and saved in the correct folder on your hard drive or network drive throughout this simulation. You will be provided with specific instructions in each project about saving your files.

It's Time to Build Your Dream Team

Each Part in This Simulation:

Now that you have familiarized yourself with The Dream Team simulation, it's time to get started. The remainder of this book is divided into six parts (called "zones"). Each zone contains a series of individual projects that you will complete to build your "dream team."

Zone PG	Pre-Game	11
Zone 1	Word	21
Zone 2	Excel	41
Zone 3	Desktop Publishing	55
Zone 4	PowerPoint	83
Zone 5	Access	89



Pre-Game

The objective:

Creating your dream team.

In this section, you will decide on a sport, league, name, and logo for the new dream team you are about to create.



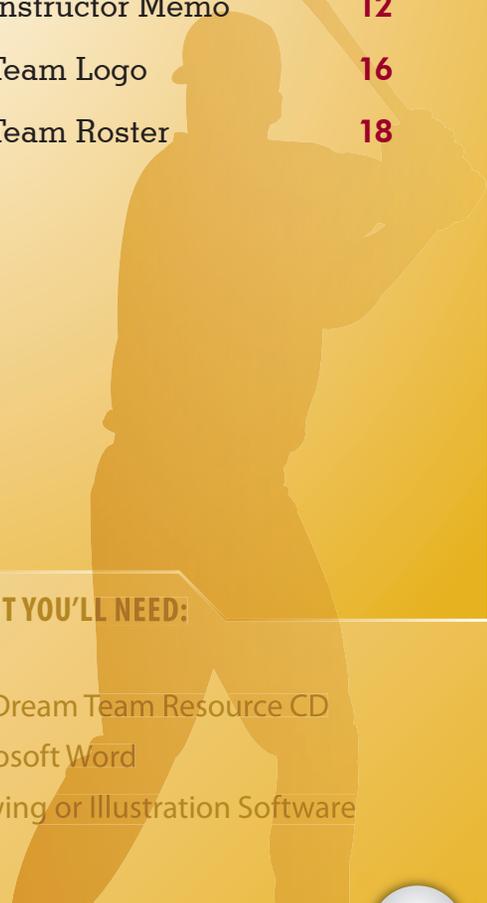
Game plan:

PG-1	Instructor Memo	12
PG-2	Team Logo	16
PG-3	Team Roster	18

EQUIPMENT YOU'LL NEED:



- The Dream Team Resource CD
- Microsoft Word
- Drawing or Illustration Software





Instructor Memo

Communicating your team concept to your instructor

Goal

Before you can begin creating your dream team, it needs to be approved by the league commissioner (your instructor). To begin the process, you will be completing a planning form to help organize your ideas about your new team. Once you have made some decisions about your new team, you will create a memo to inform your instructor on what you have decided and why. Only after the instructor approves your team choice, can you continue in this simulation.

SKILLS UTILIZED

Use Microsoft Word to create and format a business memo.

Tactics

- Since most of what you do in this simulation is based on the decisions that you make right now, make your decisions carefully!
- 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 **PG-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 **PG-1 Memo** to **The Dream Team** folder.
5. Write a memo to your instructor following the template provided in **Figure PG-1-A**.
6. Carefully proofread your work for accuracy, format, spelling, and grammar.
7. Resave the document.
8. Print a copy of the document for your instructor's approval.



Figure PG-1-A

↑
TOP MARGIN AT 2"
↓

MEMO

DS
To: TAB→ [Insert your instructor's name]

DS
From: TAB→ [Insert your name]

DS
Date: TAB→ [Insert current date]

DS
Subject: TAB→ Dream Team Approval

DS
As you are aware, I am in the process of completing *The Dream Team* simulation. In order to continue with this simulation, I am required to create a professional sports team. Please review the proposed team provided below and indicate if I have your approval to use the proposed team by completing the bottom portion of this memo and returning it to me.

DS
Proposed Team:
The name of my team is [insert team name]. The type of sport this team plays is [insert type of sport]. The team's hometown is [insert city, state].

DS
Team Reasoning:
Paragraph 3 should include the text you created from the PG-1 Planning Form. It should include 2-3 sentences explaining the reason why you chose this team and sport as your dream team.

TS (3 RETURNS)

___ I approve this team for use in *The Dream Team* simulation.

___ I do not approve this team for use in *The Dream Team* simulation.

___ Instructor's Initials

Instructor: Please return this form to the student upon review.

On the Field with Joe Gendron

Here is the memo that Joe Gendron, the student owner of the Birmingham Bulldogs, created for his instructor.

MEMO

To: Mr. Andrew Carter
 From: Joe Gendron
 Date: January 15, 2009
 Subject: Dream Team Approval

As you are aware, I am in the process of completing *The Dream Team* simulation. In order to continue with this simulation, I am required to create a professional sports team. Please review the proposed team provided below and indicate if I have your approval to use the proposed team by completing the bottom portion of this memo and returning it to me.

Proposed Team:

The name of my team is the Birmingham Bulldogs. The type of sport this team plays is football. The team's hometown is Birmingham, Alabama.

Team Reasoning:

I have chosen to develop a men's professional football team because football has always been a passion in my life. I have played the sport since middle school, and I am currently a linebacker on my high school varsity team. I believe Alabama is a great state to start a football franchise because there is a huge following at the high school and college level.

.....
 I approve this team for use in *The Dream Team* simulation.

I do not approve this team for use in *The Dream Team* simulation.

Instructor's Initials

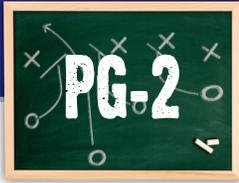
Instructor: Please return this form to the student upon review.



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

PG-1 Memo

Pre-Game



Team Logo

Designing your team identity

Goal

All sports teams should have a recognizable logo that fans can identify with, and your team is no different. In this project, you will develop a team logo to use with different documents throughout this simulation, one that fans will recognize and immediately connect to your team.

SKILLS UTILIZED

Use graphic design software to create a professional team logo.

Tactics

- Take your time in designing your team logo, as it is the most important element in creating your team's identity and image.
- Use the Internet to find logos of professional sports teams and analyze their designs. Take note of the fonts and colors each team uses.
- Identify one or two fonts to use.
- Incorporate your team colors.
- Find a graphic that will help fans identify with your team.
- 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 **PG-2 Planning Form** from the **Planning Forms** folder located in **The Dream Team** folder.
2. Follow the instructions provided and complete the form by sketching three different team logos.
3. Using an illustration or drawing software program such as Adobe Illustrator, Adobe Photoshop, Microsoft Paint, or any graphics software, create each logo as a separate file from the sketches on the **PG-2 Planning Form**.



- ⚠ *Be sure to design your logos large enough in size so that they can be resized and scaled without losing quality and resolution.*
4. Save the first version of the logo as **Version 1 Logo**, the second version as **Version 2 Logo**, and the third version as **Version 3 Logo** to **The Dream Team** folder.
 5. Using Microsoft Word, insert all three logos in proportion on the page. This will allow you to print and review all three versions of the logos.
 6. Carefully proofread your work for design, format, spelling, and grammar.
 7. Save the document as **PG-2 Possible Logos**.
 8. Print the document and survey your classmates and instructor, asking them to select their favorite logo.
 9. Upon your instructor's approval, retrieve the approved version of the logo file and save it as **PG-2 Final Logo** to **The Dream Team** folder.
- ⚠ *Be sure to save the logo in a format that will allow it to be placed as an image in other software applications. For example, JPEG, TIFF, or WMF.*
10. Print a copy of the final logo if required by your instructor.



Review Joe Gendron's three logos and note the one that was approved to use for his dream team.

On the Field with Joe Gendron

Creating the logo for a sports team is extremely important. To make sure he made the correct choice in logos, Joe created the three logo designs shown below. He surveyed his classmates and instructor before deciding on his final design.

Version 1 Logo →



Version 2 Logo →



Version 3 Logo →



Version 3 is the approved team logo for Joe Gendron's dream team!

PG-2 Possible Logos

Use Joe Gendron's logo for inspiration to design your own. Do not duplicate Joe's work.





Team Roster

Selecting players for your team

Goal

Now that your team has been approved and your logo is complete, it is time to create a roster of the players that you would like on your dream team. In this project, you will use the Internet to research all of the players you will have on your team.

SKILLS UTILIZED

Use the Internet and other resources to create a team roster.

Tactics

- Use the Internet to research players you would like to have on your team.
- Use any current or retired pro athlete, or athletes currently in college. **Note:** You cannot use more than four athletes from any one existing team.
- 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 **PG-3 Planning Form** from the **Planning Forms** folder located in **The Dream Team** folder.
2. Follow the instructions provided and complete the form.



Note: You will use this planning form later in this simulation in Zone 2: Project E-1.



On the Field with Joe Gendron

When Joe watches football on Sundays, his dad always talks about how great the players were back in the early 80s. He decided to fill the roster for the Birmingham Bulldogs with great players from that era. Joe used the Internet to search for the All-Pro teams from the early 80s. He also found further information about each player at the Pro Football Hall of Fame Web site. The roster that Joe Gendron created for the Birmingham Bulldogs is shown below.

NAME _____

DATE _____



PG-3

Team Roster

Selecting players for your team

PLANNING FORM

Instructions

Complete this form to organize the players that will be on your dream team. You may use any current or retired professional or college athletes; however, you may not select more than four players from an existing team. If the player's uniform number is unavailable, assign a new number to that player. **Note:** The minimum number of players will vary depending on the type of team you have selected. The first row should include the name of the coach of your dream team. Print additional copies of this form if necessary.

FIRST NAME	LAST NAME	POSITION	HEIGHT	WEIGHT	UNIFORM #
Chuck	Noll	Coach	N/A	N/A	N/A
Reggie	Roby	P	6' 4"	250	1
Morten	Andersen	K	6' 2"	225	5
Dan	Marino	QB	6' 4"	218	13
Ken	Houston	DB	6' 3"	197	31
Marcus	Allen	RB	6' 2"	210	32
Walter	Payton	RB	6' 0"	205	34
Mike	Haynes	DB	6' 2"	192	40
Ronnie	Lott	DB	6' 0"	203	42
Mike	Webster	OL	6' 1"	255	52
Randy	White	DL	6' 4"	257	54
Lawrence	Taylor	LB	6' 3"	237	56
Jack	Lambert	LB	6' 4"	220	58
Lee Roy	Selmon	DL	6' 3"	256	60
Joe	DeLamielleure	OL	6' 3"	260	64
Anthony	Munoz	OL	6' 6"	278	70
John	Hannah	OL	6' 2"	265	72
Howie	Long	DL	6' 5"	268	75
Art	Shell	OL	6' 5"	265	78
Steve	Largent	WR	5' 11"	187	80
Ozzie	Newsome	TE	6' 2"	232	82
Ted	Hendricks	LB	6' 7"	220	83
James	Lofton	WR	6' 4"	215	84

PG-3 PLANNING FORM

PAGE 2 OF 2



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



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.



Game plan:

W-1	Team Letterhead	22
W-2	Team Envelope	24
W-3	Letter to the League	26
W-4	Press Release	30
W-5	Equipment Inventory List	34
W-6	Player Personnel Form	36
W-7	Player Memo (with Mail Merge)	38

EQUIPMENT YOU'LL NEED:



- The Dream Team Resource CD
- Microsoft Word





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.

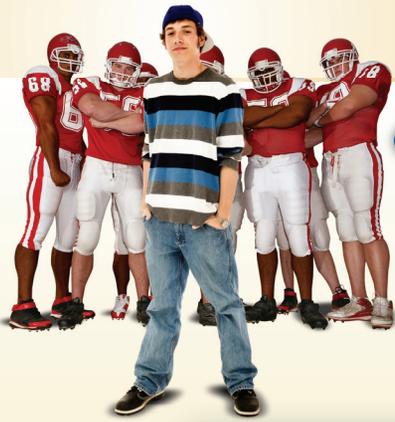
Tactics

- 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



W-1 Letterhead

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.

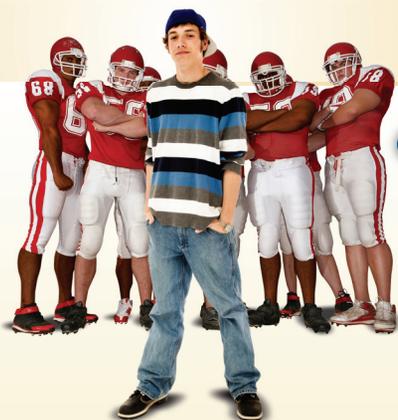
Instructions

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.



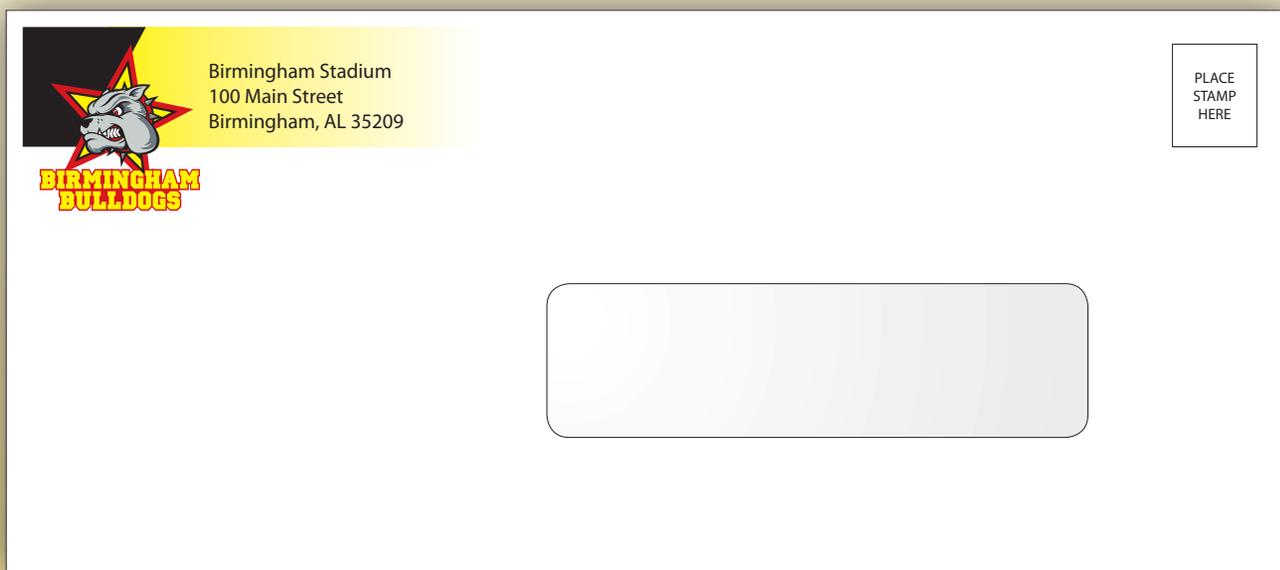
Refer to the sample provided by Joe Gendron for assistance only. Do not copy the content or design of this sample.

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.





Zone 1

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

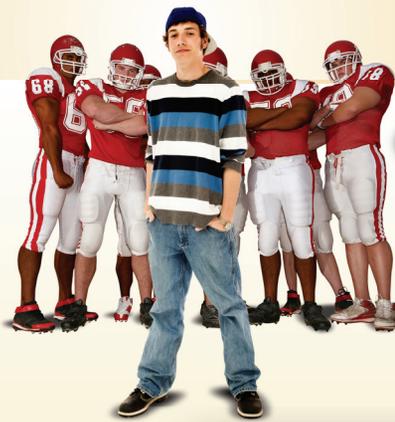
Paragraph 3 should include the text you created from the W-3 Planning Form. It should conclude by telling the commissioner that you are looking forward to building a positive relationship in the community and are eager to play in the upcoming season.

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.





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

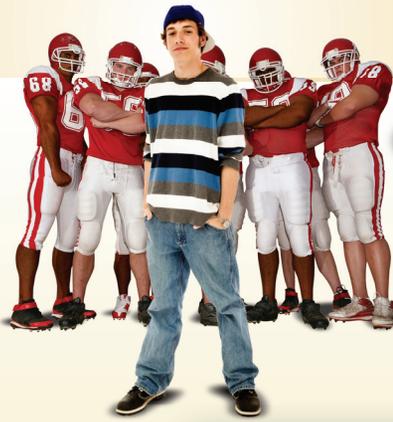
[Insert current date]
DS

[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

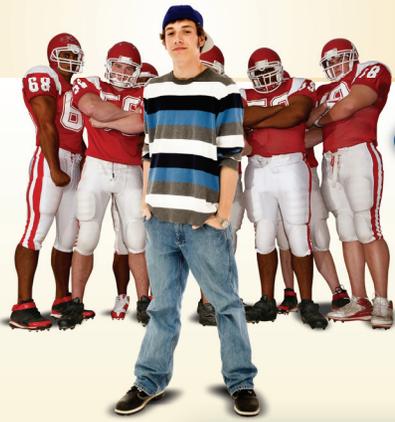
- Use the Internet to research the types of training equipment typically used in your particular sport.
- Decide on ten different types of equipment and the quantity necessary for each item for a state-of-the-art facility.
- Read through all instructions before proceeding with this project.
- Review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

Instructions

1. Open and print the file **W-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.
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.



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



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

W-5 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.

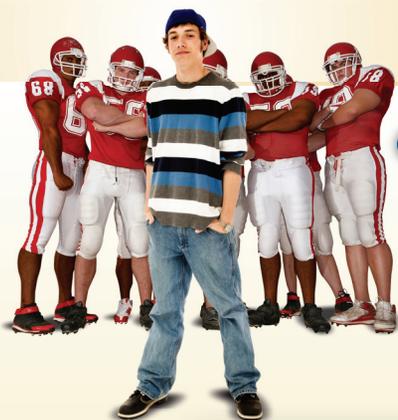
Instructions

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.



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

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).



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

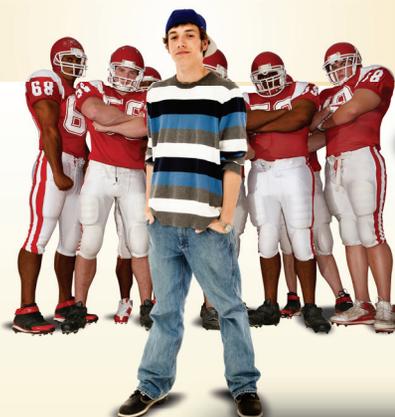
TAB → Last Name: TAB → << Last Name >>← MERGE FIELD NAMES

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.

W-7 Player Memo Merged

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





Excel

The objective:

Calculating important team data.

In this section, you will organize and calculate important information about your dream team.



Game plan:

E-1	Team Roster	42
E-2	Average Salary	46
E-3	Season Schedule	48
E-4	Projected Revenue from Ticket Sales	50
E-5	Top 5 Salaries	52

EQUIPMENT YOU'LL NEED:



- The Dream Team Resource CD
- Microsoft Excel





Team Roster

Organizing your team roster

Goal

A spreadsheet is a good way to keep track of records and organize a large amount of information. In this project, you will use a spreadsheet to create a team roster with the players you chose for your team in the PG-3 Team Roster project. The roster will be used in many of the team's publications, such as the programs sold at the games, on the Web site, and in other promotional documents.

SKILLS UTILIZED

Use Microsoft Excel to organize your dream team roster.

Tactics

- Be sure to input all of your records accurately.
- If information is not available, do your best to estimate this information.
- 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

This project is used with **Project W-7 Player Memo in Zone 1** in the Microsoft Word section of this book.

1. Obtain the **PG-3 Planning Form** previously completed in the Pre-Game section of this simulation.
2. Using Microsoft Excel, create a new workbook.
3. Save the workbook as **E-1 Team Roster** to **The Dream Team** folder.
4. Insert a header with the text: The <Year> <Team Name> Roster.
5. In cells A1 - F1 enter the following column headings: First Name, Last Name, Position, Height, Weight, and Uniform # as shown in **Figure E-1-A**.
6. Bold and center align cells A1 – F1.
7. Complete the spreadsheet with the information from the previously completed **PG-3 Planning Form** in the Pre-Game section of this simulation.

Note: Player's height should be entered in the following format: 6'3" or 5'7".

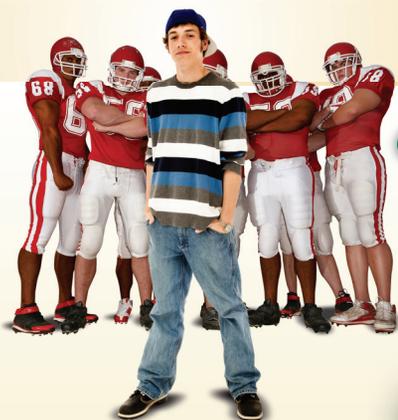
8. Rename the worksheet tab (Sheet 1) to **Team Roster**.
9. Resize the columns so that all data displays properly.
10. Carefully proofread your work for accuracy.
11. Sort the roster by Last Name and then by First Name in ascending order.
12. View the roster to make sure the data has been sorted.
13. Print a copy of the sorted document if required by your instructor.
14. Next, sort the roster by each player's uniform number in ascending order.
15. View the roster to make sure the data has been sorted.
16. Resave the file.
17. Print a copy of the sorted document if required by your instructor.

Figure E-1-A

Create a team roster using the template below as a guide.

The <Year> <Team Name> Roster

	A	B	C	D	E	F
	First Name	Last Name	Position	Height	Weight	Uniform #
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						
16						
17						
18						
19						
20						
21						
22						
23						
24						
25						



On the Field with Joe Gendron

After visiting several Web sites, Joe Gendron was able to find all of the information he needed to complete the team roster for the Birmingham Bulldogs. With these players, the Bulldogs will be sure to make it to the playoffs!

Sort 2

The 2009 Birmingham Bulldogs Roster

	A	B	C	D	E	F
1	First Name	Last Name	Position	Height	Weight	Uniform #
2	Reggie	Roby	P	6' 4"	250	1
3	Morten	Andersen	K	6' 2"	225	5
4	Dan	Marino	QB	6' 4"	218	13
5			DB	6' 3"	197	31
6			RB	6' 2"	210	32
7			RB	6' 0"	205	34
8			DB	6' 2"	192	40
9			DB	6' 0"	203	42
10			OL	6' 1"	255	52
11			DL	6' 4"	257	54
12			LB	6' 3"	237	56
13			LB	6' 4"	220	58
14			DL	6' 3"	256	63
15			OL	6' 3"	260	64
16			OL	6' 6"	278	70
17			OL	6' 2"	265	73
18			DL	6' 5"	268	75
19			OL	6' 5"	265	78
20			WR	5' 11"	187	80
21			TE	6' 2"	232	82
22			LB	6' 7"	220	83
23			wr	6' 4"	215	84

Sort 1

The 2009 Birmingham Bulldogs Roster

	A	B	C	D	E	F
1	First Name	Last Name	Position	Height	Weight	Uniform #
2	Marcus	Allen	RB	6' 2"	210	32
3	Morten	Andersen	K	6' 2"	225	5
4	Joe	DeLamielleure	OL	6' 3"	260	64
5	John	Hannah	OL	6' 2"	265	73
6	Mike	Haynes	DB	6' 2"	192	40
7	Ted	Hendricks	LB	6' 7"	220	83
8	Ken	Houston	DB	6' 3"	197	31
9	Jack	Lambert	LB	6' 4"	220	58
10	Steve	Largent	WR	5' 11"	187	80
11	James	Lofton	WR	6' 4"	215	84
12	Howie	Long	DL	6' 5"	268	75
13	Ronnie	Lott	DB	6' 0"	203	42
14	Dan	Marino	QB	6' 4"	218	13
15	Anthony	Munoz	OL	6' 6"	278	70
16	Ozzie	Newsome	TE	6' 2"	232	82
17	Walter	Payton	RB	6' 0"	205	34
18	Reggie	Roby	P	6' 4"	250	1
19	Lee Roy	Selmon	DL	6' 3"	256	63
20	Art	Shell	OL	6' 5"	265	78
21	Lawrence	Taylor	LB	6' 3"	237	56
22	Mike	Webster	OL	6' 1"	255	52
23	Randy	White	DL	6' 4"	257	54

E-1 Team Roster

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

Column and row headings are shown for reference only.





Average Salary

Calculating the average salary of your team

Goal

The revenue from ticket sales is rolling in, but the players on your team don't play for free. In this project, you will create a spreadsheet to find out what the average salary is for the players on your team. You will use this information to make sure your ticket prices are appropriate and your team can be profitable.

SKILLS UTILIZED

Use Microsoft Excel to calculate the average salary of your team.

Tactics

- Use the Internet to research the type of salary players in your particular sport earn each season.
- Use proper currency style in formatting the dollar amounts on the worksheet.
- 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. Using Microsoft Excel, open the file **E-1 Team Roster**.
2. Save the workbook as **E-2 Average Salary** to **The Dream Team** folder.
3. Change the header of the spreadsheet to the following text: Average Salary.
4. In cell G1, enter the following column heading: Salary.
5. Bold and center align cell G1.
6. In column G, enter a salary for each player using amounts that are relevant to today's salaries in your particular sport.
7. Format column G as currency showing the "\$" symbol and two decimal places.
8. Enter a formula at the bottom of the Salary column to find the Average Salary.

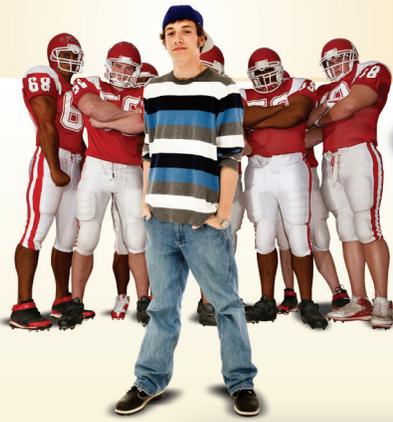


Hint: Use the =AVERAGE formula.

9. In the cell to the immediate left of the average salary, enter the following text: Average Salary.
10. Carefully proofread your work for accuracy.
11. Resave the file.
12. Print a copy of the document if required by your instructor.



Review the spreadsheet created by Joe Gendron for assistance with this project.



On the Field with Joe Gendron

Professional athletes make a lot of money these days! After researching the amount of money these athletes earn, Joe quickly learned that his team's average salary is exactly where he planned it to be. The team roster with player's salary information that Joe Gendron created is shown below.

Average Salary

	A	B	C	D	E	F	G
1	First Name	Last Name	Position	Height	Weight	Uniform #	Salary
2	Reggie	Roby	P	6' 4"	250	1	\$500,000.00
3	Morten	Andersen	K	6' 2"	225	5	\$900,000.00
4	Dan	Marino	QB	6' 4"	218	13	\$4,700,000.00
5	Ken	Houston	DB	6' 3"	197	31	\$1,125,000.00
6	Marcus	Allen	RB	6' 2"	210	32	\$1,125,000.00
7	Walter	Payton	RB	6' 0"	205	34	\$1,800,000.00
8	Mike	Haynes	DB	6' 2"	192	40	\$1,800,000.00
9	Ronnie	Lott	DB	6' 0"	203	42	\$1,050,000.00
10	Mike	Webster	OL	6' 1"	255	52	\$500,000.00
11	Randy	White	DL	6' 4"	257	54	\$500,000.00
12	Lawrence	Taylor	LB	6' 3"	237	56	\$500,000.00
13	Jack	Lambert	LB	6' 4"	220	58	\$500,000.00
14	Lee Roy	Selmon	DL	6' 3"	256	63	\$900,000.00
15	Joe	DeLamielleure	OL	6' 3"	260	64	\$900,000.00
16	Anthony	Munoz	OL	6' 6"	278	70	\$900,000.00
17	John	Hannah	OL	6' 2"	265	73	\$2,187,000.00
18	Howie	Long	DL	6' 5"	268	75	\$2,187,000.00
19	Art	Shell	OL	6' 5"	265	78	\$2,187,000.00
20	Steve	Largent	WR	5' 11"	187	80	\$1,120,000.00
21	Ozzie	Newsome	TE	6' 2"	232	82	\$3,120,000.00
22	Ted	Hendricks	LB	6' 7"	220	83	\$3,120,000.00
23	James	Lofton	WR	6' 4"	215	84	\$2,120,000.00
24						Average Salary	\$1,533,681.82

Note: Column and row headings are shown for reference only.

E-2 Average Salary

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





Season Schedule

Determining your home and away games

Goal

After the league coaches' meeting, team owners were left to determine their schedule for the upcoming season. In this project, you will create a schedule for the first 10 games of the season. Half of the games will be played at home and the other half away.

SKILLS UTILIZED

Use Microsoft Excel to organize your dream team schedule.

Tactics

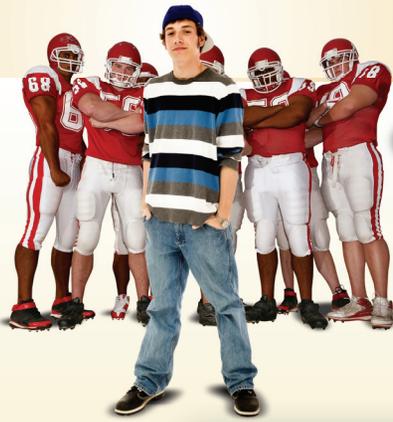
- Use the Internet to find the names of fields, arenas, or stadiums where your opponents will play.
- Read through all instructions before proceeding with this project.
- Review the "On the Field with Joe Gendron" section for guidance when completing this project.

Instructions

1. Open and print the file **E-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 Excel, create a new workbook.
4. Save the workbook as **E-3 Season Schedule** to **The Dream Team** folder.
5. In cell A1, enter the following title: <Your Team Name> <20XX Season Schedule>.
6. Merge and center align the title (cell A1) across the four columns of the worksheet.
7. Format the title with an appropriate font size and style.
8. In cells A2 through D2 enter the following column headings: Date, Opponent, Location, and Time.
9. Bold and center align the column headings in cells A2 through D2.
10. Complete the spreadsheet with the information from the **E-3 Planning Form**.
11. Shade each row that contains an away game.
12. Format the worksheet using your team colors.
13. Rename the worksheet tab **Season Schedule**.
14. Carefully proofread your work for accuracy.
15. Resave the file.
16. Print a copy of the document if required by your instructor.



Review the spreadsheet created by Joe Gendron for assistance with this project.



On the Field with Joe Gendron

Joe created the Bulldog's schedule for their inaugural season. He was able to schedule games against his favorite teams in the league. The season schedule that Joe Gendron created for the Birmingham Bulldogs is shown below.

	A	B	C	D
1	Birmingham Bulldogs 2009 Season Schedule			
2	Date	Opponent	Location	Time
3	9/7/2009	Carolina	Birmingham Stadium	1:00 P.M.
4	9/14/2009	Detroit	Ford Field	1:00 P.M.
5	9/21/2009	Tampa Bay	Birmingham Stadium	1:00 P.M.
6	10/5/2009	Oakland	Oakland Coliseum	4:00 P.M.
7	10/12/2009	Atlanta	Georgia Dome	1:00 P.M.
8	10/20/2009	Green Bay	Birmingham Stadium	1:00 P.M.
9	10/28/2009	Jacksonville	Birmingham Stadium	8:00 P.M.
10	11/2/2009	New England	Birmingham Stadium	4:00 P.M.
11	11/9/2009	New Orleans	Superdome	4:00 P.M.
12	11/16/2009	Tampa Bay	Raymond James Stadium	1:00 P.M.
13	11/27/2009	Dallas	Texas Stadium	1:00 P.M.
14	11/30/2009	Miami	Birmingham Stadium	1:00 P.M.
15	12/7/2009	Carolina	Bank of America Stadium	1:00 P.M.
16	12/14/2009	Buffalo	Birmingham Stadium	1:00 P.M.
17	12/21/2009	Atlanta	Birmingham Stadium	1:00 P.M.
18	12/28/2009	New York Giants	Giants Stadium	4:00 P.M.

Note: Column and row headings are shown for reference only.

E-3 Season Schedule

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





Projected Revenue from Ticket Sales

Calculating ticket sales revenue

Goal

A spreadsheet can be used to calculate values to help a business determine how well a product is performing. In this project, you will create an Excel spreadsheet to project the revenue (sales) that your team will receive from ticket sales. These projections will help the team with budgeting during the season.

SKILLS UTILIZED

Use Microsoft Excel to calculate ticket sales revenue.

Tactics

- Use proper currency style in formatting the dollar amounts on the worksheet.
- 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 **E-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 Excel, create a new workbook.
4. Save the workbook as **E-4 Projected Revenue** to **The Dream Team** folder.
5. In cell A1, enter the following title: <Name of stadium> Projected Ticket Sales Revenue.



6. In cell A2, enter the following subtitle: Based on a stadium seating capacity of 65,000.
7. In cells A3 – E3, enter the following column headings: Section, Price, # of Seats, # of Home Games, and Total Sales.
8. Bold and center align cells A3 – E3.
9. Using the information from the **E-4 Planning Form**, enter the appropriate data into the correct columns.
10. Enter a formula in cell E4 to compute the Total Sales for the first section. This is computed by multiplying the Price by the # of Seats by the # of Home Games.
11. Copy and paste the formula in cell E4 to cells E5 through E8.
12. In cell D9, enter the following text: Total Projected Sales.
13. Enter a formula in cell E9 to compute the Total Projected Sales for all of the sections in the Total Sales column.

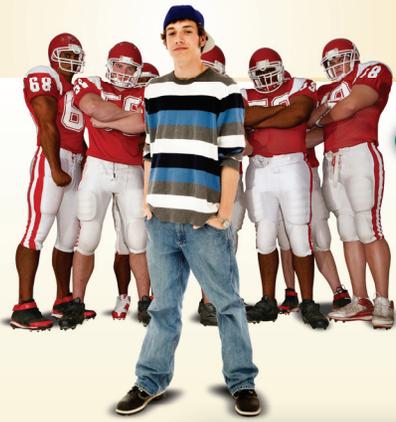


Hint: Use the =SUM formula

14. Format column E as currency showing the "\$" symbol and 0 decimals.
15. Merge and center align the title (cell A1) across the five columns of the worksheet.
16. Merge and center align the subtitle (cell A2) across the five columns of the worksheet.
17. Format the title, subtitle, and column headings with an appropriate font size and style.
18. Center align cells D4 through D9.
19. Format the worksheet using your team's colors.
20. Rename the worksheet tab: Tix Sales.
21. Carefully proofread your work for accuracy.
22. Resave the file.
23. Print a copy of the worksheet if required by your instructor.



Review the spreadsheet created by Joe Gendron for assistance with this project.



On the Field with Joe Gendron

The fan response for Bulldog tickets has been incredible. Using the worksheet for Projected Revenue from Ticket Sales, Joe can easily budget expenses for the entire season. The worksheet that Joe Gendron created for the Birmingham Bulldogs is shown below.

	A	B	C	D	E
1	Birmingham Stadium Projected Ticket Sales Revenue				
2	Based on a stadium seating capacity of 65,000				
3	Section	Price	# of Seats	# of Home Games	Total Sales
4	The Dog House	\$49.00	10,000	8	\$3,920,000
5	Upper Bowl	\$59.00	18,000	8	\$8,496,000
6	Lower Bowl	\$79.00	32,000	8	\$20,224,000
7	Box Seats	\$200.00	3,000	8	\$4,800,000
8	Luxury Box	\$350.00	2,000	8	\$5,600,000
9				Total Projected Sales	\$43,040,000
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					
21					
22					
23					
24					
25					
26					

Note: Column and row headings are shown for reference only.

E-4 Projected Revenue

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





Top 5 Salaries

Ranking your players' salaries

Goal

Now that you have organized your roster and players' salaries, it is important to compare your top five paid players with other players in the league. In this project, you will use an Excel spreadsheet to sort and illustrate your top five players' salaries.

SKILLS UTILIZED

Use Microsoft Excel to create a chart comparing data.

Tactics

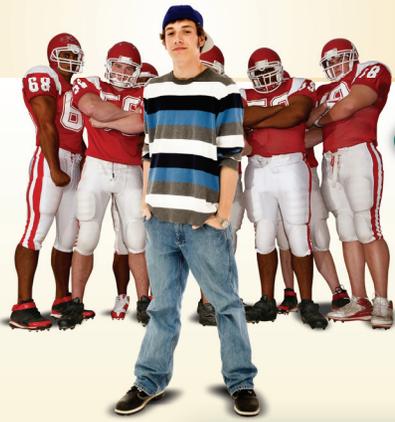
- Carefully review the spreadsheet when reviewing records.
- Read through all instructions before proceeding with this project.
- Review the "On the Field with Joe Gendron" section for guidance when completing this project.

Instructions

1. Open the file **E-2 Average Salary** located in **The Dream Team** folder.
2. Save the workbook as **E-5 Top 5 Salaries** to **The Dream Team** folder.
3. Change the header of the spreadsheet to the following: Top 5 Player Salaries.
4. Delete the entire row that contains the Average Salary.
5. Sort the spreadsheet by Salary from highest to lowest.
6. Delete all of the rows that do not contain the top five salaries.
7. Create a pie chart to show a comparison by last name of the top five paid players and their salaries.
8. Enter the chart title as: Top 5 Salaries.
9. Display the legend to the right of the chart.
10. Show values (salary amounts) for data labels.
11. Resize the chart so that the data and the chart both fit on the page.
12. Carefully proofread your work for accuracy.
13. Resave the file.
14. Print a copy of the document if required by your instructor.



Review the spreadsheet created by Joe Gendron for assistance with this project.



On the Field with Joe Gendron

After researching some of the highest paid players in the league, Joe realized his top five players are paid right at the league's average salary. With increased ticket sales and more corporate sponsors, Joe is hopeful to be able to keep these stars at their salary rate. The Top 5 Salaries spreadsheet that Joe Gendron created for the Birmingham Bulldogs is shown below.

Top 5 Player Salaries

	A	B	C	D	E	F	G
1	First Name	Last Name	Position	Height	Weight	Uniform #	Salary
2	Dan	Marino	QB	6' 4"	218	13	\$4,700,000.00
3	Ozzie	Newsome	TE	6' 2"	232	82	\$3,120,000.00
4	Ted	Hendricks	LB	6' 7"	220	83	\$3,120,000.00
5	John	Hannah	OL	6' 2"	265	73	\$2,187,000.00
6	Howie	Long	DL	6' 5"	268	75	\$2,187,000.00
7							
8							
9							
10							
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14							
15							
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17							
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22							
23							
24							

Note: Column and row headings are shown for reference only.

E-5 Top 5 Salaries

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





Desktop Publishing

The objective:

Marketing your dream team.

In this section, you will design and create professional documents to promote and market your new dream team.



Game plan:

DTP-1	Business Card	56
DTP-2	VIP Pass	60
DTP-3	T-shirt Design	64
DTP-4	Magazine Advertisement	68
DTP-5	Cereal Box Design	72
DTP-6	Three-Panel Brochure (Overtime) Extra-credit	76
DTP-7	Newsletter (Overtime) Extra-credit	80

EQUIPMENT YOU'LL NEED:



- The Dream Team Resource CD
- Desktop Publishing Software





Business Card

Marketing your team to the public

Goal

A business card is a small, printed card usually containing a person's name, business affiliation, job title, address, telephone and fax numbers, and e-mail/Web site addresses. In this project, you will create a business card for yourself as the owner of your dream team. Since you will be talking to and meeting with a lot of people in the community, you will need something to give them so they will remember you and your new team, as well as your contact information.

SKILLS UTILIZED

Use desktop publishing software to design a business card.

Tactics

- Business cards present a lot of information in a small space. Experiment with different card layouts on paper before creating on the computer.
- After the team logo, your name should be the largest piece of information on the card.
- Obtain some samples of real business cards for inspiration to help you design your own.
- Use a maximum of one or two fonts (typefaces) on your business card.
- 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 **DTP-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 Publisher, or an equivalent desktop publishing software, create a new document.
4. Save the document as **DTP-1 Business Card** to **The Dream Team** folder.
5. Set up your document using the Page Setup Instructions provided on the next page.

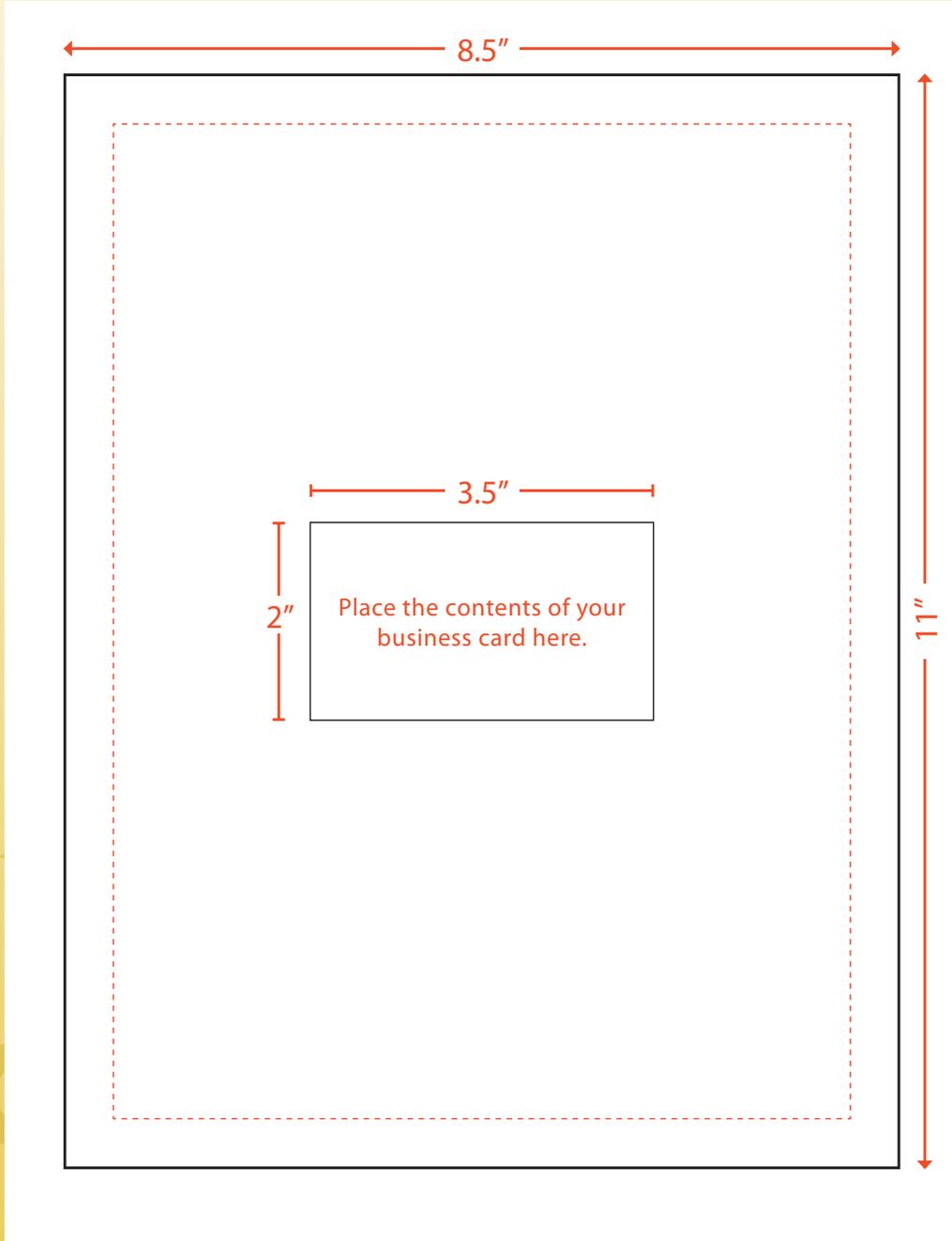


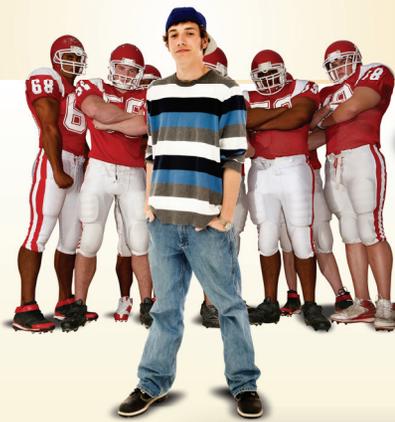
Review the business card designed by Joe Gendron to get inspiration and ideas for designing your own. Remember: Use your own creativity and design skills. Do not copy Joe Gendron's business card design.

6. In the bordered frame, include the information from one of the sketches you created on the **DTP-1 Planning Form**.
7. Format the size and placement of the text and other elements on the business card so that they are in proportion with each other and project a professional image.
8. Carefully proofread your work for design, format, spelling, and grammar.
9. Resave the file.
10. Print a copy of the document if required by your instructor.

Page Setup

# of pages	1	Other	
Dimensions	8.5 x 11 inches		Using the rectangle tool in your desktop publishing software, draw a rectangle that measures 3.5 inches wide by 2 inches tall, giving it a 1 pt. border. Place the rectangle in the center of the page. Place the contents of your business card within this rectangle.
Margins	.5 inches on all sides		
Orientation	Portrait		





On the Field with Joe Gendron

With such a great team logo to work with, the business card for the team owner was very easy to design. The business card that Joe Gendron created for himself, as the owner of the Birmingham Bulldogs, is shown below.



DTP-1 Business Card

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





VIP Pass

Creating a VIP pass for your luxury suite

Goal

A VIP (Very Important Person) pass is a special ticket that allows the holder access to premiere locations within a facility. One of the many benefits of being an owner of a professional sports franchise is that you get a luxury suite to watch all of the games. Your task is to create a VIP pass for your guests. The VIP pass will allow your guests access to your luxury box suite for a home game of your choice.

SKILLS UTILIZED

Use desktop publishing software to design a VIP pass.

Tactics

- Since the VIP pass has a limited amount of space available, all important information should be in proportion with all elements.
- Use a maximum of one or two fonts (typefaces) on your VIP pass.
- Use a font that is easy to read.
- 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 **DTP-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 Publisher, or an equivalent desktop publishing software, create a new document.
4. Save the document as **DTP-2 VIP Pass to The Dream Team** folder.
5. Set up your document using the Page Setup Instructions provided on the next page.

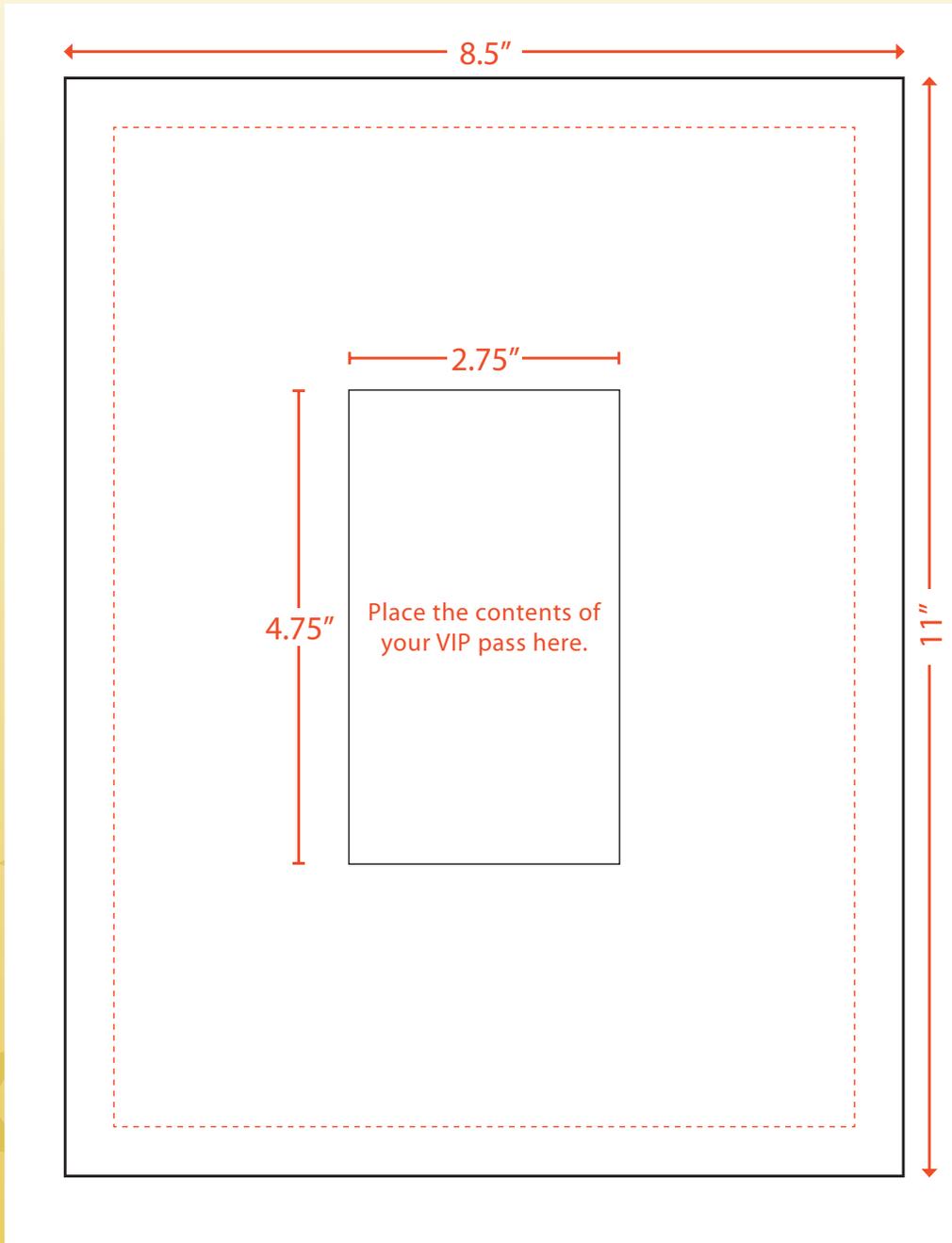


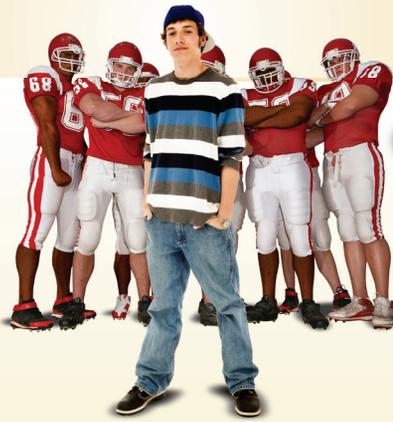
Review the VIP Pass designed by Joe Gendron to get inspiration and ideas for designing your own. Remember: Use your own creativity and design skills. Do not copy Joe Gendron's VIP pass design.

6. In the bordered frame, include the information from the sketch you created on the **DTP-2 Planning Form**.
7. Add additional elements and/or graphic images that will help illustrate and enhance the look of the pass.
8. Format the size and placement of the text and other elements on the VIP pass so that they are in proportion with each other and project a professional image.
9. Carefully proofread your work for design, format, spelling, and grammar.
10. Resave the file.
11. Print a copy of the document if required by your instructor.

Page Setup

# of pages	1	Other	
Dimensions	8.5 x 11 inches		Using the rectangle tool in your desktop publishing software, draw a rectangle that measures 2.75 inches wide by 4.75 inches tall, giving it a 1 pt. border. Place the rectangle in the center of the page. Place the contents of your VIP pass within this rectangle.
Margins	.5 inches on all sides		
Orientation	Portrait		





On the Field with Joe Gendron

Joe has gone through his VIP list and is ready to distribute the new VIP passes for the first game of the season. The VIP pass that Joe Gendron created is shown below.

VIP PASS
admit one

Birmingham Bulldogs
vs.
Carolina Panthers

September 7, 2009
Birmingham Stadium
1:00 pm



BIRMINGHAM BULLDOGS

Present this pass at the gate and a security staff member will escort you to the luxury suite VIP area.

DTP-2 VIP Pass

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





T-shirt Design

Designing a fan T-shirt

Goal

Any type of T-shirt that includes a company logo and slogan offers businesses a walking form of free advertising. In this project, you will design a T-shirt for your team to be sold at your stadium as well as in local department stores. The design should include a catchy slogan that really sets your fans apart from all others in the league.

SKILLS UTILIZED

Use desktop publishing software to create a T-shirt for your fans.

Tactics

- If including a graphic image, be sure it's large enough to be seen, and keep it simple so that the viewer can tell what it is.
- Do not clutter the T-shirt design with too much text or too many graphic images. Keep it clean and simple.
- Create a catchy slogan that really makes this T-shirt a "must have" item for your fans.
- 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 **DTP-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 Publisher, or an equivalent desktop publishing software, create a new document.
4. Save the document as **DTP-3 T-shirt** to **The Dream Team** folder.
5. Set up your document using the Page Setup Instructions provided on the next page.

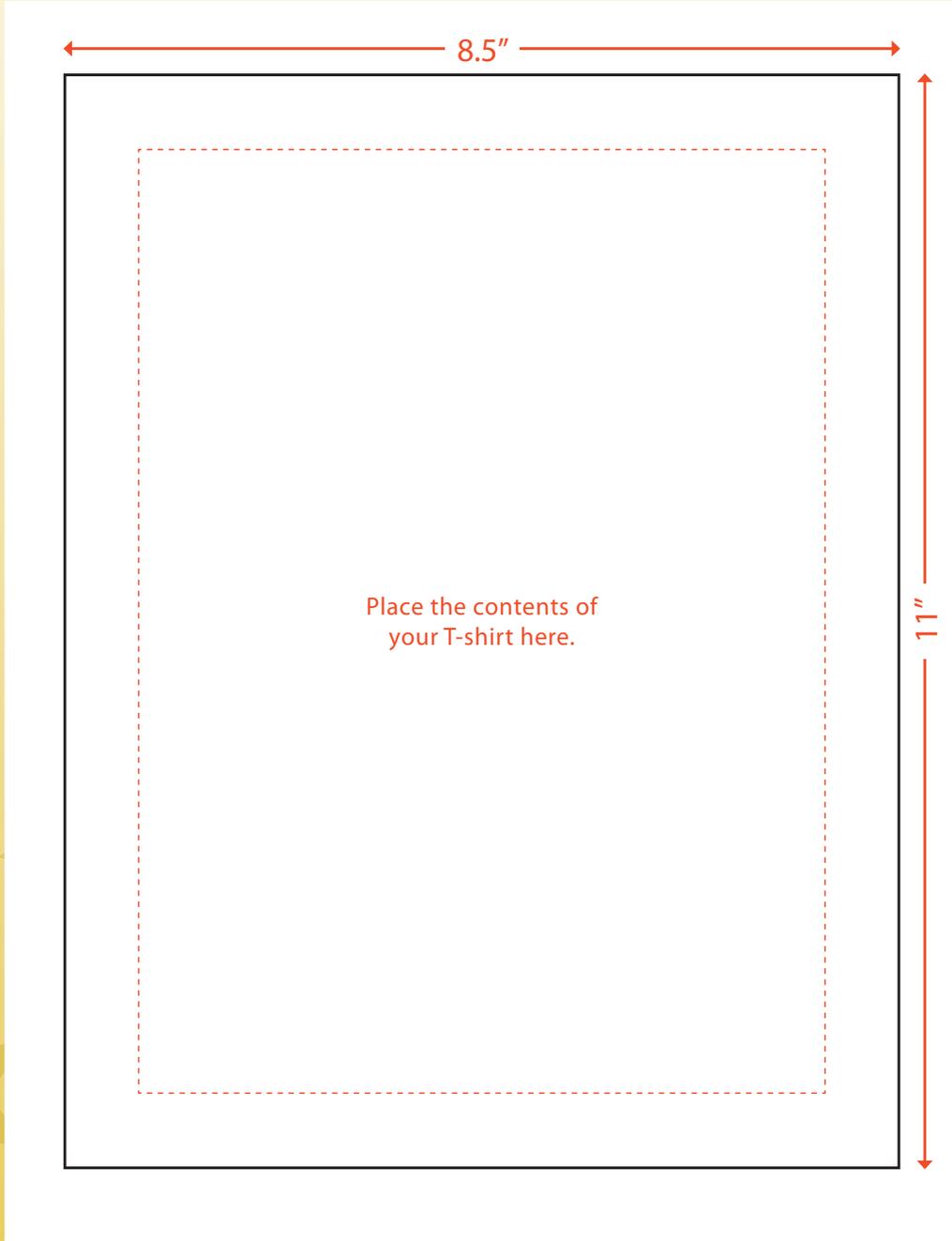


Review the T-shirt designed by Joe Gendron to get inspiration and ideas for designing your own. Remember: Use your own creativity and design skills. Do not copy Joe Gendron's T-shirt design.

6. Place the contents of your T-shirt design from one of the sketches created on the **DTP-3 Planning Form**. *Optional:* Place the contents of the T-shirt design inside an image of a blank T-shirt, if available.
7. Format the size and placement of the text and other elements on the T-shirt so that they are in proportion with each other and project a professional image.
8. Carefully proofread your work for design, format, spelling, and grammar.
9. Resave the file.
10. Print a copy of the document if required by your instructor.

Page Setup

# of pages	1	Other	Place the contents of your T-shirt design inside a graphic image of a blank T-shirt (optional).
Dimensions	8.5 x 11 inches		
Margins	.75 inches on all sides		
Orientation	Portrait or Landscape		





On the Field with Joe Gendron

Having fans wear team T-shirts around town is great advertising. It is also big business with a lot of money to be made. Knowing this, Joe wanted to make T-shirts that fans would want to buy and wear. The T-shirt design that Joe Gendron created for the Birmingham Bulldogs is shown below.



DTP-3 T-shirt

Use Joe Gendron's T-shirt design as a guide to help create your own. Do not duplicate Joe's work.





Magazine Advertisement

Announcing the home game opener

Goal

With the beginning of the season not too far away, the next step before your team can take the field is to attract more fans to attend the games. To accomplish this, you will design a magazine advertisement that announces your team's home game opener. The advertisement will be strategically placed in regional and local publications.

SKILLS UTILIZED

Use desktop publishing software to create a magazine advertisement.

Tactics

- Your advertisement must grab the reader's attention with an easy-to-read dominant message.
- Obtain some samples of advertisements to use as a guide as you design your own.
- Your message and team logo should be the two most prominent elements on the advertisement.
- Use a maximum of one or two fonts (typefaces) on your advertisement.
- 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 **DTP-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 Publisher, or an equivalent desktop publishing software, create a new document.
4. Save the document as **DTP-4 Magazine Advertisement** to **The Dream Team** folder.
5. Set up your document using the Page Setup Instructions provided on the next page.

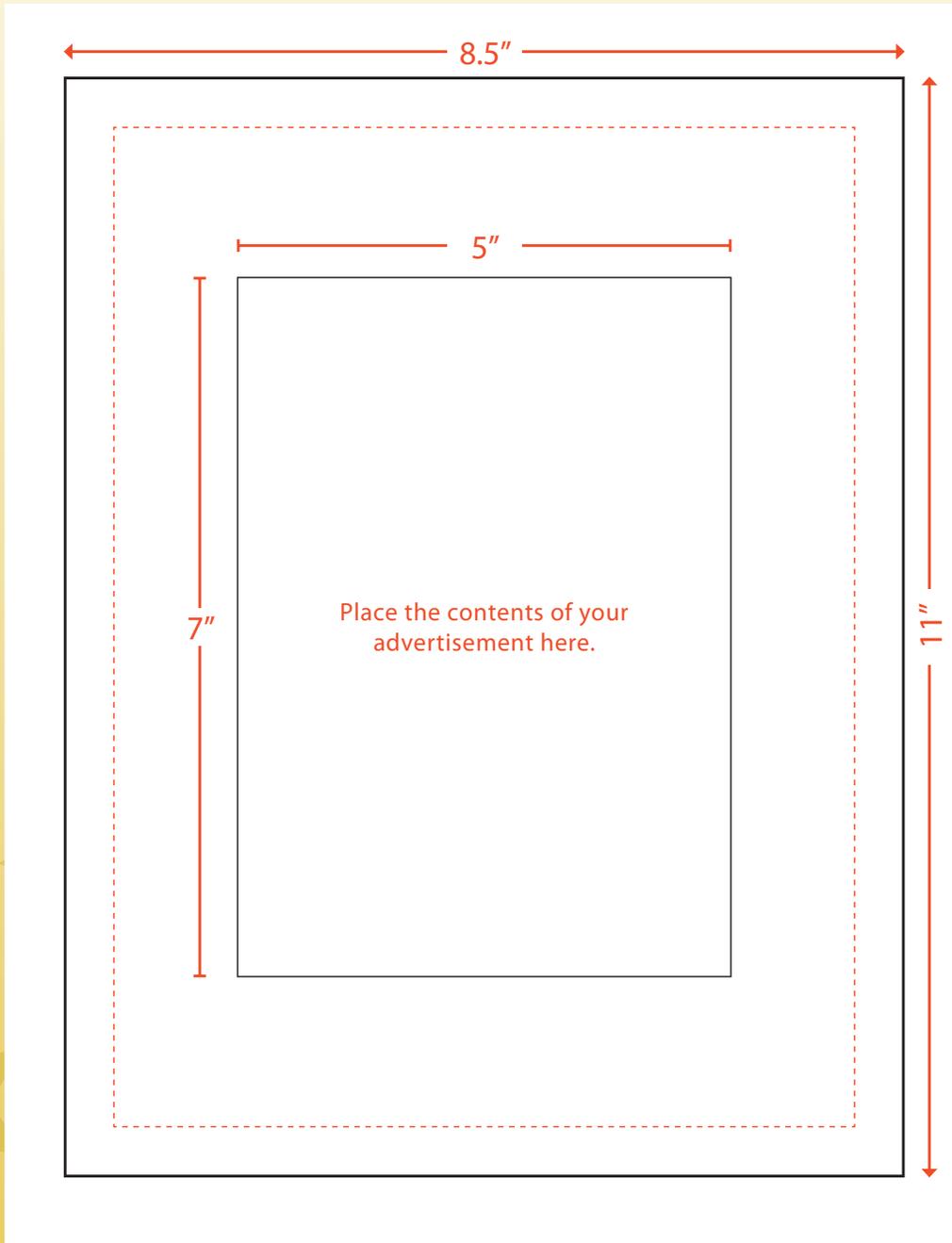


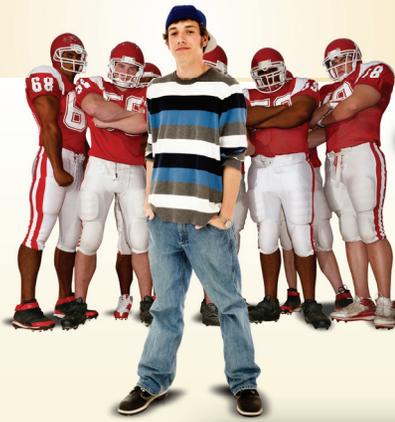
Review the magazine advertisement designed by Joe Gendron to get inspiration and ideas for designing your own. Remember: Use your own creativity and design skills. Do not copy Joe Gendron's advertisement.

6. In the bordered frame, create the advertisement design from the sketch on the **DTP-4 Planning Form**.
7. Format the size and placement of the text and other elements on the advertisement so that they are in proportion with each other and project a professional image.
8. Carefully proofread your work for design, format, spelling, and grammar.
9. Resave the file.
10. Print a copy of the document if required by your instructor.

Page Setup

# of pages	1	Other	
Dimensions	8.5 x 11 inches		Using the rectangle tool in your desktop publishing software, draw a rectangle that measures 5 inches wide by 7 inches tall. Place the rectangle in the center of the page. Place the contents of your magazine advertisement within this rectangle.
Margins	.5 inches on all sides		
Orientation	Portrait		





On the Field with Joe Gendron

After experimenting with several designs for the magazine advertisement, Joe finally found one that he thought would really catch the eye of the team's fans. The advertisement design that Joe Gendron created for the Birmingham Bulldogs is shown below.

NFL Welcomes the Birmingham Bulldogs!

DTP-4 Magazine Advertisement

**Birmingham Bulldogs
vs.
Carolina Panthers**

Home Game Opener on September 7, 2009

Halftime Festivities: Have your picture taken with the team mascot Bully the Bulldog, visit the state-of-the-art media room, watch the team cheerleaders perform, try samples from the concession stands, and much more!
Children 12 and under receive a Bulldog Foam Finger at the gate.



BIRMINGHAM BULLDOGS

**Birmingham Stadium
Birmingham, AL
1:00 p.m.**



Tickets On Sale Now!

SECTION	TICKET PRICE
The Dog House (Family Area)	\$49.00
Upper Bowl	\$59.00
Lower Bowl	\$79.00
Box Seats	
Luxury Box	

Call (205) 555-1234 for more information



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



Cereal Box Design

Building your team's fan base

Goal

Your sports league has an advertising deal with a cereal company to showcase each team in the league on the back of a box of cereal. This is a great opportunity to build the team's fan base with younger fans. In this project, you will design the back of a cereal box to appeal to fans of all ages.

SKILLS UTILIZED

Use desktop publishing software to design the back of a cereal box.

Tactics

- Obtain some real cereal boxes and study their design and layout to use as a guide for creating your own.
- Determine what appropriate fonts you will use on your cereal box. Be sure to keep the number to a minimum so as not to make the box look "busy" and difficult to read.
- Read through all instructions before proceeding with this project.
- Review the "On the Field with Joe Gendron" section for guidance when completing this project.

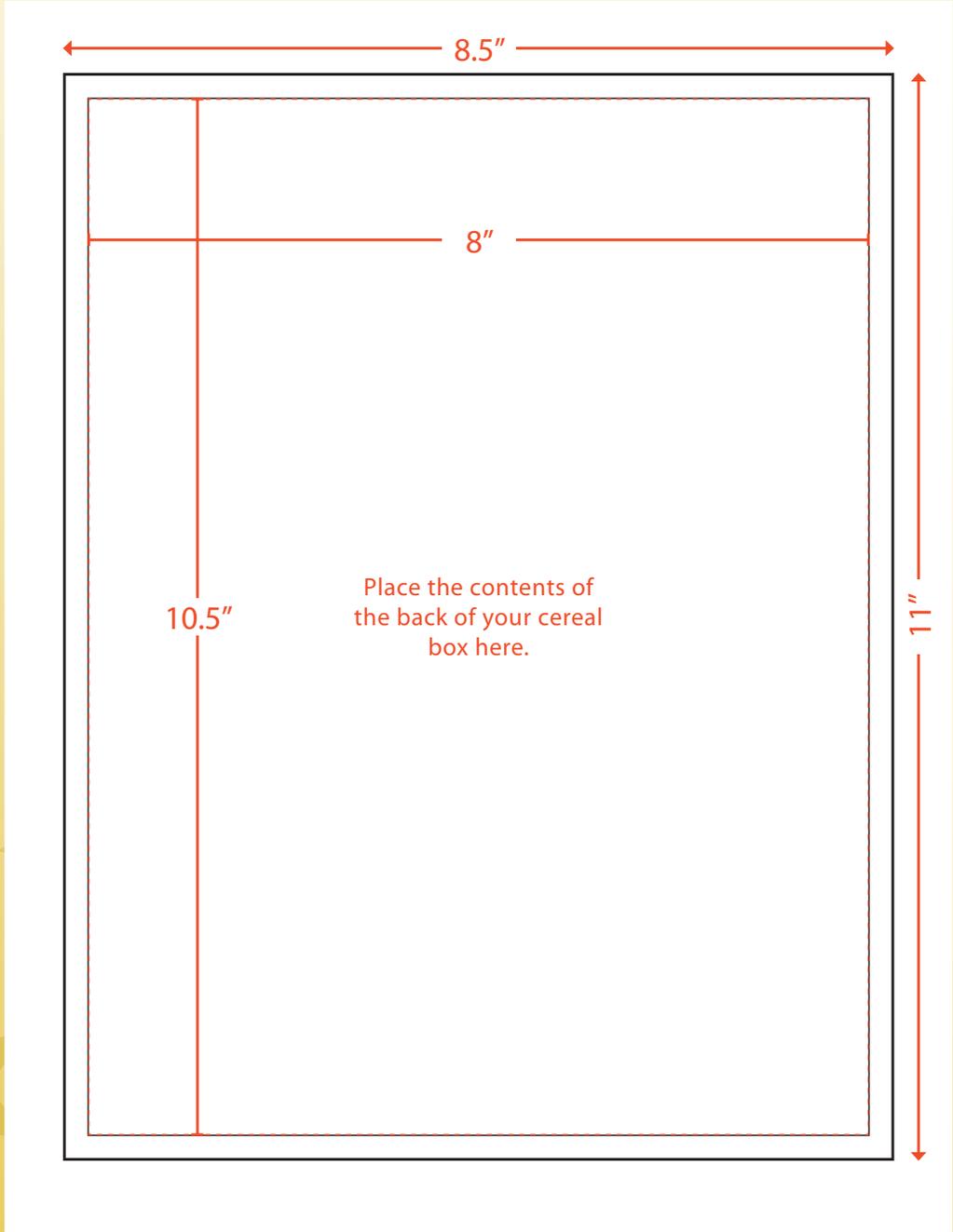
Instructions

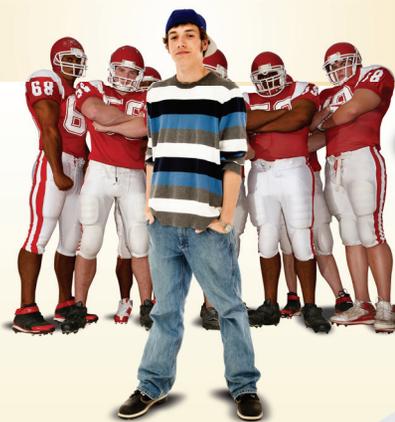
1. Open and print the file **DTP-5 Planning Form** from the **Planning Forms** folder located in **The Dream Team** folder.
 2. Follow the instructions provided and complete the form.
 3. Using Microsoft Publisher, or an equivalent desktop publishing software, create a new document.
 4. Save the document as **DTP-5 Cereal Box to The Dream Team** folder.
 5. Set up your document using the Page Setup Instructions provided on the next page.
-  *Review the cereal box designed by Joe Gendron to get inspiration and ideas for designing your own. Remember: Use your own creativity and design skills. Do not copy Joe Gendron's cereal box design.*
6. In the bordered frame, include the information from the sketch you created on the **DTP-5 Planning Form**.
 7. Add additional elements and/or graphic images that will help illustrate and enhance the look of the cereal box (optional).
 8. Format the size, style, and placement of the text and other elements on the cereal box so that it projects a professional image.
 9. Carefully proofread your work for design, format, spelling, and grammar.
 10. Resave the file.
 11. Print a copy of the document if required by your instructor.



Page Setup

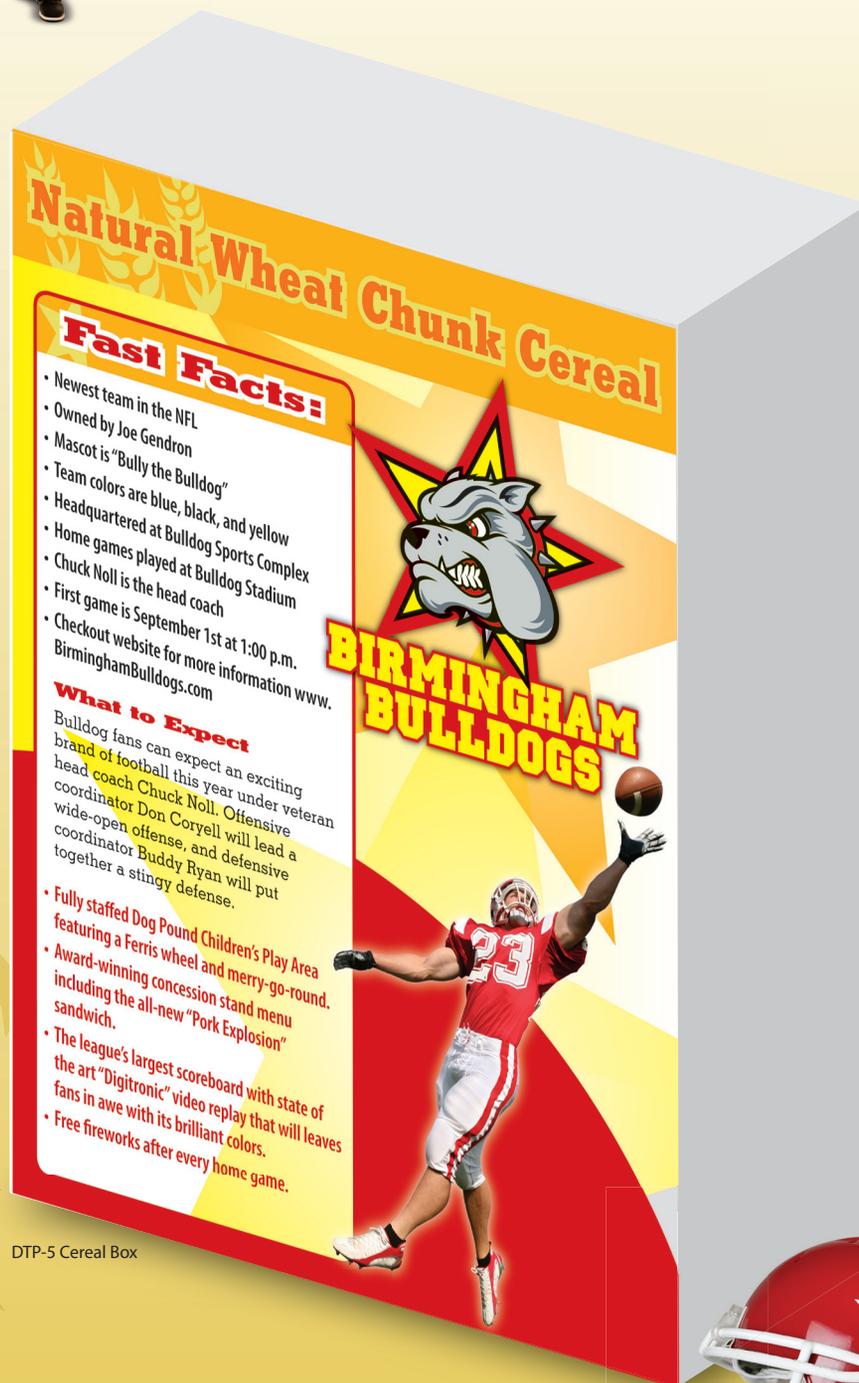
# of pages	1	Other
Dimensions	8.5 x 11 inches	Using the rectangle tool in your desktop publishing software, draw a rectangle measuring 8 inches wide by 10.5 inches tall, giving it a 1 pt. border. Align this rectangle with the margin guides on your page, as shown in the illustration provided below. The contents of the back side of your cereal box should be placed within this border.
Margins	.25 inches on all sides	
Orientation	Portrait	





On the Field with Joe Gendron

When people have breakfast all over the country, they are going to be learning about the Birmingham Bulldogs as they eat their cereal. The design for the back of the cereal box that Joe Gendron created for his team is shown below.



DTP-5 Cereal Box

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





Three-Panel Brochure

Extra-Credit

Communicating to your team's fans

Goal

A brochure is a small pamphlet often containing promotional material or product information. And, because brochures are two-sided documents, they can communicate a large amount of information in a relatively small amount of space. In this project, you will create a brochure that will be mailed to your team's fans to communicate information about your team, tickets, schedule, and much more.

SKILLS UTILIZED

Use desktop publishing software to create a three-panel brochure.

Tactics

- Obtain some samples of professionally designed brochures to use as a guide as you design your own.
- Avoid cluttering your brochure by leaving enough white space around your text.
- Use a maximum of one or two fonts in your brochure.
- Use bulleted and/or numbered items, decorative borders, shaded areas, and graphic images to make your message easy to read and interesting to look at.
- 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 **DTP-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 Publisher, or an equivalent desktop publishing software, create a new two-page document.
4. Save the document as **DTP-6 Brochure** to **The Dream Team** folder.
5. Set up your document using the Page Setup Instructions provided on the next page.



Review the brochure designed by Joe Gendron to get inspiration and ideas for designing your own. Remember: Use your own creativity and design skills. Do not copy Joe Gendron's brochure design.

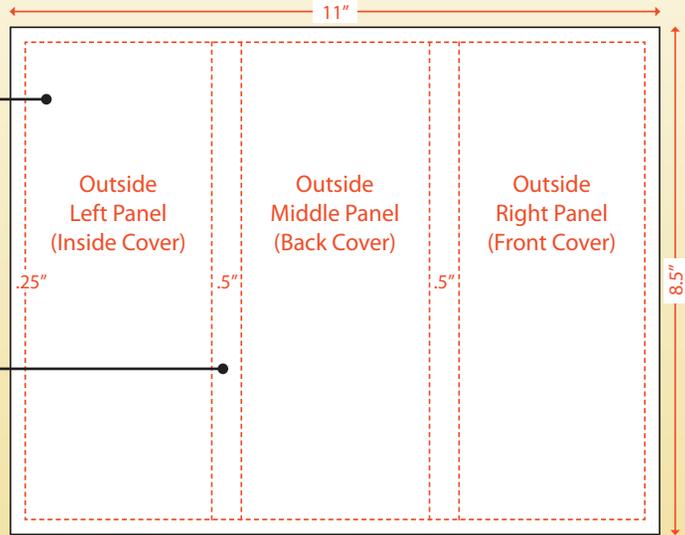
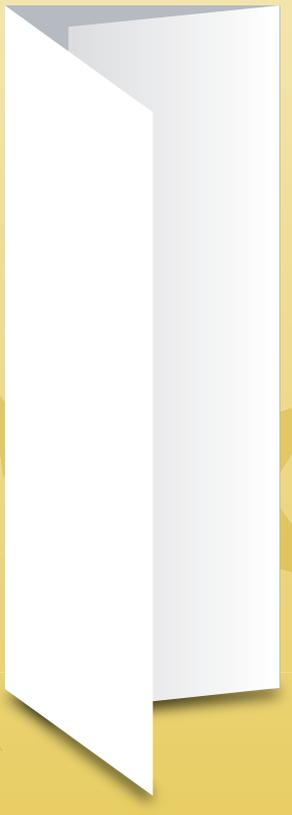
6. Create each panel for the brochure using the information from the completed **DTP-6 Planning Form**. Refer to the planning form to determine the placement and contents of each panel.
7. Format the size and placement of the text and other elements on all six panels of the brochure so that they are in proportion with each other and project a professional image.
8. Add additional elements and/or graphic images that will help enhance the design and appearance of the brochure (optional).
9. Carefully proofread your work for accuracy, format, spelling, and grammar.
10. Resave the file.
11. Print a copy of the document if required by your instructor.

Page Setup

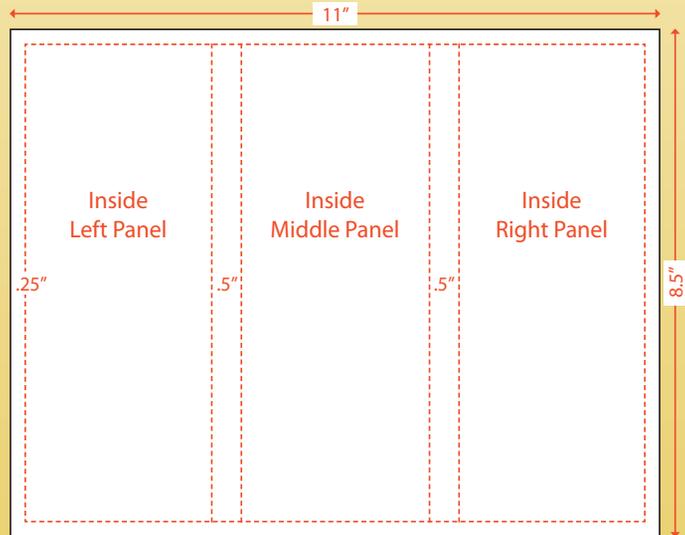
# of pages	2	Other	
Dimensions	8.5 x 11 inches		Use page or column guides to divide both sides of the brochure into three equal panels as in the illustration below. Leave a .5 inch gutter space between each column to allow for folding. When folded, the pages will take the form of a brochure as illustrated below.
Margins	.25 inches on all sides		
Orientation	Landscape		

Place the contents of the brochure as indicated.
Note how each panel is labeled.

.5 inch column guide gutters for folds



Page 1 (Side 1)



Page 2 (Side 2)



On the Field with Joe Gendron

Creating a brochure to spread the word about the new team in town was a great idea. The three-panel brochure that Joe created holds a lot of information about the team in a compact document. The brochure that Joe Gendron created for the Birmingham Bulldogs is shown below.



As the owner of the Birmingham Bulldogs,

I would like to give you a bit of background about myself and the team. My name is Joe Gendron and I am a lifelong resident of Birmingham, Alabama. I have been an avid football fan since as long as I can remember. My brothers and I have always played organized football. My oldest brother even went on to play at the college level.

Because the people of Birmingham were known for their dedication to high school and college football programs, I knew that introducing a professional football team to this city would be a sure winner for everyone involved. All of the players that were selected for the Bulldogs came from teams of the 1980s, an era that was filled with a pool of great athletes to choose from.

When fans come to Bulldog Stadium, they can expect to see Bully the Bulldog barking around the stadium pumping up the fans and taking lots of great family photos. The Dog Pound Children's Playing Area is fully staffed with trained professionals and it features a Ferris wheel that kids of all ages are sure to enjoy. Bulldog Stadium features the league's large scoreboard with state-of-the-art "Digitron" video playback. And fans will never go home with the award-winning concession menu featuring the "Pork Explosion."

Joe G.



Page 2 (Side 2)

Whether we are on the road or playing with our home field advantage,

take a look at our 2009-2010 Season Schedule to see when you can come cheer on the Birmingham Bulldogs.

Birmingham Bulldogs 2009 Schedule

Date	Opponent	Location	Time
9/7/2009	Carolina	Birmingham Stadium	1:00 P.M.
9/14/2009	Detroit	Ford Field	1:00 P.M.
9/21/2009	Tampa Bay	Birmingham Stadium	1:00 P.M.
10/5/2009	Oakland	Oakland Coliseum	4:00 P.M.
10/12/2009	Atlanta	Georgia Dome	1:00 P.M.
10/20/2009	Green Bay	Birmingham Stadium	1:00 P.M.
10/28/2009	Jacksonville	Birmingham Stadium	8:00 P.M.
11/9/2009	New	Birmingham	4:00 P.M.

Ticket Info

The Birmingham Bulldogs want fans from every walk of life to be able to experience one of our games in person.

Take a look at the following ticket packages and choose the package that best suits your family. Special discounts available for groups of 12 or more.

Section	Price
The Dog House	\$49.00
Upper Bowl	\$59.00
Lower Bowl	\$79.00

Page 1 (Side 1)

Meet the Team

First Name	Last Name	Position	Height	Weight	Uniform #
Dan	Marino	QB	6'4"	218	13
Ken	Houston	DB	6'3"	197	31
Marcus	Allen	RB	6'2"	210	32
Walter	Payton	RB	6'0"	205	34
Mike	Haynes	DB	6'2"	192	40
Ronnie	Lott	DB	6'0"	203	42
Reggie	Roby	P	6'4"	250	1
Mike	Webster	OL	6'1"	255	52
Randy	White	DL	6'4"	257	54
Lawrence	Taylor	LB	6'3"	237	56
Jack	Lambert	LB	6'4"	220	58
Morten	Andersen	K	6'2"	225	5
Lee Roy	Selmon	DL	6'3"	256	63
Joe	DeLamielleure	OL	6'3"	260	64
Anthony	Munoz	OL	6'6"	278	70
John	Hannah	OL	6'2"	265	73
Howie	Long	DL	6'5"	268	75
Art	Shell	OL	6'5"	265	78
Steve	Largent	WR	5'11"	187	80
Ozzie	Newsome	TE	6'2"	232	82
Ted	Hendricks	LB	6'7"	220	83
James	Lofton	WR	6'4"	215	84

Birmingham Bulldogs

Birmingham Stadium
100 Main Street
Birmingham, AL 35209
Phone: 205.555.1234
Fax: 205.555.5678



www.BirminghamBulldogs.com

Introducing the newest team to the National Football League!



DTP-6 Brochure

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



Building fan loyalty

Goal

A newsletter is a periodically published document containing news and announcements about a subject or theme. The purpose of a newsletter is to provide highly specialized information to a targeted audience. Staying in touch with your fans and ticket holders is important because it builds fan loyalty. In this project, you will create a team newsletter to send to fans and season ticket holders.

SKILLS UTILIZED

Use desktop publishing software to design and create a team newsletter.

Tactics

- Obtain some samples of newsletters displayed around your community to use as a guide as you design your own.
- An effective newsletter should be attractive, well organized, and self-explanatory with text and graphics linked to a specific target audience.
- The masthead is the top portion of the newsletter that provides readers with the name, publication date, and other important information. It should be the most prominent element of the newsletter, so take your time with its design.
- 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 **DTP-7 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 Publisher, or an equivalent desktop publishing software, create a new document.
4. Save the document as **DTP-7 Newsletter** to **The Dream Team** folder.
5. Set up your document using the Page Setup Instructions provided on the next page.

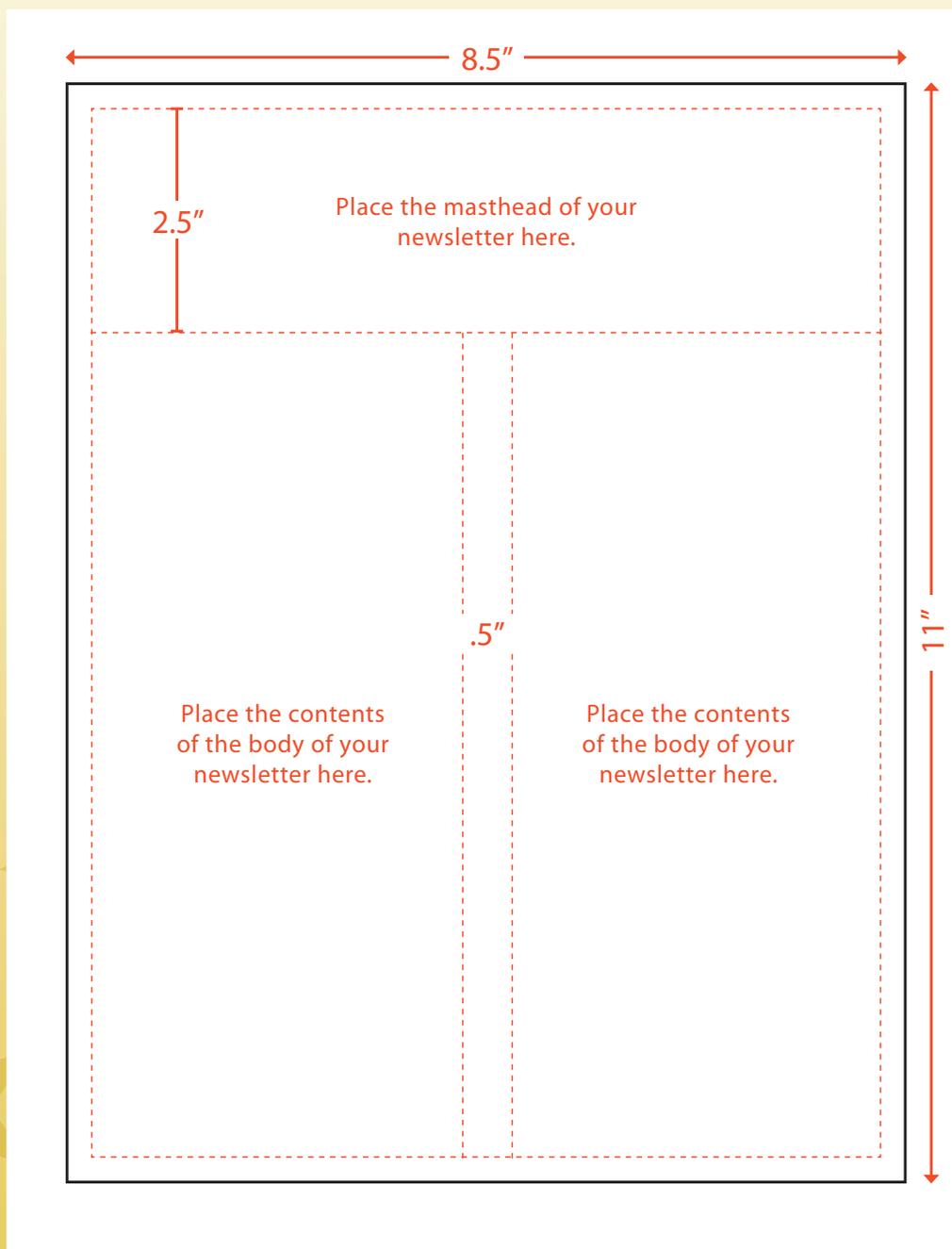


Review the newsletter designed by Joe Gendron to get inspiration and ideas for designing your own. Remember: Use your own creativity and design skills. Do not copy Joe Gendron's newsletter design.

6. Create the masthead for the newsletter from the sketch design on the **DTP-7 Planning Form**.
7. Format the text in the masthead using the colors and fonts that best match the team's design.
8. Using the articles from the **DTP-7 Planning Form**, insert the text and headlines from the articles.
9. Format the size and placement of the text and other elements on the newsletter so that they are in proportion with each other and project a professional image.
10. Add additional elements and/or graphic images that will help illustrate and enhance the look of the newsletter (optional).
11. Carefully proofread your work for accuracy, format, spelling, and grammar.
12. Resave the file.
13. Print a copy of the document if required by your instructor.

Page Setup

# of pages 1	Step 1: Place a horizontal guide at 2.5 inches. Place the masthead of the newsletter above this guide, but do not place any contents above the top margin guide.
Dimensions 8.5 x 11 inches	
Margins .25 inches on all sides	Step 2: Use page or column guides to divide the page into two equal columns. Leave a .5 inch gutter space between the columns. Place the contents of the body of the newsletter within these columns. Note: Do not place any contents inside the .5 inch gutter space (see page setup illustration below for more assistance).
Orientation Portrait	





On the Field with Joe Gendron

Once fans come to a Bulldog's game, they will be hooked. To keep the fans loyal, you need to keep them informed. Creating a team newsletter will do just that. The newsletter that Joe Gendron created for the Birmingham Bulldogs is shown below.

On the Field



Team Newsletter **BIRMINGHAM BULLDOGS** Fall Issue

Roster Preview



Team owner and general manager **Joe Gendron** had this to say about the team's first draft.

"Our main strategy will be to draft players that have previously played in the NFL in the early 1980s. Our staff is looking to draft 22 players with half on offense and the other half on defense.

We are looking for players that have had great careers and are members of the Football Hall of Fame.

I believe that following this draft strategy will allow us to add quality players to our team, be competitive in our first season, and peak the interest of our fan base."

Players of the Month

Since this is our first issue, we thought that all our players deserved to be recognized as "player of the month." We're expecting great things from this dream team this season!



Ticket Packages Available

Various ticket packages are available to meet every fan's needs. Check out the team's Web site at www.BirminghamBulldogs.com to see complete ticket and seating information for all home games.

SECTION	PRICE	# OF SEATS
The Dog House	\$49.00	10,000
Upper Bowl	\$59.00	18,000
Lower Bowl	\$79.00	32,000
Box Seats	\$200.00	3,000
Luxury Box	\$350.00	2,000

Head coach **Chuck Noll** has put together an all-star coaching staff for the upcoming season. Offensive coordinator **Don Coryell** is considered a "genius" around the league. Look for high scoring games and lots of excitement during the games. **Buddy Ryan**, the team's defensive coordinator, brings in patented 4-6 defense to the Bulldogs.

Opposing teams will be in for a long day when they face the Bulldog defense. In addition to the coordinators, the team has agreed to contracts with 14 assistant coaches to round out the team's staff.

The Coaches Corner



DTP-7 Newsletter

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



ZONE

PowerPoint

The objective:

Promoting your dream team.

In this section, you will create a presentation to inform the public about your dream team.



Game plan:

PPT-1 Meet the Team

84

EQUIPMENT YOU'LL NEED:

- The Dream Team Resource CD
- Microsoft PowerPoint





Meet the Team

Introducing and promoting your dream team

Goal

To help promote your team to the public, you will create an informative presentation. Your presentation will tell the public what your team is all about and why your team will be successful in the professional league. This presentation will be shown on large screen TVs inside and outside of the stadium during games and other high-visibility times.

SKILLS UTILIZED

Use Microsoft PowerPoint to promote your team to the public.

Tactics

- Be consistent with the team colors and fonts that you have been using throughout this simulation.
- Keep the slide transition the same so as not to distract your audience.
- Limit the use of animation and sound effects to minimize distraction.
- Be sure to include the team logo in your presentation.
- Use graphic images to help illustrate key points in your slideshow.
- Choose graphics that are consistent in style, design, color, and size.
- Read through all instructions before proceeding with the project.
- Review the “On the Field with Joe Gendron” section for guidance when completing this project.

Instructions

1. Open and print the file **PPT-1 Planning Form** from the **Planning Forms** folder located in **The Dream Team** folder.
2. Follow the template provided in **Figure PPT-1-A** to complete the **PPT-1 Planning Form** and draft your 10-slide presentation.
3. Using Microsoft PowerPoint, open a new presentation.
4. Save the presentation as **PPT-1 Meet the Team** to **The Dream Team** folder.
5. Using the information from the **PPT-1 Planning Form**, create your 10-slide presentation.



Be sure the different blocks of information are placed in separate text boxes. You should enter all of the text first and then go back to enhance the look of the presentation.

6. Add additional text and/or graphic images that you feel will help illustrate and enhance the content and appearance of each slide.
7. Apply the following PowerPoint features to your presentation:
 - Apply a background to each slide that best matches the colors of your team
 - Apply an identical slide transition to all slides
 - Apply custom animation to a minimum of three objects in the slideshow
8. Run the slideshow and carefully proofread your work for accuracy, design, and format. Be sure to include all of the required information and PowerPoint features.
9. Resave the document.
10. Print a copy of your presentation as handouts using 3 to 6 slides per page if required by your instructor.
11. If required, present this presentation to your instructor and/or your class.



Review the presentation designed by Joe Gendron to get inspiration and ideas for designing your own. Remember: Use your own creativity and design skills. Do not copy Joe Gendron's presentation design.

Figure PPT-1-A

Create a slideshow using the template below as a guide.

Slide 1

Include the headline:

Introducing the [team name]

Include a graphic image of your team logo.

In the bottom right corner of the slide, include a digital picture of yourself (if picture is not available, use equivalent clipart image).

Below the digital picture, include your first and last name and your title.

Slide 2

Include the headline: ***Contact Information***

Center align the following contact information:

[team name]

[stadium name]

[street address]

[city, state, and zip code]

[phone number]

[fax number]

Slide 3

Include the headline:

Team Roster and Coaching Staff

Include your team's roster from the data you created in Project E-1, Zone 2.

Slide 4

Include the headline: ***Ticket Price List***

Include your team's ticket pricing table from the data you created in Project E-4, Zone 2.

Slide 5

Include the headline: ***Fan T-shirt***

Below the headline, include the following subheading:

Our fan T-shirts will be sold for \$24.95 at all of the home games at [stadium name]. They will also be available to purchase at all major retail chains. Here is a sneak peak of our design:

Include the T-shirt design you created in Project DTP-3, Zone 3.

Slide 6

Include the headline: ***Meet the Players***

Below the headline, include the following subheading:

The next three slides feature the career highlights of three of our players. The [team name] are very fortunate to have acquired these athletes, and we are confident you will enjoy watching them play.

(Continued)

Figure PPT-1-A (Continued)

Slide 7

Include the headline: *[First name and last name of one of your selected players]*

Insert a photo image of the player on this slide.

Include a bulleted list of the following information about the selected player: hometown, age and birth date (optional), uniform number, position, awards and recognitions, and three adjectives that describe this player.

Slide 8

Include the headline: *[First name and last name of one of your selected players]*

Insert a photo image of the player on this slide.

Include a bulleted list of the following information about the selected player: hometown, age and birth date (optional), uniform number, position, awards and recognitions, and three adjectives that describe this player.

Slide 9

Include the headline: *[First name and last name of one of your selected players]*

Insert a photo image of the player on this slide.

Include a bulleted list of the following information about the selected player: hometown, age and birth date (optional), uniform number, position, awards and recognitions, and three adjectives that describe this player.

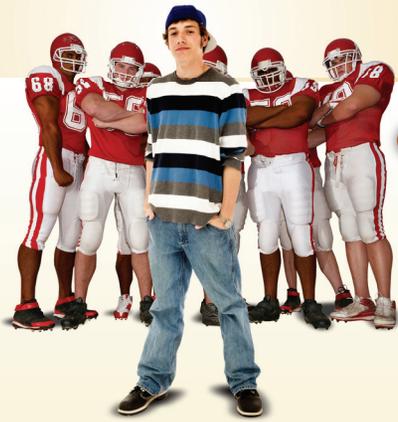
Slide 10

Include the headline: *The [team name] [year] Season Schedule*

Below the headline, include the following subheading:

Fans will undoubtedly enjoy coming to see their favorite team play. Here is the upcoming season schedule. Hope you can join us and cheer us onto victory.

Include the team's upcoming schedule by using the season schedule table you created in Project E-3, Zone 2.



On the Field with Joe Gendron

In order for Joe to show the public about the Birmingham Bulldogs in an organized fashion, he decided to create a PowerPoint presentation. He used his presentation skills to create a professional presentation about the Birmingham Bulldogs. The presentation that Joe Gendron created for his team is shown below.

Introducing the Birmingham Bulldogs

Joe Gendron
Owner

Contact Information

The Birmingham Bulldogs
Birmingham Stadium
100 Main Street
Birmingham, AL 35209

Phone: 205.555.1234
Fax: 205.555.5678

Team Roster & Coaching Staff

First Name	Last Name	Position	First Name	Last Name	Position
Coach	Bill	Head Coach	Line Play	Carlton	OL
Line	Marion	QB	Offensive Line	Carl	OL
Play	Houston	CB	Anthony	Marion	OL
Defensive	Allen	DB	John	Marion	OL
Holder	Prickett	DB	Howie	Long	OL
Center	Rayson	DB	Art	Shull	OL
Offense	Loft	DB	Steve	Langford	WR
Wide	Whitaker	OL	Orlando	Newberry	TE
Quarterback	Marion	DB	Tom	Ward	DB
Linebacker	Traylor	DB	James	Lockin	WR
Jack	Lambert	DB	Marion	Anderson	WR
Receiver	Boyd	TE			

Ticket Price List

Section	Ticket Price	# of Seats	# of Home Games
The Dog House	\$48.00	10,000	8
Upper Bowl	\$58.00	18,000	8
Lower Bowl	\$79.00	32,000	8
Box Seats	\$200.00	3,000	8
Luxury Box	\$350.00	2,000	8
Total Number of Seats		65,000	

Fan T-shirt

Our fan T-shirts will be sold for \$24.95 at all of the home games at Birmingham Stadium. They will also be available to purchase at all major retail chains. Here is a sneak preview of our design.

Meet the Players

The next three slides feature the career highlights of three of our players. The Birmingham Bulldogs are very fortunate to have acquired these athletes, and we are confident you will enjoy watching them play.

Lawrence Taylor

Hometown: Williamsburg, VA
Age: 49
Birth Date: February 4, 1959
Uniform Number: 56
Position: Outside Linebacker
Awards: Super Bowl XXI and XXV Champion
Description: Strong, relentless, and determined

Dan Marino

Hometown: Pittsburgh, PA
Age: 47
Birth Date: September 15, 1961
Uniform Number: 13
Position: Quarterback
Awards: 8x All-Pro Selection
Description: Intelligent, leader, and role model

Howie Long

Hometown: Somerville, MA
Age: 48
Birth Date: January 6, 1960
Uniform Number: 75
Position: Defensive End
Awards: Super Bowl XVIII Champion
Description: Dedicated, agile, team player

Note: Actual football player photos are not shown in sample due to copyright restrictions.

The Birmingham Bulldogs 2009 Season Schedule

Fans will undoubtedly enjoy coming to see their favorite team play. Here is the upcoming season schedule. Hope you can join us and cheer us onto victory.

Date	Opponent	Location	Time
9/10/09	Carolina	Birmingham Stadium	1:00 P.M.
9/14/09	Denver	Paul Field	1:00 P.M.
9/21/09	Carolina	Birmingham Stadium	1:00 P.M.
9/28/09	Carolina	Bank of America	1:00 P.M.
10/5/09	Atlanta	Georgia Dome	1:00 P.M.
10/12/09	Carolina	Birmingham Stadium	1:00 P.M.
10/19/09	Carolina	Birmingham Stadium	1:00 P.M.
10/26/09	Jacksonville	Birmingham Stadium	8:00 P.M.
11/2/09	New England	Birmingham Stadium	8:00 P.M.
11/9/09	New Orleans	Superdome	1:00 P.M.
11/16/09	Carolina	Birmingham Stadium	1:00 P.M.
11/23/09	Carolina	Bank of America	1:00 P.M.
11/30/09	Atlanta	Birmingham Stadium	1:00 P.M.
12/7/09	Carolina	Bank of America Stadium	1:00 P.M.
12/14/09	Buffalo	Birmingham Stadium	1:00 P.M.
12/21/09	Atlanta	Birmingham Stadium	1:00 P.M.
12/28/09	New York Giants	Giants Stadium	8:00 P.M.

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





Access

The objective:

Organizing team-related information.

In this section, you will use Microsoft Access to create databases to organize important information relevant to your dream team.



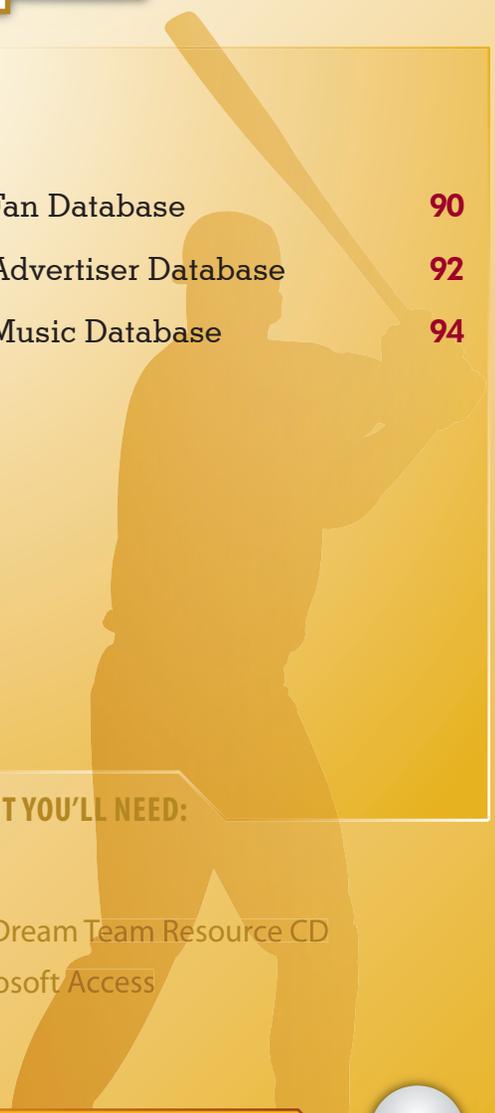
Game plan:

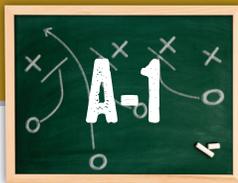
A-1	Fan Database	90
A-2	Advertiser Database	92
A-3	Music Database	94

EQUIPMENT YOU'LL NEED:



- The Dream Team Resource CD
- Microsoft Access





Fan Database

Organizing your fan mailing list

Goal

Your fans will want to receive information about player trades, contracts, ticket promotions, etc. The best way to organize data about your fans is to keep a record of each person's contact information. In this project, you will create a fan database that begins with 15 of your family members and friends. The number of records in this database will continually grow as your fan base is better established.

SKILLS UTILIZED

Use Microsoft Access to create a database for your fan mailing list.

Tactics

- Use the Database Planning Form to help organize records for this project.
- Be consistent in the wording of the data that you use in the database.
- A Microsoft Access tip: Always close all open screens, one by one, before finally closing the Access program.
- Read through all instructions before proceeding with this project.
- Review the "On the Field with Joe Gendron" section for guidance when completing this project.

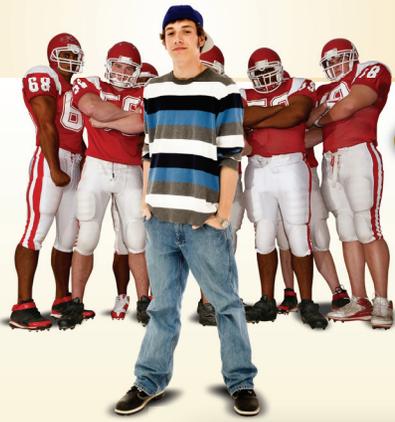
Instructions

1. Open and print the file **A-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 Access, open a new blank database.
4. Name the database **Fan Database**.
5. Create a new Table in Design View.
6. Set up the database table by using the database structure provided in **Figure A-1-A**.
7. Save the table as **A-1 Fan Database** to **The Dream Team** folder without defining a primary key.
8. Go to Datasheet View and enter the data for each record from the **A-1 Planning Form**.
9. Adjust the Field Name column widths as necessary.
10. Sort the Last Name field in ascending order.
11. Resave the table.
12. Carefully proofread your work for accuracy.
13. Print a copy of the **A-1 Fan Database** table if required by your instructor.



Figure A-1-A

Field Name	Data Type	Field Size
First Name	Text	20
Last Name	Text	20
Address	Text	50
City	Text	25
State	Text	2
Zip Code	Text	5



On the Field with Joe Gendron

Organizing the contact information of the team's fan base will help when Joe would like to send out any promotional materials about the team. The fan database that Joe Gendron created for the Birmingham Bulldogs is shown below.

First Name	Last Name	Address	City	State	Zip Code
Matt	Burrows	40 Alpine Avenue	Rockford	MI	49351
Alex	Gendron	4545 MacArthur Drive	Grand Rapids	MI	49501
Parker	Hubert	15 Packer Drive	Sparta	MI	49345
Melissa	Hubert	34 Harbor Drive	Sparta	MI	49345
Kevin	Miller	4775 Park Road	Grand Rapids	MI	49501
Joe	Noto	111 Kent Avenue	Sparta	MI	49345
Rob	Pawloski	3478 Pine Drive	Sparta	MI	49345
Adam	Pfeffer	509 Crimson Circle	Grand Rapids	MI	49501
Lance	Roark	12290 Bridge Road	Rockford	MI	49351
Linda	Rosebush	21 Kings Street	Bay City	MI	48706
Matt	Spencer	950 Eagle Way	Sparta	MI	49345
Cary	Stamos	58 Patriot Road	Grand Rapids	MI	49501
Marcy	Toporski	612 State Street	Rockford	MI	49351
Tony	Toporski	123 Hill Street	Bay City	MI	48706
Steve	Zurek	345 Saddle Drive	Sparta	MI	49345

A-1 Fan Database

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





Advertiser Database

Finding potential team sponsors

Goal

A professional sports team can generate a lot of revenue through ticket sales, advertising, merchandise, parking, etc. Corporate advertisers can really boost revenue when they contract to sponsor a team. Many corporate sponsors will place banners in a stadium, put logos on a jersey, advertise on the stadium's televisions, and much more. In this project, you will create a database to include a total of ten potential corporate advertisers for your team.

SKILLS UTILIZED

Use Microsoft Access to determine potential advertising opportunities.

Tactics

- Use the Database Planning Form to help organize records for this project.
- Be consistent in the wording of the data that you use in the database.
- A Microsoft Access tip: Always close all open screens, one by one, before finally closing the Access program.
- Read through all instructions before proceeding with this project.
- Review the "On the Field with Joe Gendron" section for guidance when completing this project.

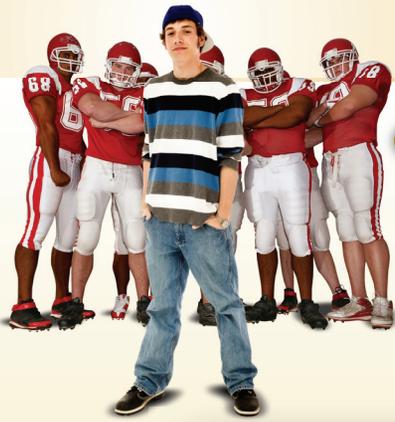
Instructions

1. Open and print the file **A-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 Access, open a new blank database.
4. Name the database **Advertiser Database**.
5. Create a new Table in Design View.
6. Set up the database table by using the database structure provided in **Figure A-2-A**.
7. Save the table as **A-2 Advertiser Database** to **The Dream Team** folder without defining a primary key.
8. Go to Datasheet View and enter the data for each record from the **A-2 Planning Form**.
9. Adjust the Field Name column widths as necessary.
10. Sort the Company Name field in ascending order.
11. Test the hyperlinks in the Web Site Address field to ensure they are working properly.
12. Resave the table.
13. Carefully proofread your work for accuracy.
14. Print a copy of the **A-2 Advertiser Database** table if required by your instructor.



Figure A-2-A

Field Name	Data Type	Field Size
Company Name	Text	50
CEO or President	Text	50
Address	Text	50
City	Text	25
State	Text	2
Zip Code	Text	5
Web Site Address	Hyperlink	25



On the Field with Joe Gendron

Joe knows that a database is an excellent way to keep track of a large amount of data. He can organize the potential corporate advertisers and use them in a variety of ways to help generate revenue for his football team. The advertiser database that Joe Gendron created for the Birmingham Bulldogs is shown below.

Company Name	CEO or President	Address	City	State	Zip Code	Web Site Address
AT&T	Ralph de la Vega	175 E. Houston Street	San Antonio	TX	78205	www.att.com
Coca-Cola Company	Nevill Isdell	One Coca-Cola Plaza	Atlanta	GA	30313	www.cocacola.com
Ford Motor Company	Alan Mulally	1 American Road	Dearborn	MI	48126	www.ford.com
Gatorade	Todd Magazine	PO Box 049003	Chicago	IL	60604	www.gatorade.com
Gillette	James M. Kilts	Prudential Tower Building	Boston	MA	02199	www.gillette.com
Nationwide Insurance	Jerry Jergensen	1 Nationwide Plaza	Columbus	OH	43215	www.nationwide.com
Nike	Mark Parker	1 Bowerman Drive	Beaverton	OR	97005	www.nike.com
PepsiCo	Indra K. Nooyi	700 Anderson Hill Road	Purchase	NY	10577	www.pepsico.com
Reebok International	Uli Becker	1895 J.W. Foster Boulevard	Canton	MA	02021	www.reebok.com
Wal-Mart	Lee Scott	702 SW 8th Street	Bentonville	AR	72716	www.walmart.com

A-2 Advertiser Database

Use Joe Gendron's advertiser database as a guide to help create your own. You have been given the first three advertisers. You must provide seven others. Do not duplicate Joe's work.





Music Database

Planning your halftime music playlist

Goal

The energy and excitement at your home games will be contagious. Whether your halftime or media timeouts have cheerleaders, contests, or other types of entertainment, you will undoubtedly have music playing in the background. In this project, you will create a database that contains ten records of data on music that will be played at your stadium. The number of records in this database will continually grow as you add and delete music over time.

SKILLS UTILIZED

Use Microsoft Access to create a database to include your halftime music playlist.

Tactics

- Use the Database Planning Form to help organize records for this project.
- Be consistent in the wording of the data that you use in the database.
- A Microsoft Access tip: Always close all open screens, one by one, before finally closing the Access program.
- 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

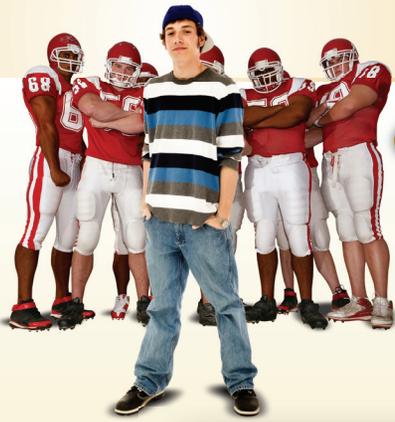
1. Open and print the file **A-3 Planning Form** from the **Planning Forms** folder located in **The Dream Team** folder.
2. Follow the instructions provided and complete the form.
3. Using Microsoft Access, open a new blank database.
4. Name the database **Music Database**.
5. Create a new Table in Design View.
6. Set up the database table by using the database structure provided in **Figure A-3-A**.
7. Save the table as **A-3 Music Database** to **The Dream Team** folder without defining a primary key.
8. Go to Datasheet View and enter the data for each record from the **A-3 Planning Form**.
9. Adjust the Field Name column widths as necessary.
10. Resave the table.
11. Carefully proofread your work for accuracy.
12. Print a copy of the **A-3 Music Database** table if required by your instructor.
13. Create a new query in Design View that displays all songs that are greater than or equal to 4 minutes in length.
14. Save the query as **A-3 Query**.
15. Print a copy of the **A-3 Query** if required by your instructor.



Figure A-3-A

Field Name	Data Type	Field Size
Band or Artist Name	Text	50
Name of Song	Text	20
Length of Song	Text	5
Year Released	Text	4

→ **Example:** A song that is 5 minutes and 31 seconds long should be entered as **5:31**.



On the Field with Joe Gendron

Organizing the music selections for halftime play will help the sound and operations crew do their job more effectively. The music database that Joe Gendron created for the Birmingham Bulldogs is shown below.

Band or Artist Name	Name of Song	Length of Song	Year Released
Baha Men	Who Let the Dogs Out	3:18	2000
Lynyrd Skynyrd	Sweet Home Alabama	4:45	1974
Queen	We Will Rock You	5:01	1978
C&C Music Factory	Gonna Make You Sweat	4:06	1990
Ozzy Osbourne	Crazy Train	5:15	1980
Bruce Springsteen	Born to Run	4:30	1975
Steam	Hey, Hey, Goodbye	4:08	1969
Phil Collins	In the Air Tonight	4:36	1981
Survivor	Eye of the Tiger	4:06	1981
Bon Jovi	Livin' on a Prayer	4:09	1986

A-3 Music Database

Band or Artist Name	Name of Song	Length of Song	Year Released
Lynyrd Skynyrd	Sweet Home Alabama	4:45	1974
Queen	We Will Rock You	5:01	1978
C&C Music Factory	Gonna Make You Sweat	4:06	1990
Ozzy Osbourne	Crazy Train	5:15	1980
Bruce Springsteen	Born to Run	4:30	1975
Steam	Hey, Hey, Goodbye	4:08	1969
Phil Collins	In the Air Tonight	4:36	1981
Survivor	Eye of the Tiger	4:06	1981
Bon Jovi	Livin' on a Prayer	4:09	1986

A-3 Query

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



