

Producing the Unit 361 Directory

Once a year, historically, or once every two years, currently, Unit 361 puts out a directory of all of the bridge players in the unit, along with other information such as a list of clubs, tournaments, and board members. At one point, the unit bylaws were also in the directory, but they have been dropped recently for cost control. They could be added back.

Typically, one person has overall responsibility, and the secretary has responsibility for soliciting and taking ads, ad copy and art, and ad payment.

Note: This is my directory production method. Whoever does this can take any approach they like. :)

Templates

The files I used to produce previous directories are on the website. You can use these as templates or however they might be helpful. They have various bridge club logos, a lot of images, and so on.

Timeline

You want to have the directories available for distribution at the March sectional. Give the printer a couple of weeks, so you want the files ready by February 15 or so. Work backward from there. The secretary should start on ads ASAP because there may be a lot of back-and-forth with them.

Ads

This section assumes that the directory is printed on half-size paper (5.5x8.5).

Ads can be one-page, half-page, or third-page. Cost depends on the size and whether you're producing a one-year or a two-year directory.

Size	Measurement (in)	\$ one year	\$ two years
1/3	4.75x2.5	\$50	\$100
1/2	4.75x3.65	\$100	\$200
Full	4.75x7.5	\$200	\$400

Sizes don't have to be exact – you can fudge a little when you put them into Word. In particular, some people just scan their business card and hand it over. That fits in a 1/3-page ad.

Of course, the board can choose to change the costs at any time. Historically, we have generally been able to sell enough ads to cover the cost of printing (approximately \$1500).

Ads that are text-only are easy enough to produce. I strongly recommend against agreeing to do anyone's artwork for them, although I've had my arm twisted a few times. People who are sending in artwork should send it in as B&W, in a standard format (jpg, gif, etc.), at an adequate resolution (300 dpi or better). IMO, it's okay to agree to crop something or to resize it down, but not to enlarge it.

If you end up doing a little artwork, you can get logos from the source files on the website, or from other people's websites. You can get a lot of free art on the internet.

Once you have an ad ready to go, if you did anything significant on it, SEND IT FOR APPROVAL.

Setup

I used Word to produce each file. Word (or equivalent) is adequate. Microsoft Publisher, IMO, is not adequate. A professional desktop publishing program would be even better but I didn't have one.

You will also need a spreadsheet program (Excel or equivalent).

It's easiest to treat the different sections of the directory as different files. You might have:

- One file for the front and back covers, and their insides
- One file for the board members and other officials and other stuff
- One file for the clubs
- One or two files for the ads, depending on whether you want to have them all in one place or sprinkle them around
- One file for the list of names
- One file for the bylaws (if including)
- Whatever else ...

When you're ready to publish, you will produce each of these as a PDF, then put them in order (maybe inserting pages here and there), and send them to the printer that way.

Name list

1. Get a recent roster from the ACBL. If you're not a board member, a board member will do this for you. Get it in .csv format.
2. Import the file into Excel or a similar spreadsheet program.
3. Delete all the columns you won't use, but keep the masterpoint/rank column.
4. Put the columns into the order you need them.
5. Use the concatenate function to create a Lastname, Firstname column.
6. Delete the last name and first name columns.
7. Get the webmaster to give you a copy of the "directory fixes" file from the website.
8. Make all the appropriate fixes.
9. Sort by last name.
10. Use search-and-replace to replace masterpoint/rank data with rank symbols.

Save your work frequently:)

When the spreadsheet is good:

1. Use the Word mailmerge function to get the spreadsheet file into a Word file with the appropriate formatting. It may take a little messing around to get the fonts and spacing right, and all of that. Easiest thing: use the 2018 template.
2. Use standard Word functions for the rest of the formatting (page numbers, etc. etc.).

Front and back covers

These are up to you – however artistic you're feeling.

Other sections

Nothing special to say, except that Word is a pain in the neck when it comes to graphics handling. I found it easiest to set up tables to contain the ads.

Publishing

1. Figure out your publishing order.
2. Check the page numbers on all the sections and do the right thing.
3. Produce as separate print-quality (hi-res) PDFs.
4. Either put them all together in one PDF or give the printer careful instructions.

Printing

1. Figure out how many copies you're going to print.
2. Call the printer a couple of weeks in advance and get the job scheduled. The printer we have used: Double Quick Printing: dqprint.com They know the Denver unit and have access to previous job info. I don't remember if we have an account.
3. Go down to the printer and select cover stock and paper stock. It's easiest to use the same old paper stock. Things to consider re cover stock:
 - How well will your art/text print/show up?
 - How recently has that color been used?
 - How eye-catching is the color?
4. Send the PDFs in and request a proof. IMPORTANT – I've had problems with the proof and ended up changing something. They had to order special paper, so it's important to leave enough time.
5. Proof, do the right thing, and approve.
6. Pick up the print job. There will be 8-10 boxes or more – it's a job. You can pay for it yourself and get reimbursed, or get a unit card or check.

Distribution

1. Make arrangements to get the boxes to the March sectional, and to have stacks of directories set out for people to pick up. Some of the club owners may take a complete box away from the sectional.
2. Make arrangements to have the rest of the directories distributed to the various clubs. Maybe keep a few back to have available later in the year, or in the following year.

You're done!