## WELCOME TO GB EZ

### Version 7.0

### What's New In GB EZ Version 7.0?

We have made several changes in Version 7.0. These changes were suggested by customers and previous users.

- We have eliminated the Continuation procedure from the Add Listings module. Previously, when you reached the character limit, you were prompted to use the listing type, "Continuation" for additional listing text on a second line. In Version 7.0, you will receive a prompt after you have entered 28 characters and spaces informing you that you have reached the limit that will fit on one line and the remaining text will be printed on a second line. GB EZ will break the line at the last space in the text. Note that we have increased the limit from 22 to 28 characters and spaces so more text will fit on one line. See Section 10.3 on Page 14 of this Guide to see samples of how this new system works.
- A list of suggested abbreviations to use with listings for sporting events. See Section 10.10 on Page 17 of this Guide to see this list.
- When working in a module, it will not close every time you make a change.

### 1. System Requirements

GB EZ requires Win2000, WinNT or XP operating system with a CD ROM or Internet Access, 30M of free hard drive space with 256M of RAM. We have tested GB EZ on Windows Vista operating system and the program will run normally. However, at the time of this release, Microsoft was still making changes to Vista and we cannot guarantee everything will work normally. It is assumed you are familiar with operating your computer. If not, consult the Windows instructions that came with your computer.

### 2. Installation Instructions

To install GB EZ, insert the Gordon Bernard Calendar System CD in your CD drive. GB EZ will begin the installation routine automatically. It is best to let GB EZ install itself into the folders suggested during the installation process. Only advanced users should change these directories.

### Before You Install GB EZ - Determine Which One of These Users You Are:

- > This is my first GBC calendar. Go to Section 2 below.
- This is my first time using GB EZ but I have produced a calendar in the past (1) using my own program or (2) I do not have the listing file from last year. CLICK HERE
- ➤ I used GB EZ last year and I'm installing Version 7.0 on the same computer. CLICK HERE
- ▶ I used GB EZ last year on a different computer. CLICK HERE
- > I used GB\_CAL (your DOS program) last year on this computer. CLICK HERE
- > I used GB\_CAL (your DOS program) last year on a different computer CLICK HERE

### Installation Section 2.1 - First time calendar, first time GB EZ user.

- 2.1.1 Insert the GB EZ CD into your CD drive and allow GB EZ to install itself.
- 2.1.2 During installation, GB EZ may have to restart your computer.
- 2.1.3 Open GB EZ by clicking on the GB EZ Calendar Icon that was placed on your desktop during set up or click on the Start button, then Programs, then Gordon Bernard, then GB

Calendar. You will be prompted to enter information about your organization. CLICK HERE for instructions on what to do next.

### Installation Section 2.2 - First time GB EZ user, did calendar before.

- 2.2.1 Insert the GB EZ CD into your CD drive and allow GB EZ to install itself.
- 2.2.2 Instead of re-entering all your listings from last year, you can request these be sent to you from the Gordon Bernard Company home office. They can be e mailed or sent on a floppy disk or CD. There is no charge for this service. Request your listings by sending an e mail to info@gordonbernard.com (noting whether to be e mailed or sent on a disk). Be sure to include your account number (found under your calendar pad or on your Promotion Kit mailing label), the name of your group and an address where you want the listings mailed to. If you want the listings e mailed to a different e mail address, include that in your e mail. CLICK HERE for instructions on importing your listings.

### Installation Section 2.3 - Used GB EZ last year, installing Version 7.0

- 2.3.1 Insert the GB EZ CD into your CD drive and allow GB EZ to install itself.
- 2.3.2 GB EZ will detect your previous database and will leave it as is. CLICK HERE for instructions on updating your listings from your last calendar.

### Installation Section 2.4 - Used GB EZ on a different computer last year.

- 2.4.1 Insert the GB EZ CD into your CD drive and allow GB EZ to install itself.
- 2.4.2 If you have access to the computer used last year, open GB EZ.
- 2.4.3 Close GB EZ. When prompted to make a backup of the database, click yes.
- 2.4.4 Put a blank floppy disk in the disk drive. Click Save.
- 2.4.5 If you do not have a floppy drive, GB EZ will detect that and save the file to your desktop. This file can then be burned to a CD or e mailed to another computer.
- 2.4.6 The file you just put on the floppy disk must now be transferred into the new computer to be used by GB EZ Version 7.0. Insert the floppy disk in the new computer. Open the floppy disk by double clicking on My Computer, then Floppy A drive. When you see the CalendarData2000.mdb icon, use your RIGHT mouse button and click on the CalendarData2000.mdb icon. Select Copy with the left button from the menu. Nothing visible will happen. Close all windows. DO NOT RENAME OR TRY TO OPEN THIS FILE!
- 2.4.7 Now you need to Paste this file into the Calendar System Folder. Double click on My Computer, then Program Files, then Gordon Bernard. Right click on the Calendar System folder icon. Select Paste with the left button. You will be asked if you want to replace the existing file by the same name click "Yes". Your CalendarData2000.mdb file is now installed in the folder used by GB EZ.
- 2.4.8 Close all windows and open GB EZ. CLICK HERE for instructions on what to do next.
- 2.4.9 If you e mailed or burned the CalendarData2000.mdb file to a CD, follow the instructions in 2.4.6 and 2.4.7 above to copy the file to the new computer. Remember the file must be named CalendarData2000.mdb. Changing this name will result in GB EZ not recognizing the file.

### Installation Section 2.5 - Used GB.CAL last year on this computer

- 2.5.1 Put a blank floppy disk in your disk drive.
- 2.5.2 Open the GB\_CAL program. You need to create a text file of your listings that can be imported into GB EZ.
- 2.5.3 At the GB\_CAL Main Menu, Select 'E' Maint. Function Menu then, Select 'E' for Supplemental Menu, then Select 'C' for Create Export Text File
- 2.5.4 Once in the screen option "Create Export Text File", you will see: Full Path for EXPORT FILE C:\CNVT\DBFILE.TXT. Holding down the Control (Ctrl) key on your keyboard, hit

the letter 'Y'. This will delete the entire line that reads C:\CNVT\DBFILE.TXT. Then you will type in a new path name: A:\listings.txt

- 2.5.5 Once you have typed out this information, press the F2 Function Key. After the file called "listings.txt" is created on the disk, you will automatically be returned to the 'Conversions Menu'. Close out the GB\_CAL DOS Program.
- 2.5.6 Install GB EZ. CLICK HERE for instructions on installing GB EZ for the first time.
- 2.5.7 CLICK HERE for instructions on importing your listings.

### Installation Section 2.6 - Used GB\_CAL last year on a different computer.

- 2.6.1 These instructions are exactly the same as those for Installation Section 2.5 except that you will create the floppy disk on last year's computer and insert it into the computer you have now installed GB EZ onto. CLICK HERE to go to Section 2.5.
- 2.6.2 Install GB EZ.
- 2.6.3 CLICK HERE for instructions on importing your listings.

### 3. Type of Installation

GB EZ V7.0 will search your hard drive for a previous installation. If a previous installation is found, all current data will be retained and GB EZ will upgrade the program to the current version. If a previous installation is not found, a full version of the program will be installed with a blank database. Information from previous years can then be imported into GB EZ. CLICK HERE for instructions on importing your listings.

### 4. GB EZ Features

GB EZ includes many features for organizing your calendar project. In order to submit your listings for publication on your calendar, you MUST do the following:

- > You must set up an organization, filling in the required screens.
- Enter birthdays, events, etc. via the Listings entry screen. This can be found on the Navigation tool bar.
- > Import your listings from your last calendar (if applicable).

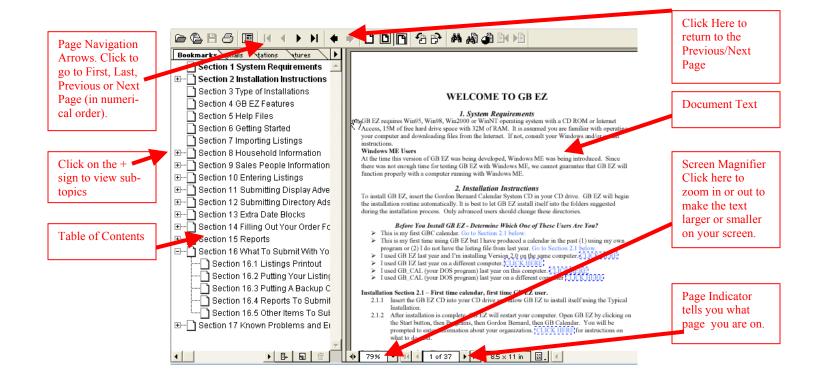
Other OPTIONAL features include:

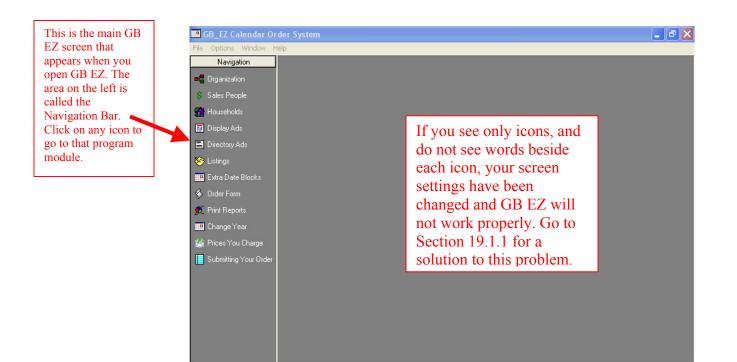
- Household Information
- Sales People Information
- Advertising Submission
- Title Page Information (Included in Order Form)
- ➢ Order Form.

These are accessed from the Navigation Tool Bar.

### 5. Help Files

The GB EZ V7.0 Help Files are a separate document and were installed when you installed the program. The files are readable through Adobe Acrobat Reader. To access these files, click on Help from the GB EZ menu bar. The Table of Contents is on the left side of the screen. Click on any topic and you will be taken to that page. You can print the entire document or click on File>Print and enter a page range in the print screen. There are page navigation arrows at the bottom and top of each page. You can also "zoom" in or out using the zoom button in the lower left corner. There are also scroll bars on the right side of the page to assist you in reading the entire document.





### 6. Getting Started

### Getting Started Section 6.0 - Filling in your organization information

- 6.1 First Calendar or First Time GB EZ User- When you open GB EZ for the first time, you will be prompted to fill in information about your group. Fill in each box. Note that the boxes marked with an asterisk (\*) are required. The save button will be "grayed out" (unusable) until all required fields are filled in. You can leave the account number box empty. Select the year and month you want your calendar to start with in the lower right-hand corner of the screen.
- 6.2 Previous GB EZ User-Click on Organization Information from the Navigation Bar. Click Update to change any information - including moving your calendar starting date ahead one year from your last issue.
- 6.3 You can also change your starting month and year by clicking on the Change Year icon from the Navigation Bar.

	Update Organization	X	
	Organization Information	Contact Information	
	* Name Milford Lions Club	* Name Jim Smith	
	* Address 22 Whitney Dr	Home Phone (513) 248-7600	
	* City Milford	Work Phone (513) 248-7601	
	* State OH	Cell Phone (513) 248-7602	
	*Zip 45150	Fax (513) 248-7606	
This can be left empty.		E-Mail info@gordonbernard.com	Select your calendar
	Acount Information	Starting Date	starting month
	Account Number 55555	* Month January	and year here.
		*Year 2008	
	* Required Information	<u>C</u> ancel <u>S</u> ave	

### 7. Importing Listings

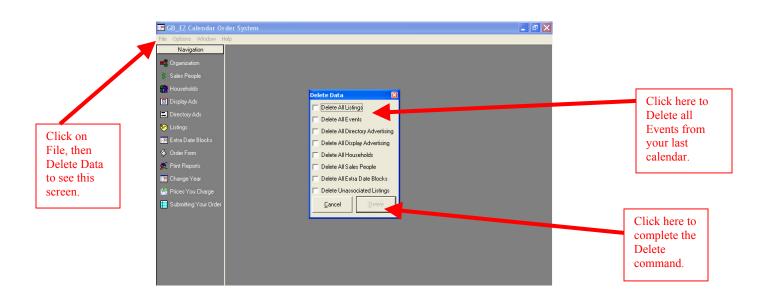
If you have produced a calendar in the past, you do not need to start all over each year. If you used GB EZ last year on the same computer, installing GB EZ Version 7.0 will leave your data in place and you need only update your year (See above illustration for instructions) and delete events (CLICK HERE for instructions). If you have produced a calendar in the past but did not use GB EZ, your listings can be imported into GB EZ. If you do not have your listings file from last year, contact the Gordon Bernard Company (1.800.531.1484 or e mail info@gordonbernard.com) and these listings can either be mailed to you on a floppy disk or CD or e mailed to you. The listings file, if available, is sent to you free of charge, regardless of how you submitted your calendar order last year.

### **Importing Listings Section 7**

- 7.1.1 Make sure your listings are saved in a text file format. (CLICK HERE for instructions on how to create a text file from our DOS program, GB\_CAL). If you request your listings from the Gordon Bernard Company home office, they will be sent in a text format.
- 7.1.2 Open GB EZ and click on the File Menu from the Main Menu Bar.
- 7.1.3 Click on Import Listings.
- 7.1.4 GB EZ will display a window asking you to locate the listings file you wish to import. The default location is your Floppy Drive A. If your listings are on a floppy disk, insert that disk and double click on the file, "Listings.txt". Your listings will import. If your listings are stored

elsewhere on your computer, click on the down arrow in the import window and direct GB EZ to your listings file.

- 7.1.5 If you have already moved your calendar date forward for your new issue, GB EZ will detect the first listing you are about to import as out of the date range for the calendar you have set up. Click Yes when asked if you want to convert the listing to the year you have set up. GB EZ will then ask you if you want to convert all other listings to the year you have set up. Again, click Yes.
- 7.1.6 After you have imported your listings, you will need to DELETE ALL EVENTS from your calendar. (Event listings generally stay on the same day of the week, not on the same day of the year and need to be deleted and re-entered.) To do this, click on File from the GB EZ Main Menu. Select Delete Data from the menu. Click on Delete Events. GB EZ will give you a prompt to confirm this is really what you want to do. Click OK and your events will be deleted. You can also delete events from the Change Year icon on the Navigation Bar.
- 7.1.7 If you get any error messages while importing the listings file, CLICK HERE.



### 8. Household Information

GB EZ will store information about each household that ordered calendars. This is helpful in creating lists in subsequent years to double check listings and to create sales histories. <u>This is an optional feature for</u> <u>YOUR use only. PLEASE DO NOT submit any household information with your order.</u>

### Household Section 8.1 - First time calendar or first time for using GB EZ.

8.1.1 The first time you use GB EZ to create your calendar order and you wish to keep track of the households you have sold calendars to, you will need to enter household information for each household. From the Navigation Bar, click on Households, then Click on the button next to add Household and click OK.

	🖪 GB_EZ Calendar Ord	er System	
Click here from the	File Options Window He		
Navigation Bar to see this	Grganization     S Sales People     Households	Action Abel. Steven	
screen.	🕅 Display Ads 🔜 Directory Ads	Andersen, Betty Andersen, Mick Andersen, Scharon Bafus, James D.	Click here to Add a new household,
	≫ Listings ⊞ ExtraDateBlocks ∲ OrderForm ¶ Print Reports	Bodeau, Todd Boger, Bud Boutain, Curtis &Anita Brehm, Mike Brennick, Gary Brunner, Rick	then click OK to complete the command.
	🛄 Change Year 🎪 Prices You Charge	Canpbell, Jo Carstensen, Brian Carstensen, Dick	
	📕 Submitting Your Order	<u></u> Dose	

- 8.1.2 GB EZ will take you to the Household Information Screen. This screen has two parts. They are Household Information and Sales Information. Since some of the information will be similar to the information you provided in the Organization Information, the fields have been filled in for you. You can change these if you need to.
- 8.1.3 Fill in each information box using your tab key to maneuver through the boxes. We recommend entering households by last name first, then first name. Notice the boxes marked with an asterisk (\*) are required information. The SAVE button will be "grayed out" (unavailable) until all required fields are filled in.

Add Household		×
Household S	ales ]	
* Name		
Address		
City	Norwood	
State	ОН	
Zip	45212	
Home Phone	(513) -	
Work Phone	(513) -	
Fax	(513) -	
E-Mail		
* Required Info	ormation	
Cancel	Save	7
Cancer	<u>2</u> 8ve	

- 8.1.4 Click on the Sales tab at the top of the Household screen to enter information about the actual sale to the household. This information can be viewed by clicking on the Household Report. CLICK HERE for information on working with Reports.
- 8.1.5 If you have entered in your Sales people, you can link a sales person to this sale by typing the first few letters of the sales person's name. GB EZ will match sales person's names to the letters you are typing. You can also click on the down arrow and select a name from the list.

- 8.1.6 If you want to have GB EZ fill in the prices you charge for calendars and listings, click on the Prices You Charge module from the Navigation Bar. GB EZ will fill in this information for each household. You can override the amount on an individual household if need be.
- 8.1.7 Enter the number of calendars sold.
- 8.1.8 If your group charges extra for calendar listings, enter the number of listings.
- 8.1.9 Enter the amount of money collected and GB EZ will show the balance due (if any) from this household. This information will be printed on the Household, Totals and Household by Salesperson Reports.
- 8.1.10 If you have any special instructions or comments about this household, you can enter them in the comments section. This information will be printed on the Household Report.
- 8.1.11 If you have imported listings for the first time and have not used the GB EZ Household feature, it will be necessary for you to link each listing with a household. This can be done using the following steps:
  - 8.1.11.1 Enter all households using the methods described in the Household Section CLICK HERE for instructions on entering household information.
  - 8.1.11.2 Import your listings if you have not already done so.
  - 8.1.11.3 Click on the Listings icon from the Navigation Tool Bar.
  - 8.1.11.4 Click on a listing to highlight the listing.
  - 8.1.11.5 Click on the Update button.
  - 8.1.11.6 Tab to the Household Information box and type the first few letters of the household. GB EZ will match the letters you have typed to existing households on the list. You can also click on the down arrow and select a household from the list.
  - 8.1.11.7 Press the Enter key or click on the Update button to save your updated listing to your hard drive.
  - 8.1.11.8 Highlight the next name and repeat the process.

### Household Section 8.2 - Used GB EZ Household feature last year.

- 8.2.1 If you used GB EZ last year and used the Household Information feature, you can Update, View or Delete previous household information. Click on the Household icon from the Navigation Bar and click on the appropriate button.
- 8.2.2 If you want to View a certain household, use the vertical scroll bar to find the household you wish to view. Click on the household name and click on the View Household button. Information can be viewed only from this screen and is "grayed out". If you determine you need to change any information, click on the Update button and the information can now be changed.
- 8.2.3 If you want to update a certain household, use the vertical scroll bar to find the household you need to update. Click on the household name and click on the Update Household button. After you have finished with the update, click the Update button and the updated information will be saved.
- 8.2.4 If you want to Delete a certain household, use the vertical scroll bar to find the household you wish to delete. Click on the household name and click on the Delete Household button. GB EZ will ask you if you are sure you want to permanently delete this household and all listings associated with it. Click Yes and the household and associated listings will be deleted.
- 8.2.5 If you need to reassign the Salesperson for a household, go to the Sales People module and click the Transfer Data button. CLICK HERE for information on transferring households to a new salesperson.

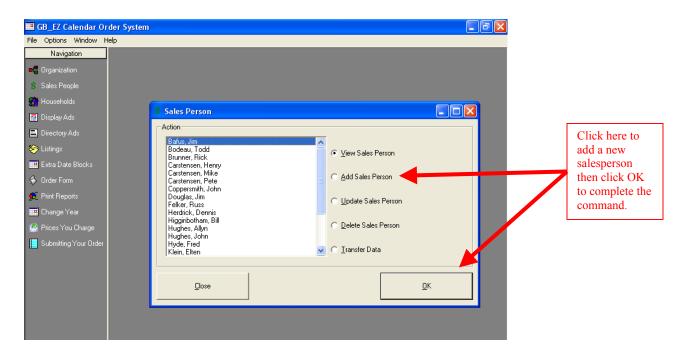
	Add Household 🛛 🔀	
	Household Sales	You can enter the prices
Enter the total	Sales Person <pre></pre>	you charge for calendars and listings for all sales at
number of calendars sold	Calendars Sold Amount Sold For \$0.00	one time. CLICK HERE to
here. The total	Number/Listing Amount Sold For \$0.00	find out how to do this.
number of	Amount Collected \$0.00	
calendars sold for your order will be	Appoint Due	
printed on the	Comments	
Listings by Household		
Report, the Totals		
Report and		
Households by	* Required Information	
Salesperson Report.		
	<u>Cancel</u>	

### 9. Sales People Information

GB EZ will store information about each Sales Person you have selling calendars. This is helpful in creating lists in subsequent years so your sales people will know who they sold calendars to the previous year. This is an optional feature for YOUR use only. PLEASE DO NOT submit any sales people information with your order.

### Sales People Section 9.1 - First time calendar or first time for using GB EZ.

9.1.1 The first time you use GB EZ to create your calendar order and you wish to keep track of the sales people and who they have sold calendars (and advertising) to, you will need to enter Sales People information for each person. From the Navigation Bar, click on Sales People, then Click on the button next to Add Sales People and click OK.



- 9.1.2 GB EZ will take you to the Sales Person Information Screen. Since some of the information will be similar to the information you provided in the Organization Information, some fields have been filled in for you. You can change these if needed.
- 9.1.3 Fill in each information box using your tab key to maneuver through the boxes. Notice the boxes marked with an asterisk (\*) are required information. We suggest you enter Salespeople by last name first, then first name. The Save button will be "grayed out" (unavailable) until all required fields are filled in.
- 9.1.4 If you have imported listings for the first time and have not used the GB EZ Sales People feature, it will be necessary for you to link each listing with a Sales Person. This can be done using the following steps:
  - 9.1.4.1 Enter all Sales People using the methods described in the Sales People Section. See above for information on how to add Sales People.
  - 9.1.4.2 Import your listings if you have not already done so.
  - 9.1.4.3 Click on the Listings icon from the Navigation Tool Bar
  - 9.1.4.4 Click on a listing to highlight the listing.
  - 9.1.4.5 Click on the Update button.
  - 9.1.4.6 Tab to the Sales Person Information box and type the first letter of the Sales Person. GB EZ will match the letter you have typed to existing Sales People on the list. If the name you are looking for does not appear, type the first letter again until the name appears. You can also click on the down arrow and select a Sales Person from the list.
  - 9.1.4.7 Press the Enter key or click on the Update button to save your updated listing to your hard drive.
  - 9.1.4.8 Highlight the next name and repeat the process.

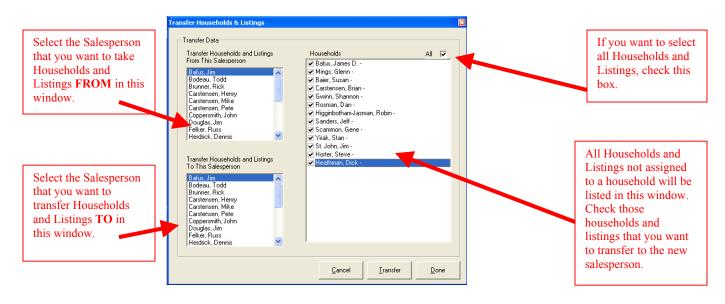
### Sales People Section 9.2 - Used GB EZ Sales People feature last year.

- 9.2.1 If you used GB EZ last year and used the Sales People Information feature, you can Update, View or Delete previous Sales People information. Click on the Sales Person icon from the Navigation Bar and click on the appropriate button.
- 9.2.2 If you want to View a certain Sales Person, use the vertical scroll bar to find the Sales Person you wish to view. Click on the Sales Person name and click on the View Sales Person button. Information can be viewed only from this screen and is "grayed out". If you determine you need to change any information, click on the Update button and the information can now be changed.
- 9.2.3 If you want to update a certain Sales Person, use the vertical scroll bar to find the Sales Person you need to update. Click on the Sales Person name and click on the Update Sales Person button. After you have finished with the update, click the Update button and the updated information will be saved.
- 9.2.4 If you want to Delete a certain Sales Person, use the vertical scroll bar to find the Sales Person you wish to delete. Click on the Sales Person name and click on the Delete Sales Person button. GB EZ will ask you if you are sure you want to permanently delete this Sales Person and <u>all listings associated with it</u>. Click Yes and the Sales Person and <u>associated listings</u> will be **PERMANENTLY** deleted.

Sales People Section 9.3 – Transferring Sales People

- 9.3.1 If you have a Salesperson leave your organization and you need to reassign the Households and/or Listings assigned to that salesperson, use the Transfer Data feature.
- 9.3.2 Click on the Salesperson in the upper window that you want to move data from
- 9.3.3 Click on the Households and/or listings in the box on the right side of the screen that you want to move to the new salesperson.
- 9.3.4 Click on the Salesperson in the lower screen that you want to move data to.

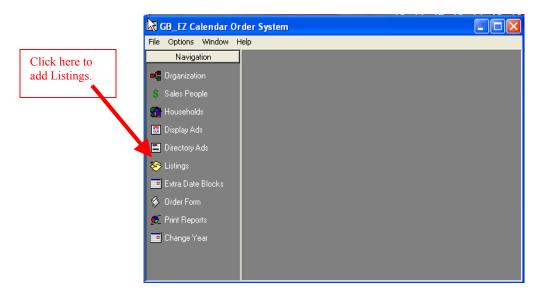
9.3.5 You can only move data from one salesperson to one other salesperson at a time. If you want to move data to more than one person, you must complete the routine for each person.

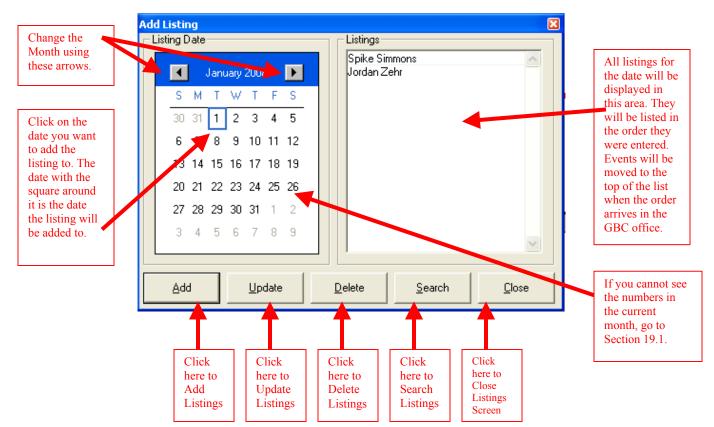


### 10. Entering Listings

What is a Listing? Listings are birthdays, anniversaries or events you want printed on your calendar. A listing consists of approximately 28 characters and spaces. If you exceed this limit, GB EZ will prompt you about creating a second line. CLICK HERE for information on entering two line listings.

Entering Listings Section 10.1 - First Calendar or First Time GB EZ User





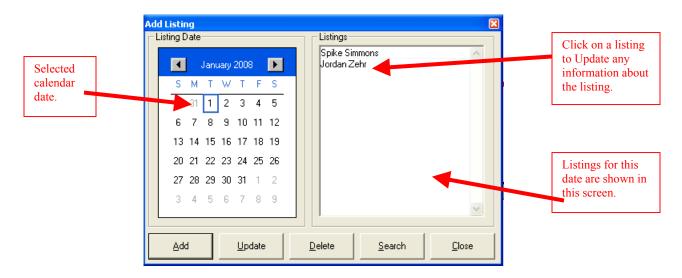
- 10.1.1 Click on the Listings icon under the Navigation Tool Bar. You will be given several buttons to choose from. These are Add, Update, Delete, Search and Close. Since this is your first calendar, the only buttons that are available to use are the Add and Close.
- 10.1.2 Click on the Add button.
- 10.1.3 GB EZ will take you to the Listing Entry screen. It looks like this:

	Add/Update Listing	
Click on the Down Arrow to select	Date D1/01/08 Day, Month Day Year	Selected date is shown
your date.	Listing Type Birthday	here
Listing boxes are only available if the Listing Type is "Event".	Sales Person       KNone>       Recurring Dates       Weeks of Month:       1st       2nd       3rd       4th       Every Week	
	Used Space	

- 10.1.4 Click on the down arrow next to the date box to view the date selection calendar. Select the date by clicking on the desired month and date. You can change the month by clicking on the left or right arrows on either side of the month names. Once you have selected the desired month, click on the desired day. GB EZ will show you the date you have selected next to the calendar.
- 10.1.5 Tab to the Listing Type box and select the type of listing you are entering. Enter the first few letters of the listing type and GB EZ will fill in the remainder of the listing type for you. For example, type "A" and GB EZ will put "Anniversary" in the Listing Type box. You can also select the type of listing by clicking on the down arrow and selecting the Listing Type from the list.
- 10.1.6 Tab to the Listing Text box and type in your listing. You will notice that the permitted space box will fill as you are entering your listing. If GB EZ tells you your listing is too long to fit in the space, CLICK HERE for instructions on what to do next.
- 10.1.7 If you are using the Household feature, tab to the Household entry box. Select the household you want to "associate the listing with" by typing in the first few letters of the household. GB EZ will find the household beginning with the same letters you are typing and insert it in the box. You can also click on the down arrow to select a household from the list of households you have previously entered. CLICK HERE for instructions on entering household information.
- 10.1.8 If you are using the Sales Person feature, tab to the Sales Person entry box. Select the Sales Person you want to "associate the listing with" by typing in the first few letters of the sales person. GB EZ will find the sales person beginning with the same letters you are typing and insert it in the box. You can also click on the down arrow to select a sales person from the list of sales people you have previously entered. CLICK HERE for information on entering sales people information.
- 10.1.9 After you have finished typing the listing, press the "Enter" key to save the listing. You can also click on "SAVE" to add the listing.
- 10.1.10 GB EZ will then ask you if you want to add another listing. Press the "Enter" key to add another listing or click on the "Yes" button to continue or "No" button if you are finished for now.
- 10.1.11 If you need to change a listing, CLICK HERE for instructions on how to Update Listings. If you need to change a listing but do not know the date, CLICK HERE for instructions on how to Search for listings.
- 10.1.12 Click on "Close" to leave the Listings Screen. All listings were saved to your hard drive as you clicked on "SAVE".

### Listings Section 10.2 - You used GB EZ last year or imported your listings from a listings text file.

- 10.2.1 Before you begin, you should DELETE Events from your last calendar. Events will generally occur on the same day of the week but not the same calendar day. CLICK HERE for instructions on how to Delete Events.
- 10.2.2 Click on the Listings icon from the Navigation Tool Bar. The Add Listings Screen will look like this:



- 10.2.3 Listings from your previous calendar will appear on the right side of the screen.
- 10.2.4 To add new listings, follow the instructions in Listing Section 10.1.4. CLICK HERE to go to Section 10.1.4.
- 10.2.5 To search for a listing, click on the Search button. GB EZ will ask you for information about the listing. Fill in the questions and click on Search. GB EZ will take you to listings that match your search criteria.
- 10.2.6 To Update a listing, first click on the listing on the right side of the listing screen to highlight the listing. Click on Update. GB EZ will take you to the Listing Text screen where you can make changes to the listing. You can change the Date, Household, Sales Person, Listing Type or Listing Text information. After you have finished updating the listing, press "Enter" or click on Update to save the listing.

### Listings Section 10.3 - Entering A Second Line

- 10.3.1 If you reach the maximum length allowed for a one-line listing, GB EZ will prompt you with a message.
- 10.3.2 GB EZ will automatically break a listing that is too long for one line at the last space between two words.
- 10.3.3 If you would like to break the line in a different location, click your cursor into the location where you want the line break to be, and press and hold the "Control" key and hit the "Enter" key.

Knone>       Recurring Dates       Weeks of Monthr       1st       2nd       3rd       4th       Every Week	GB EZ gives you this message when you exceed the maximum length allowed
Used Space         Cancel         Save           You have reached the maximum number of characters for line 1.         100 × 100	for a listing.

#### Listings Section 10.4 - Entering a shortcut for Mr. & Mrs.

10.4.1 Use the F8 Function Key for a shorter version of Mr. & Mrs. The shorter version will look like M[&M] on your screen but will be printed as M<sup>r</sup>&M<sup>rs</sup> on your calendar and will take up much less line space.

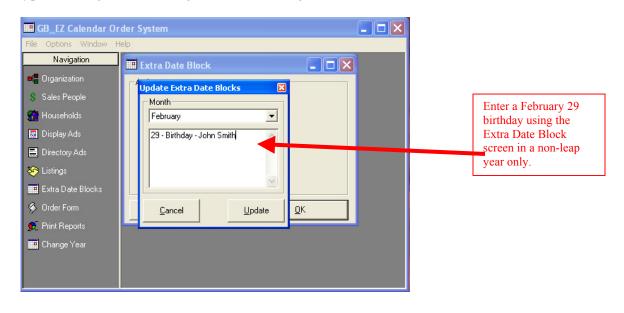
#### **Listings Section 10.5 - Entering Recurring Events**

- 10.5.1 Click on Listings from the Navigation Bar.
- 10.5.2 Click on "Add" from the Listings Screen.
- 10.5.3 Tab to the Listings Type box and type an "E". GB EZ will put "Events" in the Listings Type box. You can also click on the down arrow and select "Events" from the list.
- 10.5.4 The Recurring Events function is "grayed out" (unavailable) unless "Events" are selected as the listing type.
- 10.5.5 Tab to the Listing Text box and enter your listing.
- 10.5.6 Click on the week of the month and the day of the week you want your listing to appear.
- 10.5.7 Press the "Enter" key or click on the "SAVE" button to add the listings to each of the dates you have selected. It is a good idea to go through and check the recurring listings to make sure you have not unknowingly added a listing to a holiday.

## Listings Section 10.6 - February 29 NOTE: SINCE 2008 IS A LEAP YEAR, FEBRUARY 29 LISTINGS MAY BE ENTERED THE SAME AS ANY OTHER LISTING.

GB EZ does not recognize February 29 in a non-leap year. Therefore, listings for February 29 must be entered as follows:

- 10.6.1 Select Extra Date Block from the Navigation Bar
- 10.6.2 Select Create to add an Extra Date Block.
- 10.6.3 Type an "F" and GB EZ will fill in February for the month. You can also click on the down arrow and select February from the list.
- 10.6.4 Tab to put your cursor in the text box. You can also click in the text box.
- 10.6.5 Enter in the type of listing and the listing text for the listing.



### Listings Section 10.7 - Print Order for Listings

GB EZ will display listings you have entered for each date on the right side of the screen after you click to add a listing. LISTINGS ON THIS SCREEN ARE NOT DISPLAYED IN THE ORDER THEY WILL BE PRINTED ON YOUR CALENDAR. The following rules apply to the order of the listings:

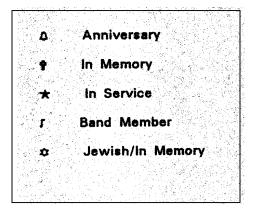
- 10.7.1 Listings entered using the "Event" type will be printed on your calendar at the top of each date square in the order they were entered even though they do not appear this way on your computer screen.
- 10.7.2 Birthdays and Anniversaries will automatically be printed at the bottom of each date square in random order even though they may not appear this way on your computer screen.
- 10.7.3 If you want your listings printed in a certain order, a note must accompany your order telling us that listings must be kept in a particular order.
- 10.7.4 It is not possible to rearrange the order of the listings without deleting listings and reentering the listings in the desired order.
- 10.7.5 If you enter your listings using all upper case letters, they will be printed in upper case. <u>This</u> is not recommended as it is hard to read on a printed calendar.

### Listings Section 10.8 - Pre-printed Holidays

- 10.8.1 The following holidays are pre-printed on all Gordon Bernard Company calendars at no charge: New Year's Day, M.L. King Jr. Day, Valentine's Day, Presidents' Day, Ash Wednesday, St. Patrick's Day, Good Friday, Easter, Passover, Mother's Day, Memorial Day, Flag Day, Father's Day, Independence Day, Labor Day, Rosh Hashanah, Yom Kippur, Columbus Day, Halloween, Veteran's Day, Thanksgiving, Chanukah, and Christmas.
- 10.8.2 Additional holidays can be added using the Holiday Listing Type in the Add Listing Screen.
- 10.8.3 Pre-printed holidays can be deleted only by the Gordon Bernard Company office editors. If you desire a pre-printed holiday deleted, type this in the Special Instructions. CLICK HERE for information on entering Special Instructions.

### Listings Section 10.9 - Symbols behind listings

10.9.1 A special symbol will automatically be printed behind certain listing types. These will not be shown in GB EZ, but will be printed on your calendar. Symbols that will be printed are Anniversary-wedding bell; Band-music note; In Memory - cross; Jewish In Memory - Star of David; In Service - star. ONLY ONE SYMBOL MAY BE USED FOR EACH LISTING.



#### **Listings Section 10.10 – Abbreviations**

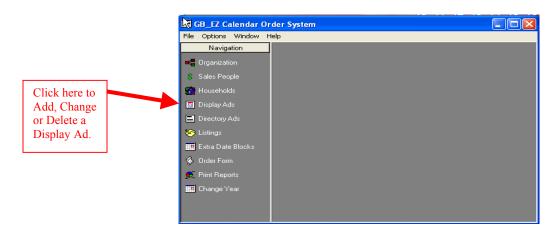
10.10.1 The following suggestions are common abbreviations for event listings:

	owing su	ggestions are common at
V	=	Varsity
JV	=	Junior Varsity
JrH	=	Junior High
Fr	=	Freshman or Frosh
Res	=	Reserve
G	=	Girls
В	=	Boys
Н	=	Home
А	=	Away
VB	=	Volleyball
FB	=	Football
BKB	=	Basketball
BSB	=	Baseball
GYM	=	Gymnastics
FN	=	Fencing
HK	=	Hockey
TN	=	Tennis
TR	=	Track
WR	=	Wrestling
SOC	=	Soccer
FH	=	Field Hockey
CC	=	Cross Country
SW	=	Swimming
SFB	=	Softball
LAC	=	Lacrosse
Vol.	=	Volunteer
Sr.	=	Senior
Jr.	=	Junior
Bd.	=	Board
Twp.	=	Township
Aux.	=	Auxiliary
Dept.	=	Department
Soc.	=	Society
Mtg.	=	Meeting
-		-

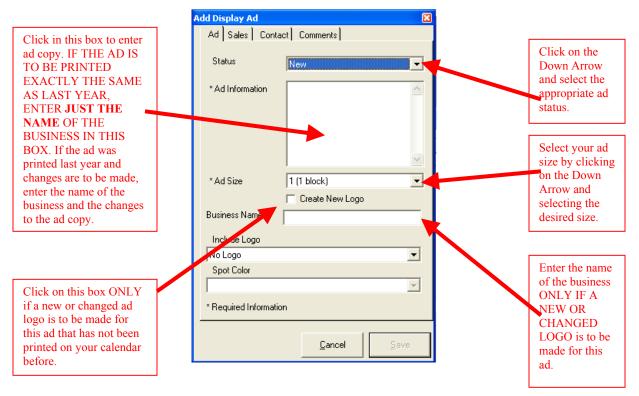
### 11. Submitting Display Advertising

Display Advertising copy can be submitted using GB EZ. A single Display Ad measures 1 <sup>3</sup>/<sub>4</sub>" X 1 <sup>1</sup>/<sub>4</sub>". See your Order Booklet for illustrations dividing or combining single ad spaces. There is room for approximately 6 lines of copy in a single Display Ad. You need only enter the copy in the ad text box. Our ad composition editors will compose the ad using uniform spacing, font sizes and type size. IF YOUR AD IS TO INCLUDE ANY SPECIAL TYPE OR LOGOS, ATTACH THE ORIGINAL LOGOS OR SPECIAL TYPE TO THE DISPLAY AD REPORT TO BE SENT IN WITH YOUR ORDER. See your Order Booklet for information on submitting logos. CLICK HERE for instructions on creating Display Ad Reports

### Display Ads Section 11.1 - First calendar



11.1.1 Click on the Display Ad icon from the Navigation Tool Bar.



- 11.1.2 To add a new Display Ad, click on the Add Display Ad button and click on OK. Then do the following:
  - 11.1.2.1 Click on the Ad Status down arrow to select "New" from the list.
  - 11.1.2.2 Click in the Ad Information Box and type in your ad copy. Do not worry about spacing or font appearance. Our composition department will compose your ad for uniform appearance.

### 11.1.2.3 SELECT THE APPROPRIATE AD SIZE.

11.1.2.4 Click on the "Create New Logo" check box <u>only</u> if a new or changed logo is to be made for this ad.

- 11.1.2.5 Fill in the name of the company <u>only if a logo</u> is to be made for the ad. <u>You will</u> <u>not be able to save the ad until you have filled in a company name if you have</u> <u>checked the "Create New Logo" box.</u>
- 11.1.3 If you want to track information about the ad, click on the tabs at the top of the Add Display Ad screen. USING THESE TABS IS OPTIONAL AND <u>FOR YOUR USE ONLY. DO NOT</u> SEND SALES PERSON INFORMATION WITH YOUR CALENDAR ORDER!
- 11.1.4 Click on Sales tab to enter information on who sold the ad, money received and balance due. This information will be printed on the Display Ad Report. **CLICK HERE** for information on how to create a Display Ad Report.
- 11.1.5 Click on the Contact tab to enter information on who purchased the ad. This information will be printed on the Display Ad Report. CLICK HERE for information on how to create a Display Ad Report.
- 11.1.6 Click on the Comment tab to enter information about the ad for future use. This information will be printed on the Display Ad Report. DO <u>NOT</u> PUT ANY AD INFORMATION OR CHANGES IN THE COMMENT BOX. CLICK HERE for information on how to create a Display Ad Report.

### Display Ad Section 11.2 - First time GB EZ user who has produced a calendar before.

11.2.1 Locate your Calendar Advertising Back from last year that was sent in your Promotion Kit. Refer to the instructions in the Order Booklet on submitting Display Ad copy and how to mark this ad back for submitting your order.

## 11.2.2 FOR DISPLAY ADS THAT ARE TO BE PRINTED <u>EXACTLY THE SAME</u> AS LAST YEAR DO THE FOLLOWING:

- 11.2.2.1 IF A DISPLAY AD IS TO BE PRINTED EXACTLY THE SAME AS LAST YEAR, ENTER <u>ONLY THE NAME OF THE BUSINESS</u> IN THE AD INFORMATION BOX, **DO NOT** ENTER ALL THE AD COPY!!
- 11.2.2.2 In the Ad Status Box, click on Same As Last Year.
- 11.2.2.3 The Ad Size box should be marked to the same <u>SIZE</u> as last year.
- 11.2.3 For Display Ads that have changed copy from your last calendar, do the following:
  - 11.2.3.1 In the Ad Status Box, click on Changed.
  - 11.2.3.2 Enter the new copy in the Ad Information box.
  - 11.2.3.3 The Ad <u>SIZE</u> box should be marked to the desired size.
  - 11.2.3.4 Click on the Ad Logo Box only if a new or changed logo is to be made that was not printed on your last calendar.
  - 11.2.3.5 Enter the name of the company only if a new logo is to be made for this ad.
- 11.2.4 For Display Ads that are new and were not printed on your last calendar.
  - 11.2.4.1 See Display Ad Section 11.1.2 and follow the instructions there. **CLICK HERE** to go to Section 11.1.2.

### Display Ad Section 11.3 - Used GB EZ last year to submit advertising copy

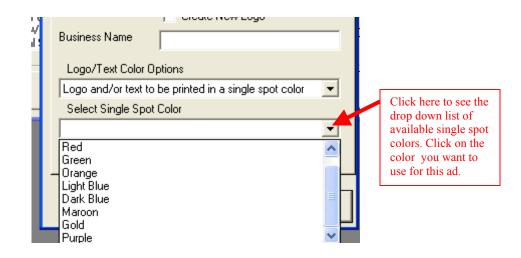
- 11.3.1 You will notice that all ads that were marked "New" last year have now been changed to "Same As Last Year". IF THERE IS NO CHANGE TO THE AD COPY, REMOVE ALL COPY IN THE AD INFORMATION BOX EXCEPT FOR THE NAME OF THE BUSINESS.
- 11.3.2 All ads that have no change from last year should be submitted using instructions from the Display Ad Section 11.2.2. ONLY THE NAME OF THE BUSINESS SHOULD BE ENTERED IN THE AD INFORMATION BOX FOR AN AD THAT IS TO BE PRINTED EXACTLY THE SAME AS LAST YEAR. CLICK HERE to go to Section 11.2.2.

- 11.3.3 All new Display Ads should be submitted using instructions from the Display Ad Section 11.1.2. CLICK HERE to go to Section 11.1.2.
- 11.3.4 All changed Display Ads should be submitted using instructions from the Display Ad Section 11.2.3. CLICK HERE to go to Section 11.2.3.
- 11.3.5 If you have ads from your previous calendar that are not to be printed on your next calendar, be sure to delete these ads from GB EZ.

Display Ad Section 11.4 – Indicating Display Ads to be printed in <u>FULL COLOR</u> or <u>SINGLE SPOT</u> <u>COLOR</u>.

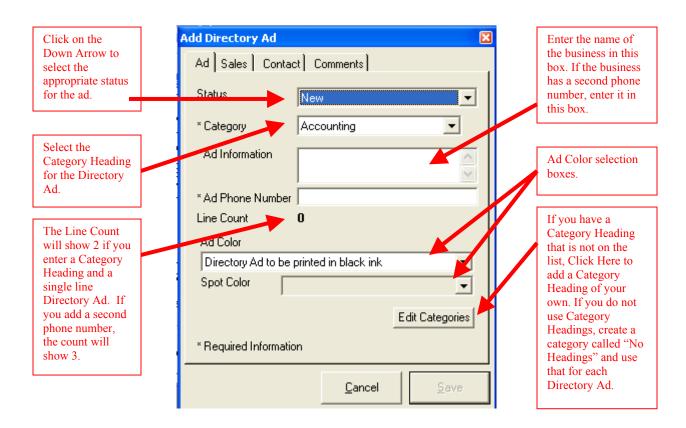
- 11.4.1 If you want a new or existing logo to be printed in <u>FULL COLOR</u>, click the Logo/Text Color Options down arrow and make a selection.
- 11.4.2 If you want a line of the Display Ad to be printed in a <u>SINGLE SPOT COLOR</u>, click on the down arrow in the Logo/Text Color Options box and select "Logo and/or text to be printed in a single spot color."
- 11.4.3 You must now select the color to be used from the Spot Color drop box by clicking on the down arrow and select a color.
- 11.4.4 YOU WILL TELL US WHICH LOGOS AND/OR LINES OF COPY ARE TO BE PRINTED IN THE SINGLE SPOT COLOR BY CIRCLING THE COPY ON THE DISPLAY AD REPORT PRINTOUT. CLICK HERE to go to Section 15.2.2 for information on how to print out a Display Ad Report.

Ad Sales Cont	act Comments	Click here indicate if	
* Ad Information		your logo to be print in black in full color, a single sp color. You	ed k, or ot
* Ad Size Business Name	1 (1 block)	will also indicate he if you wan to use a	
Logo/Text Color (	Options	single spot	2
No Logo		color for a	ıd
No Logo Logo to be printed Logo to be printed Logo and/or text to * Required Informat		text.	
	<u>C</u> ancel <u>S</u> ave		



### 12. Submitting Directory Ads

A Directory Ad is most often a one-line ad with the name of the business followed by the phone number. Directory Ads can be categorized by business type and listed under the various categories. Businesses can list more than one phone number on a second line. <u>You will be charged separately for each Directory Ad line as well as each Category Heading</u>.



### Directory Ad Section 12.1 - First Calendar

- 12.1.1 Člick on the Directory Ad icon from the Navigation Tool Bar.
- 12.1.2 Click on the Ad Status down arrow to select "New" from the list.

- 12.1.3 Select your Category Heading by typing the first few letters of the Category Heading. GB EZ will match the letter you have typed to Category Headings in the list. If the desired heading does not appear, type the first letter again until the heading appears. You can also click on the down arrow next to the Category Heading box and select a Category Heading from the list.
- 12.1.4 If you are not using Category Headings or a Category Heading is not on the list, see Creating Category Headings Section 12.4. CLICK HERE to go to Section 12.4.
- 12.1.5 Enter the name of the business. Names are limited to 35 characters and spaces.
- 12.1.6 Enter the phone number for the business. If a business wants more than one phone number printed, go back to the Ad Information Box and enter the second phone number on a second line there. Notice the Line Count will reflect the number of lines you have entered in the Ad Information Box. You will be charged for each line of Advertising and Category Heading.
- 12.1.7 If you want your Category Heading or Directory Ad printed in a <u>SINGLE SPOT COLOR</u>, click on the Ad Color down arrow and select "Directory Ad to be printed in single spot color". Then select the single spot color by clicking on the down arrow in the spot color box and clicking on the desired color.
- 12.1.8 If you want to track information about the ad, click on the tabs at the top of the Add Directory Ad screen. USING THESE TABS IS OPTIONAL AND FOR YOUR USE ONLY. DO NOT SEND SALES PERSON INFORMATION WITH YOUR CALENDAR ORDER!
- 12.1.9 Click on Sales tab to enter information on who sold the ad, money received and balance due. This information will be printed on the Directory Ad Report. **CLICK HERE** for information on how to create a Directory Ad Report.
- 12.1.10 Click on the Contact tab to enter information on who purchased the ad. This information will be printed on the Directory Ad Report. CLICK HERE for information on how to create a Directory Ad Report.
- 12.1.11 Click on the Comment tab to enter information about the ad for future use. This information does not print on the Directory Ad Report, therefore do not put any ad information or ad copy in the Comment Section. CLICK HERE for information on how to create a Directory Ad Report
- 12.1.12 Click on Save to save the ad copy to your hard drive.

### Directory Ad Section 12.2 - First time GB EZ user who has produced a calendar before.

- 12.2.1 Locate your Calendar Advertising Back from last year that was sent in your Promotion Kit.
- **12.2.2** Refer to the instructions in the Order Booklet on submitting Directory Ad copy.
- 12.2.3 FOR DIRECTORY ADS THAT ARE TO BE PRINTED <u>EXACTLY THE SAME</u> AS LAST YEAR DO THE FOLLOWING:

### 12.2.3.1 In the Ad Status Box, click on Same As Last Year.

- 12.2.3.2 Enter the name and of the business and phone number.
- 12.2.4 For Directory Ads that have changed copy from your last calendar, do the following: 12.2.4.1 In the Ad Status Box, click on Changed.
  - 12.2.4.2 Enter the new copy in the Ad Information box.
- 12.2.5 For Directory Ads that are new and were not printed on your last calendar.
  - 12.2.5.1 See Directory Ad Section 12.1.1 and follow the instructions there. CLICK HERE to go to Section 12.1.1.

### Directory Ad Section 12.3 - Used GB EZ last year to submit advertising copy

You will notice that all ads that were marked "New" last year have now been changed to "Same As Last Year". IF A DIRECTORY AD IS TO BE PRINTED <u>EXACTLY</u> AS LAST YEAR, ENTER <u>ONLY</u> THE NAME OF THE BUSINESS IN THE AD INFORMATION BOX AND THE PHONE NUMBER.

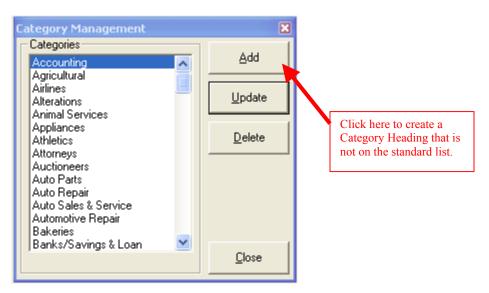
12.3.1 All ads that have no change from last year should be submitted using instructions from the Directory Ad Section 12.2.2. ONLY THE NAME OF THE BUSINESS AND PHONE NUMBER SHOULD BE ENTERED IN THE AD INFORMATION BOX FOR AN AD

THAT IS TO BE PRINTED <u>EXACTLY THE SAME</u> AS LAST YEAR. CLICK HERE to go to Section 12.2.2.

- 12.3.2 All new Directory Ads should be submitted using instructions from the Directory Ad Section 12.1.1. CLICK HERE to go to Section 12.1.1.
- 12.3.3 All changed Directory Ads should be submitted using instructions from the Directory Ad Section 12.2.3. CLICK HERE to go to Section 12.2.3.

### **Directory Ad Section 12.4 - Adding Category Headings**

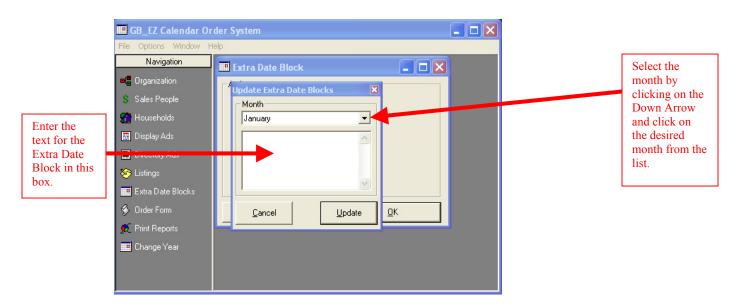
**12.4.1** You can customize the Category Headings List to include only those you will be using. This will shorten the list to apply only to your group. Click on Edit Category to see this screen:



12.4.2 If you are not going to use Category Headings on your calendar, add a Category Heading called "No Heading" and use that heading for the Category Heading. NOTE: GB EZ will count the "No Heading" as a Category Heading. When you print your Order Form, manually deduct the number of "No Heading" Category Headings from the total of Directory Ads/Category Headings and adjust the dollar amounts accordingly.

### 13. Extra Date Blocks

Months on your calendar contain Extra (blank) Date Blocks. Two of these are used for the previous month and next month. Most months will also contain Extra Date Blocks that are usually left blank. These can be used to show a key to abbreviations used in your listings, advertising text, or information about your group. To enter information in an Extra Date Block, do the following:



- 13.1.1 Click on Extra Date Blocks from the Navigation Bar.
- 13.1.2 Click on Create Extra Date Block and then click OK.
- 13.1.3 Select the month you wish to have an Extra Date Block message printed by typing in the first few letters of the month. GB EZ will match what you type with the correct month. You can also click on the down arrow and select the desired month from the list.
- 13.1.4 Tab to the Extra Date Block information screen and enter the copy you want printed in the Extra Date Block.
- 13.1.5 Click "Save" to save the Extra Date Block text to your hard disk.
- 13.1.6 If you want to repeat the same text for other Extra Date Blocks, do the following:
  - 13.1.6.1 Type the Extra Date Block copy in the first month screen
  - 13.1.6.2 Before you click to Save the text, highlight the text by clicking and dragging across the text.
  - 13.1.6.3 Press the Control (Ctrl) key and the "C" key at the same time. Nothing will happen on your screen, but the text will be copied.
  - 13.1.6.4 Click to Save the copy and then click to add another Extra Date Block.
  - 13.1.6.5 Select the next month and tab to the Information Screen.
  - 13.1.6.6 Press the Control (Ctrl) key and the "V" key at the same time. This will paste the previously copied text into the Information Screen.
  - 13.1.6.7 Repeat the procedure for each month you want the text to appear.
- 13.1.7 If any information is entered into Extra Date Blocks, you will need to submit an Extra Date Block Report with your order. CLICK HERE for instructions on submitting Extra Date Block Reports.
- 13.1.8 The number of lines entered into the Extra Date Blocks must be multiplied by the current listing price and entered as Special Print Items on the Order Form. The total dollar amount must be entered in the Special Print Charges box. CLICK HERE to go to the Order Form where these charges are added.

### 14. Filling Out Your Order Form

GB EZ has an electronic order form that can be used to submit your calendar order. NOTE: This Order Form is for use with Tear Sheet Calendars only. <u>If you are submitting an order for a Pictorial</u> <u>Calendar, please use the Order Form in the Pictorial Order Booklet only</u>. Totals will be transferred from the various parts (Listings Section, Display Ad Section, etc) of GB EZ and entered automatically into the order form. Click on the Order Form icon from the Navigation Tool Bar to use the electronic Order Form. Click on the Add Order Form button, then click on OK to go to the first screen. The "Next" button will be "grayed out" (unavailable) until all required boxes on each screen are filled in.

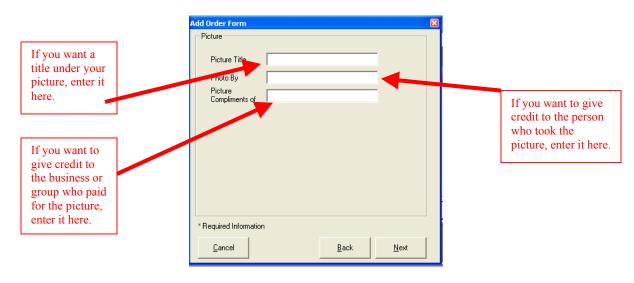
	📰 GB_EZ Calendar Order System	🗖 🖬 🔁
	File Options Window Help	
	Navigation	
	■ <mark>■</mark> Organization	
Clint to set	\$ Sales People	
Click here to	n Households	
use the Electronic	👿 Display Ads	
Order Form.	Directory Ads	
Order Politi.	😵 Listings	
	📖 Extra Date Blocks	
	🖇 Order Form	
	🕵 Print Reports	
	🛄 Change Year	
	😭 Prices You Charge	
	E Submitting Your Order	

**Order Form Section 14.1 - Title Sheet Information** 

This is the title to be printed in your calendar ribbon heading.	Add Order Form	3
If you want your calendar issue number printed on your calendar, enter it here.	Issue Number Do NOT show issue number on calendar Sub-Title Community Birthday Calendar Same As Last Year	Your calendar sub-title can be phrases like Community Birthday Calendar, School Activities Calendar, Fire Prevention Calendar, Community Events
	* Required Information	Calendar, etc.
	Cancel Back Next	

- 14.1.1 Calendar Title Sheet Information. CLICKING IN THE "SAME AS LAST YEAR" BOX WILL INSTRUCT OUR TYPESETTERS TO PRINT EXACTLY THE SAME WORDING THAT APPEARED ON YOUR LAST CALENDAR.
- 14.1.2 The Ribbon Banner is the wording that will be printed in your calendar ribbon heading. <u>THIS IS A</u> <u>REQUIRED FIELD.</u>
- 14.1.3 You can have your issue number printed on your calendar. This is <u>not</u> required.
- 14.1.4 The calendar sub-title is usually printed just below the ribbon heading. This is <u>not</u> required.

### **Picture Information 14.2**



14.2.1 Picture Title Information. If you are not having any of these items printed, enter "None" in each box. If it is the same as last year, enter "Same As Last Year" in the appropriate box.

- 14.2.1.1 Picture Title. This is the caption to be printed below the picture. This is <u>not</u> required.
- 14.2.1.2 Photo by. This is the person who took the picture. This is <u>not</u> required.
- 14.2.1.3 Picture Sponsor. This is the name of business or person who paid the cost of the picture. This is <u>not</u> required.

	Update Order Form	×
You are allowed two free ad spaces to promote your organization. Each space can contain approximately six lines of copy.	Organization Copy Organization Information (Left Side)	
	Same As Last Year  Organization Information (Right Side)  Same As Last Year  Same As Last Year	
	* Required Information	
	Cancel Back Next	

### **Organization Copy 14.3**

- 14.3.1 You are allowed up to twelve lines of copy free of charge to promote your organization or community. Enter this information here. This is <u>not</u> required. <u>If you are not having any of these items printed, enter "None" in each box</u>. If it is the same as last year, enter "Same As Last Year" in the appropriate box.
- **14.3.2** Click on the Next button.

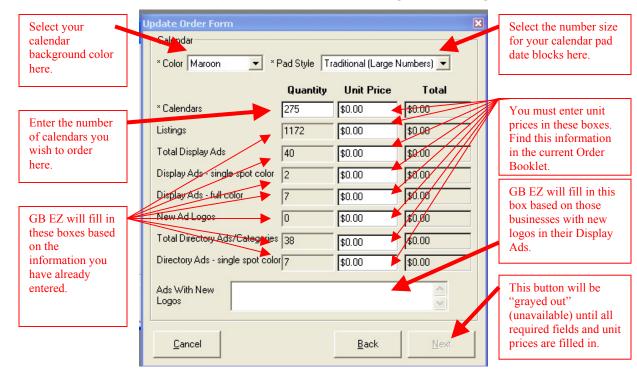
### **Order Form Section 14.4 - Contact Information**

	Add Order Form	×
Fill in these blanks with the name and address of the person to receive the invoice.	Mail Invoice To Account Order Organization Address City State OH Zip Zip	
	* Required Information	
	<u>Cancel</u> <u>Back</u> <u>N</u> ext	

- 14.4.1 Most of the information for the "Mail Invoice To" section will be automatically filled in from the Organization Information Screen. If you need to change any of the information displayed, do so by updating the boxes in that section. See Organization Information Section 6.1 for instructions on how to do this. CLICK HERE to go to Section 6.1.
- 14.4.2 Click on the Next button to review that information. Most of the information for the "Contact" section will be automatically filled in from the Organization Information Screen. If you need to change any of the information displayed, do so by updating the boxes in that section. See Organization Information Section 6.1 for instructions on how to do this. CLICK HERE to go to Section 6.1
- 14.4.3 We may have a question on your order when you are unavailable. Please list a Secondary Contact that we can call. This should be someone who is knowledgeable about your order or knows how to contact you or can get a message to you.

These lines should contain	Add Order Form	
the contact information for the person most responsible for submitting the calendar order.	Primary Contact       Name       Hum Phone       Work Phone       ()       Fax       ()       E-Mail	Put the contact information for another person who
	Secondary Contact       Name       Phone Number       Image: Information       Cancel       Back	worked on the calendar here.

- 14.4.4 You will be given an opportunity later in the Order Form to enter shipping information and the chairperson for your next calendar project.
- 14.4.5 Click on the Next button.



### Section 14.5 - Calendar Information (number of calendars, listings, ads and logos)

- 14.5.1 Click on the down arrow to select the background color you wish to use on your calendar. A color pallet of available colors is printed on the back of the Order Booklet.
- 14.5.2 Click on the down arrow to select the Number Size you wish to use on your calendar pad date blocks. You can view samples of our two number size options on the All Features Calendar included in your Promotion Kit.
- 14.5.3 Click and enter the number of calendars you wish to order.
- 14.5.4 Look up the unit price in the current Order Booklet and enter it.
- 14.5.5 GB EZ will automatically enter the number of listings. Enter the unit price as found in the current Order Booklet.
- 14.5.6 GB EZ will automatically enter the number of Display Ads. Enter the unit price as found in the current Order Booklet.
- 14.5.7 GB EZ will automatically enter the number of Display Ads with <u>single spot color</u>. Enter the unit price as found in the current Order Booklet.
- 14.5.8 GB EZ will automatically enter the number of Display Ads with full color. Enter the unit price as found in the current Order Booklet.
- 14.5.9 GB EZ will automatically enter the number of New Ad logos. Enter the unit price as found in the current Order Booklet. Remember-you only have to pay the ad logo scan fee the first year the logo is printed on your calendar. After the first year, there is no scan fee to print the logo if it remains the same but single spot color and full color charges apply each year.
- 14.5.10 GB EZ will automatically enter the number of Directory Ads and Category Headings. Enter the unit price as found in the current Order Booklet.
- 14.5.11 GB EZ will automatically enter the number of Directory Ads with <u>single spot color</u>. Enter the unit price as found in the current Order Booklet.

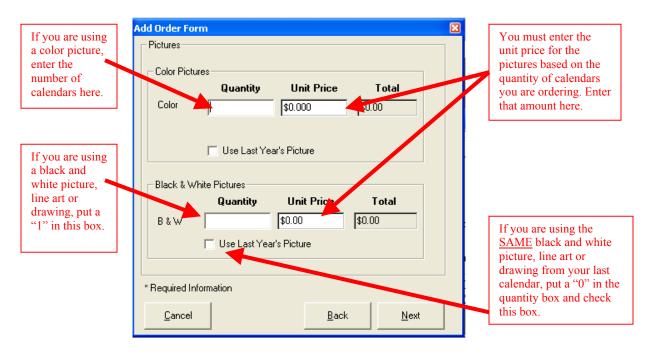
14.5.12 GB EZ will automatically enter the names of businesses that we are to print NEW OR CHANGED logos for. Double check this list with your records.

14.5.13 Click on the Next Button

NOTE: Our minimum advertising set-up charge is \$75.00. If the total of your Display Advertising and Directory Advertising is not at least \$75.00, GB EZ will automatically enter the minimum \$75.00 advertising charge in the Sub Total.

#### Picture Information 14.6 (number of color pictures or black and white picture information)

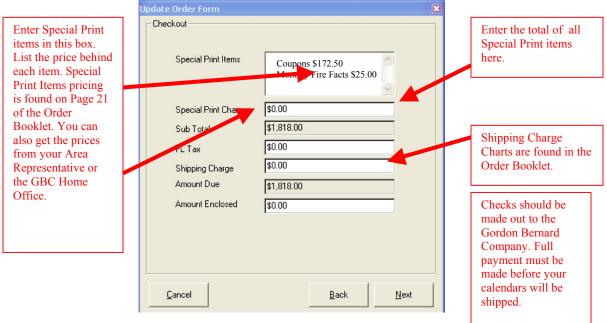
- 14.6.1 If you are using a color picture on your calendar, enter the number of calendars you are ordering.
- 14.6.2 Look up the unit picture price in the current Order Booklet and enter it.
- 14.6.3 If you are using the same color picture as last year, click in the "Same As Last Year" check box. You must pay the unit price on color pictures even if the same picture is used from one year to the next.
- 14.6.4 If you are using a black and white picture, enter one (1) in the quantity.
- 14.6.5 Look up the unit picture price in the current Order Booklet and enter it.
- 14.6.6 If you are using the same black and white picture, line art or drawing that you used last year, enter a zero ("0") in the quantity box and click in the "Same As Last Year" box. There is no charge if you use the same black and white picture subject from one year to the next.
- 14.6.7 Click on the Next Button.



### Finishing Out the Order Form Section 14.7

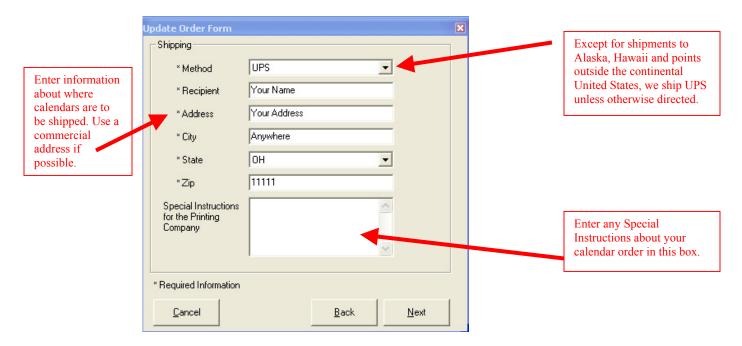
- 14.7.1 Special Print Items can be printed on your calendar. Examples of special print items are listed in the back of the Order Booklet. Click in the Special Print Items box to list the Specialty Items to be printed on your calendar, listing the cost for each item as shown in the illustration on the next page. Click in the Special Print Charges box and enter the total charge for your Special Print Items. Special Print Items pricing is found on Page 21 of the Order Booklet or call your sales representative or the Gordon Bernard Company home office for pricing if you do not know the charges that apply.
- 14.7.2 A Shipping Charge Chart can be found in the current Order Booklet. Find the charge for your state and enter that amount in the Shipping Charge box.

- 14.7.3 Florida residents add the appropriate amount of sales tax.
- 14.7.4 Enter the amount you are enclosing. BEFORE WE WILL SHIP YOUR CALENDARS, THE FULL AMOUNT OF YOUR ORDER MUST BE RECEIVED.
- 14.7.5 Click on the Next button.



### **Shipping Information Section 14.8**

- 14.8.1 Select the Method to be used to ship your calendar. Unless directed otherwise, we will ship via UPS (except Alaska, Hawaii and outside the continental United States.)
- 14.8.2 Fill in each box on the shipping screen. Always ship to a commercial address if possible as UPS will surcharge deliveries made to a private residence.
- 14.8.3 Click on the Next Button.
- 14.8.4 Special Instructions Any special instructions you would like to convey to the calendar editors should be filled in the Special Instructions Box



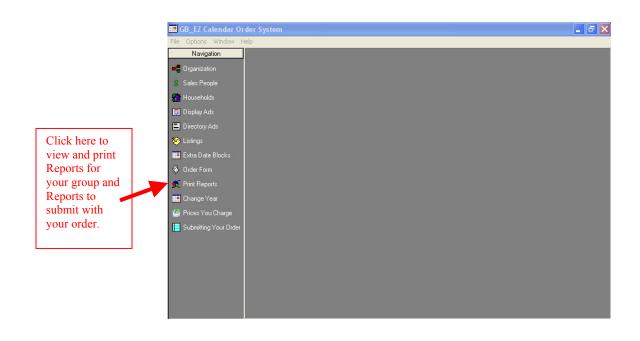
### **Information for Next Year Section 14.9**

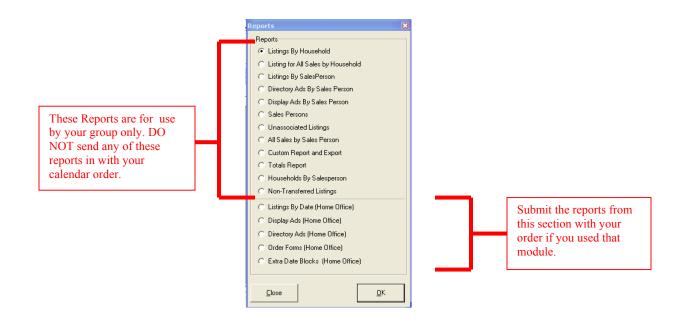
- 14.9.1 This is information about where to send the Promotion Kit for your next calendar. Fill in each box.
- 14.9.2 When finished, click on the Done button.

Add Order Form	×						
Promotion Kit Recipient							
* Name							
Organization							
Address							
City							
State	ОН						
Zip							
Home Phone	(513) -						
Work Phone	(513) -						
E-Mail							
* Required Information							
<u>C</u> ancel	<u>B</u> ack Done						

### 15. Reports

Click on the Print Reports icon under the Navigation Bar to view the available reports. GB EZ includes two types of Reports-reports for use by YOUR GROUP ONLY (top half of the Reports menu) and reports that NEED TO BE PRINTED AND SUBMITTED WITH YOUR CALENDAR ORDER (lower half of the Reports menu).





# Reports Section 15.1 - Reports for use BY YOUR GROUP. <u>DO NOT</u> SEND IN WITH YOUR ORDER!

- 15.1.1 The Listings by Household Report will print a list of your Households and the listings associated with each household. You must first enter a list of households (CLICK HERE for instructions on entering Households) and connect each listing with a household (CLICK HERE for instructions on connecting listings with Households) for this report to print properly. You can also highlight one Household (click on the desired household to highlight it) from the list and print a report for that one Household.
- 15.1.2 The *Listings for All Sales by Household Report* will print a list of sales sorted by Sales People and the listings for each household associated with each sale. You must first enter a list of households (CLICK HERE for instructions on entering Households) and Sales People (CLICK HERE for instructions on entering Sales People) and connect each listing with a Household and Sales Person (CLICK HERE for instructions on connecting listings with Households and Sales People) for this report to print properly. You can also highlight one Sales Person (Click on the desired Sales Person to highlight it) from the list and print a report for that one Sales Person. If you click the "One Salesperson Per Page" button, GB EZ will start a new page for each salesperson when printing the report.
- 15.1.3 The Listings By Salesperson Report will print a list of all listings sold by each salesperson. You must first enter a list of your salespeople (CLICK HERE for instructions on entering Sales People) and connect each listing with a salesperson (CLICK HERE for instructions on connecting listings with Sales People) in order for this report to work properly. You can also highlight one Sales Person (Click on the desired Sales Person to highlight it) from the list and print a report for that one Sales Person. If you click the "One Salesperson Per Page" button, GB EZ will start a new page for each salesperson when printing the report.
- 15.1.4 The Directory Ads by Sales Person Report will print a list of all Directory Ads sorted by the Sales Person who sold the ad. You must first enter a list of Sales People (CLICK HERE for instructions on entering Sales People) and list a Sales Person for each Directory Ad (CLICK HERE for instructions on connecting Directory Ads with Sales People) for this report to print properly.

- 15.1.5 The Display Ads by Sales Person Report will print a list of all Display Ads sorted by the Sales Person who sold the ad. You must first enter a list of Sales People (CLICK HERE for instructions on entering Sales People) and list a Sales Person for each Display Ad (CLICK HERE for instructions on connecting Display Ads with Sales People) for this report to print properly.
- 15.1.6 The *Sales Person's Report* will print a list of all Sales People and their addresses. You must first enter a list of Sales People (CLICK HERE for instructions on entering Sales People).
- 15.1.7 The *Unassociated Listings Report* will print a list of all listings that do not have a salesperson or household assigned to them. You can delete these listings by clicking on File/Delete Data and clicking on the box to "Delete Listings Not Associated With Households or Salespeople".
- 15.1.8 The *All Sales by Sales People Report* will print a list of all calendar sales for each salesperson. This will show the number of calendars and listings each salesperson sold.
- 15.1.9 The *Custom Report and Export Report* allows you to select the information that will appear on the report. You can select up to 14 fields of information from the database to be included in each report. If you need to create mail merge letters or mailing labels, you can select fields from the database to export to another program. The file will be exported as a csv file that can be opened by Excel, Word, Microsoft Works, Access or many other database programs. Consult the specific program for directions on importing CSV files to create mail merge letters or labels.
- 15.1.10 The *Totals Report* lists the total number of Calendars, Listings, Display Ads, Directory Ads and Category Headings you have entered into GB EZ. The report also lists the gross sales amount, amount collected and amount due from each of these areas.
- 15.1.11 The *Households by Salesperson Report* is a summary of each household sale for each salesperson. The report lists the contact information for each household, the number of calendars ordered, number of listings, the calendar and listing unit price, the gross amount of the sale, the amount of money collected and amount of money due. The report is sorted alphabetically by salesperson and alphabetically by household.
- 15.1.12 The *Non Transferred Listings* report shows all listings that did not transfer to a current calendar date during the Change Year or Import Listings procedures.

### Reports Section 15.2 - Reports to be **<u>SUBMITTED WITH YOUR CALENDAR ORDER</u>**.

- 15.2.1 The *Listings By Date (Home Office) Report* is a hard copy of the listings you have entered into GB EZ. THIS REPORT MUST BE SENT IN WITH YOUR ORDER.
- 15.2.2 The *Display Ads (Home Office) Report* is a hard copy of your Display Ads. Print this report if you used GB EZ to compile your Display Ads.

		Display Ad Report	Circle the copy to be single spot color.	, prince in a
Repeat Information	n: Changed	Ad Information:		
Ad Size:	1 (1 block)	Coulee Dam Federal Cre	edit Union Please do not damage logo copy! Attach copy here, but	
Logo to be Made:	No		PLEASE do not staple, tape, draw or mark ON the actual	
Logo Setting:	Logo and/or text to printed in a single color		logo	If only i
Logo Color:	00101			logo is
Sold For:	\$0.00			printed
Comments:			Please circle the text to be printed with a single spot color. If the logo is to be printed in a single spot color, please write	single s color, w "Logo on this

- 15.2.2.1 If you have indicated in the Display Ad module that you want all or part of the Display Ad to be printed in a <u>single spot color</u>, you need to indicate on the Display Ad Report the copy that is to be printed in the single spot color. Circle that copy on this form.
- 15.2.2.2 If you have indicated on the Display Ad module that you want only a logo printed in a <u>single spot color</u>, write "Logo Only" on the indicated line.
- 15.2.3 The *Directory Ads (Home Office) Report* is a hard copy of your Directory Ads. Print this report if you used GB EZ to compile your Directory Ads. Circle copy to be printed in a single spot color.
- 15.2.4 The *Order Forms (Home Office) Report* is a hard copy of your calendar Order Form. Print this report if you used GB EZ to create your Order Form.
- 15.2.5 The *Extra Date Block Report* is a hard copy of any information you entered into Extra Date Blocks such as February 29 listings. (CLICK HERE for instructions on entering February 29 listings.) If you did <u>not</u> use the Extra Date Block feature, you do <u>not</u> need to print out this report.

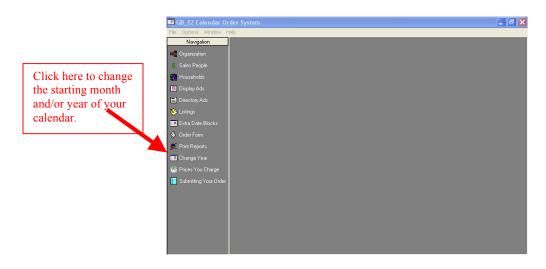
### Report Icons Section 15.3 - Icons located in the upper left corner of the Report Screen

- 15.3.1 **Print Icon**. The left icon is a Print icon and is fully functional.
- 15.3.2 The right icon is an export icon for future use and SHOULD <u>NOT</u> BE USED for anything. This will export information in a different language code and is <u>unreadable at this time by our current home office software</u>.

	Listings	Zoom 100%	×				
Click on this icon to print the Report.		US	) <u>NOT</u> E THIS ON!	Lis	ting Rep	ort	
		Total Num	ber of Listings:	1938			
		Listings for:	Listing 1/1/2008	) Type:	Listing Date:	Listing Text:	
		0	Birthd	ау	1/1/2008	Spike Simmons	
			Birthd	ау	1/1/2008	Jordan Zehr	
		Listings for:	1/2/2008				_

### Changing the Starting Month and/or Year

Before beginning work on your calendar order, you need to change the starting year for your calendar database.



#### Changing Your Starting Month and Year Section 16.1

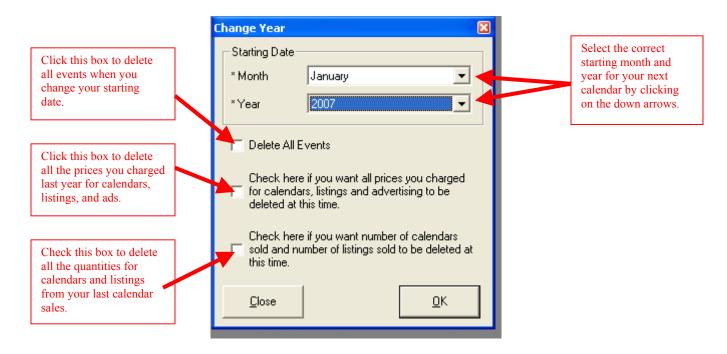
16.1.1 When you click on Change Your Year, select the starting date for your next calendar. When you click OK, GB EZ will confirm that you are changing the starting date.

### **Deleting Events Section 16.2**

16.2.1 Since Events stay on the same day of the week and not the same calendar day, it is necessary to delete and reenter all events each year. For information on reentering events, CLICK HERE. Click to put a check in the box to delete all events

#### **Deleting Prices and Quantities Section 16.3**

- 16.3.1 If you have previously entered prices you charge for calendars, listings and advertising and want to delete those amounts at this time, click the box. After you have moved your starting date you can have GB EZ fill in new prices. CLICK HERE for information on entering in calendar, listing and advertising prices at one time.
- 16.3.2 If you have previously entered quantities for calendars and listings in the Household module, click the box if you want GB EZ to delete those quantities at this time. If you want to know how many calendars each customer ordered last year, you should print a Households by Salesperson or Listings by Household Report before moving your year forward. For information on how to print these reports, CLICK HERE.



### 17. Setting Up The Prices You Charge

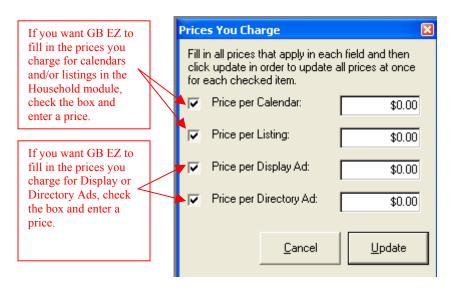
When you click on the Prices You Charge module, you have the ability to enter the prices you charge for calendars, listings and advertising. This eliminates having to enter the prices for each Household sale in the Household module or for each Display or Directory Ad in their respective modules.

	📟 GB_EZ Calendar Order System	
Click here to enter the prices you charge for calendars, listings and advertising.	Change Year  Price You Order  Price System  Price Year  Price You Order  Price You Order Price You Order  Price You Order  Price You Order  Price You Order  Price You Order  Price You Order  Price You Order Price You Order Pri	

### Section 17.1 Setting up the prices

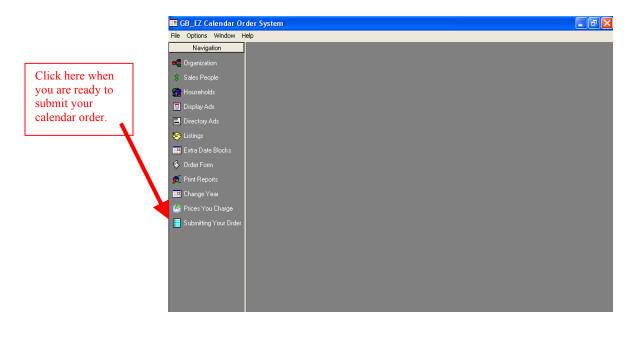
- 17.1.1 GB EZ will fill in the prices you charge in each Household Information box. CLICK HERE for information on using the Household module in your calendar sale.
- 17.1.2 GB EZ will fill in the prices you charge in the Sales tab of each Display Ad and Directory Ad. CLICK HERE for information on tracking ad sales through the Display Ad module.

17.1.3 You can also delete all prices when you change your year. CLICK HERE for information on deleting the prices you charge.



### 18. Submitting Your Calendar Order

You can use GB EZ to create your entire calendar order or just use GB EZ to submit your calendar listings. You will need to submit the appropriate reports depending on which GB EZ features you use. Regardless of the GB EZ features you use, YOU NEED TO SUBMIT TWO ITEMS.



#### Submitting Your Order Section 18.1 – Creating an Electronic File

Click here to	Submit You	r Order	×
create your electronic files.		Create Your Electronic Files	
GB EZ will		Print A Copy Of Your Reports	
display a list of		Reports	
the reports that	7	<ul> <li>Listings</li> </ul>	
need to be		<ul> <li>Display Ads</li> </ul>	
submitted with		Directory Ads	
your order. Click		Order Invoice	
here to print these		Extra Date Blocks	
reports.			
		1	
			Class
			<u>C</u> lose

- 18.1.1 Put a blank floppy disk in your 3 <sup>1</sup>/<sub>2</sub>" Floppy Drive.
- 18.1.2 Click on the "Create Your Electronic File" button.
- 18.1.3 GB EZ will then display a screen asking you where you want to export your listings. The default location is your Floppy Drive.
- 18.1.4 Click Save.
- 18.1.5 GB EZ will export two files to the floppy disk. The first file is named ExportGB.txt. The second file is named CalendarData2000.zip. DO NOT RENAME OR ATTEMPT TO OPEN EITHER FILE! These are for use at the Gordon Bernard Company offices only.

#### No Floppy Drive 18.2 – Working with computers without floppy drives

18.2.1 If you do not have a floppy drive, GB EZ will place two files on your desktop named, ExportGB.txt and CalendarData2000.zip. You can then burn these files to a CD, transfer to a ZIP disk for submission with your order or e mail them to another computer with a floppy drive.

### Back Up GB EZ Section 18.3 – Saving a Backup copy for your records

18.3.1 Each time you click on the "Save" button, the information you just entered is saved to your hard drive. When you close GB EZ, you are asked if you want to make a back up file. This creates a copy of the entire database (listings, ad copy, order forms, etc.) that you have entered using GB EZ. You can save this backup to a floppy disk by inserting a floppy disk in the disk drive and save the back up file to this disk. It is a good idea to do this after each session. You can use two different disks, alternating them each time. If you use the same floppy disk, GB EZ will tell you the file already exists (you created it after the last session) and if you want to overwrite the existing file, select "Yes". This will overwrite the file from the last session and replace it with the file from the current session.

#### **Reports With Your Order - Section 18.4**

18.4.1 When you click on "Print A Copy of Your Reports", GB EZ will place a check mark in the box next to the reports that need to be printed and submitted with your order. If you make a last minute change to a Display Ad, for example, and only need to reprint that report, click to uncheck those reports already printed.

### Other items to be sent in with your order - Section 18.5

- 18.5.1 Camera Ready copy of all logos or special type to be printed on Display Ads.
- 18.5.2 Place one copy of your picture with cropping marks on the <u>back side</u> of the picture. If submitting a digital picture, include the disk or CD containing the picture file.
- 18.5.3 A check for the amount of your order made out to the Gordon Bernard Company
- 18.5.4 Calendar Back Advertising portion from your last publication with deleted ads marked through with an "X" and changed ads marked through with a "C".

### 19. Known Problems And Error Messages

### Section 19.1 Known System Problems

- 19.1.1 In the Add listings screen, I cannot see the days on the current month on the drop down calendar. The previous and next month days are visible (but not active) and I can click on the calendar days and a day will be selected, but the date numbers are not visible. Solution: This problem is caused when you have adjusted your screen display settings. The numbers are there, but you cannot see them because you have your background color and text color settings set to nearly the same color. To fix this, click on Start, then on Settings, then arrow to Control Panel, then click on Display. The background color and menu font color have been reset to the same or similar color. Click on the Appearance Tab. The color settings need to be set to Standard or Default. The wording here will depend on which version of Windows you are using.
- 19.1.2 A Listings Text file, either one you created from your GB.CAL file or a file we sent you from your last order, may not always import properly. If you get a run time error, you can correct the problem by opening the listings text file and finding the cause of the error. Most word processing programs will open a listings text file. Wordpad (supplied with Windows (Start/Accessories/Wordpad) will open this file. It will look like this when opened.

#				
 # # # # # # # #	Organi City Chairm Calenc Block		: 49274 : FIRST CONGREGATIONAL CHURCH : ISLAND POND, VT 05846 : ROGER FLETCHER : A : B : 04/01/2004	
00	050327  050327	B Lees  B Guyl	sa Timpson laine Fauteux	
00  00  00  00  00	050327 0503WE 0503WE 050328 050328 050328 050328 050329 050329	B (Con  B Davi  B Drew  B Chel  B Susa  B Madi	vio Dupuis ntinued from March 10) id Sykes w Rucker lsea Bingham an Foy ison Lefebvre n Smith	

- 19.1.3 The listings text file sequence can be decoded as follows:
  - 19.1.3.1 The first two zeros are used in GB CAL to reference each listing.
  - 19.1.3.2 The next six numbers after the vertical line identify the date. The first two digits refer to the year (eg. 05 2005), the next two digits are the month (eg. 03 = March) and the last two digits refer to the day.
  - 19.1.3.3 After the space and another vertical line, the next column is the listing type (B = birthday, A = anniversary, + = Continuation, E = event).
  - 19.1.3.4 The listing text follows the last vertical line.

- 19.1.4 Run time errors are caused by:
  - 19.1.4.1 A blank line anywhere in the listing text. To fix this, highlight the entire blank line and delete. In the example above, this is shown just below the listing for Guylaine Fauteux.
  - 19.1.4.2 Listings that were in a blank square in your previous calendar must be assigned a date. Listings in a blank square will be coded in the text file like the Listing "(Continued from March 10)" in the above example. Notice instead of a day in the sequence, W E (or letters) are used. Simply replace the letters with the day. Be sure to use a zero for a place holder for a single digit day. In the above example, since the listings coded 0503 WE were to be printed on March 10, change the 0503WE to 050310 for each of the listings. Don't forget to delete the line "(Continued from March 10)" or it will be printed with the rest of the March 10 listings.
  - 19.1.4.3 If a vertical line is missing, the listings will not import. Replace the vertical line.
- 19.1.5 If you have a February 29 listing, you may get an error message. A February 29 would have the date code xx0229 (The first two digits would be the year not an "x"). Delete the line entirely and add the February 29 listing in an Extra Date Block in GB EZ. CLICK HERE for instructions on how to enter February 29 listings. After you have made the changes to the Listings Text file, Save the file (File/Save) and your import should work just fine.
- 19.1.6 You will get an import error (Error #9) if you are trying to import the Calendar.Dat file (from GB\_CAL) or the CalendarData2000.mdb file. If you are trying to move your data from one computer to another, this cannot be done using the import routine. You must copy the CalendarData2000.mdb file into the new computer. CLICK HERE for instructions on how to copy this file.
- 19.1.7 If you receive Error Number 429, 430 or 13, there is a file missing from your operating system. Call the Gordon Bernard home office (1.800.531.1484) for information on correcting this error.
- 19.1.8 If you receive Error Number 713, you are probably trying to print in a Network environment and there are certain files missing from GB EZ and the work station you are working from. The best solution is to transfer your database to a stand-alone computer and print from that computer. CLICK HERE for instructions on how to transfer the database to another computer.