

## Microsoft Word Mail-Merge

One common use of *Casino City's Gaming Business Directory CD* is the production of mailing labels or letters for executive contacts. Word mail-merge is designed to perform both of these tasks, and you will find sample Word mail-merge template files on the CD that should help simplify the process for you. Information about the sample mail-merge template files can be found in Appendix J. This section documents how to perform a mail-merge with Microsoft Word 2000.

If you want to create mailing labels, template files are provided for Avery 5160 style labels (thirty 1" by 2<sup>5</sup>/<sub>8</sub>" labels per sheet), Avery 5161 style labels (twenty 1" by 4" labels per sheet) and Avery 5162 style labels (fourteen 1<sup>1</sup>/<sub>3</sub>" by 4" labels per sheet). Open the template file Avery5160Labels.doc, Avery5161Labels.doc, or Avery5162Labels.doc contained in the Templates folder. Then select Mail Merge on the Tools menu to open the Mail Merge Helper dialog box. Since you have already opened a mailing label template file, you can go directly to step two and click on Get Data and then on Open Data Source. Select the data table file you wish to use to create mailing labels and click OK.

In step three you merge and format the labels. As part of this step you may select the Query option to choose which contacts to use. The query option allows you to sort or select records according to criteria you specify. For example, you can select properties with a certain minimum number of table games or hotel rooms. If you want to specify more complex criteria, such as selecting contacts with particular departmental responsibilities, you must use a more sophisticated query tool like Microsoft Query whose usage is explained in the next section.

To create a letter, follow a process similar to the one outlined above for mailing labels, but use the file SampleLetterTemplate.doc. After selecting the appropriate data source for your letter, edit the contents of the sample letter so it has the contents you desire before performing the merge. You can easily delete the body of the letter and type or copy and paste new material from other documents.

You can use any of the columns in the selected data table to customize your letter. For example, you can insert the first name of the recipient into a sentence in the body of the letter to make it more personal, or you can include specific information about the property, such as the number of gaming machines, in your letter. Word uses the term "field" to refer to data table columns. Use the Insert Merge Field button on the Mail Merge tool bar to insert columns from the data table. Your letter can also include different words or sentences based on the value of columns in the data table. Just press the Insert Word Field button on the Mail Merge tool bar and select the If...Then...Else... option.

Sometimes you may want to create letters or mailing labels for a group of executives that you cannot easily specify using the information on the CD and the Query facility provided by Word. In this situation consider using GBDonline to create a custom data extract to use with Word mail-merge that contains just the executives you require. The GBDonline data selection facilities are designed to handle certain types of executive selection criteria not easily specified using Word Query options and the information available on the CD.

## Using Microsoft Query with Microsoft Word Mail-Merge

Using Microsoft Query with Word mail-merge enables you to easily construct sophisticated queries to select an appropriate set of *Gaming Business Directory* data. Select Mail Merge on the Tools menu to open the Mail Merge Helper dialog box, click on Get Data under Step Two after setting up the main mail-merge document and then click on Open Data Source. The Open Data Source Screen will appear. Click on the MS Query button to select data using the Microsoft Query tool. Microsoft Query is an optionally installed component of Microsoft Office so you will only be able to use it if it has been installed.

The first screen presented by Microsoft Query is the Choose Data Source screen. If the *Gaming Business Directory* data you are using is in comma-separated values format you must select “<New Data Source>” and click OK. Data downloaded from GBDonline.com is always in comma-separated values format.

The Create New Data Source screen will appear if you select <New Data Source>. You must provide a name for the data source, select “Microsoft Text Driver (\*.txt, \*.csv),” and click Connect. The ODBC Text Setup screen will then be presented. Uncheck “Use Current Directory” and press the Select Directory button to open the Select Directory screen. Select the drive where the directory containing the data is located, select the folder containing the data, and click OK to close the Select Directory screen. Click OK to close the ODBC Text Setup screen and then click OK to close the Create New Data Source screen.

On the Choose Data Source screen, select the newly created data source name if you have created a new data source for comma-separated values data. Select MS Access Database to use Access database files on the CD or select Excel Files to use Excel spreadsheets on the CD. Click OK once you have chosen a data source. If you indicate a database or spreadsheet data source, a Select Database or Select Spreadsheet screen will appear. Select the drive where the database or spreadsheet is located, select the folder containing the database or spreadsheet, select the specific database file or spreadsheet if required, and click OK.

The Query Wizard Choose Columns screen will now be displayed. Select the *Gaming Business Directory* table you wish to use, click the “>” button to select all columns in the table, and click Next. The Query Wizard Filter Data screen is displayed. Select a column to be used to filter the data. For example, select the Responsibilities column within the GamingPropertyContacts table if you wish to select contacts based on departmental responsibility. Next select an operator such as “Contains” and enter a value such as “Security”. To specify additional criteria for the same column, simply select “and” or “or” depending on whether either or both criteria must be satisfied, and specify the criteria, such as “Contains” “Surveillance”. Thus you can easily request contacts that have either Security or Surveillance responsibilities. To filter based on another column, select it and specify the desired criteria. Once all criteria are specified click Next. The Query Wizard Sort Order screen will appear. Specify any desired sort order and click Next.

The Query Wizard Finish screen will be displayed. We recommend checking “View data or edit query in Microsoft Query” before pressing the Finish button if you have specified a query involving multiple columns.

## Appendix J: Microsoft Word Mail-Merge Template File Specifications

You can easily use Word mail-merge to produce mailing labels and letters from the data provided on *Casino City's Gaming Business Directory CD*. The following table shows the contents of the lines that format mailing labels in the mailing label template files contained in the Templates folder.

Line	Word Mail-Merge Commands	Mailing Label Line Description
1	{ MERGEFIELD Salutation } { IF { MERGEFIELD Salutation } <> "" " " "" } { MERGEFIELD FirstName } { IF { MERGEFIELD FirstName } <> "" " " "" } { MERGEFIELD MiddleName } { IF { MERGEFIELD MiddleName } <> "" " " "" } { MERGEFIELD LastName } { IF { MERGEFIELD NameSuffix } <> "" ", " "" } { MERGEFIELD NameSuffix } { IF { MERGEFIELD FirstName } = "" { IF { MERGEFIELD LastName } = "" { IF { MERGEFIELD Title } = "" "General Manager" "" } "" } "" } }	The Salutation followed by a blank if the Salutation is present followed by the FirstName followed by a blank if the FirstName is present followed by the MiddleName followed by a blank if the MiddleName is present followed by the LastName followed by a comma and a blank and the NameSuffix if the NameSuffix is present. If neither FirstName, LastName, nor Title are present, the phrase "General Manager" is used.
2	{ MERGEFIELD Title }	The value of Title
3	{ MERGEFIELD Company }	The value of Company
4	{ MERGEFIELD Address1 }	The value of Address1
5	{ MERGEFIELD Address2 }	The value of Address2
6	{ MERGEFIELD Address3 }	The value of Address3
7	{ IF { MERGEFIELD PostalCodePlacement } = "Before City" { MERGEFIELD PostalCode } "" } { IF { MERGEFIELD PostalCodePlacement } = "Before City" { IF { MERGEFIELD PostalCode } <> "" " " "" } "" } { MERGEFIELD City } { IF { MERGEFIELD State } <> "" ", " "" } { MERGEFIELD State } { IF { MERGEFIELD PostalCodePlacement } = "After State" { IF { MERGEFIELD PostalCode } <> "" " " "" } "" } { IF { MERGEFIELD PostalCodePlacement } = "After State" { MERGEFIELD PostalCode } "" } { IF { MERGEFIELD Country } <> "United States" { IF { MERGEFIELD Address3 } <> "" "tab" "new line" "" } { IF { MERGEFIELD Country } <> "United States" { MERGEFIELD Country } "" } }	The Postal Code followed by a blank if the Postal Code is present and is to be placed before the City. Then the City name followed by a comma and a blank if State is present followed by the State. Finally, a blank followed by the Postal Code if the Postal Code is present and is to be placed after the State.  If the Country is not "United States" then (i) a new line is included if Address3 is not present, (ii) a tab for right-justification is included if Address3 is present, and (iii) Country is included.

The mailing label templates are designed to use Avery 5160, 5161, and 5162 or compatible 8½" by 11" label sheets. Avery5160Labels.doc uses a layout of thirty 1" by 2<sup>5</sup>/<sub>8</sub>" labels per sheet, Avery5161Labels.doc uses a layout of twenty 1" by 4" labels per sheet and Avery5162Labels.doc uses a layout of fourteen 1<sup>1</sup>/<sub>3</sub>" by 4" labels per sheet. The 5160 and 5161 templates use eight point Arial type and the 5162 template uses ten point Arial type, allowing full seven-line addresses to fit on the mailing labels.

A sample letter template named `SampleLetterTemplate.doc` can also be found in the `Templates` folder on the CD. The sample letter template formats the address heading section of the letter in a fashion similar to that used in the mailing label template. However, the `TitleLong` field is used rather than `Title` field and the `StateLong` field is used rather than the `State` field. Also, the `Country` is always placed on a separate line since the limitation of a maximum of seven address lines necessary for the mailing labels can be relaxed within the heading of a letter. A bookmark named `Recipient` is also created using the name line of the address so it can easily be used again in the salutation line.

If you wish to examine the details of the heading of the letter template, simply select the heading portion of the sample letter from within `Word`, right-click on your mouse while the mouse pointer is positioned over the selected text, and select the `Toggle Field Codes` menu item.