



Articles:

- [Excel – Macros Made Easy](#)
- [Word – Working with Headers and Footers](#)
- [What is a BtoB \(BtoC\) Digital StoreFront?](#)

We want to hear from you!
[If you like this newsletter and find the information useful, please let us know.](#)

Excel – Macros Made Easy

Macros are a great way to make common chores in Excel easier and faster. A macro is a series of commands and functions that are stored in Microsoft Visual Basic and can be run whenever you need to perform a task. But don't panic, you don't need to know MS Visual Basic to use them!

Let's say you have a spreadsheet that you use every month, but you need to delete the past month's entries each time you start a new month. You could delete the cells by hand each month – or you could record yourself doing the steps (commands and functions) and then let Excel do it for you each month.

To create a macro – go to Tools, Macro, and choose Record a Macro. Give the Macro a name and description (if needed) and hit OK to begin recording. Now you can record the steps you need to perform. When finished click the square on the smaller icon box that appeared – that will stop the macro from recording. If you make a mistake, you can either just record it again using a different name or fix it by coding it in Visual Basic (if you know VB).



To delete or edit a macro – go to Tools, Macros, click Macro (or Alt-F8) to see the list of recorded macros. From here you can delete, edit, or run a macro step by step to see how it's working.

Hints:

- To avoid mistakes (and re-recording) I suggest jotting down all the steps you need to take prior to recording.
- After you have created your macro, if you want to get fancy, you can

December, 2009



SERVICES WE OFFER:

- Bindery service
- B/W copies
- Booth panels
- Brochures
- Catalogs
- CD/DVD duplication
- Course packets
- Customization
- Data warehousing
- Digital printing
- Fulfillment
- Large-format prints

assign the macro to a button that, when clicked, triggers it to run. Using the Drawing toolbar, draw a shape anywhere on your spreadsheet, right click on the shape, choose Assign Macro and pick the macro you want associated with that shape. I usually use a blank spreadsheet for placing the button for the macro – creating a control panel spreadsheet.

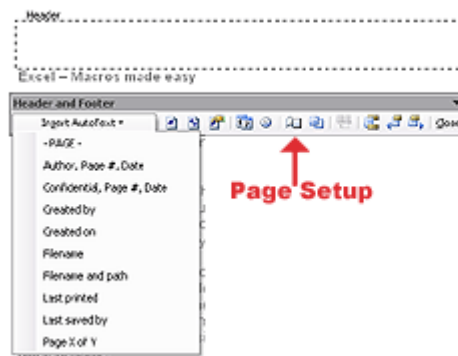
- Always test your macro after creating it!

Word – Working with Headers and Footers

Adding basic headers and footers to your document (such as consecutive page numbers, author, title, and date) is simple. Using the tool bar choose View, then Header and Footer.

Doing this will change your document's view so you can now see the header and footer areas of your document. A control panel will appear providing you with a multitude of choices to put in the header and footer area (you can also get to these options from the menu bar – Insert).

For the basic items to be added to the header and footer use the Insert Auto Text option. Note that the options for Author and Created By are taken from the document Properties. If you need to change them, go to File, then Properties, and Summary tab. You can put anything you want into the header/footer area.



Once you've placed your information into the headers and footers you can highlight them to change the font type, size, color, etc. To adjust the location of the headers and footers click on the icon for Page Setup and the Layout tab. If you need to change the starting number of a page use the menu bar – Insert, Page Number, and Format (on bottom left of pop-up window).

When you are done making all the adjustments to the header and footers, click Close on the header/footer menu bar to be taken back to your original view with your headers and footers showing.

What is a BtoB (BtoC) Digital StoreFront?

First let's break down what each part means:

- BtoB (B2B) – business to business transactions. It could be between a manufacturer and a wholesaler or a company and their sales force.
- BtoC (B2C) – business to consumer transactions.
- Digital StoreFront – online catalog system for customizing and ordering materials.

These Digital StoreFronts are a very effective way for businesses to reach their customers in a personalized manner while cutting the time of getting their message to market. By using pre-approved templates, companies can maintain their branding and messaging while permitting customization. No need for them to waste time in meetings each time someone wants to create

- **Logo creation**
- **One-to-one marketing**
- **Package design**
- **PowerPoint slides**
- **Printing**
- **Regulatory services (labels, package inserts, brief summaries, and medical guides)**
- **Sales aids**
- **Training manuals**
- **Training (Excel, PowerPoint, etc.)**
- **Bindery service**
- **B/W copies**
- **Booth panels**
- **Brochures**
- **Catalogs**
- **CD/DVD duplication**
- **Course packets**

a customized message for a client.

In a BtoB scenario, a business might provide their sales force with the Digital StoreFront so they can create and order marketing materials customized specifically for their clients. It could be as simple as using the client's logo or company name on a sell sheet or more intricate, where rules are set up to display certain graphics or text based on an answer from a form or the individual's demographics. In a BtoC scenario, a healthcare company could use the Digital StoreFront to produce and ship their patients specific material based on the patients' medical history and condition (for example in a clinical trial setting or for a specific indication).

Using the latest in technology, Universal Graphics provides our customers with Digital StoreFronts. Each site is unique and branded based on the clients' specifications. Our clients are using this technology in a variety of ways:

- One healthcare company provides the Digital StoreFront to their Managed Market sales force for expediting their customized message to market as tier wins occur ([click here for more details](#)).
- A manufacturer who has multiple wholesalers gives them access to a Digital StoreFront to create and purchase their own marketing campaign materials to help promote their services. These wholesalers are generally small businesses that can't afford marketing, or don't have the in-house expertise.
- Another healthcare company uses it to order their medical speaker bureau materials as an event is scheduled. We produce and ship a package that includes a CD with the requested speaker slides, slide handouts, response forms, etc.

[Click here to find out more](#) and [try it for yourself](#) or call us at 203-934-4275 to set up a web conference to discuss how to implement a Digital StoreFront into your organization or visit us at www.UnivGraph.com for more information.



Fun Facts for December – History of the Advent Calendar:

The origin of the calendar, like so many of our Christmas traditions, started in Germany in the 19th century. At the time there were different methods used to count down the days until Christmas; drawing a chalk line to mark off the days, later lighting a candle every night or putting up small religious pictures marked each day until Christmas.

The first printed calendar was produced by Gerhard Lang in Germany. When he was a child, his mother attached little candies to a piece of cardboard and each day Gerhard would take one off. His first (printed) calendar consisted of miniature colored pictures that would be attached to a piece of cardboard each day in December. Later Advent calendars were made with little doors to open on each day. The child might find a small piece of candy, a Christmas picture, a religious picture or a bible verse.

The original Advent calendars were based on 24 days with Christmas Eve as the last night to either put up a picture or take a candy. Today, the traditional German calendars still show 24 days, but in the United States, it's not uncommon to also find ones with 25 days – the last opening to occur on Christmas Day.

- **Customization**
- **Data warehousing**
- **Digital printing**
- **Fulfillment**
- **Large-format prints**
- **Logo creation**
- **One-to-one marketing**
- **Package design**
- **PowerPoint slides**
- **Printing**
- **Regulatory services (labels, package inserts, brief summaries, and medical guides)**
- **Sales aids**
- **Training manuals**
- **Training (Excel, PowerPoint, etc.)**

Universal Graphics, 375 Morgan Lane, Suite 203, West Haven, CT 06516

[Universal Graphics - One call-One source](#) Phone 203-934-4275 Fax 203-934-4324

To [unsubscribe click here](#). To add a friend to this e-newsletter, [click here](#).
amy.potts@univgraph.com