This is how I made the main part of the Rainbow Guide in 2006, 7, 8, & 10. I used Microsoft Word and Excel. The instructions below are for the 2007 and 2010 version.

Make a database with Excel

Make a header row for all the columns across the top of the sheet, filling one cell each with the following names:

Region Name
Region Description
Name 1
Name 2
Address
City
State
Zip
Zip in Text
Region
Phone 1
Phone 2
Email 1
URL 1
URL 2
Facebook
Message 1,
Message 2,...
   all the way thru
Message 10

Take 17 rows, and in each under Region Name enter something like Region 1, under Region Description enter something like New England, under Region the corresponding region number, and 00000 under Zip. Leave all the other cells in these rows blank.

In the rows beneath these 17, enter the data provided by the submissions in their appropriate columns, making sure you stay on the same row as you enter all the data for one submission. It is not necessary to enter something into every cell in a row. If the information for a certain column is not given, leave it blank

The Name 2 column is for the various things that people might want to add to their basic name, like "aka" another name, or the name of their tribe or kitchen, or the names of their kids.

Select the entire Zip and Zip in Text columns by clicking on the letters at the top, making the whole column black. Push the Format button in the Cells box, and select Format Cells… at the bottom of the drop down list. Select Text from the list at the left of the small window that appears, and click OK. If you don't do this,

the 0 at the beginning of New England numbers will be automatically deleted by Excel.

Enter a zip code in every cell of the Zip column, because you will be using it to sort. If one is not given, look up the town on the Post Office site:
    `http://zip4.usps.com/zip4/welcome.jsp.`
If several are given for a town, use the code for the central office.

If the entry is in region 16, enter 99999.

If the entry is in a foreign country, put the complete name of it in the State column. In the Zip column, enter 9999 plus one more digit. You can change this number to put the foreign entries in the order you want after sorting. Put the foreign postal code only in the Zip in Text column.

The Zip in Text column is for the Zip code if it is to be displayed in the printed copy. Do not include it unless a complete street address is given. If only a city and state are provided, or it is Region 16, leave the cell in that column blank.

If someone has made a long comment at the end of their entry, divide it up into segments of less than 256 characters, including spaces, to be strung together later when the directory list is made inWord. Enter these segments into the Message columns. If this is not done, information may be lost in extremely long comments – the software can glitch.

The following macro can be installed into a Words file used to edit the comments, and used to send the cursor ahead 250 characters:

```
Sub Macro1()
Selection.MoveRight Unit:=wdCharacter,
Count:=250
End Sub
```

You can use sets of characters unlikely to be used in an entry like $$ or @@, and insert these into comments to define line or paragraph breaks in the printout. After you have made the directory list in Word, replace them with ¶ (*paragraph*) or ↵ (*manual line break*) marks.

Sort the entries.

Click on the square with the triangle in it at the top left of your database sheet, selecting the entire sheet and turning it black.

Click on the Sort & Filter button in the Editing box at the far right. Select Custom Sort… from the drop down list. A small window will appear.

After Sort by, select Region, Values, and Smallest to Largest.

Click on Add Level at the top left, then select Zip, Values, and A to Z.

Add another level, then select Name 1, Values, and A to Z.

Click OK

Check the City, State, and Region columns to see if they came out in the right order. Correct any erroneous region or zip code numbers and sort again.

Save the database file, and close it.

Make a directory list generator with Word.

Select the Mailings tab in the middle of the row at the top of the window.

Click the Start Mail Merge button in the Start Mail Merge box in the toolbar, second from the left. Select Directory from the list that drops down.

Click the Select Recipients button. Select Use Existing List… from the dropdown list. A small window will appear named Select Data Source, and by default it will show the folder My Data Sources located in My Documents.

(If you want, you can click on My Documents in the middle of the list at the left of the window, and then browse to where you have your Excel .xlsx file, but I have found it simplest to keep it in My Data Sources and then put a shortcut to it in the folder I am keeping all the other Rainbow Guide files in.)

Select the database .xlsx file by clicking on it, making a black box appear around the letters. Click OK

A new small window will appear named Select Table. If you have made more than one sheet in your Excel file (so far you haven't), select the one where your main list is by clicking. Be sure the check mark box is selected next to the words First row of data contains column headers. Click OK.

In the Write & Insert Fields box to the right, click on the Insert Merge Field button. A drop down list will appear with the all the names in the header row of the database file. Select a name to insert it into the document. It will appear as a field code, surrounded by « » marks.

When you have entered all the fields. format them with the fonts and sizes you want for them in the printed Guide. The following is similar to what I used in 2010:

«Region_Name»
«Region_Description»
«Name_1»
«Name_2»
«Address_1»
«City_1», «State_1» «Zip_in_Text»
«Phone_1»
«Phone_2»
«Email_1»
«URL_1»
«URL_2»
«Facebook»
  «Message_1» «Message_2» «Message_3»
«Message_4» «Message_5» «Message_6»
«Message_7» «Message_8» «Message_9»
«Message_10»

Note the spaces between the fields.

Be sure to add an extra ¶ mark at the end, or the name in the next entry will be appended to the end of the comments.

This produces a printout like the following example:

Region 8
Central Plains & Ozarks
Thunder Bunny
& the kids: Justin, Jason, & Jennifer
420 Organic Ave.
Sproutville, OK 74401
918-609-6969
918-819-1981
thunderbunny@wahoo.com
www.thunderbunny.com
www.loudrabbits.org
Thunder Bunny

  This is my first gathering. It is really awesome to be around you people who all love each other so much. I'm into natural foods, Reiki, Tai Chi, Sufi, and Whoopi. Hey, you wouldn't by any chance happen to have a cigarette, would you?

When making the directory list, all fields that correspond to an empty cell in the Excel database will be skipped over when Word compiles the list.

Make the directory list.

Click the Finish & Merge button at the far right side of the toolbar. Select Edit individual Documents... from the dropdown list. A little window will appear named Merge to New Document. Click on the circle by All.

Click OK.

A new document will appear in its own window named Directory1 (or 2 or 3 or however many times you've made a directory list this day). If you try to save it, you will be asked for a name (just like a file made from a .dot template file).

If you find errors in the directory list you made, make the corrections in the Excel file, so any new directories made will include them.

If you respond Yes when you close your list generator file and are asked if you want to save the changes you made, the next time you open it you will get a window saying:

> Opening this document will run the following SQL command:
> SELECT * FROM 'Sheet1$'
> Data from your database will be placed in the document. Do you want to continue?

If you click Yes, then the database you selected the last time you had the file open will be loaded up and you will be able to click on the Finish & Merge button without having to go thru the database selection again.

Make the PDFs.

Save the final Directory file as a regularWord document, giving it a name, and then add whatever pictures and other decorations you want. Do a final proofreading, and make manual corrections to the Word document.

Convert this to a .pdf file with a program like Nuance PDF Create (you can find these at stores like Office Depot or Staples).

Most of the pages containing raps and other stuff, and the covers, I have made with Microsoft Publisher. To get these into PDF, I have had to first save them as .ps (PostScript) files, and then convert these to PDF with Nuance, which recognizes them. To be able to do this, I had to find an empty port on my computer and install a phantom PostScript printer (*no actual physical printer, I just made the computer think there is one there*). I picked one out of the many on the list is leading brands that Windows gave me). Gather together all your PDFs into one composite PDF, and submit this to your printer.

Most printers use PDF files to make offset printing plates directly with their computers – no more need for the cameras, film, and light-sensitive plates of old.

Find a printer.

The cheapest way to publish the Guide is as a newsprint booklet, and these are not produced by all printing shops. They are printed on what is called a web-fed offset press, one that prints on a roll of paper that is fed thru the press, then is cut into sheets after the ink has been applied – as opposed to a regular press that prints on individual sheets of paper that are fed in stacks. A booklet made the regular way will cost much more for the same number of copies. The sheets that come out of the web-fed press usually measure 22 by 34 inches, plus a little extra for final page trim – enough for eight 8½ by 11 pages that the sheet is cut down further into when the booklet is assembled. As a result the booklet must have a number of pages that is a multiple of 8 – like 24, 32, or 40.

This kind of printing is usually done by a company that is affiliated with a newspaper, and there are not as many companies around that do this for individual customers as the regular kind.

I have used Leader Printing, which also produces the Madison (South Dakota) Leader newspaper. Their website is http://www.leaderprinting.com/ In 2010 they printed 2500 copies of a totally black and white 24 page book for $452.54. The shipping from Madison, SD toMuskogee, OK was $164.40, making a total of $616.94 – or 24.67 cents per copy. In 2008 they printed 3000 copies of a 32 page B/W book for $495.73 plus $175.08 for shipping, making a total of $670.81 – or 22.36 cents per copy. In contrast, the 2006 Guide was printed by a different company on regular paper with a sheet-fed press, and 2000 copies of a 40 page book, picked up by me at their shop in Denver while en route to the gathering, cost an even $2000, or a dollar per copy.