

Well known and loved by Californians up and down the state, the Crocker Art Museum collects, preserves, exhibits, and interprets outstanding works of art. Located in Sacramento, the heart of California, the museum is dedicated to promoting an awareness of and enthusiasm for the human experience through art. Visited by young and old, and from all walks of life, the museum offers captivating products of human ingenuity and creativity.



*Jan Frans van Bloemen
(Flemish, 1662–1749)
Classicizing Landscape
Oil on canvas. 49 x 68 inches*

In 1869, Judge Edwin B. Crocker and his family assembled a collection of paintings and master drawings forming the core of today's exhibit. In 1873, The Crocker Art Museum originated with one of the largest private collections in the country. While frequently open to the public, it remained a privately held collection until Margaret Crocker presented the building and collection to the City of Sacramento and California Museum Association in 1885, making it the oldest U.S. museum west of the Mississippi.

In 1889 the Crocker's collection was expanded with the first community-based contributions which grew the original private art collection to its current size and scope. The Crocker Collection continues to add art through donors, and purchases with primary focus on Californian, European, Asian, African and Oceanic Artworks.



Beautiful Vase by Frans Bischoff

The Museum's measure of success is their ability to enrich the intellectual and cultural life of the communities they serve. And to create and sustain a culture of learning in which works of art are perceived both as objects of visual delight and as symbols of human thought.

The Crocker Art Museum has many events for the public. On their beautiful grounds, the public can attend concerts, lectures, art evaluation days, studio art classes, films, and much more.

We recently spoke to Michelle McKenzie, Museum Store Manager and Buyer, about the Crocker Art Museum's use of Retail Pro.

BHD: What POS and Inventory Management system did you use before Retail Pro?

Michelle: We were using CAM (CAM Commerce Solutions).

BHD: Why did you choose Retail Pro as your current system?

Michelle: We needed a system that would allow us to run more detailed reports, keep track of departments and classes, allow us to go back and pull history together from any time period, and create the reports we need to analyze our business.

BHD: How has Retail Pro affected your POS and inventory control requirements in your day-to-day business operations?



NeoCrocker Gala

Michelle: Wow. There are is so much that Retail Pro offers me that I didn't have with CAM, it's hard to know where to begin. I now have a very precise tool for tracking sales and history. I can look at my inventory values and sales by department, and see where I need to increase or reduce inventory levels. To locate a receiving error, I can look at an item's history, including the exact PO it was received on, and actually track down where the receiving error was made. FABULOUS!

BHD: What are the most useful aspects of Retail Pro in the museum industry?

Michelle: In addition to the above, I love the real-time sales reporting! Retail Pro allows us to problem-solve, so we can keep accurate sales numbers. Being able to look back to any time to find a receipt and sales history either at the register or in inventory management is critical to growing any business. Also, we had a customized program written which allows me to receive the latest membership data via email, and I just upload it to Retail Pro. The integration is Super Easy!

BHD: How do your employees like working with Retail Pro?

Michelle: They like it. The POS is easy to close out at night – with no calculator needed. And you know when you're missing a credit card receipt, and can find it!

BHD: Why did you choose Big Hairy Dog as your service provider?

Michelle: Big Hairy Dog is a local Sacramento company. When it came time to talk about training on a big new system, the local aspect helped a lot. But I had also heard a lot of positive things about BHD: quick response time, easy to work with, nice people AND a super product!!



Robert H. Hudson
Outrigger 1983-1984
Enamel on steel, cast iron & antlers

BHD: How would you describe the service you receive from Big Hairy Dog?

Michelle: Excellent! Really, I'm almost surprised to say that we are all very pleased with the service we get from BHD. People might say you'll get excellent service, but I know that can be a pretty nebulous term. Now I KNOW!



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