

Table Talk

www.tabletalk.com



Table Talk is an amazing retail success story! Originally opened in 1976, this one-of-a-kind business, specializing in furniture, decorative home accessories, tabletop products, gourmet food, cookware and gadgets, has endured decades of changes in market trends, shopping environments, customer needs and economies. Being a smart retailer, Table Talk has made adjustments to meet the challenges it has faced for 35 years, and today continues to enjoy success.

Co-founders Dale and Bob Mayerfeld both come from families who have owned businesses. Bob, having a background in retail, and Dale, a former school teacher, decided they wanted to follow in the family tradition and opened Table Talk in what was then a key shopping location in Tucson. That original store closed after 33 years, but Table Talk has three other Tucson stores and a successful e-commerce business. Check out their website at www.tabletalk.com. They also have a Facebook presence at facebook.com/tabletalktucson.

While Bob handles the day-to-day store operations, Dale handles the accounting and IT end of the business. Dale's 90 year-old father loves to work part-time at the stores when he is in Tucson for the winter. Table Talk enjoys a widely diverse customer base, as many residents have a winter home in the Tucson area and order products year around.

With specialty items including home décor, dinnerware and flatware, furniture and accessories, it is no surprise the store has a special draw to women in the 30+ age bracket.

Table Talk gives back to the community that has contributed to their success by generously donating to local charities.

We recently spoke to Dale about their use of Retail Pro:

BHD: How did you control your inventory back in 1976 when you first opened your doors?

DALE: We used cash registers and ledger books--everything was manual. Our very first 'system' was an old Burroughs computer that only handled the accounting aspects of the business. We began researching a number of different POS systems around 1995, but when we viewed Retail Pro we instantly knew this product had the features we wanted.

BHD: What features sold you on the early version of Retail Pro?

DALE: We loved the fact that Retail Pro allowed us to generate a Transfer Order at the same



time we generated a Purchase Order without waiting until the merchandise arrived. We also were impressed with the accounting link. Retail Pro's accounting link is the main reason we switched to MAS 90. As we are a multi-store operation, we were also attracted to Polling.

BHD: How has Retail Pro impacted your business operations?

DALE: With every item of our inventory entered into the system, we have complete knowledge of our inventory status and since our upgrade, we are enjoying the many marketing features, which bring in business. I can remember when we used to set the system's clock to have the main store call the remotes to gather sales information, so we are really enjoying the automatic polling feature.

BHD: Your last upgrade was with BHD. How did the upgrade go?

DALE: Very smoothly. I installed the software on my laptop and trained everyone on it in group and private sessions for months prior to going live. When the BHD tech flawlessly installed the upgrade in our offices and stores, it was a seamless transition!



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

DALE: We thought that RPRO was still proprietary in terms of who we could use, so had always stayed with our area's providers. It was a past business acquaintance who recommended Big Hairy Dog to us, saying BHD had great service. Not realizing we could transfer to BHD, we simply used their Emergency Tech Service (ETS) for a few years.

That was our first insight into what excellent service was. When I mentioned to Felicia that I wanted to completely transfer to BHD, rather than just use its ETS, we began the transfer process immediately and have been with BHD ever since.

BHD: How would you describe the service you receive from BHD?

DALE: In a word: 'Exceptional'!!



This beautiful Nantucket Sideboard is built from reclaimed Indian hardwood with a distressed paint finish.

As the wood tone and paint colors will vary, each piece is truly unique.



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