



## SACRAMENTO RIVER CATS AAA BASEBALL

Residents throughout Northern California go wild with enthusiasm and pride for their AAA baseball club, the Sacramento River Cats. Fans pour into beautiful Raley Field, located along the Sacramento River and watch the games from the stadium or ever-popular lawn seating.

The games have become a favorite local event not only for season ticket holders, but also for business and neighborhood groups, clubs, families and individual baseball enthusiasts.

Formerly known as the Vancouver Canadians (1999 Triple-A World Series Champions), the River Cats franchise was relocated in 1998 from Vancouver, Canada to Sacramento just prior to the 2000 season. The 2013 season marks the Sacramento River Cats' 14<sup>th</sup> year in California's Capital City.



*A night River Cats game at the beautiful Raley Field*



*The 'On Deck Shop' displays a large variety of merchandise including River Cats ball caps*

The River Cats 'On Deck Shop' is a paradise for fans, offering an extraordinary variety of merchandise. The shop is a busy place, with non-stop retail sales on game days and on no-game days, receives email orders from all over the country.

The Sacramento River Cats involvement in the community is an important part of their organization. The River Cats Foundation was set up to help local organizations achieve their goals. Since 2000, the River Cats has contributed over \$1.5M in cash and \$16.2M in in-kind donations to the greater Sacramento area.



Rose Holland manages the River Cats merchandise shop, known as the 'On Deck Shop'. We recently spoke with Rose about the River Cat's use of Retail Pro.

**BIG HAIRY DOG:** What influenced your decision to purchase Retail Pro as your POS System?

**ROSE:** Prior to purchasing Retail Pro, we used manual cash registers which were not capturing the information we needed for accurate inventory count and customer profiles. We did some comparison shopping before making a decision; our merchandise manager at that time had prior experience with Retail Pro and felt confident in its feature set and user friendliness. He felt it was the best overall fit.



*Rose keeps up with busy sales in the 'On Deck Shop'*

**BIG HAIRY DOG:** What do you find to be the best features of the Retail Pro system?

**ROSE:** The best feature for us is the easy access to Purchase Orders and Vouchers. It helps in keeping track of what we have and have not received from our vendors. We also utilize the inventory feature which has helped us simplify our twice-a-year inventory process.

**BIG HAIRY DOG:** How has Retail Pro improved your retail operations?



*One of several Retail Pro POS stations*

**ROSE:** The system provides us with useful management information regarding order points, historical sales, etc. It allows us to have real time visibility in regards to the quantities on hand. This is allowing us to make more educated purchasing decisions for the following season.

**BIG HAIRY DOG:** Describe the service you receive from Big Hairy Dog.

**ROSE:** We have been a customer of BHD since 2005 and received great training from Tanya. Ken recently spent hours in the store making updates and reconfiguring our system. He was a great help in getting our problems solved, and has always been available for follow-up questions. All the techs have been great in helping to resolve any issues. We would not hesitate to refer Big Hairy Dog to other sports teams.



*Shoppers browse through some of the many items offered to fans in the 'On Deck Shop'*



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