

## ELTON'S

SPOTLIGHT

BIG HAIRY DOG



800-377-7776  
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ELTON'S

Specialty Apparel  
Four Stores

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**Elton & Scott Salinas** and **Shari Greenbaum** are some of the last genuine entrepreneurs in a world of big chain stores. Elton, with his son and business partner, Scott, opened his first men's specialty clothing shop in Mandalay Place, located in the skywalk between the Luxor and Mandalay Bay Hotels. Their store, named 'Elton's' catered only to men, and was one of 41 retailers in the skywalk.

Within a short six months, 'Elton's' sales surpassed all the other shops in the skywalk, and along with Shari Greenbaum, opened a second one-of-a-kind store catering to women. 'Nora Blue', named after Elton's mother, offers hip vintage to contemporary styles, satisfying shoppers looking for feminine, chic, or funky.

This winning retailer team's third store, 'Cream', found its success in high-end handbags, accessories, and eclectic gifts.

A second 'Elton's' shop has opened in the beautiful Venetian Hotel, making the store count now up to four.

We recently spoke to Elton, Shari and Scott to ask them about their use of Retail Pro in their shops.

**BHD: How long have you been using Retail Pro?**

**Elton/Shari/Scott: (E/S/S)**

We purchased Retail Pro in 1998 and have been using it for nearly ten years.

**BHD: Did you compare other POS systems before deciding on Retail Pro?**

**E/S/S:** We compared a number of different systems before we purchased. However throughout the research and comparison process, we always leaned toward Retail Pro as the system that could meet all of our needs.

**BHD: What features made you decide to use Retail Pro?**

**E/S/S:** Retail Pro had the features we needed to conduct inventory easily and to create customer reports. It is also easy and intuitive to use. Our sales staff find it very user-friendly, making training new staff a quick and easy process.

**BHD: How many people use the system at any one time?**

**E/S/S:** We have 7 stations operating, with a total staff of 25-30 people covering all shifts.

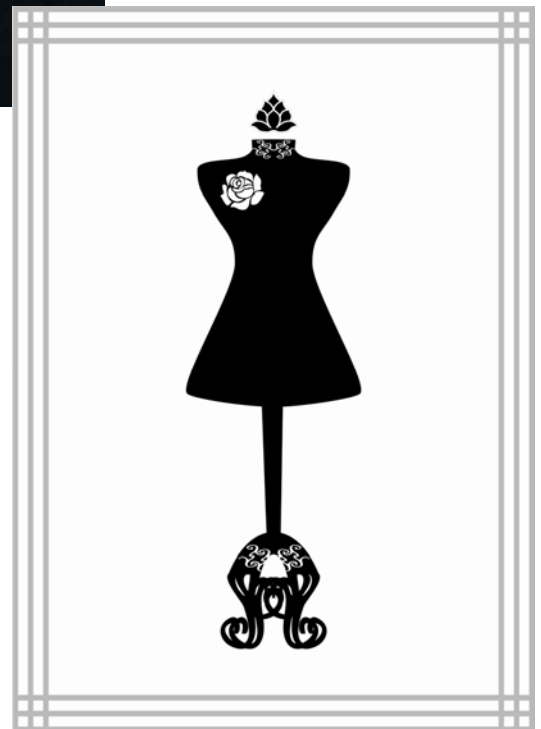
**BHD: What made you choose Big Hairy Dog as your service provider?**

**E/S/S:** We originally purchased Retail Pro from another reseller, but they were often unavailable when we needed them. When I called Big Hairy Dog, I knew immediately they were the fit we were looking for. We feel like part of the BHD family. We've gotten to know everyone there and get excellent service from the techs and customer support.

We have especially benefited from the hard work of Jeff Kenshol, our BHD trainer. Jeff comes to visit us every 6-8 months, refreshing us with information we may have forgotten, offering new tips and running customer reports, which are very valuable to our business. We give many kudos to Jeff who has been reliable and dedicated to our success.



*Scott Salinas dubbed Elton's style 'anti-fashion'.*



*Nora Blue offers flirty to glamorous, to rock-chick pieces, and all styles in between.*

