

BIG HAIRY DOG



June, 2009

BIG HAIRY DOG NEWSLETTER

"Breaking Every Rule to Take Care of Our Customers"

TableTalk

Inside this issue:

- Get FREE Tech Support 2
- Reports that can increase profits! 2
- Credit Card Reform 2
- Walk 'N Rock for Kids—RESULTS! 3
- Retail Pro v8.6 Coming Soon! 3
- It's time for Spring Cleaning! 3
- Techs on Tour 4
- Upcoming Webinars 4

DID YOU KNOW...

**Big Hairy Dog is OPEN
363 DAYS A YEAR!**

Thanksgiving and Christmas are the only 2 days we close our doors. Every other day of the year when you call BHD, a PERSON, not a machine, will answer the phone.

**Mon-Fri: 6am to 6pm PST
Sat-Sun: 9am to 2pm PST
HOLIDAYS: 8am to 5pm PST**

That is service you can't beat!

Table Talk is an amazing retail success story! Originally opened in 1976, this one-of-a-kind business, specializing in furniture and house wares, 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 over 33 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

While Bob handles the day-to-day store operations, Dale handles the accounting and IT end of the business. Dale's 88 year-old father loves to work part-time at the stores when he is there 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 strongly supports their community by generously giving to local charities, giving back to the very people who have helped in their success. 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: You recently upgraded to v8.52; how did the upgrade go?

DALE: Very smoothly. I installed v8.52 on my laptop and trained everyone on it in group and private sessions for months prior to going live. Then Werner 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 have 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. I mentioned to Felicia that I wish we could completely transfer to BHD, rather than just use its ETS. When Felicia told me we COULD transfer 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!

4th in Series

SAVE YOUR PROFITS: GET FREE TECH SUPPORT

Customers are always looking for ways to save money, increase profits and bring in new customers.

Big Hairy Dog is also always looking for new leads from businesses that need a POS solution for their day-to-day store operations. WE CAN WORK TOGETHER TO ACHIEVE OUR GOALS.

Use the **BHD REFERRAL PROGRAM** to get FREE service hours on your account. Refer a business that you know needs a POS system; maybe they are currently manual, or perhaps have outgrown their current system.

Ask retail neighbors, or friends who own businesses. **JUST ONE REFERRAL CAN SAVE YOU UP TO \$625.00!**

HOW'S THAT FOR SAVINGS? Here's how it works:

1. Refer a retailer to BHD, complete the Referral Flyer and fax back to us.
2. When the referred retailer has received a FREE Retail Pro demo, TWO FREE SERVICE HOURS (**\$250 value**) will be credited to your BHD account.
3. An additional THREE FREE SERVICE HOURS (**\$375 value**) will be credited to your BHD account if your referral purchases the Retail Pro system.

Don't forget or put off this easy way to save money. When we partner our efforts, everyone wins!!

To provide a business in need of a POS System, simply call or fax the following information to BHD.

Business Name being referred
Contact Name
Contact Phone Number
Your Store Name
Your Name
Your Phone Number

Phone: 800-377-7776 Fax: 916-368-1411.

Latest Hot Fixes

V 8.52 = 5/14/09
V 9 MP = 9.14.622.95
V.8.60.400.33

RETAIL PRO CAN HELP MAKE YOUR BUSINESS PROFITABLE!

'Adding a Coupon to the Bottom of a Receipt'

Retail Pro offers an abundance of reports that can help you make better business decisions. Never again will you need to rely on guesswork; Retail Pro's reports are based on precise inventory management, and exact cost and profit margins.

It's vital to your business to know what products are your best sellers and what items aren't moving off the shelf.

June's **Feature of the Month** will document each step in how to add a coupon to the bottom of a receipt.

The **Feature of the Month** can be found in your June statement packet, as well as on the [BHD website](#).

Additionally, we invite you to view the corresponding video on this topic in the BHD self-training video library. This video is titled "How to Create Coupons" and can be located at:

V7: [How to Create Coupons](#)

V8: [How to Create Coupons](#)

If you have any questions or would like additional information on this topic, please do not hesitate to call one of our BHD Techs or Trainers at 916-368-1070.

Credit Card Reform Helping Retailers and Consumers

Credit Card legislature is being written to give breathing room to those who make purchase on their credit cards.

The Senate and the House are working on an agreement which virtually guarantees passage.

1. Resurrecting the Grade Period
Cardholder payments won't be marked as tardy unless they're either 30 or 60 days past the due date.

2. Put limits on 'Teaser Rates'
Once your low intro offer has run out, you will be given 45 days notice before rates are raised, allowing time to pay off purchases at the lower rate.

3. Cap Penalty Period

If you miss a payment, your interest rate may spike, but only for a limited time of six months. If you make payments on time during that period, you may reclaim your lower rate.

4. Regulate Overpayment Allocation

If you make a payment above your minimum payment, the card company will have to apply that overage to the portion of the balance that's being charged the highest interest rate.

According to the New York Stock Exchange, retail sales were up 1.2% for the month of April, 2009. With credit card reform, sales will likely continue on an upward trend.

BHD FUNDRAISER for HOPE PRODUCTION



Big Hairy Dog held its annual Fiesta Fest last week with all proceeds going to Walk 'N Rock for Kids.

The back parking lot at BHD was filled with food, music, decorations, and most importantly, all of you who supported this great cause. BHD staff and family, friends, neighbors, vendors and customers showed up to make it another big success.

Special thanks to Dos Coyotes, Chevy's, Togo's, Rubio's and Chipotle for generous food donations.

Retail Pro v8.6 NOW RELEASED

Retail Pro has announced the soon-to-be-released version 8.6 of its POS and Inventory Management product of Retail Pro. Look for these great features in this PCI-Compliant version:

- ◆ PCI DSS Certification
- ◆ Software Based Licensing
- ◆ Ingenico-i Series Support (pin pad)
- ◆ Credit Card Holder Name
- ◆ Enhanced Gift Receipt Support

- ◆ User Interface Branding Updates
- ◆ Small Business Edition (Webstore)

Through robust encryption methods and detailed security logging, Retail Pro v8.6 provides the Retailer assurance that their software is protecting their customer's personal information from theft.

For more information, call your BHD Sales Rep. 800-377-7776.

IT'S TIME FOR SPRING CLEANING: SOME GREAT TIPS!

Spring is the time of year to clear out the winter cobwebs and freshen up for the Spring and summer seasons ahead. Spring cleaning isn't just for your home; businesses need to do spring cleaning as well.

After the rush of holidays is over when retailers are selling new inventory, it's a great time to review the self-training videos available from the BHD video website. The videos recommended below are those you should view and implement at least once annually.

These videos are located at:

www.bighairydog.com/video.htm.

CLEAN HOUSE: This video is a tutorial which shows how to use the Clean House utility and allows you to delete and reissue Item Numbers without losing any of the item history.

NOTE: Clean House Warning for Customers using ECI—See May, 2009 BHD Newsletter.

MARKDOWNS: Another great video for this time of year is the Markdowns video. This tutorial teaches you to use the Price Cost Manager to conduct a

Planned Markdown and sell off that old winter stock while salvaging as much profit as possible.

PROMO PRICING: This is another approach to selling stock at a discount and can help you reduce older inventory to make way for new products.

PHYSICAL INVENTORY: Spring is a popular time of year for retailers to conduct a physical inventory. There are three videos which walk your staff through the process of how to conduct an inventory from beginning to finish. This will be especially helpful to new hires.

[Preparing for a Physical Inventory](#)

[Entering your Zones](#)

[Updating your PI](#)

REPORTS: Review the Reports videos to get a current and accurate picture of the business data and detail you need in order to make wise business decisions.

And, BHD's Latest videos on:

INCREASING YOUR BOTTOM LINE:

[Target Customers who haven't purchased in 6 Months or over](#)

[How to Target your Best Customers](#)

[Best and Worst Sellers](#)

[How to Create Planned Markdowns](#)

[How to Add a Coupon on the bottom of a receipt.](#)

These are just a few of the many videos available that provide FREE TRAINING for your staff.

Now, that's more than a bargain!!

Spring Clean! Get Prepared for a Great Year.

As always, if you have any questions, please call and let us answer your questions, offer suggestions, and help your business be more profitable!!

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Founded in 1993, Big Hairy Dog is named after Molly, an English Sheep Dog belonging to BHD Founders, Mic and Sandy Malaney.

Molly was a wonderful pet who gave much to those in her life and inspired Mic and Sandy to name their business after her. She became a beloved part of the work environment.

Even though Molly is no longer with us, her influence lives on, as Big Hairy Dog continues to be a dog-friendly company, with 4-legged creatures inhabiting the workspace along with their human counterparts.



Molly

Techs on Tour—June Tour

June 1-2	Muir Woods, CA	Tech
June 3-4	Houston, TX	Tech
June 4	Stockton, CA	Tech
June 17-18	Houston, TX	Trainer
June 30	Alameda Point, CA	Trainer

Big Hairy Dog has Techs and Trainers on the road servicing our customers throughout the country. To have a Tech or Trainer come to your company, it's as easy as calling:

800-377-7776.

If you schedule a visit when we are already in your area, you can save money by sharing the cost of traveling expenses.

BHD Techs are certified in Retail Pro software, and can answer all your questions, or will research to find the answer.

Our Trainers are the best in the industry at tailoring Retail Pro demonstrations to fit your individual needs.

Find out where Techs on Tour will be in the upcoming months, by checking the BHD website: bighairydog.com/techtour.htm

The Techs on Tour schedule is continually being updated, so check our website often to see if we are coming to your area.

Call today to schedule a tech or trainer to visit your company and increase the education of your staff.

UPCOMING WEBINARS

Big Hairy Dog is offering Version 8 customers FREE online training. We hope you will take advantage of this great opportunity to receive ongoing re-fresher courses. View the upcoming monthly topics at: www.bighairydog.com/onlinetraining.htm.

To receive login info, [contact the BHD service staff](#). 800-377-7776

NOTE:

Please call 1-800-377-7776 with any Webinar Topics of interest to you.

BY REQUEST, IN 2009 BHD WILL CONDUCT SOME MORNING WEBINARS.

JUNE WEBINARS:

June 3, 4-6pm PDT
System Administrator

June 10, 1-3pm PDT
PCI COMPLIANCY

June 17, 4-6pm PDT
Clean House and PO/SO
Maintenance

JULY WEBINARS:

July 1, 8-10am PDT
Marketing with Retail Pro

July 15, 4-6pm PDT
ECI Merchandiser

July 28, 1-3pm PDT
PCI COMPLIANCY

July 29, 4-6pm PDT
Inventory Creation

AUGUST WEBINARS:

August 12, 4-6pm PDT
Customizations

August 26, 4-6pm PDT
POS and X/Z Out

QUESTIONS ON PCI COMPLIANCY?

Be sure to attend our PCI Compliancy Webinar
JULY 28, AT 1-3PM PDT

[Contact Christina to sign up!](#)

800-377-7776