

BIG HAIRY DOG



August, 2011

BIG HAIRY DOG NEWSLETTER

"Breaking Every Rule to Take Care of Our Customers"

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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

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 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.

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 were also impressed with the accounting link. Retail Pro's accounting link is the main reason we switched to MAS 90.

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

DALE: In a word: 'Exceptional'!!

Check out Table Talk's website at www.tabletalk.com. They also have a Facebook page at facebook.com/tabletalktucson. BHD congratulates Table Talk on a tremendous retail success!

WELCOME

NEW BHD CUSTOMERS!

HITTER'S PARADISE

Sports Apparel Shop
Kihei, HI

ACCESSORIES 4 WIRELESS

Accessories Store
Las Vegas, NV

DOLLAR CENTRAL

General Merchandise Store
Galt, CA

MAROZIE BOUTIQUE

Women's Apparel
Twin Falls, ID

MOLLY B OF BERKELEY

Women's Apparel
Berkeley, CA

NORTH CASCADES INSTITUTE

Book Store
Sedro Woolley, WA

CARMEL YACHT CLUB

Yacht Club
Carmel, CA

SKYCRAFT

Electronic Surplus Store
Winter Park, FL

MATURANGO MUSEUM

Mohave Desert Museum Gift Shop
Ridgecrest, CA

SKI HAUS

All Service Ski Shop
Sales, NH

ONE DISTRIBUTION

Apparel Store
Fountain Valley, CA

THE WALK SHOPPE

Shoe Store
Spokane, WA

AUGUST FEATURE OF THE MONTH 'Secure Documents in PDF Format'

Retail Pro offers an abundance of features and 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 all of the many features Retail Pro offers that can save you time, money and protect your business.

The August 2011 Feature of the Month is relevant to today's business needs. PDF Formatting adds security to your documents (and provides a better print quality).

The August Feature of the Month can be found on the BHD website. All previous Features of the Month can also be found on our website on the [Feature of the Month page](#). We invite you to view the corresponding video on this topic in the BHD self-training video library. This video is titled:

["How to Send Documents in PDF Format"](#)

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.

****SEND US A TOPIC OR REPORT YOU'D LIKE TO HAVE FOR YOUR BUSINESS!!**

BHD Supports Three Credit Card Processors

For customers using credit card integration with Retail Pro, Big Hairy Dog supports three well established credit card processing companies from which you may choose. We require that you use one of the following credit card processing companies, as each has been tested extensively with Retail Pro and has an established history of success with our customers.

Bank of America

Contact: Dan Riddell
Phone: 916-984-0398

Daniel.Riddell@bankofamericamerchant.com



Mercury Payment Systems, LLC.

Contact: Stephanie Elliott
Phone: 800-846-4472 ext. 4813
Email: SElliott@MercuryPay.com



RBS WorldPay

Contact: Wanda Cox
Phone: 800-984-5965
Email: Wanda.Cox@WorldPay.us



Technical issues often result from using a non-supported credit card processor, and we have found that the success of integration, as well as your satisfaction level is negatively impacted in these situations.

Therefore, please select one of the three supported credit card processing companies listed above to ensure a smooth and seamless integration. If you have any questions regarding this, please contact your sales representative at: 800-377-7776.

Around the World in BHD Gear: We want you to take a picture of yourself, your child or your dog in BHD gear and send it to us. We will post it on our website and see all the interesting (and far away) places BHD gear has been worn. Include a familiar landmark, if possible. Send digital photos to: janw@bighairydog.com.

[CHECK OUT OUR CUSTOMERS IN BHD GEAR](#)



RETAILERS: MAKE ROOM FOR THE PLUME!

Retailers are always waiting for (and happy to receive) an unexpected windfall of sales. Sometimes the influx of sales comes from the most surprising place and for the most unexpected reason!

Such a boon came over a year ago to fly fishing retailers who sell feathers for fly fishing enthusiasts who prefer to tie their own flies.

The rush on feathers is a result of the latest fad of wearing beautiful and unusual feathers as hair adornment. Some suggest the trend began about 1 1/2 years ago when a contestant on American Idol wore feathers in his hair. The craze caught on quickly and before long, fly fishing stores couldn't keep up with the demand.

We called some of our fly fishing retail customers to see if they were affected by the feather fad.

Tim Fox, Retail Manager at The Fly Shop, in Redding, CA says, "We've been wiped out! At first we thought it was great because we were selling a lot of high-priced feathers." This customer sold genetically bred rooster saddle feathers, which sell anywhere from \$25 to \$150 a piece.

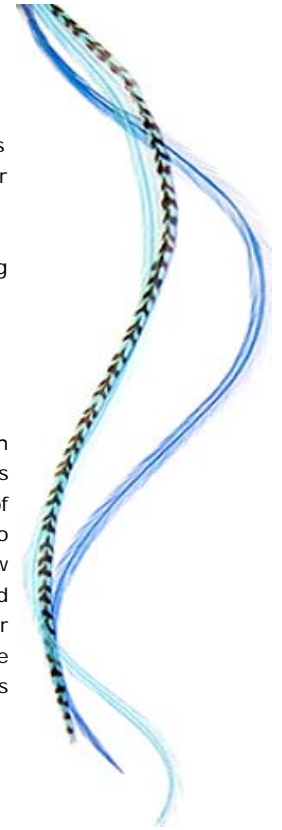
However with the supply of high quality feathers dried up, they (like all other Fly Fishing stores) had to resort to selling dyed chicken feathers. Tim told us, "There are only so many chicken farms in the world producing these type of feathers, and the world supply has been wiped out until late 2012."

Barbara Klesel from Bud Lilly's Trout Shop in West Yellowstone, MT, reported that while visiting her hair salon, a shipment of feathers arrived, to the excitement of the stylists, as they again had hair feathers to sell. A single feather for the hair can cost anywhere from \$10-\$20 in that salon.

Barbara said, "The vendor that the hair salon purchases their feathers from is the same vendor that sells us our fly tying feathers. It seems strange that a fly fishing store and a hair salon are purchasing product from the same vendor."

Barbara continued with a laugh, "This fad has caused the price of chicken feathers to soar. If people knew they were wearing dyed chicken feathers in their hair, they may not be so excited about this new trend!"

Fads tend to come and go, but we tell all our retailers to be prepared for that surprise windfall that may be just around the corner.



WHY BUY BHD HARDWARE?

Because discounts don't always save you money!

A BHD customer recently purchased a serial/USB printer from the internet at a discount! They plugged it in parallel...and to no surprise, it didn't work. A BHD tech got connected via phone and spent over an hour troubleshooting the problem. In the end, the customer had to drive to BHD to pick up a needed cable in order to get the printer working correctly. Needless to say, any discount received from the online purchase was burned up in the weekend tech call. There is a very good reason why we recommend you purchase BHD hardware!

C'EST LA VIE WINS 5 FREE TECH HOURS

Every two months, BHD sends a "Courtesy Tech Email Survey" out to all customers just to check in and be sure everything is going okay with their Retail Pro system. This is a great opportunity for customers to get any outstanding issues addressed, and a chance for BHD to connect with our customers and ensure all are happy and systems are running smoothly.

Most customers respond to this survey, and those who do, get entered into a drawing to win 5 FREE Tech Hours. This is a \$625 value for those current on Software Assurance. A winner is chosen every six months.

The winner for the first half of 2011 was **C'EST LA VIE**, a wonderful jewelry and accessories store in Edmonds, Washington. Owners Colleen and Michael Bowman were happy to hear the good news, and said they will be calling to schedule some needed training!

The next time you receive an email survey, be sure to complete it and email it back. Even if you have no outstanding issues, we always love to hear from you and get updated on the success of your business. You just might be our next lucky winner!!

Congratulations **C'EST LA VIE!!**

BHD CUSTOMER ADVERTISING

VERDE

IS THE NEW GREEN

Perfect for summer '11, Apothia created Verde using a uniquely modern & healthy formula, free of parabens and sodium laurel sulfate.

The luxurious foam is derived from Apricot Kernel Oil.

Pasión. Amor caliente.
A sparkling, fresh and vibrant moment. La vida.

Verde embraces bright cilantro, earthy tomato leaf, a zesty squeeze of lime and a hint of chili pepper.

APOTHIA LOS ANGELES

To learn more or become an APOTHIA Los Angeles retailer, please contact info@apothiaaromatics.com.

Ad placed by: Ron Robinson, Los Angeles, CA

As a new feature of the BHD Newsletter, we are inviting our customers to submit an ad to be placed in our Newsletter!

Big Hairy Dog is proud of all of our wonderful customers, and would like to develop a sense of community by offering the opportunity to display and market your products to each other.

If you are interested in submitting an ad to place in the BHD Newsletter, please email an electronic ad to Janw@bighairydog.com. If you have any questions, please call me at 800-377-7776 ext. 24.

PLACE YOUR
BUSINESS AD
HERE

LET IT RIDE BOARDSHOP

SNOW - WAKE - SKATE

101 E. Hastings Rd. • Spokane, WA
(509) 315-4618 • letitrideshop.com

Ad placed by: Let It Ride, Spokane, WA

Life's an Adventure...
Wear It!!

800-584-9425 | wintergreennorthernwear.com

Wintergreen[®]
NORTHERN WEAR

MADE IN ELY, MINNESOTA, USA

Ad placed by: Wintergreen Northern Wear, Ely, MN

www.bighairydog.com

3205 Ramos Circle
Sacramento, CA 95827

Phone: 800-377-7776
916-368-3939
Fax: 916-368-1411
E-mail: info@bighairydog.com

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

Aug. 31	Sacramento, CA	Tech
Sept. 2	Sacramento, CA	Tech
Sept. 2	Sacramento, CA	Tech
Sept 7	Roseville, CA	Tech

Big Hairy Dog has Techs and Trainers on the road servicing our customers throughout the country.

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.

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

800-377-7776

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

To receive login info, [contact the Service Department](#). 800-377-7776

NOTE:

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

BHD Call-Back Time

For the Month of August, BHD's average Tech call-back time has been 45 minutes. With all our Techs being Retail Pro v8 and v9 Certified, as well as additional Tech staff recently added, we are proud to have significantly reduced the call-back time to customers who have experienced technical issues.

We constantly strive to improve our service to customers, making Big Hairy Dog the #1 Retail Pro support company worldwide.

RPRO Latest: Versions Hot Fixes

8 Series:
V8.52 11/09 HF

V8.60 07/11 HF

9 Series
V9.20 R4GA
721.135 8/24/11

UPCOMING WEBINARS

SEPTEMBER WEBINARS:

Sept. 14 10am-12pm PDT
Marketing with Retail Pro

Sept. 28 1pm-3pm PDT
Inventory Creation

OCTOBER WEBINARS:

Oct. 14 8am-10am PDT
Sales Orders

Oct. 26 4pm-6pm PDT
ECI Merchandising

NOVEMBER WEBINARS:

Nov. 9 1pm-3am PDT
Sales Orders

Nov. 23 10am-12pm PDT
Reports