

BIG HAIRY DOG



August, 2008

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!

Bud Lilly is a master fly fisherman and known around the world as one of the great promoters of the sport. In 1950 he opened Bud Lilly's Trout Shop in West Yellowstone, MT., when this area was only a summer destination. Bud was one of the first people in the fishing business to promote "catch and release" fishing which was important in maintaining the wild fisheries in this area.

In 1995, the shop was sold to Barbara and Dick Klesel, who now keep the store open year-round. Besides selling a wide selection of clothing, outdoor equipment and gifts, the store also offers an art gallery; giving visitors the opportunity to capture the beauty of the Yellowstone area in various mediums. They have recently branched out to include cross-country ski and snowshoe sales and rentals, and even offers guides for day trips.

Since West Yellowstone is a town of about only 1000 people, Bud Lilly's Trout Shop has virtually no local customer base. They have, however, a very successful e-commerce business and ship products to every corner of the world. Their sales often include international customers who order merchandise online, and pick up their purchases when they come to Yellowstone to fish and hike.

Barbara wears many hats at the business. She is the Owner, Retail Pro Manager, and everything else from ordering and receiving inventory to running cable for their network. We recently spoke with Barbara about Bud Lilly's use of Retail Pro.

BHD: What POS did you use before using Retail Pro?

Barbara: When we purchased the shop in 1995 there was no system at all. They just used a cash register with 10 department keys and had never done a physical inventory. The method of restocking was our biggest issue so Retail Pro was our first major purchase.

BHD: Did you do much comparison shopping before deciding on Retail Pro?

Barbara: Yes, we researched a number of POS Systems before purchasing Retail Pro. We were attending the Outdoor Retailer Show and had visited a number of competitor's booths. When we thought we had our minds made up, we walked into Big Hairy Dog's booth and met Rob and Mic. We became convinced that they really believed in Retail Pro and would not only stand behind the system, but would work with us every step of the way to get up and running, even though we were located in Montana.

BHD: In your opinion, what are the best features of the system?

Barbara: I like it all. In particular, I like that we can print a Restock report every night along with an Out-of-Stock report. The reports help greatly with pre-season ordering, which is huge for us because of our compressed selling season. Having accurate data is essential in our business. We also are very happy



with the accounting link to Business Works; it saves us a lot of time!

BHD: How has Retail Pro improved your retail operations?

Barbara: Again, it is the custom reports that have had the biggest positive impact on our business. The Customer History is helpful in knowing who our best customers are. It's crucial to see how much we sold of particular items during the previous season and when it sold out. We need to know what our discount margins are and margin by vendor to see where we should be putting more of our purchasing dollars.

BHD: Why did you choose Big Hairy Dog as your Retail Pro Service Provider?

Barbara: Who can resist a company named after Molly, the Big Hairy Dog? I'm sure glad I chose Big Hairy Dog because a few stores in town made other choices, and are regretting it. I'm very happy with the service I get from BHD.

Bud Lilly's Trout Shop—another Great Customer!!

Guidelines for FREE & DISCOUNTED Computer Manager Retraining

Big Hairy Dog technicians are not clairvoyant. They do, however, always know when a Retail Pro Computer Manager has left a company. How do they know? Because the company with no Retail Pro Manager begins to have technical issues, becomes unhappy, calls often, and usually believes Big Hairy Dog is not supporting them the way they used to.

These are red flags for our techs, who begin to dig a little deeper, only to find out this company has lost their Retail Pro Manager.

Big Hairy Dog requires a dedicated Computer Manager because we know the benefit is invaluable to you and your business. The smooth operation of your company depends upon it.

For that reason, Big Hairy Dog provides a **HUGE DISCOUNT** for Retraining when a company loses their Retail Pro Manager. A Retraining package may be purchased for \$1500, which includes 20 hours of training to get the new manager fully trained on the Retail Pro checklist. 20 hours of training is a \$2500 value, **SAVING YOU \$1300.**



Additionally, if a new computer manager with an existing store is being trained under the discounted retraining rate, and leaves the company before training is complete, **ALL OF THE NEXT MANAGER TRAINING WILL BE FREE UP TO 20 HOURS.**

If a Retail Pro manager leaves a company within 60 days of completion of the training checklist, that company will also receive **FREE** training for their new manager.

Once a dedicated computer manager is fully trained in all areas of the BHD Checklist, the manager may be retrained on any area of the checklist at **NO CHARGE** and may also attend the **FREE** Webinars.

Current BHD Membership is required in order to qualify for the discounted retraining rate. The 20 hours must be used for training, and not for tech support.

If your company qualifies for free or discounted computer manager retraining, please contact us today and schedule your training. A dedicated and educated computer manager is the key to your company's success with Retail Pro.

Call Today: 800-377-7776

Here's Stephen. We love Stephen not only for his tech and web skills, but also for his most distinguishable laugh. Hard as we tried, no one can imitate it. Stephen is the kind of tech that BHD likes to hire: a one-of-a-kind. He does a great job for us and is a great resource for information.

Congratulations to the BHD Courtesy Survey June Winner

Big Hairy Dog is continuing to send out the Tech Courtesy Surveys to all of our customers. Look for these every other month.

When you complete the survey and return to BHD, your name will be entered into a drawing to win **5 FREE TECH HOURS** for your business.

CONGRATULATIONS to ELKO GENERAL MERCHANDISE, the winner of the June drawing.

Elko General Merchandise, a unique Western Shop in Elko, Nevada, has been in business for nearly 90 years.

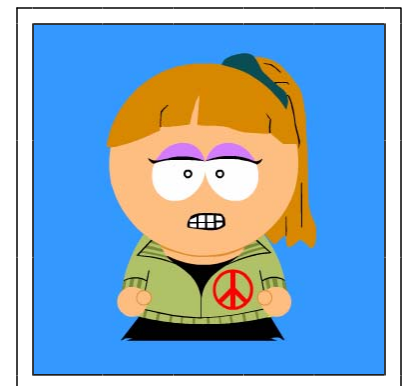
Congratulations to another great customer!

Meet More Southpark BHD Techs



Meet Darrell. Darrell is one of our newer techs, and is our resident accounting link expert. He is quickly becoming a hero among our QuickBooks, Business Works and MAS90 customers. We have customers who have called in just to say how helpful Darrell is.

This is Carrie. Carrie isn't a tech but she works closely with the techs, as she manages the Customer Care Dept. Carrie works remotely from San Diego, and does a fantastic job processing orders. She is affectionately known as our 'tree hugger' as she has a passionate concern for the environment and loves to debate her point of view.



Big Hairy Dog at the US Track & Field Olympic Trials

Nike is a big player in the US Olympic Trials. They have a massive presence at the Trials around the country, selling Nike and Olympic merchandise.

Big Hairy Dog is right there with Nike, to support their retail operations at these Olympic events. Most recently, Big Hairy Dog was in Eugene, Oregon at the University of Oregon, the host to the National US Track and Field Olympic Trials. Sales were phenomenal at this event, where Nike was set up in a tent, the size of which would compare to a large warehouse.

Nine Retail Point of Sale stations handled the traffic, moving it quickly through the roped aisles of the tent check-out area.



Nike merchandise, much of which was geared toward the Olympic Trials, was available in abundant colors and styles.



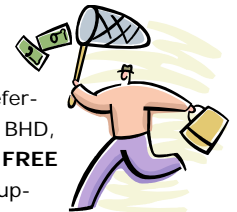
At check-out, BHD Tech, Paul, doing last minute preparation before opening.

Karen Page, a BHD Sales Rep. as well as BHD Tech, Paul, were helping wherever needed. The event was a huge success in Eugene. They both felt inspired watching such tremendous athletic talent at the event. Big Hairy Dog congratulates all of the athletics who competed in the Track and Field events, and wish the best of luck to those who will be going on to Beijing.

Meanwhile, BHD will continue to attend events with Nike across the country. In October, we will be assisting with the Chicago Marathon, and the Hawaii Marathon in December.

Don't forget to catch those FREE tech support hours!

Many of our customers are catching on! Just by referring a business to BHD, you will receive **2 FREE HOURS** of Tech support. If your referral purchases Retail Pro from us, you will receive an **ADDITIONAL 3 FREE HOURS!** **That's a \$625 Value!!**



SPREAD THE WORD—CATCH THOSE FREE TECH SUPPORT HOURS.

YOU MAY NEVER HAVE TO PURCHASE TECH SUPPORT AGAIN!!

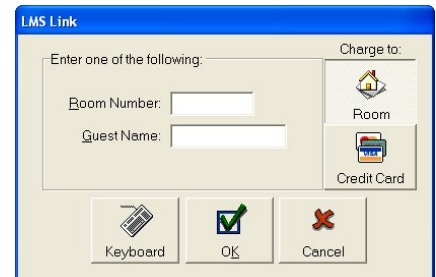
Big Hairy Dog Introduces New Customization

Big Hairy Dog is proud to announce our latest customization, The Lodging Management System, (LMS) allowing customers to run Room charges from within Retail Pro. For instance, if a guest goes to the lobby café and buys a sandwich, the purchase may be charged to the visitor's room. RPRO looks up the client by name or room number at the tender screen and charges it to the room.

The prestigious Palms Resort Hotel in Las Vegas, NV, among others, has opened a store that uses the LMS feature in Retail Pro to manage purchases.

Use of the LMS Link is very simple. When tendering an invoice in Retail Pro, the user will see a button on the side named, LMS Charge. When clicking this button, they are presented with a small window asking for guest name, guest room or credit card number.

If you would like a demonstration or more information about the LMS customization, please contact Big Hairy Dog at 800-377-7776.



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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—August Tour

August 4	Grass Valley, CA	Tech
August 4-8	Baltimore, MD	Trainer
August 5-7	Tucson, AZ	Tech
August 5-7	Stayton, OR	Tech
August 6-8	Eugene, OR	Trainer
August 8-11	Salt Lake City, UT	Tech
August 10-13	Las Vegas, NV	Trainer
August 14-15	Vista, CA	Tech
August 25	San Francisco, CA	Tech
August 25-27	Las Vegas, NV	Tech/Trainer
August 27-28	Buffalo, NY	Tech

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 refresher courses. View the upcoming monthly topics at: www.bighairydog.com/onlinelearning.htm.

To receive login info, call the BHD service staff . 800-377-7776

AUGUST WEBINARS:

Aug. 13, 4-6pm PST
Presets

Aug. 27, 4-6 pm PST
ECI Merchandiser
E-Commerce Integration
Merchandiser

NOTE:

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

SEPTEMBER WEBINARS:

Sept. 10, 4-6pm PST
Inventory Creation

Sept. 24, 4-6 pm PST
POS & X/Z Out

OCTOBER WEBINARS:

Oct. 8, 4-6pm PST
Multi-Store Distribution

Oct. 22, 4-6 pm PST
Document & Screen Designer