

BIG HAIRY DOG



October, 2008

BIG HAIRY DOG NEWSLETTER

"Breaking Every Rule to Take Care of Our Customers"

Inside this issue:

2008 Tax Incentive ENDING SOON	2
FALKOFF'S wins 5 Free Tech Hours	2
Beware of 'Anti-Virus' MALWARE	2
Back-Up Data	2
Tech Calls around the world	3
Save \$\$ on BHD Used Hardware	3
BHD South Park Trainers	3
Welcome to our NEWEST	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!

Pottery World

Pottery World is a one-of-a-kind retailer with unique interior and exterior home furnishings. Located just north of Sacramento, in Rocklin, CA, Pottery World not only works with consumers, but also with interior designers and landscapers, who bring their customers into the store to pick out items which create a distinct look for their home and garden.

Pottery World has a global customer base, with regular purchasers from all over the country. They have shipped goods as far away as South Africa and Puerto Rico. Many love to just stop by and see what's new in high-quality home décor.

In their Rocklin store, they have opened a luncheon café and offer tours and floral arranging to interested customers. In late September, their store transforms into a beautiful Christmas showcase, featuring a different color and theme in each area of the store.

Jim Rodda, the owner of Pottery World, and his family regularly donate to local charities, schools and churches. They feel it is important that their business gives back to the community that has supported them through the years.

Jane Wood has been with Pottery World for seven years.

She is the Accounting Manager as well as the Retail Pro System Manager. We recently spoke to Jane regarding Pottery World and its use of Retail Pro.

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

Jane: When I started at Pottery World, we were using Quick Books for accounting, and for Point of Sale and Inventory, we relied on cash registers and human memory. (Not a satisfactory way to track a multi-million dollar inventory.)

BHD: Why Retail Pro?

Jane: We looked at a number of systems, but kept coming back to Retail Pro, as its many features and flexibility seemed to be a great fit for us. We started our search in June of 2001, and four short months later, we had Retail Pro installed and running on 11 computers in the store.

BHD: How has Retail Pro made a difference for Pottery World's retail operations?

Jane: Retail Pro offers us the ability to track and maintain our large variety of inventory. It also allows us to easily work with Purchase Orders, Sales



Orders, a customer database, reporting components and the exporting and sharing of data capabilities all in one package.

An employee recently told me that she loves Retail Pro! She appreciated making signs directly from the inventory lines without having to use a 3rd party software. She had also just used Retail Pro's package and kit component to solve an issue she was having. Personally, I love the variety of reporting features. The café employees are very happy with the touch screen presets. Everything works perfectly together from ordering to selling to reporting.

BHD: How would you describe the service and support you receive from Big Hairy Dog?

Jane: We wouldn't choose anyone else! It's so unique to have a real person answer the phone and the BHD techs really care about our problems. The BHD website is a great resource. They have provided us nothing but the most excellent service and support.

HUGE 2008 Tax Incentive- ENDING SOON!

The Economic Stimulus Act of 2008 provides BIG INCENTIVES to businesses!!

FOR THE FIRST TIME IN HISTORY A BUSINESS CAN EXPENSE UP TO \$250,000

under section 179 for personal property purchased in 2008. Additionally, businesses can write off 50% for purchases over \$250,000.

THIS IS NEARLY DOUBLED FROM 2007!!

Simply stated, **Your business can deduct up to \$250,000 of your hardware and software purchases made in 2008 with the ability to write off 100% of your purchase.**

BHD Courtesy Survey July Winner

Big Hairly 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 it to BHD, your name will be entered into a drawing to win **5 FREE TECH HOURS** for your business.

CONGRATULATIONS to FALKOFF'S winner of the July drawing.

Falkoff's is a successful full-service retailer of quality clothing for men of all ages. They are located in Sikeston, MO.

Congratulations to another great customer!

THIS INCENTIVE WILL END SOON!!

IN 2009 AND 2010, THE INCENTIVE WILL BE REDUCED TO \$125,000.

NOW is the best time EVER to purchase hardware and software. Whether you need to expand, upgrade or just replace some old equipment, purchase now...

WHILE THIS TAX INCENTIVE IS STILL AVAILABLE!

Please talk to your business accountant for all details.

CALL BIG HAIRY DOG TODAY!!

800-377-7776

Natural Disasters: Data Back-Up is Crucial!

Backing up your data on a regularly scheduled basis may just be the action that ensures a future for your company. In the past, BHD has responded to victims of disasters from earthquakes in San Francisco, power outages in the East, and hurricanes, tornados, fires, and floods across the country.

One of our great customers caught in Hurricane Katrina wrote "While I was setting up the computer system and all the necessary components you sent, it was strikingly obvious that ya'll went through a lot of effort to see our problem through our eyes and get a complete solution to us overnight."

BHD really does 'Break every Rule to take care of our customers', and that includes making our customers as knowledgeable as possible. Please take a moment to read the BHD step-by-step instructions for back-ups, to be sure your back-up practice is being done in the manner that most effectively protects your data.

These instructions are located on our website at: <http://www.bighairydog.com/backup.htm>.

If you have any questions about backing up your company's data, please call a BHD Tech at 916-368-1070.

Beware of 'Anti-virus' MALWARE

The 'Antivirus XP 2008' and the 'Vista Anti-virus 2008' is designed to warn users that it has detected a virus on their computer, and tries to trick the user into purchasing this software to eliminate the virus. These programs, shown on the right, are actually MALWARE (malicious software) programs.

Below is a link to a MALWARE remover that removes both Vista and XP versions of this software and is absolutely FREE.

http://www.download.com/Malwarebytes-Anti-Malware/3000-8022_4-10804572.html

We recommend if you have this software on your PC please call Big Hairly Dog to help you remove it. Call **916-368-1070** if you have questions about this software, or would like BHD to assist you regarding this issue.



Tech Support Calls: A Mixed Bag

When the Big Hairy Dog Technicians pick up a phone call from a customer, they never know what to expect.

Werner, one of our senior techs, got a call from a Cartridge World Franchisee in Texas whose computer had gotten infected by a virus after opening an attachment that seemed to be an accounts payable statement.

Werner asked the name of the originating email and found it was a company in Australia called Blue Heeler Boots.

Werner was able to remove the virus by using an anti-virus program, and resolved the problems for the Cartridge World Franchisee.

But it didn't end there. Werner then called Blue Heeler Boots in Australia to make sure the company was aware they were delivering viruses through their email system. Werner knew he had dialed the correct country after a lady answered in a VERY clear Aussie accent. After he explained why he was calling, the lady informed Werner that their company had gotten hacked into and that their email addresses had been stolen. Blue Heeler Boots had received numerous phone calls from customers, however they had already resolved the issue.

After a brief exchange, the call ended, but not before she told Werner, "Thank you for calling mate!"

SAVE \$\$ WITH BHD USED HARDWARE

Big Hairy Dog knows that not every customer needs or can afford new hardware. That's why we provide a reduced-cost option for the purchase of hardware.

USED HARDWARE is available in:

- ◆ POS Equipment
- ◆ Backroom
- ◆ Monitors
- ◆ Miscellaneous

Miscellaneous consists of hubs, routers, switches, UPS Backup and Firewall.

All used equipment has been refurbished and comes with a complete 30-day depot warranty.

Next time you need reliable hardware, and want to save a few dollars, call us and see what is in stock.

Meet Some BHD South Park Trainers



This is Jennifer, Big Hairy Dog's newest trainer.

Being an avid cat lover,

Jennifer fits right in around her. She is soft spoken, and has quickly become an excellent trainer. It's a common sight to see Jennifer, with headset on, walking around the office giving step by step training instructions to a customer. It's also a common sight to see her white elderly cat curled up in a bed, on Jennifer's side desk, where it gets lots of TLC.

Jennifer is excellent at multi-tasking, often speaking to a customer, listening to a fellow employee and answering them both correctly. She's a great asset to Big Hairy Dog!



Tanya is a trainer who has been with BHD for 9 years.

She has a following of customers who want only her to take them

through the Retail Pro training program.

Tanya has a firm grasp on the workings of Retail Pro inside and out. She seems to never tire of building rapport with customers by sharing her in-depth knowledge of the product. She has a hearty laugh and enjoys many professional relationships with her loyal customers.

WELCOME

NEW SEPTEMBER CUSTOMERS

HUNTER'S SUPPLY

A hunter's paradise with all types of hunting supplies. Salinas, CA

LOEWS LAS VEGAS GIFT SHOP

High-end apparel & gift shop at the luxurious Loews Lake Las Vegas Hotel. Henderson, NV

MOUNTAIN HIDEAWAY

Apparel and gear for outdoor sports, for men, women and children. Lubbock, TX

REDLIGHT CLOTHING EXCHANGE

A unique buy-sell-trade men's and women's fashion emporium. Portland, OR

ST FRANCES HIGH SCHOOL

Private high school store selling uniforms & supplies to students. Sacramento, CA

WORLD OF WONDERS SCIENCE MUSEUM

A brand new hands-on science museum for children and adults. Lodi, CA

800-377-7776

Ask for April or Felicia

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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—Oct. Tour

Sept. 29—Oct 3	Teton Village, WY	Tech
Oct. 8	San Francisco, CA	Trainer
Oct. 8-11	Chicago, IL	Tech
Oct. 13	Bryson City, NC	Trainer
Oct. 14	Emeryville, CA	Trainer
Oct. 16-17	Timberline, OR	Tech
Oct 16-17	New York, NY	Tech
Oct. 20-24	Los Angeles, CA	Tech
Oct. 20-24	Minneapolis, MN	Tech
Oct. 20-24	Minneapolis, MN	Trainer
Oct. 22	Emeryville, CA	Trainer
Oct. 23-24	Avon, CT	Tech
Oct. 27	Scottsdale, AZ	Tech
Oct. 27-31	Minneapolis, MN	Tech
Oct. 27-31	Minneapolis, MN	Trainer
Oct 29	Emeryville, 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 refresher courses. View the upcoming monthly topics at: www.bighairydog.com/onlinetraining.htm.

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

OCTOBER WEBINARS:

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

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

NOVEMBER WEBINARS:

Nov. 5, 4-6pm PST
Clean House / PO and SO
Maintenance

Nov. 18, 4-6pm PST
Sales Orders

DECEMBER WEBINARS:

Dec. 3, 4-6pm PST
DVS

Dec. 17, 4-6pm PST
Customizations

Dec. 30, 4-6pm PST
Physical Inventory

NOTE:

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