

BIG HAIRY DOG



December, 2010

BIG HAIRY DOG NEWSLETTER

"Breaking Every Rule to Take Care of Our Customers"



Let it Ride



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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!

Many of you have worked with 'Paul', a BHD Senior Tech. Paul has been an esteemed member of the BHD team practically since BHD first opened their doors for business. His technical knowledge along with his determination earned him the name of 'Scrappy' among his peers.

Paul recently left the BHD gang to pursue a dream of opening his own retail board shop. This is how it happened:

It was 15 years ago, when I first met Sandy Malaney and BHD. I was working at El Dorado Surf and Sport. We used Retail Pro at the store and she was there meeting with the owner Phil, a friend of hers from high school. I was 23 years old and a new father of twin girls. My co-workers had put together a little change collection and called it the "formula fund". My girls were at the store that day, and Sandy dropped some change in the jar and wished me luck. The time came when I had to leave the surf shop and find a new job, that would help me support my new family. For the next few years, I worked for a snowboard binding company in San Francisco, until they were bought out and we were all laid off. I loved working in the snowboard/surf industry, but with a young family to support, it was time to "get a real job".

I learned that BHD was hiring and with my past experience as an Retail Pro user, thought it might be a good fit. I interviewed with Sandy at BHD and she recognized me as "the guy from Phil's store with the twins". She asked me why I wanted to work at BHD. I told her that my five year plan is to save enough money to buy a house and put it up to open my own Snowboard shop. It had been a dream of mine since leaving El Dorado Surf and Sport. I know that RPRO is the best system out there, and I want to become an expert in it. So one day, when I opened my own store I will have a great foundation for running a successful business. She smiled and said

"I like the candor and the fire", so let's give you a shot. I worked at BHD for 13 years and my dreams of owning my own store faded, as my success at BHD grew. They helped me obtain my MCSE (Microsoft Certified Systems engineer), which allowed me to have a say in the BHD network... building a stronger, more secure network.

My dream of owning my own store started to creep back into my mind. At this point, I was working for BHD out of my home office in Spokane, WA. I was "telecommuting" and most people would say I had a very good job. The dream once again was becoming very powerful. I felt if I didn't pursue it, I would always look back on my life and feel unfulfilled. After some very long talks with my wife, lots of research and meetings with various business advisors, I put in my notice at BHD and opened my own store in September 2010, **Let it Ride Board Shop** in Spokane, WA. Opening my own business has been the most exciting, scary, exhausting, and rewarding time in my life. The other day I asked a customer how he was doing? He replied "Living the dream man, just living the dream..". I just smiled and said, "Yea man, I hear ya...Me too!"

You can check out Paul's RPRO integrated Website (ECI) at www.letitrideshop.com or check out his Facebook page **Let it Ride Board Shop**...become a fan. **Let it Ride Board Shop** carries snowboards from Ride, Forum and Compatriot and lots of clothing and accessories from Fox, Hurley, Quiksilver, Roxy, DC, ES, Emerica, Dragon, Spy, and much more.

I'm sure Paul would love to hear from you and show you what great holiday gifts he has to offer.

Because Paul is now a BHD customer, we still get to work with him and give him the great customer service HE always gave BHD customers and is continuing to give to his own customers. We miss Scrappy around here, but wish him all the success in the world.

WELCOME

RETAIL PRO CAN HELP MAKE YOUR BUSINESS PROFITABLE!

TO ALL NEW BHD CUSTOMERS!!

MEMORY LANE

Apparel, Accessories
Sales, OR

LAKHAY'S COLLECTIONS

Apparel, Accessories and Tapestry
Huntington Park, CA

REDEFINED HOME BOUTIQUE

Furniture store
Atlanta, GA

CASA RAUL

Western Apparel
Laredo, TX

THE GRAND MARLIN SHOP

Ship Gift Shop
Pensacola Beach, FL

DEMPSEY CREEK, INC.

Gift shop
Hot Lava Springs, ID

HABITAT FOR HUMANITY

Grass Valley, CA

OLIN AVENUE MARKET

Food & Beverage
San Jose, CA

TELFORD'S PIPE & CIGAR

Pipe and Cigar shop
Mill Valley, CA

VALLEY SPRINGS DOLLAR STORE

Variety Retailer
Valley Springs, CA

ABOVE THE BELT

Apparel shop
Modesto, CA

TWO STAR DOG

Apparel shop
Berkeley, CA

CROCKER ART MUSEUM

Art Museum
Sacramento, CA

'Establishing Different Inventory Price Levels'

Retail Pro offers an abundance of reports that can help you make better business decisions. Never again will you need to rely on guess-work; 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 money.

The ability to establish different price levels in inventory provides retailers with the ability to assign up to 240 price levels on inventory items. For example, retailers can assign different price levels for wholesale, retail, employee sales, etc.

This [Feature of the Month](#) can be found on the BHD website. All previous Features of the month can also be located on our website at: [FEATURE OF THE MONTH PAGE.](#)

We also invite you to view the corresponding video on this topic in the BHD self-training video library. This video is titled "[Priced Based Stores](#)" and can be located at:

[Establishing Different Inventory Price Levels](#)

An accompanying video can be found in the BHD Self-Training Videos.

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 REPORT YOU'D LIKE TO HAVE FOR YOUR BUSINESS!!](#)**

WHY BIG HAIRY DOG?

It's true that there are many service providers out there to choose from, for your retail technology needs. So what do you look for in selecting a support company; how can you choose the best?

Most companies claim they provide the "Best Service Around", but how reliable is a company's self-claim? BHD believes a company is not entitled to a customer's trust without first passing 3 important criteria:

1. What do the CUSTOMERS say?
2. How knowledgeable /experienced are the staff?
3. What does the COMMUNITY say?

A credible business won't keep their customer base a secret, but will freely share names, contacts and phone numbers to give you the opportunity to talk to live references in your area or industry.

Big Hairy Dog has literally hundreds of

customers who have offered to be a reference to other prospective customers. We will provide a long list of customers in your area or industry whom you are welcome to call and ask about their personal experience with Big Hairy Dog. We are proud of the reputation we have earned throughout our customer base.

Experience?? The BHD staff of about 30 employees, has over 250 years of collective experience in the industry they are now working. The techs, trainers, service, sales, hardware, accounting and shipping departments are filled with experts who are reliable resources for each other and our customers.

In the community, BHD has been an accredited member of the Better Business Bureau since 1983, and has earned a coveted "A+" accreditation rating. This rating is reserved for those businesses who BBB has received only positive remarks about and ZERO complaints.

WHY BIG HAIRY DOG?

We think you already know!

PCI REGULATIONS ARE HERE TO STAY! If you've EVER run PPM AND CREDIT PRO please read:

For customers who have used PPM /Credit Pro for credit card processing, please be advised that the **PPM and/or Credit Pro software MUST be removed from your computer in order to meet PCI Regulations.**

After that software removal, you have the option of running credit cards on a separate standalone unit that does not connect to the computer. This option does however increase the chances of human error since the amounts and card types will need to be manually entered. You may have problems with \$10.00 being entered instead of \$100.00 or Visa entered instead of AMEX. These will lead to issues with end-of-day and bank and credit card reconciliation.

If you are not upgraded to Retail Pro v8.60 or v9.2, this software removal will cause you to lose some very important and valuable data from your system.

YOU WILL LOSE:

Sales Data/Sales Orders/Customer Data

This means that all of your receipt history will be gone and you will be unable to do any historical sales reports. It also means that you will not be able to look up receipts in order to

NEARLY \$9,000 RAISED FOR HOPE FOUNDATION

This year's fund-raiser was a HUGE SUCCESS thanks in large part to our great customers, friends and family. Our goal was to raise \$6000 for The Hope Foundation, which donates to 14 separate and local children's charities. Even though the deadline came and went, BHD continued collecting money from many big-hearted people, allowing us to raise nearly \$9,000 to present to Hope Foundation! **THAT'S \$3,000 OVER OUR GOAL!**

Our raffle winners are:

1. Barbara from Bud Lilly's, a wonderful customer who owns a fly-fishing (and more) shop up in the wilderness of West Yellowstone. Barbara won 10 free hours of tech support, which is a value of \$2,500!

do returns. You will also lose all customers and customer history.

By upgrading to v8.60 or 9.2 you will be able to keep all of your current data and have it be properly encrypted to meet PCI requirements. You can also move to current PCI-certified credit card software that will allow you to continue running a seamless point of sale environment between Retail Pro and your credit card processing.

By not upgrading and leaving these older software programs on your computer, you are in violation of the July, 2010 US Payment Application Security Mandate and 'Requirement 3' of the PCI-DSS requirements. These violations can lead to fines and loss of the ability to accept credit cards.

BHD will help you to retain the important historical data in your system. TO RENEW SOFTWARE ASSURANCE, upgrade to Retail Pro 8.60 or 9.2, and be PCI Compliant, please call Felicia at **800-377-7776.**

It is our goal to make this process as easy and affordable as possible for you.

2. Mark Drobney, Attorney at Law, was the winner of the chili dinner for 8.

CONGRATULATIONS TO BARBARA & MARK and a big THANK YOU to all of you who contributed to making this year's fund raiser such a big success!



BHD SELLS QB FINANCIAL and QB ACCOUNTING!

Your store has specific needs which must be met by technology. QUICKBOOKS FINANCIAL AND QUICKBOOKS ACCOUNTING is an established and proven integration with Retail Pro. BHD sells, trains and supports QuickBooks software as an important part of your Retail Pro POS system.

QUICKBOOKS PAYROLL is another prime example of how technology can benefit your business. Save time and money by switching to INTUIT PAYROLL, and as an added incentive, you will receive 20% off your monthly fees for the first year. For **Assisted Payroll, that is a \$165 savings** and for **Assisted Advantage it is a \$324 savings.**

*Must sign up for ACH Monthly Deduction or Annual Contract and Intuit Merchant Account.

*Offer Expires December 31, 2010.

CALL BUDDY TODAY: 800-377-7776

WINDOWS 7 UPDATE

WINDOWS 7 HAS BEEN FULLY APPROVED WITH QUALIFIERS LISTED BELOW for use with Retail Pro Version 8.6 and 9.2 by RPI, Inc. The previous three qualifiers still exist: QUALIFIERS:

- For Retail Pro version 8.6 you must use the 32-bit version of W7.
- For Retail Pro version 9.2 you can use either 32-bit or 64-bit versions.
- BHD will only be testing and supporting Windows 7 Professional and Ultimate versions.

If you are running Retail Pro on Windows XP, in order to be PCI-Compliant, you must have all the current updates installed.

PLEASE NOTE: Retail Pro v7 and lower is not compatible with Windows v7.

If you have any questions regarding this information, please call the BHD Tech Department at 916-368-1070.

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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—December Tour

Dec. 14, 2010	Burbank	Trainer
Dec. 14, 2010	Burbank	Tech
Dec. 14, 2010	Sacramento	Trainer
Dec. 15, 2010	Auburn, CA	Tech
Dec. 15, 2010	Grass Valley, CA	Tech
Dec. 15, 2010	West Sacramento, CA	Tech
Dec. 15, 2010	Carmichael, CA	Tech
Dec. 17, 2010	Sacramento, CA	Trainer
Dec. 21, 2010	McClellan, CA	Trainer

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.

RPRO Latest: Versions Hot Fixes

8 Series:
V8.52 11/09 HF

V8.60 11/10 HF

9 Series
V9.20.602.132

800-377-7776

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 Service Department](#). 800-377-7776

DECEMBER WEBINARS:

Dec 15, 4-6pm PST
Physical Inventory

Dec 29, 8-10am PST
Physical Inventory

JANUARY WEBINARS:

Jan 5, 10am-12pm PST*
Reports

Jan 19, 1-3pm PST*
Sales Orders

FEBRUARY WEBINARS:

Feb 2, 4-6pm PST
Purchasing & Receiving

Feb 16 10am-12pm PST*
Inventory Creation

* NEW TIMES

NOTE:

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