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BIG HAIRY DOG NEWSLETTER

"Breaking Every Rule to Take Care of Our Customers"



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Did You Know?

- BHD supports customers as far: East as Korea, West as Hawaii, North as Alaska and South as Australia. BHD is truly a GLOBAL company.
- BHD has been in business nearly 15 years to out perform any competitor, anytime.
- You can save \$100 @ hour in support costs by attending FREE Webinars.

Are you in the market to buy Jodhpurs, Paddock boots, Schooling helmets, Chaps or Breeches? If you've never heard of these items, you're probably neither a horse owner nor an avid rider. But horse enthusiasts from as far away as New Zealand know the place to find these and countless other equestrian products, and flock to **Olson Mills Tack Shop** to do just that.

Olson Mills is the oldest and most established equestrian retailer in the Seattle-Bellevue area. Providing merchandise designed for both horse and rider, Olson Mills is distinguished by its offering of top quality product lines and areas of specialty. They even have a Mobile Unit providing off-site service to many horse shows and barn functions.

In business for over 60 years, Carl and Bea Olson founded Olson Tack Shop in 1945. Its current owner, Mike Akers, purchased the local competition, Mills Horse & Tack, and the store now occupies a new 4,000 sq. ft. location.

Producing custom chaps, boots and saddles used by the likes of Queen Elizabeth, they are the largest provider of English apparel in the Northwest. It is not surprising that 90% of their customers are female.

Named '**English Retailer of the Year**' by *Tack 'n Togs*, a respected equestrian merchandising magazine, Olson Mills' superb location is advantageous to its success. Located near a busy highway, just down the road from a 482-acre state park offering visitors 28 miles of horse trails, and in the shadow of the enormous Microsoft headquarters, with over 30,000 employees, Olson Mills has found the perfect spot.



Mike Akers, President

Mike Akers, began his tack shop career in the basement of the original Olson home in 1994 as a part-time inventory specialist. Through his knowledge, commitment to the business and love of horses, Mike is now President of the company.

We recently spoke with Mike about their use of Retail Pro:

BHD: How long have you been using Retail Pro?

Mike: We've used Retail Pro for

4 years. My partner and friend, Jason Weatherholtz, is the System Administrator for the system.

BHD: What POS system were you using before Retail Pro?

Mike: We were completely manual, hand-writing receipts and physically counting shelf items for re-order.

BHD: Did you shop around before purchasing Retail Pro?

Mike: Yes, we did quite a bit of comparison, but decided on Retail Pro because of the ease of its ordering process. Also we knew Retail Pro would accommodate our store's growth.

BHD: How do you feel about the service you receive from Big Hairy Dog?

Mike: We get great service from BHD. Werner and Colt have handled many of our technical issues, and we think they're the greatest!

Mike has had to put aside his love for riding to continue to grow Olson Mills successful retail business. He hopes one day to get back in the saddle.

Big Hairy Dog applauds Mike and Olson Mills for their thriving business, and wish them continued success.

BHD MEETS LITTLE HAIRY DOG

Every day brings new experiences at BHD, and that is especially true with our Techs. Just when our Tech Department thought they had seen it all . . . Greg Whitehouse from California Alpine Ski Company in Berkeley, called with a technical issue he needed help with.

After asking a few questions, the tech realized Greg was operating Retail Pro from an old 386 computer running Windows 98, with a CD drive that doesn't work, a Colorado tape drive that was so dusty it fouled up the internal mechanism, and no Internet connection.

Greg also has an XP machine with a 56K modem in his office, and was trying to hook up his laser printer to his 386 machine. Greg's 386 was unable to 'see' his own network, and BHD was also unable to logon to his computer to diagnose and solve the problem.

As the Tech was blindly walking Greg through the problem and into the solution, the one-sided conversation the rest

of the Tech Department was hearing began to draw a crowd around the Tech assisting Greg. Soon, everyone got involved. The techs like to have a good time with the customers, and Greg was taking all the teasing in stride, stating, "I've gotten pretty good at fixing problems myself, with the instruction of a BHD Tech on the phone."

But it would be wrong to think that Greg is a stranger to new technology. His personal workstation at home has a wireless keyboard, flat screen monitor, Advent monitor speakers, a 512 memory and a wireless high-speed cable internet connection. Additionally, Greg runs a retail store specializing in Alpine Ski equipment and operates state-of-the-art technology for tuning skis, testing bindings and custom boot fittings.

Greg appreciates the support he gets from BHD, but that is not where the kinship ends. Greg has a 14-year old wire haired fox terrier that he keeps in a puppy cut.

He calls his fox terrier "Little Hairy Dog". He never receives a BHD newsletter without thinking of his own dog, and has shared a picture of Little Hairy Dog with us.



Little Hairy Dog

Greg thinks it's great that Retail Pro doesn't require a lot of expensive equipment to function well. He proudly says, "All I need is my little old computer, some Great Software, and a little help from my friends at Big Hairy Dog."

[BHD no longer supports 386 or 486computers]



Techs on Tour—OCTOBER TOUR

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

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



Oct. 3	Fresno, CA	Trainer
Oct. 8-12	San Francisco, CA	Tech
Oct. 10-12	W. Yellowstone, MT	Tech
Oct. 15-17	Sharon, PA	Tech
Oct. 17	Emeryville, CA	Trainer
Oct. 23-25	W. Yellowstone, Mt	Trainer

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

IT'S A FAMILY AFFAIR

The employees of Big Hairy Dog feel like they work with an extended family. The company culture includes an expectation of an extremely high standard of excellence from all staff, and an intense team effort with every department in cooperation with the others. At the same time BHD encourages play and laughter with a casual and open atmosphere, wildly colored pillars and a wall mural painted on the conference room wall.

It's not uncommon to see a ping pong tournament taking place in the back parking lot that gets loud and competitive. In the large non-cubicle office space there is an occasional spongy arrow shot across the room or ball thrown, and there's even a miniature basketball hoop drawing in some for a mid-day tournament. While everyone is focused on the job at hand, the office will erupt in laughter from time to time.

Mic and Sandy Malaney, the owners of BHD are a President/CEO team that believe in family values and don't shy

away from hiring more than one family member. There are several married couples working for the company, the first hired being Jeff and Carol Kenshol.

BHD isn't the first place Jeff and Carol have worked together. In 1993, Jeff started working at Marshall's Department Store, where Carol was office manager. They began a friendship, which culminated two years later in a beautiful wedding on the beach of Maui.

Jeff came to work at BHD in 1996, and after the birth of their first daughter, Rosey, (the first BHD baby) Carol began working in BHD's marketing department. They now have a wonderful family of 3 children; Ryan, 19, Rosey 10 and Madelyn 8. With three children at home, Carol still makes time to work at BHD 3 days a week, and spends the rest of her time being a busy mom. Jeff has been implementing Retail Pro since version 6, and has been a great trainer and asset to company for eleven years.

BHD appreciates the hard work, dedication and commitment to excellence from Jeff and Carol, and all its employees.



The Kenshols enjoying a family day at Disneyland. . .



. . . and in Hawaii at sunset

ASR TRADESHOW A BIG SUCCESS

Action Sports Retailer (ASR) held their bi-annual tradeshow on Sept. 7-9 at the San Diego Convention Center. Big Hairy Dog was there and had the opportunity to demonstrate the Retail Pro® product and all its latest features to thousands of attendees who visited the booth.

The ASR Trade Expo offers a great platform for leading manufacturers in the action sports industry and lifestyle market. It's a great place to see what's new and available in skateboarding, snowboarding surfing, and other action sport sectors.

With over 1500 booths, 500 brands and 17% of all attendees from inter-

national countries, the tradeshow provides unparalleled exposure to the latest sports trends. BHD finds this a great way to stay on top of retailer's needs. Many who stopped by expressed a desire for a service provider that takes a personal interest in their clients, and they found what they were looking for.

'Personal' customer service is NOT a thing of the past. BHD believes that the latest technology combined with old fashioned customer care is a combination that works, and our customers agree.



The next ASR tradeshow will be held early next year, January 24-26. BHD will again be exhibiting Retail Pro. If you attend, please be sure to stop by.

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

Molly was a wonderful pet who gave much to those in her life and inspired Mick 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



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:
<http://www.bighairydog.com/onlinetraining.htm>.

To receive login information, let the BHD service staff know if you are interested in participating in a Webinar.

OCTOBER WEBINARS:

Oct. 3, 4-6pm PST
Clean House / PO & SO
Maintenance

Oct. 17, 4-6pm PST
Sales Orders

Oct. 30, 4-6pm PST
Reports

NOVEMBER WEBINARS:

Nov. 7, 4-6pm PST
DVS

Nov. 21, 4-6pm PST
Customizations

DECEMBER WEBINARS:

Dec. 5, 4-6pm PST
Reports

Dec. 19, 4-6pm PST
Physical Inventory

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