

# ATHLETICS UNLIMITED

*Where every day is game day.*



**ATHLETICS UNLIMITED** opened their doors during the holiday season as 1988 came to a close. 2013 marks the 25<sup>th</sup> year this family-owned business has been providing athletic equipment and apparel for the field, court, and sidelines, to an ever-growing customer base.

The family Patriarch, Cal Rasmussen, set the game plan years ago, as a teacher, coach, and administrator within a local school district in Sacramento, California. His sons, Randy and Terry followed a similar course with their involvement in several Sacramento school districts while working to improve and expand community youth sports through coaching and officiating. Personal and professional relationships which had developed through the years proved fateful in opening a career path, making the move to retail a natural evolution.

After having learned every aspect of the athletic industry and having built a strong network within it, President and CEO, Randy Rasmussen opened Athletics Unlimited, finding a perfect niche in the retail industry. The business hit the ground running as a trusted and reliable local supplier of athletic team uniforms and equipment. Randy, his wife Dorene, along with a former partner grew the business during its first critical years, and as the business flourished a second store opened in Reno, Nevada.



While the majority of the company's client base is located in Northern California and Nevada, Athletics Unlimited has a loyal following of customers throughout all of California and nationwide. Clients include coaches and parent/team organizations, universities, and corporate apparel buyers. The later has provided an excellent opportunity to expand their business with product offerings to include screen printing of merchandise.



Accommodating this new service brought the exciting opening of a new facility in Sacramento with three times the space. Equipped with state-of-the-art screen print equipment, this facility enables Athletics Unlimited to offer customers a full spectrum of high quality athletic products.

Happily keeping the business in the family, Randy's son, Jordan, began working at Athletics Unlimited at the early age of 16, and now serves as Vice President, Store Manager, and Buyer for the company. Jordan is the Retail Pro system operator and point person for Big Hairy Dog. His wife, Kira, runs the finances and accounts payable. The Rasmussen's commitment to good sportsmanship, citizenship, hard work and fair play, is the basis for their Company's culture, business ethics, and corporate values. We recently spoke with Randy about the company's use of Retail Pro.

**BIG HAIRY DOG: What POS did you use before using Retail Pro?**

**RANDY:** Before Retail Pro, Athletics Unlimited used the industry specific software SportzPak, owned by Celerant. Originally purchased in the early 90's, SportzPak was very antiquated, and eventually became obsolete for our growing company.



**BIG HAIRY DOG: Did you comparison shop before deciding on Retail Pro?**

**RANDY:** Before deciding to move our company forward with Retail Pro, we comparison shopped both industry, and non-industry specific POS software.

**BIG HAIRY DOG: What specifically made you choose Retail Pro as your new POS?**

**RANDY:** There were many factors we considered before selecting Retail Pro. One deciding factor was its evolutionary product development and compatibility with QuickBooks.

**BIG HAIRY DOG: In your opinion, what are the best features of the system?**

**RANDY:** For us, the best features of the system include:



- Ability to generate Purchase Orders from within a Sales Order
- Ability to lookup sales history by Customer
- Search engine fields
- Overall customization

**BIG HAIRY DOG: How has Retail Pro improved your retail operations?**

**RANDY:** A better question would be 'How hasn't it?' Our company uses Retail Pro v9, and receives service for our two locations, including polling and the account link for importing data into QuickBooks. Retail Pro has improved nearly every aspect of our abilities at the Point of Sale.



**BIG HAIRY DOG: Why did you choose Big Hairy Dog as your service provider?**

**RANDY:** We chose BHD as our service provider because they are local and very responsive. We continue to work with BHD because they are very service oriented, have extremely knowledgeable techs, and are dependable. We would definitely refer BHD to other retailers. Without a doubt!



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