

# booklog news

College Fall Edition 2007

A Publication from ComputerWorks of Chicago, Inc.

## Booklog Tech Support Hours for Fall Rush

### Week of August 27–September 2

Monday–Friday  
6:00 a.m.–10:00 p.m.  
Saturday  
7:00 a.m.–8:00 p.m.  
Sunday  
7:00 a.m.–8:00 p.m.

### Week of September 3–9

Monday (Labor Day)  
7:00 a.m.–7:00 p.m.  
Tuesday–Friday  
6:00 a.m.–10:00 p.m.  
Saturday  
7:00 a.m.–8:00 p.m.  
Sunday  
7:00 a.m.–8:00 p.m.

### Week of September 10–16

Monday–Friday  
6:00 a.m.–9:00 p.m.  
Saturday  
7:00 a.m.–7:00 p.m.  
Sunday  
7:00 a.m.–7:00 p.m.

### Week of September 17–23

Monday–Friday  
6:00 a.m.–9:00 p.m.  
Saturday  
7:00 a.m.–7:00 p.m.  
Sunday  
Not On Call

### Week of September 24–30

Monday–Friday  
6:00 a.m.–8:00 p.m.  
Saturday  
8:00 a.m.–7:00 p.m.  
Sunday  
Not On Call

## Former ABA President Ann Christophersen Joins Booklog!

We are very excited to announce that Ann Christophersen, former ABA president and co-owner of Women and Children First bookstore, has joined the Booklog staff. Ironically, it was explicitly for her bookstore that the idea of creating Booklog arose. Although the store didn't turn out to be our first customer, it was one of the first and has used the system for over 22 years. Ann joins us as coordinator of communication and customer services and on-site bookseller advisor on new program features and enhancements. Since Ann is still working part time at her store, she lends currency to our bookstore knowledge. I recently interviewed Ann.



— Jean Fishbeck, president

### Q: What brought you to the decision to step down from working full time in the bookstore?

A: Women & Children First recently experienced some of the same financial pressures many others in our industry have faced, not the least of which was the opening of a Border's store within a mile of us. After much thought, my business partner, Linda, and I decided that our 27-year-old store could manage just fine without the daily presence of both full-time owners. The savings could help return the store to more solid economic footing. Since Booklog offered me a good opportunity and I felt I could make a real contribution there, this seemed like a good situation for both of us. It would provide me the freedom to focus on big-picture and longer-range issues while Linda oversees the daily operations. Although I really miss being in the store as much as I used to be, I'm enjoying my new combination work life.

### Q: What are some of the areas in which you feel you can contribute to Booklog?

A: One of the strengths I bring to Booklog is a strong commitment to independent book-selling and a desire to help all of us independent bookstore owners and booksellers run our businesses as effectively as possible. One way I can fulfill that commitment is by being part

of Booklog's effort — to make a bookstore's most important management tool the best it can possibly be.

Other strengths I bring are those I learned in 27 years as bookseller and bookstore owner. I know quite a bit about most aspects of bookstore management and what kind of processes, information and analytical tools are needed. I have a lot of experience providing customer service and plan to draw on that, adding new dimensions to what is already a very solid customer service program here. I know how crucial marketing is and look forward to teaching other users how features in Booklog, such as its direct marketing segment, can be used effectively. Finally, I know how critical it is in today's bookselling world to have and to use the technology available to us to stay in the game — and yes, on occasion, to prosper.

### Q: Can you describe what you've been doing since arriving at Booklog?

A: Initially, I spent time becoming thoroughly acquainted with features of Booklog which I hadn't used and didn't fully understand. I've learned to teach the online training classes and have been teaching them since November. Wes Freeman, head of training and installation, and I implemented a new training program. I've written a supplement to the user's manual and have begun integrating these new features into the existing manual. And I have met several times with the programming department head to offer input on planned enhancements.

### Q: Finally, are there things you've learned about Booklog that you think are important to share with other users?

A: I've learned that the program is much more powerful than I had ever realized. It turns out — and I'm rather embarrassed to admit this — that I had only used it at a rather basic level. Now, for example, I understand the variety of reports it produces and how to use them for a host of analytical purposes. The same is true for a number of other features, things I wish I had seen long ago. Perhaps the biggest thing I have learned is that Booklog can actually give a bookseller/owner new ideas, new ways to think about how to do business.

## Training Tips

### Direct Marketing

Use Booklog's Direct Marketing Segment (called the Direct Mail Segment in previous versions of Booklog) to let your customers know you have items they need. This feature can help you start a mailing list or do e-mail drops to target your customers' specific tastes. It can also give you a list of every customer who bought a certain item.

### Ringing Up To the Wrong Tender

If your End of Day reports don't balance because a cashier rang up an item to the wrong tender, Booklog will let you correct that transaction. Go to the Sales menu/Till Control/Tender Changes. Put in the correct tender for the sale, the amount of the sale and the transaction number in the blanks provided and click OK. Now your day's reports will balance.

### Special Orders

When a customer places a special order for an item you've already ordered, you can flag that item before it gets received. Use Allocate Stock to Orders to mark that item as a special order. Create the customer's special order, then go to the Inventory menu and choose Allocate Stock to Orders. This will flag the item on the PO, changing its status to show that it's a special order.

### Keyword Searches

If you're having trouble remembering how an item was entered into inventory, use the Keyword Search function in the Inventory Pick-list. This allows you to look for all items with that keyword in their title. To use this feature, go to the Inventory Pick-list and click the icon that looks like a magnifying glass or use the F10 key. If you are using our new Search Window Pick-list (set in Maintenance/Add ins/Inventory Search Method), then click the Custom Search button to access the Keyword Search feature.

## Updating Our Records

If you received this newsletter in error or would like to unsubscribe from it, please contact us at 800-977-8212 or [www.booklog.com](http://www.booklog.com).

## Booklog's Online Training Chat Returns

From November 2003 to September 2006, we hosted an online chat one morning each month. After a hiatus to upgrade our chat software, we have reinstated this popular online session, which is open to all Booklog users free of charge.

The online training chat will be moderated by Booklog trainers. It will provide users with a chance to ask questions and connect with other Booklog users online. Each chat will be scheduled for the middle of the month and last an hour. During the chat, users can ask Booklog trainers questions about the system and discuss tips or processes with each other. Attendees can think of the chat as a user group they attend in cyberspace.

Registration will open a week before the chat takes place. Users will receive an e-mail

reminder when registration opens. Attendees will receive a password to log into the chat when they register. They will also receive a transcript of the chat after it's over.

Transcripts of the chat are available to anyone who requests them. Users who would like to receive a transcript automatically after each chat should just register for it. Registered users will get a transcript even if they don't attend. Customers who would like a transcript but haven't registered for the chat can request one by sending an e-mail to [wes@booklog.com](mailto:wes@booklog.com).

This chat will be a good opportunity for users to learn more about their POS system. To find the chat schedule, visit the Booklog web site at [http://www.booklog.com/users/user\\_chat.html](http://www.booklog.com/users/user_chat.html).

## Booklog Salutes Our Five-Year College Users

As Booklog approaches its 25th anniversary in the inventory management/POS business, we would like to salute the colleges and universities who have also reached an important anniversary — five years as Booklog users. We have thoroughly enjoyed serving these institutions and want to thank them (and all our customers) for the advice and support they have given us. Many of the revisions and additions to Booklog have come from suggestions we received from our loyal customers. We look forward to serving you in the future and encourage any suggestions you have for innovations to the program and our support of it. The college and university stores that have been with us for five years — or more — include:

Academy Bookstore, Chicago, Ill.  
Alverno College Bookstore, Milwaukee, Wis.  
Bismarck State College, Bismarck, N.D.  
Blackburn College, Carlinville, Ill.  
Bowdoin College Bookstore, Brunswick, Maine  
Brookdale Community College, Lincroft, N.J.  
Concordia Bookstore, Mequon, Wis.  
Delaware Technical and Community College,  
Dover, Del.

Finger Lakes Community College Bookstore,  
Canandaigua, N.Y.  
Fulton-Montgomery Community College  
Bookstore, Johnstown, N.Y.  
Houghton College Campus Store,  
Houghton, N.Y.  
Kenyon College Bookstore, Gambier, Ohio  
Maine Township High School, Park Ridge, Ill.  
Mando Books, Cortland, N.Y.  
Middle Tennessee State University,  
Murfreesboro, Tenn.  
Milligan College, Milligan College, Tenn.  
North Greenville College, Tigerville, S.C.  
North Wind Books at Finlandia University,  
Hancock, Mich.  
Ouachita Baptist University, Arkadelphia, Ark.  
Rudy's Fly Buy, Dayton, Ohio  
Rudy's on the Hill, Dayton, Ohio  
Southern Adventist University Campus Shop,  
Collegedale, Tenn.  
Southwestern Michigan College, Dowagiac, Mich.  
Stark State College of Technology, Canton, Ohio  
University of Arkansas-Medical Sciences,  
Little Rock, Ark.  
Vancouver Community College Bookstore,  
Blaine, Wash.

## Welcome to Our New Booklog Users

Aurora University Bookstore, Aurora, Ill.  
Cleveland Community College, Shelby, N.C.  
Coastal Carolina Community College,  
Jacksonville, N.C.  
Colby College, Waterville, Maine  
Durham Book Exchange Inc.,  
Durham, N.H.  
Guilford Tech Greensboro, Greensboro, N.C.  
Manchester College, Manchester, Ind.

North Central Missouri College,  
Trenton, Mo.  
Northeastern Oklahoma A&M College,  
Miami, Okla.  
St. Francis University, Loretto, Pa.  
University of Dayton Spirit Shop,  
Dayton, Ohio  
Westchester Community College Bookstore,  
Valhalla, N.Y.

## Booklog's New Features and Enhancements

We are busily at work finishing this summer's release, version 8, and hope that you'll be as excited as we are about its new features and enhancements. Here's a look at what is coming your way.

### Rental Module

Booklog's new rental module makes it easy to identify and track rental items in your store. The module allows you to set defaults for rental fees, return dates, and late or lost fees. Additionally, you can print your rental policy on receipts and send e-mail reminders for late items.



After you've set your default information for rental periods and pricing, Booklog will create barcode labels with serialized identification numbers for each rental item. When a customer brings a rental item to the cash register, scanning the rental barcode will automatically link that specific item to the customer. When an item is returned, the status is set back to "available" so the next customer can rent it right away.

The e-mail reminder feature makes it easy to notify customers when rented items are past due. And if items are returned late, the late (or lost) fee will be applied automatically.

Booklog's rental module is a premium feature. Rental barcodes can only be printed on the Cognitive Barcode Blaster. Please call technical support for more information.

### Program Enhancements

We've received a lot of suggestions on ways to make Booklog even more useful. As a result, we're focusing most of our version 8 development on enhancing existing features. Here are some of the enhancements we've got planned.

### Purchasing/Receiving Enhancements

We are fine-tuning the purchase order process by adding information to help you focus on increasing inventory turns and margins.

To help increase turns, we're adding receiving information on the purchase order screen. In addition to the sales information that's already shown, receiving information

will help you decide if you want to reorder or not. For example, if you've just sold a book and it appears on the purchase order and you see that the last time you received this book was eight months ago, you may decide not to reorder it.

To help increase margins, we're adding a purchase order creation method that will allow you to generate one big PO and give you options to move books from that PO to other vendors. For example, if you create a big PO for a wholesaler and you see there are enough books on that PO to order from a specific vendor and achieve a higher discount, you'll be able to mark those items and move them during the PO editing process. This will save you a lot of time and help make sure you're maximizing vendor discounts.

On the receiving side, we're adding advance shipping notices and electronic packing slips that will automatically fill in receiving information like quantities and price changes. When you get the shipment and open the receiving session in Booklog the information will already be filled in. Simply verify the accuracy, save the session and shelve the books! This functionality is only available if you're placing orders electronically. All vendors may not have this capability.

### Special Orders

We're enhancing the special order process to make it more effective and easy to use. Here's a peek at two of the enhancements.

- If a customer calls to ask you to hold a book, you can put the book aside and place it on hold in Booklog. This will remove the quantity from on hand and place it on special order hold so that you have an accurate count of what's available on the shelf.
- If a customer wants to order a book in advance of its release date, if you already have it on an order, you can allocate one of the ordered copies to the new special order. This will help you keep track of how many copies you've committed to customers so you'll know to order more if demand is strong.

These are just some of the many user suggestions we'll be implementing for Booklog version 8. As always, we appreciate your feedback. If you have a maintenance contract, you will automatically receive version 8. If you don't and you'd like to order it, please call technical support at 800-977-8212 ext. 260.

### A New Face in Programming

Booklog is pleased to welcome Daniel Pesek to our programming department. With over 17 years of IT industry experience, Daniel has developed quite a unique background, including IT systems design and development, business operations, strategy, and tactical planning within both small and large corporate environments. He has led development teams, restructured organizational processes and successfully designed, built and delivered complex software solutions to the marketplace. Daniel's industry experience includes banking/financial, health care/insurance, retail, commercial printing/media and consulting. His client list includes Baxter International, Northern Trust Company, Grainger and RR Donnelley & Sons.

Daniel is a native of Chicago who lives in the Windy City with his wife, Jacqueline, and their three sons.



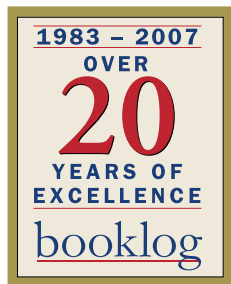
### A New Voice on the Tech Support Line

When you call the tech line, you may hear a new voice. We welcome Charles Westphal to the Booklog Tech Support Department. Charles comes to Booklog from the Southeast Texas/Southwest Louisiana area. He completed his B.A in 2005 at McNeese State University in Lake Charles, La., and relocated to Chicago shortly after Hurricane Rita.

Charles has worked in a variety of industries during and after school, ranging from newspaper publishing to hotel night auditing. While his formal schooling has been in English and Latin literature, Charles has for many years built and maintained computers as a hobby. He was glad to be able to combine these pursuits by joining the team at Booklog.

When not on the tech line, Charles' other interests include reading fiction and critical texts as well as writing science fiction. He is currently independently studying the Spanish language and preparing to attend graduate school to begin work on his master's degree in American literature.





## Tech Tips for Booklog Users

### Want to Find Your Slow Sellers?

To find your slow sellers, be proactive with your return deadlines. Use the Auto-Create Returns feature in Booklog to find out what titles on your shelves are not selling. This allows you to decide whether you need to make them more visible or even put them on sale before you come up to your return deadline. To use the Auto-Create Return feature, go to Inventory/Auto Create Returns and use slow sellers as selection parameters. Click on Set Period to instruct Booklog what items you are going to target. **DO NOT** post this return to the book file unless it is your intention to actually return the items.

### SKU vs. ISBN

Do you have items in your inventory that are listed as an ISBN when they should be listed as a SKU? This can easily be changed by clicking on the Miscellaneous tab on the Item Properties screen. On the lower left-hand side, you will see a radio button for net pricing. When an item is net priced it will be listed as a SKU. This changes the item to calculate the price by applying a margin to the cost rather than calculating the cost by applying a discount to the price. So if you'd like to have the item listed as a SKU, select the Yes radio button. For ISBN, select the No radio button.

If you have a group of items that you need to change, go to Inventory/Global Inventory Changes. Select change net pricing to yes/no for a specific vendor that should be listed as net pricing. Finally, if you'd like to have a purchase order show the cost of the items versus the list price, you can select a vendor to be a net priced vendor. Go to Maintenance/Vendor. Select the vendor that should be listed as net priced, and put a check in the Net Pricing box on the Main tab of the Vendor Properties screen.

### Vendors and Discount Schedules

Do you have vendors who give you a standard discount based on the total amount of items that you order? You can set up Booklog to automatically figure the proper discount based on the total ordered from the vendor by creating a discount schedule for that vendor. This can be done by going to Maintenance/Vendor and clicking on the Quantity Discount tab (not available for net priced vendors). You can also do this on the fly while creating a purchase order. Use the F8 hot key or click on the Quantity Discount icon on the toolbar while in the purchase order to enter a discount schedule. This will automatically update the vendor properties for the vendor for whom you are creating the purchase order. If you have a vendor from whom you do not get a regular discount based on the total items ordered, leave the discount schedule blank. In the receiving session, Booklog will reflect the discount at which each item was last received. Make sure that you are receiving items at their proper discount.

### Backing Up

It is extremely important to have a backup procedure in place not only for Booklog, but for your computer as well. There are many options available to back up your system. We recommend that you back up your Booklog database every day — but do not overwrite the backup every day. If you keep a week's worth of backups in case there is a problem with any one day's backup, there will be others to try. We also recommend that you take one backup off-site each week. Some options for backing up include CDs, Zip disks or memory sticks (also known as jump drives or flash drives). We also recommend that you make a full system backup when it is running optimally. In the event of a hard

drive failure, that backup can be used to restore your system to that point.

### Purging Options in Booklog

Do you have too many special orders or purchase orders in your list? If so, check out your purge options under Utilities/Purge Old Information. This feature allows you to purge groups of information to keep your lists and database clean and easy to work with. They work with a date range so that you are in control of the information that you are purging. Some options include purging purchase orders, special orders and entries that you have made to the To Be Ordered list. We highly recommend backing up Booklog prior to doing any sort of purge.

### Clearing Off the To Be Ordered List or the To Be Returned List

There is another way to remove items from the To Be Ordered or the To Be Returned list, other than using the Purge Old Information utility. You can clean off your To Be Ordered list by adding items that you no longer want listed to a purchase order. Create a dummy purchase order and add the titles that you would like to remove from the To Be Ordered list. Finalize the purchase order once you have added all the titles. Then in receiving, cancel all the items off the purchase order. This will remove them from the list. For the To Be Returned list, create a dummy return, adding all items that you would like to remove from the list. Save the changes but **DO NOT** post the return to the book file. This will leave the return in draft mode. Once you are back in the pick-list, highlight the return and hit CTRL-Delete on your keyboard to remove the dummy return. The items will not be added back to the list.