

# booklog news

BEA Edition 2011

A Publication from ComputerWorks of Chicago, Inc.

## Booklog Travels to New York for BEA

Your friends at Booklog look forward to seeing you in New York City for BookExpo America 2011. Please stop by our booth #2633 to say hi and talk with our tech, training and sales staff. We hope to see you there!

### BEA SHOW HOURS

**Tuesday, May 24, 2011**

9 a.m.–5 p.m.

**Wednesday, May 25, 2011**

9 a.m.–5 p.m.

**Thursday, May 26, 2011**

9 a.m.–3 p.m.

### BOOKLOG USERS' MEETING

**Wednesday, May 25, 2011**

2–3:30 p.m.

Room #1E06 at the Javits Center

## Booklog Offers Show Special

Again this year, Booklog is offering a BEA Show Special of 15% off software add-ons.

To take advantage of this savings, please contact Nancy at 800-977-8212 ext. 224 or [nancy@booklog.com](mailto:nancy@booklog.com) by June 30, 2011.

## A Note From the President

BookExpo America (or ABA as it used to be called) 2011 will be my 28th! The first show I (and Booklog) attended was in Washington, D.C., in 1984. As many of you remember, the shows back then were huge and the ABA had to seek new venues every year just to accommodate the ever-growing number of vendors. (Booklog had been on the waiting list that year.) The shows lasted five days and many of the publishers sent crews over a week in advance to construct things like huge sand castles or gigantic ceiling-high zebras that were 40 feet in length. Our computers were the size of small refrigerators and the monitors were larger than the old non-flat-screen TVs. Traveling by plane with all the equipment was quite a challenge, though admittedly easier than traveling today with all the restrictions and security.

I was reminded of this today because I had lunch with one of Booklog's very first salespeople, Maggie Gautier. I'm sure some of you remember her. She lives in Los Angeles and is now involved in filmmaking. She told me how grateful she was to have started her work life in the "book business" — spending time with people who are interesting and diverse and not focused solely on making money (good thing!). Though it spoiled her for the future, she said it was a great way to begin. That's pretty much how all of us feel at Booklog, fortunate to be a part of this

industry and fortunate to work with you. Even with all the struggles of the independents, beginning with the big box stores, then Amazon, then e-books, it's still a great place to be. I am so glad that we're still in business



and can be a part of that. Thank you to all of you for making that the reality.

Please stop by our booth #2633 at BookExpo to say hello. Members of our sales and technical support staff will be there to demonstrate the latest features of Booklog. They will provide helpful hints on how to maximize your use of the software, both at the cash register and in the back office of your store. We've come a long way since 1984 and it's thrilling to be able to share the journey with you.

Happy spring, happy summer and best wishes for a good year. May there be many wonderful books written again this year!

— Jean Fishbeck, president

## Booklog Users' Forum

Did you know that Booklog has a Users' Forum? It is a great resource for giving us feedback, discussing general usage, passing valuable tips to each other, and offering suggestions on how to make the system better.

Once on the forum site, any individual can review general announcements posted on the public boards. However, when you register for a login name, you can access all of the boards and post your very own threads. We hope that all of our customers will take advantage of this valuable tool to ask questions

and support each other. Although the forum will be monitored by a Booklog technician for questions unable to be answered or answered inaccurately by other users, please note that the forum is not intended as a replacement for contacting Booklog with technical support issues.

We hope you will take a few minutes to check out the Booklog Users' Forum by visiting [booklog.com](http://booklog.com) and registering for a login name today!

ComputerWorks of Chicago, Inc.  
800-977-8212  
[www.booklog.com](http://www.booklog.com)  
[info@booklog.com](mailto:info@booklog.com)

## Training Tips

### Frequent Buyer Club

To reward customers for regular purchases, use Booklog's Frequent Buyer Club feature (found under Sales > Marketing). It allows you to issue credit certificates for customers when they spend a certain amount of money or buy a specific quantity of items. You can choose which categories you want to make eligible for the club. When a customer receives a credit certificate, they can apply it to their next sale. You control which customers get to join your club, specify how much credit a customer gets, and even give them a beginning credit to work with if you want to count past purchases toward your new club. The frequent buyer club is a great way to reward your customers' continued loyalty throughout the year.

### Direct Marketing Segment

One advantage of taking customers' names at the register is that Booklog lets you identify specific buying patterns in your customer base. Whether you enter names or not, Booklog can tell you what is and isn't selling in your inventory. But by accumulating customer data, Booklog can show you why certain items sell in your store and give you the information you need to plan and promote events.

For promoting those events, there's no better tool in Booklog than the Direct Marketing Segment. This feature (found under Sales > Marketing) allows you to build a list of customers who have purchased a specific item, items by a particular author, items from a vendor, or in specific departments or categories. You can export this information to a mailing list (usable in Microsoft Word's mail merge) or generate a targeted e-mail to let customers know about your event. It's great for letting people know about sales and specials happening at your store.

### Gift Receipts

Give your customers gift receipts with a click. When making a sale and the customer asks for a gift receipt, just click the boxes next to the items for which you want a gift receipt. Booklog will print out two receipts; one with prices and a sales total, and a second without them.

## Customer's Corner

*In this issue of Booklog News we are pleased to feature Hub City Bookshop, located in Spartanburg, S.C. Hub City Bookshop has been a Booklog customer since April 2010.*

The old saying "you get what you pay for" certainly doesn't apply to the Hub City Bookshop. In fact, at Hub City Bookshop you get much more than what you pay for. When you purchase a book from this unique independent retailer, you not only support the nonprofit bookshop, but you also support scholarships and fellowships for developing writers and the publishing of the works of community and regional authors.

Located in the heart of the Grain District of Spartanburg S.C., Hub City is a bookshop, a writer's project and a publishing house all in one. The bookshop, which grew out of the writer's project and the publishing house, is operated by the nonprofit Hub City Writers Project and specializes in new releases, regional authors, children's books, literary fiction, history and its own Hub City Press titles. Hub City Press is a nonprofit independent press that publishes well-crafted, high-quality works by new and established authors, with an emphasis on the Southern experience.

Although relatively new, opening in June of 2010, Hub City has great plans for the future with the ultimate goal of establishing Spartanburg as the literary center of the South. Among its core activities are regular readings by national and regional authors, book clubs, and outreach programs for children at the library and the local farmers' market. Each year, these activities are enhanced by the presence of a writer in residence among the staff.



Hub City Bookshop has over 2,000 titles attractively displayed in the store, which covers approximately 1,800 square feet of the renovated first floor of the old Masonic Temple. This inventory includes mostly new books, but also some used contemporary and classic hardbacks and trade paperbacks which have been donated by loyal patrons wanting to share their "good reads."

The bookshop staff includes one full-time manager and two part-time staff and a number of volunteers, many of whom are published writers as well as local book lovers. It's not uncommon to learn that the person ringing you up at the counter is the author of the book you are purchasing. So if you want a signed copy, you just have to ask.

One of the unique features of the store is the section "What Spartanburg Reads," which includes a regular exhibit and inventory of books recommended by local residents, such as college presidents, politicians, businesspeople, key nonprofit leaders and ordinary readers. It also has rotating displays about the works and personalities of successful Upstate literary figures.

When asked why Hub City chose Booklog, Erin Haire, the bookstore manager, quickly responded, "Because Booklog was highly recommended by other bookstore managers." Booklog is pleased to have Hub City Bookshop among our supportive users and we look forward to following its success as an indie store for serious readers.

The Hub City Bookshop in Spartanburg, S.C., is indeed a revolutionary independent bookstore. If you ever find yourself in the area, be sure to stop in and you will get "so much more than what you paid for."

## Welcome to Our New Booklog Users

Altar'd State - Birmingham, Knoxville, Tenn.  
Altar'd State - Corporate, Knoxville, Tenn.  
Assouline - Corporate, New York, N.Y.  
ATA College, Louisville, Ky.  
Book-X-Change, Orem, Utah  
Books by the Park/Parkside Church of Clev,  
Chagrin Falls, Ohio  
Common Grounds/First Baptist Eules, Eules, Texas  
The Dwelling Place at Asbury Church, Madison, Ala.  
Georgia Court, Sarasota, Fla.

Hannibal-LaGrange University, Hannibal, Mo.  
Hidden Lantern, Rosemary Beach, Fla.  
Hiram College Bookstore, Hiram, Ohio  
A Novel Cafe, Tewksbury, Mass.  
Pura Vida Books, Mayaguez, P.R.  
Railroad Book Depot, Pittsburg, Calif.  
Rivendell Books, Berlin, Vt.  
Schwabe Books #2, Simi Valley, Calif.  
Wit and Whimsy, Marblehead, Mass.  
The Woodlands Christian Academy, The Woodlands, Texas

## Tech Tips for Booklog Users

### Keep Tabs on Your Vendor Purchases

We make it easy to keep tabs on how much you are spending with a vendor by totaling that information in the Vendor Properties screen. You will be able to see how much you have ordered, received and even how much freight you have paid. Use this screen to ensure that you are getting the best return on investment from your vendors.

To see this information, go to Maintenance > Vendors and select the vendor you would like to view. Click on the Purchasing/Receiving tab to view this history.

### The Mail Order Proposal's Other Use

Given the economic times, consumers are more aware of the cost of the purchases they are making. If one of your customers would like a proposal or a quote prior to a purchase, you can use the Mail Order Module to provide them with this. Simply put the items on a mail order. Do not mark any of the items as shipped, just save the mail order as a draft. Then go to Reports > Reports Pick-list and find the mail order proposal. If you have Adobe Acrobat installed, you can print this to a PDF and e-mail it to your customer. Even if you don't have the full version of Adobe Acrobat, Booklog always ships with a program called Ghostscript that can be used to print to a PDF.

**EXTRA USE:** If you are starting to do school sales, the mail order proposal can also be used to give school districts an idea of the titles that they are purchasing prior to issuing the PO.

### Special Order Review

Special orders are becoming an important part of everyone's day-to-day business. Creating a special order is only the first part of the process in Booklog. After creating a special order, be sure to add it to the purchase order using the Special Order Item Pick-list. By using the pick-list icon, Booklog can help you track that order through the purchasing and receiving process. The icon forms a link that will bind that order to the purchase order so that you can always see the status.

You can take the special order deposit in the same sale when a customer is doing a special order **and** purchasing other items that you have in stock. Instead of going to the Special Order Module, open the Cash Register screen and press ALT+F2 to open a quick link to the Special Order Module that will allow the deposit to be brought into the sale with the rest of the items.

### Another Special Order Function

Booklog has a built-in function that will allow you to allocate the stock that you already had on order when a special order

was created. After the purchase order is created, go to Utilities > Allocate Stock To Orders to take already received stock and allocate it to the outstanding special orders. From the list that prints to the screen, you will be able to identify and alert those customers whose items are in and ready to be picked up.

### Remainders and Other Net Priced Items

With the ever-expanding base of bookstore inventory, you are now likely carrying items that do not follow the traditional discount-oriented book costing method. As you have changed, Booklog has changed with you. If you carry items that you buy at a cost and mark up based on a margin, Booklog can help you with those calculations. If you are entering a new item, use the NEW GM (general merchandise) button on the Item Properties screen. If you would like to convert existing items to a net-priced model, click on the Miscellaneous tab of the Item Properties screen and change the item from Net Priced-NO to Net Priced-YES. This setting will allow you to enter the wholesale cost and the margin, and Booklog will calculate the list price for you.

Don't forget that you can set vendors to use this cost structure as well. Go to Maintenance > Vendors. Select the vendor for which you would like to use this model and check the box for Net Pricing.

If your remainders or sidelines do not have their own UPC or ISBN assigned to them, Booklog has a built-in random number generator which will create a unique SKU that is not currently being used in your system. Simply print a label and you are set to go.

### Preventing Sales on the Wrong Date

Booklog gets the sale date and time information from the operating system installed on the computer. If someone accidentally changes the date and time in Windows, this will cause the dates and times of sales in Booklog to be incorrect. To avoid any accidental date changes, we recommend using a calendar program to check dates instead of the Windows clock. If you have computers in the store that are easily accessible to a lot of people, you can use the built-in Windows security feature to restrict users from changing the date and time.

### E-mail Blasts

When sending a promotional e-mail blast through Booklog, remember that you **must** have MAPI-compliant e-mail software, such as Outlook, set up and open for the export to work. Keep in mind that you will get an error if you have any bad e-mail

addresses. Booklog won't know if a specific address is incorrect, but it does know if the *format* of the address is incorrect. If you get an error during the export, run the Customer E-mail Listing report and go through and check for e-mail addresses that were not entered in the correct format (xxx@yyy.zzz). It is important to have the @ symbol and a period in the address.

### Gift Card Features

- **Gift Card Batch Reset** — In Sales > Marketing > Certificates > Gift you can reset a batch of gift cards by clicking on Batch Reset and scanning or entering the cards you want to reset. After they are all scanned in, click on Reset Gift Cards and they will be reset.
- **Gift Card Cash Back Threshold** — If your state requires that you give cash back when your customers redeem gift cards and the remaining balance is below a defined amount, Booklog can help you know when to refund this cash. To set up a threshold amount, go to Maintenance > Store > Defaults > Gift Card Payback Threshold and enter the amount that you must refund when the balance falls below it. When the gift card balance falls under this amount, the cashier will be prompted to refund the balance.
- **Use More Than One Gift Card in a Sale** — Do this by either highlighting more than one gift card or choosing Select Multiple and then scanning the multiple cards.

### Scan Receipt

When a customer returns items and has the receipt, you can use the handy barcode printed on the receipt to return the items. The Quick Return function will bring up the original sale to the Cash Register screen with the refund box(es) checked. Even if the customer is refunding only one item, there are many benefits to using Scan Receipt. Since Scan Receipt brings up information from the original sale, you will bring up the exact price paid for the item. If there has been a change in price since the item was purchased, you will be refunding the correct amount. It also automatically takes into account all discounts offered on the original sale. Scanning the receipt takes the item off the original sale, so that it cannot be returned again with the same receipt. To use the Scan Receipt feature, either click on the last icon on the right side of the tool bar, click on Edit > Scan Receipt or press the ALT+Q keys on the keyboard.



## Welcome to New York City and BookExpo America 2011

The Big Apple is alive and well, still serving the millions of visitors that flock to this great metropolis every day for fun and excitement! While you're here for the BEA, be sure to spend some time exploring this wonderful city. We suggest that you try to take in some of the following.

### Entertainment

- **Broadway Shows.** For discount tickets, you can go to 42nd Street, Times Square, for day-of-performance shows. It can be a long wait in line, but there is usually something available for all and the prices can't be beat. Located "under the red steps" in Father Duffy Square on Broadway and 47th Street.
- **Empire State Building,** located on 5th Avenue between 33rd and 34th Streets. The grand old structure is still standing and offers tours daily. Visitors are welcome to take the elevator to the 86th floor, 8–2 a.m. (the last elevator goes up at 1:15 a.m.). Tickets are \$19.29 adults, \$17.45 seniors and \$13.78 children. If you can't make the trip to the top, try to look up while walking anywhere in the city after dark. The top of the building lights up in different colors each night, often a color that has been chosen in honor of some event or person.
- **Central Park.** Open year round, 24/7. Entrances are all around the park, but the one closest to BookExpo is probably at Columbus Circle (59th Street and Central Park South). Visit the **Central Park Conservatory Garden** or famous **Central Park Zoo.** Maps are located throughout the park. Walk across the street from the park at West 81st Street

and you are at the **Museum of Natural History.** For the **Metropolitan Museum of Art,** walk north through the park to East 86th Street, which serves as the entrance to this famous museum. For a special ride through the park, look for the carriages lined up on Central Park South, between 5th and 6th Avenues. Walk-ups only for carriage rides — talk to the driver for prices and schedules.

- **Greenwich Village.** This historic and delightful neighborhood, home to numerous artists, musicians and the just plain famous, is waiting for a pleasant walk through its hodge podge of streets and lanes. Wonderful restaurants abound and are open quite late. The area is located between Houston and 14th Streets. The center is occupied by Washington Square Park, which includes the New York University Campus. West of here is MacDougal Street, home to wonderful restaurants and bars. Several subway lines will take you to this lively locale.



### Restaurants

Probably no place on earth has the variety and quantity of restaurants and eating spots. Anything and everything is available to satisfy your hunger. Here are some that are delicious and reasonably priced.

- **Carnegie Deli,** 854 7th Avenue at West 56 Street, 212-757-2245. Famous for its huge deli sandwiches and typical New York-style cheesecake, this one should not be missed. It's usually crowded, but worth the long wait. Don't expect polite service — in fact, the staff takes rudeness to a new level, but all in fun. It's famous for a murder on the upper floor of this building, many years ago, of course.
- **Ustav,** 1185 Avenue of the Americas (enter on 46th Street between 6th and 7th Avenues), 212-575-2525. Delicious Indian food. The luncheon buffet will fill you up for the rest of the day!
- **Glass House Tavern,** 252 West 47th Street between 7th and 8th Avenues, 212-730-4800. This is a good spot (but a little pricey) for a pre-theatre special. Great food with standards and stand-outs to satisfy all tastes.
- **Bocca,** 135 West 50th Street, 212-582-3000. Good standard Italian eats (pasta, salads, sandwiches) along with delicious desserts. Eat-in or take-out.
- **Wichcraft,** 1 Rockefeller Plaza, 212-780-0577. Healthy sandwiches, salads and gourmet coffee. Stay and take a tour of the famous Rockefeller Center. There is no ice skating this time of year, but the plaza will give you a comfy seat for lots of people watching.