

booklog news

BEA Edition 2015

A Publication from ComputerWorks of Chicago, Inc.

Booklog Travels to New York City and BEA 2015

Your friends at Booklog look forward to seeing you in New York City for BookExpo America 2015. Please stop by our booth #1946 in the Javitz Center to say hi and talk with our tech support and sales staff. We hope to see you there!

SHOW HOURS

Wed., May 27 1–5:30 p.m.
Thurs., May 28 9 a.m.–5:30 p.m.
Fri., May 29 9 a.m.–5 p.m.

BEA 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 Gwen at 800-977-8282 ext. 224 or gwen@booklog.com

Scanner Rentals

Plan ahead to make reservations for our hand-held inventory scanners. These scanners allow you to move through your store and complete inventory by section with ease.

For more information or to schedule a scanner rental, contact Debi at 800-977-8212 ext. 221 or debi@booklog.com.



A Note From the President

Many exciting things have been happening at Booklog since the beginning of the new year. Our development staff has been very

busy working on Booklog's interaction with the EMV credit card processing system that will be implemented in retail stores beginning in October. *(Please see the article on page two of this newsletter for information about how we will be working with you to install the system in your store.)* We will also be sending additional information via email to confirm with you not only what you can expect from us, but what you will need to do to prepare your employees for the transition that will occur when all retail stores are required to be EMV compliant.

A few additional features tentatively scheduled for fall release include: a used book module, a consignment feature, cascading purchase orders and a gift receipt reprint feature.

I am very pleased to announce that we have recently hired two new tech support staff. Chris MacFarlane began working with us in January, and Chad Green started in the middle of May. Both Chris and Chad bring diverse computer science backgrounds to Booklog, and we look forward to their sharing them with our current tech support staff.

Chris MacFarlane graduated from DePaul University with a degree in computing/software development. He has worked as a software developer, a web developer, graphic designer/digital artist and a graphic designer/interactive designer. He served as a battalion ammunition technician in the United States Marine Corps and received the United States Marine Corps Certificate of Merit. In his spare time, Chris enjoys writing music and software.

Chad Green recently graduated from Indiana University of Pennsylvania with a major in computer science and a minor in information assurance. He has worked at his alma mater as the IT manager in the Co-op Store for the past six years. For the past two years, he has been a business owner/consultant for his own technology support company. In 2008, he competed in

IBM's "Master the Mainframe" competition, and has been a certified open water and advanced open water scuba diver since 2003. Chad and his wife, Jessica, have a four-year-old son, Noah.

In the very near future, you may be talking to one of these new staff members if you call tech support for assistance. Please introduce yourself — they look forward to getting to know our customers.

We look forward to seeing many of you at the BEA in New York later this month. Please stop by our booth #1946 to talk to our tech support and sales staff. In 2016, the BEA will be held at the McCormick Place here in Chicago, so we are really looking forward to next year as well and to being able to welcome you and your staff to the Windy City — our home.

It is a pleasure to have all of you as part of our Booklog family of customers. Please contact us at any time if we can be of assistance in supporting your bookstore operation.

— Jean Fishbeck, president



Introducing our new tech support staff, Chris MacFarlane (left) and Chad Green.

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EMV Liability Shift

EMV is a payment method that combines a plastic card with an integrated circuit chip (ICC). An EMV card uses the ICC to hold the account number and other sensitive data and must be inserted into an EMV-compliant machine. *Note: A liability shift will occur in October 2015; the liability for fraudulent transactions will move from card issuers to you as a merchant if an EMV card is presented for payment and the transaction is fraudulent.*

What is Booklog Doing to Help You Prepare for the Switch?

Booklog is currently processing contactless EMV payments, including Google Wallet and Apple Pay, using Verifone Payware Connect and MX signature capture devices. We will be expanding this to include all EMV payments, and expanding our credit card payment options to include Mercury Payments as an alternative to Verifone Payware Connect. Both integrations offer complete EMV compliance.

Booklog users need to consider whether you need an integrated product such as the Verifone or Mercury Payments gateway with Booklog and an MX or VX device, or if you can manage with stand-alone terminals (available from your processor), without integration to the POS. Users will also need to prepare for the changes in hardware, support costs, and the transaction flow at the cash register.

What Assistance is Booklog Offering to Booksellers as They Make the Switch?

Customers on our maintenance plan will receive a free upgrade to Booklog version 12 (our EMV-compliant version) and free phone support to help switch out and configure your equipment and services. Customers not on the maintenance plan will need to purchase Booklog version 12 for \$350. We will begin switching users to version 12, by appointment, in August.

If you have any questions at this time, please contact Debi Morris at dmorris@booklog.com. We will be in further contact with you as the implementation time of this new payment method approaches.

Customer's Corner

In this issue of Booklog News we are pleased to feature Prairie Path Books, located in Wheaton, Illinois. Prairie Path Books has been a Booklog customer since April 2014.

This column has featured a wide array of interesting and unique bookstores with cozy, home-like interiors. But never have we reviewed a store which epitomizes that concept to the extent that is experienced by customers visiting Prairie Path Books, located at 303 E. Front Street in downtown Wheaton, Illinois.

Book lovers and high school friends Sandy Koropp and Jenny Riddle's dream of opening a bookstore in an environment that was as welcoming and cozy as their neighbor's home was fulfilled when Scott Price, great-great-grandson of the founder of Toms-Price Home Furnishings, invited them to open a bookstore inside his gorgeous Wheaton furniture store. With over 70,000 square feet in the store, Scott was pleased to share some of his space, and agreed to furnish the store like the cozy home Sandy and Jenny had in mind for their books.

Sandy had interrupted her career as a lawyer to raise her family, and, in her spare time, "started a bookstore out of a suitcase." She packed her favorite books into a rolling suitcase and shared them at book clubs, gatherings in her home, and anywhere in the community where people were interested in learning about new books. With her innate entrepreneurial spirit, the suitcase grew, but the thought of opening a bricks and mortar store was a pipe dream until Scott Price offered his space.

Jenny's childhood interest in books and her enthusiasm for drama have come together in her career as a dramatic book reviewer. Audiences from Wheaton and beyond are thrilled by the stories that Jenny shares while in complete costume of the characters she portrays. The newly acquired space provides her with a venue for her animated reviews.

In addition to the cozy furniture, Sandy and Jenny wanted shelves stocked with the best fiction they knew of, the histories and memoirs they adored, and the most charming and fabulous children's book section ever offered. Sandy loves cookbooks most of all, so a giant section would be devoted to them,



and Jenny's interest in biographies necessitated a special place for them.

Since its inception, Prairie Path Books has been about more than just book sales. The store's logo, which says, "**Prairie Path Books, GATHERINGS and Great Reads,**" conveys Sandy and Jenny's desire to connect family, friends, bibliophiles and the greater Wheaton community with books. Prairie Path Books connects with customers of all ages by encouraging the staff — including Sandy's teenage daughter Emma — to recommend their favorite books; promoting local authors through author readings and signings; and hosting both daytime and evening book groups. Interesting educational events for children are an important part of the weekly schedule at the store, and weekly emails and a regular blog from Sandy connect customers electronically to store events and new reads.

Among the special events for preschool children are the Milk and Cookies Story Time every Thursday and Saturday morning. On May 2, kids 10 years and older had the opportunity to "Cook French" with French Chef Jean True. A Kitchen Science Lab held in the store's kitchen was recently organized by Emma, who coordinates the children's section.

The entire bookstore, including the main display space, the special Reading Room, and the kitchen, where regular cooking demos take place, occupies about 2,100 feet and is home to over 12,000 volumes handpicked by Sandy, Jenny, and 10 other part-time employees who share their love for books. Many cities and towns around the country have bookstores as the focal point of the community, and Prairie Path Books is no exception. This unique store has become a vital part of the Wheaton community.

The entire staff at Booklog is pleased to have Prairie Path Books as a part of our family. We look forward to visiting the store to share in the wonderful atmosphere created by those who "love books and sell what they love." We encourage others to do likewise when they travel in the Wheaton area — just 25 miles west of Chicago.



Booklog Training Tips and Tech Tips

POs by Item

With the introduction of version 11, Booklog now allows you to compile lists of items and create purchase orders from that list. To use this function, go to Inventory > POs by Item. Then start to enter the items you would like to order. The default vendor you have for them will show up in the Order From field. You can change this vendor if you would like to order all (or most) of the items from a distributor. When you click the Create POs button, Booklog will create a PO for each Order From vendor in the list. You can also move all the items to the TBO (To Be Ordered) list by checking the TBO box next to each item and clicking the TBO All button.

If adding the items line by line takes too much time, you can also add them through the Auto-Create PO function. The next time you auto-create a PO, look at the Send Items To drop-down menu at the bottom right-hand corner of the window. Change it to POs by Item, and Booklog will put all the items you want to restock into the POs by Item list, and you can move them to separate POs from there.

Promotional Pricing by Customer

Booklog's promotional pricing functionality expanded in 2014 to include a number of new features. In addition to allowing you to put items in your inventory on sale for a given date range, you can also choose to sell all the items in that sale at the same fixed price, to sell only items for which you have a lot on hand, or items that have been in your inventory for a long time without selling.

Perhaps the most significant change to this feature allows you to put items on sale just for a group (or groups) of customers. With the new Customers tab, you can set items to be on sale just for the customers in one of your frequent buyer clubs or customers with the same user-defined code. You can restrict the sale just to customers you added to your system recently or customers who bought items within a given date range. In tandem with our new Membership Module, you can create new clubs with promotional pricing benefits that will only be available to those club members.

Booklog Email Campaigns

If your store has an email address, Booklog can use it to send email campaigns. To set up, go to Maintenance > Store and then click the SMTP tab. Enter the information Booklog needs to use your store email account and then start creating email campaigns. Go to Sales > Marketing > Campaign Management and you can create templates for campaigns that will email

your customers to let them know of sales you have scheduled. You can notify them about author events that might be coming up, and, in our most recent versions, even wish them a happy birthday. Each email will list information specific to that customer. It can pull each customer's name, phone number, address, current account balance and even their birthday from Booklog's customer data. When the email drop goes out of Booklog, you don't need a third-party email software like Microsoft Outlook to send it. The email will go directly to your bookstore's email account from Booklog itself.

Refer to your What's New in Version 11 document and the Help index to see all the email possibilities now available to you.

Customer Alerts

In Booklog 11.1, you can add an alert message for individual customers that will prompt a cashier to take action (e.g., thank the customer for years of patronage, call the police, etc.). To set up the alert, open the customer record and click on the Miscellaneous tab, then add whatever text you'd like to the Alert field. Now whenever the customer's name is entered in the Cash Register screen, this text will be displayed for the cashier.

Release Locked POs

In version 11, Release Locked POs has been replaced with Release Locked Records. You can now unlock POs, returns and POs by item from the new and improved menu.

Store Monitor

Also new and exciting in version 11 is the Store Monitor. It gives you a quick overview of your store's key statistics in a graphical format. You can look at sales, customers, inventory and security. The report is printable or can be emailed right from Booklog if you are making use of our SMTP emailing option. It is the rectangular icon next to the Customer icon.

Over Receiving an Item

Did you accidentally over receive an item in Booklog? If so, do a return on the over received quantities for the item and then your QOH will be correctly adjusted.

General Merchandise Items

Do you have a general merchandise item listed with an ISBN in the Item Properties?

If so, then you can change it to a SKU — go into the Miscellaneous tab in the Item Properties and change the selection to “Yes” for the Net Pricing field.

Tax Rate Change

Did your tax rate change? If so, you can change the rate in Booklog. Log into the program as the admin user and select Maintenance > Sales Tax. Then double click on your store tax and change the rate.

Vendor Change

Do you need to change the items from one vendor to another? If so, you should back up your database and log into Booklog as the admin user. You can then select Inventory > Global Inventory Changes and make the change there.

Release Locked Records

You have probably seen it before — the “This PO is in use by ...” message that keeps you from accessing your purchase orders (or return, or other records). This usually happens if your Booklog client is disconnected from the server while working on the PO. To fix, go to Utilities > Release Locked Records. Enter the user the record is in use by, the record type and the record number, then hit OK. You should now be able to edit the record again.

Access to Customers

From the Cash Register screen, clicking the Customer or Inventory icons allows you to view the Customer or Inventory Pick-list. But if you click F4 in the Customer field or in the ISBN or Title field, it will bring up the Customer or Inventory Pick-list with the Select button, allowing you to bring those items back into the Cash Register screen.

Branded PDF Driver

Booklog has a branded PDF driver so that you can print and save reports as PDF files. The installer is in c:\blwin32\ Booklog PDF Receipt Writer on any Booklog version 11 station.

Use of the Parameter Window and PDF Writer

When running reports you can use the Parameter window to specify what you need, but after the report is created, you can also use Filter and Sort to customize the report even further. Booklog also has a PDF writer which allows you to print a report to a PDF file, and if you have set up SMTP, you can email a report from Booklog. Also, with the additional purchase of the Email Receipt interface, you can now email receipts from Booklog.



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Welcome to New York City and BookExpo America 2015

Our Booklog staff looks forward to seeing you again at this year's BEA. While you are in the Big Apple, here are a few of the sights and dining establishments you may want to visit.

Sightseeing

- A great way to see the city is on the **Gray Line NYC Hop On and Hop Off** tours. You can jump on and off at several points throughout these double-decker bus tours. There are many options, from night tours to trips to Yankee Stadium. Most tours depart from the Gray Line Visitors Center at 777 8th Avenue (between 47th and 48th Streets). Operating every day.
www.newyorksiteseeing.com
- Of course there is **Central Park**, where you can enjoy a siesta in Sheeps Meadow or stop for a quick look at Belvedere Castle as well as see the animals at the Central Park Zoo. Or just walk through the park, east to west or north to south — there are a million things to see and do here.
- Exiting Central Park on the east side is **Fifth Avenue**, one of the most famous thoroughfares in the world. Find popular shopping destinations (below Central Park South), the Plaza Hotel (on Central Park South) and Museum Mile (Fifth Avenue from 82nd to 105th Streets) where you can feast on the art at the Metropolitan Museum of Art, the Solomon Guggenheim Museum, The Jewish Museum and many smaller galleries. This can occupy an afternoon (or more) of your day.
- If you wander to the west side of Central Park, make sure it's around 86th Street, where you will find the **Hayden**

Planetarium at the Rose Center for Earth and Space. This is a truly magnificent structure where you can indulge all your science and outer space fantasies.

- During BookExpo the famous New York Yankees are scheduled for some terrific home games with the Kansas City Royals and the Oakland Athletics at newly renovated **Yankee Stadium** in the Bronx. Visit newyork.yankees.mlb.com for dates, times and ticket info.
- After a long day, take the elevator up to the **Top of the Rock**, above **Rockefeller Center**, for a cool drink and a sweeping, 360-degree view of this wonderful city. 30 Rockefeller Plaza at 50th Street, 212-698-2000.
- For those who just have to see a Broadway musical or play, try the **TKTS** ticket booth at Times Square (47th Street and Broadway) where tickets are 50% off regular prices. For matinees, go in the morning hours; for evening performances, stop by in the afternoon. Note: There may be a long wait, but the prices are worth it!



Dining

The hundreds of dining establishments available in New York City will satisfy every palate — here are just a few that are located not far from the BookExpo site:

- **1 2 3 Burger Shot Beer**, 738 10th Avenue (between 50th and 51st Streets). A huge burger joint with \$1 sliders, \$2 shots and 24 varieties of \$3 beer. Open all hours. 212-315-0123.
- **2 Bros Pizza**, 32 St. Marks Place, is right in the heart of the East Village. A real bargain with two slices and a drink for \$2.75 and a whole pie for \$8.00. Come and enjoy people watching at this famous landmark. 212-777-0600.
- **Ember Room** is a pricier option at 547 9th Avenue (between 45th and 46th Streets). Asian American BBQ with an open kitchen to view the oven made of clay bricks and volcanic rocks. Superb food and a wonderful atmosphere. 212-245-8880.
- A nod to the Middle East will be found at **Ariana Afghan Kebab**, 787 9th Avenue (between 52nd and 53rd Streets). A small space and small portions but so delicious! As its name suggests, there are chicken, beef and lamb kebabs for the meat lovers. In addition, there is a wide variety of vegetarian dishes for all the rest of you. 212-262-2323.
- **Jacks Restaurant & Bar** at 147 W 40th Street (between 8th and 7th Avenues) fits its location at the crossroads of the world, Times Square and Bryant Park. Here the menu spans the globe, with offerings of Thai spring rolls, tuna sashimi and shepherd's pie, to name just a few of the ethnic eats available. 212-869-8300.