

booklog news

BEA Edition 2012

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 2012. Please stop by our booth #3134 to say hi and talk with our tech, training and sales staff.

BEA TRADE SHOW HOURS

Tuesday, June 5

9 a.m.–5 p.m.

Wednesday, June 6

9 a.m.–5 p.m.

Thursday, June 7

9 a.m.–3 p.m.

BOOKLOG USERS' MEETING

Wednesday, June 6, 2012

2–4 p.m.

Room 1C05 at the Javits Center

Booklog Referral Program

We know how important your Booklog POS system is to your store's success, and we work hard to make sure that it provides you with the tools to achieve that success. We hope you will pass along that information. Whether you are visiting another bookstore or attending a trade show, we hope you will mention Booklog. For any referral you make to a new Booklog sale, we will give you a \$100 credit on your Booklog account.

A Note From the President

Another year and another opportunity to meet with you at BookExpo America 2012 in New York! We look forward to sharing with you the many outstanding features of Booklog, the fastest-growing inventory management/point-of-sale system for independent bookstores.

A lot has happened in the past few years. In addition to all the changes in the bookstore industry, there have been a large number of technological changes that affect trade book sales and distribution. Who knew, even ten years ago, what a "virtual" store was? Or book rentals and electronic books? Certainly the latter was difficult to imagine. It used to be a cliché that some store managers were too set in their ways to want to deal with computers. Now, managing a store without a computer or without using the Internet is almost unthinkable.

In addition to regularly incorporating state-of-the-art technology into our program, Booklog continually pursues opportunities to provide our customers with additional options to partner with other bookstore solutions. Among some of these are Payware Connect and the Booklog/TSYS partnership.

Payware Connect — If you haven't already considered switching to our new Payware Connect interface for your credit card processing needs, perhaps now is the time. This hosted, web-based solution is a great alternative to PCCharge, providing easier maintenance and enhanced security.

Payware Connect is an Internet-based, hosted payment solution which eliminates the complexities of payment acceptance. Accessible from any Internet-connected PC, it easily consolidates information from multiple workstations. Hosted by Verifone, it gives you the peace of mind that your system is always compliant. The low upfront costs and projectable monthly payments help you manage expenses more efficiently, and the simple graphical interface makes processing easy. Payware Connect complies with PCI security standards.

For a limited time, when you switch from PCCharge to Payware Connect, you will receive a **50% discount** on Booklog's Payware Connect interface fee — **a savings of \$250!** This offer is good through July 31, 2012.

For more information and pricing about Payware Connect, please contact Nancy at 800-977-8212 ext. 224 or nancy@booklog.com.

Booklog/TSYS Partnership

Booklog is now partnering directly with TSYS Merchant Solutions to provide an ideal merchant processing program which easily integrates with the Booklog Management System. If TSYS Merchants Solutions can't save you money, they will pay you up to \$500. (Guaranteed: It's our priority to meet or beat your current processing rates, so you will save money on every transaction. If we can't, we will pay you up to \$500. It's that simple.) Call 800-516-6242 ext. 4957 and speak with our liaison at TSYS, Jim Kilcoyne, about Booklog's Meet or Beat Guarantee. You may also email him at jkilcoyne@tsys-ms.com. Please include your name, telephone number and the name of your business. **As an added incentive, if you switch to TSYS by July 31, we will give you the Payware interface for free — a \$495 value!**

New Faces at Booklog — Three new staff members have joined our staff in the past year. Jane Ziebart is a part of our programming staff and Justin Baker and Katie Waddell are involved in quality assurance.

As always, we appreciate all of you as customers and friends. Thank you for making our business possible. Best wishes for a wonderful 2012. We hope to see you at the BEA in New York!

— Jean Fishbeck, president

Introducing our new staff members Jane Ziebart, Justin Baker and Katie Waddell.



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Training Tips

Taking Multiple Gift Cards or Gift Certificates

If a customer wants to use more than one gift card or gift certificate, you can redeem those gift cards in a single transaction. Ring up the customer as you normally would, and process the sale. Go to the Gift Card or Gift Certificate Tender blank and enter the amount the customer wants to cover with gift cards or certificates. When you click OK or hit the Enter key, Booklog will show you a list of available gift cards. Single click on each card or certificate the customer wants to use, then hit the Enter key and Booklog will redeem from the cards you have highlighted.

Sorting Your Payment Types

If you use one payment type more than others at the register, move it to the top of the list. To change the order of your payment types, go to Maintenance > Payment Types and click the Sort button. This brings up a list of the payment types you use at the register. Click on the payment type you want to move and drag it up or down on the list. If you see a payment type on the list that you no longer use at the register, close the Sort Order window, double click on the payment type on the Payment Type Pick-list, and uncheck the box next to Display Payment Type in Register. This will keep the payment type out of the register on any Booklog installation in your store.

What to do With Former Employees' User Names

As you use Booklog year after year, your list of employee user names can get long and hard to sort through. If you have user names in the list for employees who no longer work at your store, you can make them inactive so that Booklog knows not to display them or allow anyone to log in with that user name. Just log into Booklog as the Admin user and click on Maintenance > Users and double click on the user you want to deactivate. In the User properties, uncheck the box marked Active.

Customer's Corner

In this issue of Booklog News we are pleased to feature Duck's Cottage Coffee and Books, located on the pond at the Waterfront Shops in Duck, N.C., and Duck's Cottage Downtown Books in Manteo, N.C. Duck's Cottage has been a Booklog customer since 2002.

Whether you are a java junkie or a bookworm, Duck's Cottage on North Carolina's Outer Banks is an absolute must for your bucket list. The original store was built on the shores of the Currituck Sound in 1921, operating as the Powder Ridge Gun Club. Built by a group of New York sportsmen to take advantage of the vast array of waterfowl in the area, it is the only hunt club to have been built in Duck. In older pictures, a distinctive set of crossed whalebones can be seen gracing the front of this traditional cedar shake cottage. The Club was sold in the 1940s, eventually becoming the private residence of "Duck" Braithwaite and his wife, Betty. In 2000 their sons, Jimmy and Bill, moved the cottage back a few hundred feet to the edge of a small pond at the Waterfront Shops in Duck. The pond is home to countless turtles, frogs, minnows and a large variety of wading birds and purple martins that never fail to entertain staff and customers.

Duck's Cottage opened on July 22, 2002. Owner Allen LeHew spent the better part of a year researching the art of gourmet coffee making and coffee roasting, ultimately selecting to purchase his coffee from a small artisanal roaster in Lexington, Va. The decision was well made because patrons are willing to stand in line for brewed coffee, teas and specialty house drinks like the Mucky Duck and Swan.

Duck's Cottage encompasses about 900 square feet, 300 of those dedicated to books. During the summer, seven full- and part-time employees assist Allen. In addition to coffee and books, they sell an assortment of puzzles, greeting cards, newspapers, toys and signature items like mugs and hats. They maintain an inventory of approximately 1,300 books, all hand-selected by Jamie Layton, the Cottage's book buyer, who strives to maintain an interesting, eclectic assortment of titles.

After a successful 10 years in business, Allen licensed the Duck's Cottage name to Jamie and her business partner, Paige Griffin. On March 15, 2012, they opened Duck's Cottage Downtown Books in downtown Manteo on Roanoke Island, N.C. Their

location was the former home of Manteo Booksellers, a long-standing institution which closed for business after extreme damage due to flooding in Hurricane Irene. This location is in the heart of the community and has 1,200 square feet, with 600 dedicated to books and another 500 dedicated to a huge Melissa & Doug toy inventory. Newspapers, brewed coffee and tea are also available.

Both stores are involved with their communities, supporting various nonprofits via direct donation or silent auction contributions. They support efforts of the local Dare Literacy Council, Food For Thought, the Community Foundation, OBX Relay for Life, the Outer Banks Relief Foundation, local schools and more. Duck's Cottage was a book giver for the recent World Book Night, and delivered 20 copies of *The Hunger Games* to the Dare County Detention Center in hopes of introducing inmates and staff there to the love of reading. They were also selected as a Find Waldo local store, which will be a month-long birthday party for Waldo in July. Author signings and events at both stores are frequent and tend to focus on local authors and subjects of interest. They often deliver boxes of advance reading copies to local bed and breakfasts, the hospitals and share them with their well-read customers.

When asked why they selected Booklog, Paige quickly responded that when they realized the need for a POS system, "Booklog was the best system for our needs. Our operation truly benefits from the Booklog/PCCharge interface."

The entire Booklog staff is pleased to have Duck's Cottage and Downtown Books as members of our Booklog family, and we look forward to visiting these unique bookstores when in the Outer Banks area of North Carolina. Located within easy driving distance of the Hampton Roads, Va, nexus, they are also close to Kitty Hawk and the Wright Memorial, the Jockey's Ridge sand dunes in Nags Head, N.C., the Cape Hatteras seashore and the numerous historical sites located along this beautiful string of barrier islands.



Tech Tips for Booklog Users

Refunds vs. Voids — The Difference Explained

Refunds can be done at any time, even on the day a sale is originally processed, but voids can only be done on the day a sale is processed. Refunds should always be used when a customer has purchased and returned products to your store. Voids should only be used when you are correcting a mistaken sale or some other occurrence for which you do not need a paper trail. When you void a transaction, it is erased from the database and only the void amount and reason will show up on the End of Period report. Don't forget that even if you void a credit card sale, the amount of the sale has already been authorized on the card. Even though the charge will never be processed, that authorization will remain on the customer's account for a couple of days until their bank releases the funds.

Be Green

Are you looking for ways to go green? Since Booklog holds the sales information for your customers, they may not need a printed receipt. In Maintenance > Store > Receipts you can set the receipt count to zero and only print a receipt (using Sales and Receipt Reprint) if a customer requests one. Use the Quick Receipt Print for those who do request a receipt. Press ALT+R to reprint a copy of the last transaction from the workstation that you are currently on. You can also manually reprint a receipt by going to Sales > Receipt Reprint.

Don't Forget About Promotional Pricing

With several important holidays coming up — Memorial Day, the 4th of July and Labor Day — don't forget about the promotional pricing feature in our Sales > Marketing menu. It helps make your holiday sales easier to manage. With the help of this feature, you tell Booklog what you want to put on sale, when the sale

will start and end, and it will take care of things for you. No more going into each item or into your Department or Categories to manually make these changes, and then having to worry that you'll forget to take down the sale.

Gift Card Payback Threshold

If you would prefer that your customers don't hold onto gift cards with small amounts of un-redeemed money, you can create a payback threshold to automatically give a customer the remaining cash on their gift card after a purchase. Go to Maintenance > Store > Defaults and in the lower left corner you'll see the Payback Threshold amount. If you set the value to \$1.00 and your customer has \$0.42 left on their card after a purchase, Booklog will automatically prompt the cashier to give them the remaining change and close out the gift card.

Hot Keys Cut Down on Your Keystrokes

Learning and making use of Booklog's hot keys can greatly speed up your workflow every day. Each screen has its own set of hot keys that are viewable under the Edit menu. The Cash Register screen is a great opportunity to learn some new shortcuts. Although most hot keys are screen specific, some hot keys are universal throughout Booklog, including the F4 key to jump to a selected customer or inventory item's details and the Insert key to add a new record.

Your Evolving Inventory

As bookstores become more diverse, so does your inventory. Traditional general merchandise items are not purchased at a discount, your price is more likely determined by a markup. If you buy your general merchandise at a fixed cost and then mark up your items, you can set up those vendors to automatically use these principles when ordering from the vendor.

In addition to the Net Pricing button on your individual inventory items, you will find one on the Vendor Properties as well. Simply check this box and your purchase orders for this vendor will only show the cost of the items on the PO. When receiving, you will be able to calculate your list price based on the cost and to apply your markup for each item.

Frequent Buyer Club

Booklog's Frequent Buyer Club feature allows you to reward customers for regular purchases in your store. Using the Frequent Buyer Club feature in the Marketing section of your Sales menu, you can issue credit certificates for customers when they spend a certain amount of money or buy a certain quantity of items. You can even pick and choose which categories you want to make eligible for the club. When a customer gets 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 their past purchases toward your new club. The Frequent Buyer Club is a great way to reward your customers' continued loyalty.

Use Training Mode to Practice These Tips

If you are interested in trying any of our tech tips but are wary of making any mistakes, you can always open Booklog's Training Mode. When opening Booklog, check the Training box and log in to open a practice database that won't affect anything in your store's live system. You will know you are in the training database when you open the cash register and see TRAINING in big red letters. You will always log into training mode with the user name of ADMIN with no password.

Welcome to Our New Booklog Users

Afri-Ware, Oak Park, Ill.
Authors 2 U, Houston, Texas
Bay State College, Boston, Mass.
Blue Moon Gifts, Brazil, Ind.
Body Mind and Soul, Houston, Texas
The Bookshop, Javier Escalera, Mexico City
Book-X-Change Online, St. Charles, Mo.
Bowdoin College Museum of Art,
Brunswick, Maine
Buttonwood Books and Toys, Cohasset, Mass.

Duck's Cottage Downtown Books, Manteo, N.C.
Fentons Open Book, Fenton, Mich.
Hinds Community College Bookstore,
Raymond, Miss.
Lehi's Tree Books & More, Salida, Calif.
Limestone College Campus Store, Galney, S.C.
Maine Campus Books/dba Campus Bookstore,
Portland, Maine
The Market on Clematis, Edgewater, Md.
Moon's LDS Bookstore, Dallas, Texas

Next Chapter Bookstore, Barre, Vt.
Nicola's Books, Ann Arbor, Mich.
Pacifica Graduate Institute, Santa Barbara, Calif.
Phoenix Books 2/Maple Tree Books
Pura Vida Books 2, Salinas, P.R.
Pyramid Books LLC, Salem, Mass.
Rivendell Books, Montpelier, Vt.
Spades Book Store, Oak Park, Ill.
Trinity Episcopal Cathedral Bookstore,
Columbia, S.C.

Welcome to New York City and BookExpo America 2012

As our Booklog staff looks forward to seeing you again at the BEA, we would like to share with you some of the sites and eateries you may want to visit when you are in the Big Apple.

Sightseeing in New York City!

- **Empire State Building.** The grand old structure is still standing and offers tours daily. It is located on Fifth Avenue between 33rd and 34th Streets. Visitors are welcome to take the elevator to the 86th floor daily, from 8 a.m. to 2 a.m. (the last elevator goes up at 1:15 a.m.). Tickets are \$19.29 for adults, \$17.45 for seniors and \$13.78 for 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. A nice touch to the NYC skyline!
- **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 the 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 the carriage rides — talk to the driver for prices and schedules. For those

with a special interest in architecture, there is a **Central Park Architecture Bicycle Tour** for \$48.95. Check www.nytours.us for more information and to reserve a space.

- **New York City Circle Line Cruises.** There is probably no better way to see New York City than from a boat that circles the island of Manhattan. Several tour options are available, including a three-hour full-island tour for \$36.95, a New York semi-circle tour for \$32.95 and a New York circle line liberty cruise (75 minutes and, you guessed it, you circle the Statue of Liberty) for \$26.95. Go to www.nytours.us for more information and reservations.
- Another exciting way to spend a little tour time would be to take the **Hop-on/Hop-off Water Taxi and 9/11 Memorial Pass** tour (\$25.95). One ticket will let you see some of the city's greatest attractions, narrated by a tour guide. There are limited passes available to see the 9/11 Memorial on this tour (this is a timed reservation system that is coordinated with the water taxi departure from Pier 84 on West 44th Street). Go to www.nytours.us for more information and to make a reservation. NOTE: Reservations must be made a minimum of 48 hours in advance of tour.

Local Places to Eat

Probably no place on earth has the variety and quantity of restaurants than New York City. Anything and everything is available to satisfy your hunger. Here are just a few that are recommended.

- For a good old-fashioned burger joint, try **Bill's Bar & Burgers**, 22 9th Avenue (at 14th Street, subway AC or E line to 14th Street). Great burgers with all the fixin's. 212-604-0092.
- For some of the best Italian food in the city that's not over-the-top expensive, try **Maletesta Trattoria**, 649 Washington Street (at Christopher — subway 1 line to Christopher Street) 212-741-1207. Delicious pastas and all other things Italian. It's always crowded, so try to make reservations. CASH ONLY, no credit cards.
- Small and certainly not luxurious, but with tasty Thai food worth the tight seating, head to **Wondee** at 792 9th Avenue (between 52 and 53 Streets) 212-582-0355.
- **Brazil Brazil** at 330 West 46th Street (between 8th and 9th Avenues), 212-957-4300. Great Brazilian food, bar-b-que meats, rice and beans. Service could be faster, but the food is worth the wait.

