

booklog news

ICRS Edition 2011

A Publication from ComputerWorks of Chicago, Inc.

Booklog Travels to Atlanta for ICRS

Your friends at Booklog look forward to seeing you in Atlanta, Georgia, for ICRS 2011. Held at the Georgia World Congress Center, please stop by our booth #827 to say hi and talk with our tech, training and sales staff. We hope to see you there!

ICRS SHOW HOURS

Mon., July 11 8:30 a.m.–6 p.m.

Tues., July 12 8:30 a.m.–6 p.m.

Wed., July 13 8:30 a.m.–3 p.m.

Booklog Show Special

Booklog is offering an ICRS Show Special of 15% off software add-ons. To take advantage of this savings, contact Nancy at 800-977-8212 ext. 224 or nancy@booklog.com by July 31, 2011.

Rental Scanners

Plan ahead to make reservations for our hand-held inventory scanners to complete your year-end inventory. Our hand-held 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

Booklog attended its first CBA in 1990 in Orlando (Florida, of course). We had been on the vendor waiting list for five years, so we were very pleased to be in attendance. I had never been to Florida before. Oh my, Florida in July! Getting off the plane I felt as though I had just entered a sauna, but without my swimming suit! Once past that, however, the show was fine. (I found an old Olympic training center at the end of International Drive and swam every night after the show.)

As many of you remember, the shows back then were huge and the CBA was continuously seeking new venues just to accommodate the ever-growing number of vendors. The shows lasted five days and many of the publishers sent crews over a week in advance to construct things. 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 now 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'm 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 #827 at ICRS to say hello. Members of our sales and technical support staff will be there to demonstrate the latest features of Booklog, and to provide helpful hints on how to maximize your use of the software. We've come a long way since 1990 and it's thrilling to be able to share the journey with you.

Happy summer and best wishes for a good year. May there be many wonderful books written again this year as well as avid readers waiting in the wings to read them!

— 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 and registering for a login name today!

ComputerWorks of Chicago, Inc.
800-977-8212
www.booklog.com
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 Altar'd State Christian Stores based in Knoxville, Tennessee. Altar'd State has been a Booklog customer since October 2009.

Over the last couple of decades, there has been a notable increase in the number of bookstores that provide print materials and gift items for the Christian community. Most of them feature an extensive collection of Bibles and other books sought by the Christian reader as well as an array of gift items attractive to Christians.

But the inventory of most of these stores doesn't compare to the unique variety of merchandise offered at the Altar'd State Christian Store located in Knoxville, Tenn. In addition to books, customers find apparel, music, an eclectic mixture of gift items, and even a stage for live music. Many shoppers find this store to be a one-stop shopping venue and a place to meet and hang out with other Christians.

Located at 11437 Parkside Drive in the Turkey Creek shopping mall, Altar'd State Christian Store was developed by Aaron Walters and Brian Mason, whose previous experience in retail involved work at Macy's, Wal-Mart, Kohl's, Walgreen's and Proffitt's, and Knoxville-based Goody's. The intent of their new venture was to provide an atmosphere where "faith and fashion come together" — and to provide the Christian customer more than just books.

Currently, Aaron and Brian are joined at the Knoxville store by 15 other staff members, whose responsibilities include buying, displaying, marketing, distributing and selling. Approximately 5% of the 5,000-square-foot store is dedicated to books, which are attractively displayed among a wide selection of women's fashion apparel, accessories and handbags, as well as Toms shoes, whose company gives a pair of new shoes to a needy child with every purchase of its shoes. There is also an entire section devoted to Natural Life, a company that sells whimsical and inspirational gift and home décor items.



An important aspect of the Altar'd State mission is its commitment to the local community. On Mondays, 10% of the store's profits are donated to local charities, an effort called "Mission Mondays." In addition, Altar'd State employees are paid an extra four hours a month to donate their time to volunteer work.

The success of the Knoxville store in less than two years has led to the opening of additional stores in Birmingham, Ala. (2010), and in Huntsville, Ala, and Murfreesboro, Tenn., (2011). Future stores in locations throughout the Southeast are already in the planning stages.

When asked why Altar'd State chose Booklog as its inventory management/point-of-sale system, Brian, the president and CFO, responded, "a previous customer of Booklog recommended the system to us." Booklog is very pleased to be working with these Altar'd State Christian stores, and our entire staff looks forward to serving Brian and Aaron and their staffs as they open additional stores.

There are few stores in the country which duplicate the mission and the commitment to the Christian community exhibited by Altar'd State Christian stores. If you ever find yourself in the Knoxville, Birmingham, Huntsville or Murfreesboro areas, a stop in one of these unique stores is a must — you won't forget the experience!

Welcome to Our New Booklog Users

Altar'd State - Birmingham, Birmingham, Ala.

Altar'd State - Knoxville, Knoxville, Tenn.

Altar'd State - Huntsville, Huntsville, Ala.

Altar'd State - Murfreesboro, Murfreesboro, Tenn.

Assouline - Corporate, New York, N.Y.

ATA College, Louisville, Ky.

Books by the Park/Parkside Church, Chagrin Falls, Ohio
Book-X-Change, Orem, Utah

Coahoma Community College Bookstore, Clarksdale, Miss.

Common Grounds/First Baptist Euleus, Euleus, Texas

The Dwelling Place at Asbury Church, Madison, Ala.

Gene's Books, Sanibel Island, Fla.

Georgia Court, Sarasota, Fla.

Hannibal-LaGrange University, Hannibal, Mo.

Hidden Lantern, Rosemary Beach, Fla.

Hiram College Bookstore, Hiram, Ohio

Holy Cross Bookstore at Hellenic College, Brookline, Mass.

LCO/Lac Courte Oreilles Ojibwa CC, Hayward, Wis.

A Novel Cafe, Tewksbury, Mass.

Pura Vida Books, Mayaguez, P.R.

Railroad Book Depot, Pittsburg, Calif.

Rivendell Books, Berlin, Vt.

SB Textbooks, Bossier City, La.

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 Atlanta and the International Christian Retail Show 2011

Welcome to Atlanta, the hub of the south! This historical city is famous for its southern hospitality and modern business activity — a city that's always moving. The Georgia World Congress Center is in the center of downtown Atlanta and within walking distance of some of the city's best in entertainment and dining.

Sightseeing and Fun

- **Martin Luther King, Jr. National Historic Site.** Located at 450 Auburn Avenue and its environs, you can visit the boyhood home of Martin Luther King, Jr., see the Ebenezer Baptist Church where he often spoke, and the King Center, the burial site of this country's foremost civil rights leader. The visitor center is across from the King Center on Auburn Avenue.
- **Georgia Aquarium,** 225 Baker Street, www.georgiaaquarium.org, 404-581-4000. The world's largest aquarium includes the Cold Water Quest exhibit, showcasing fish and mammals native to cold water oceans, including beluga whales and harbor seals. Also see the Tropical Dives exhibit, with its coral reefs arranged like a gallery of living art. There is a 4-D theater with interactive seats and special effects.
- **Stone Mountain Park,** 1000 Robert E. Lee Drive, www.stonemountainpark.com, 770-498-5690. Located about 20 miles from downtown Atlanta, the park is known for beautiful hiking trails, riverboat cruises, cable car rides and laser shows. A 1,600-foot granite peak contains the images of Stonewall Jackson, Robert E. Lee and Jefferson Davis carved into its cliffs. A full-size locomotive from the 1940s takes a five-mile excursion around the mountain.
- **High Museum of Art,** 1280 Peachtree Street NE, 404-733-HIGH, www.high.org. This is one of the leading art museums

in the southern U.S., with exhibitions of both classic and contemporary art as well as architecture by famous architects Richard Meier and Renzo Piano.

- **Centennial Olympic Park.** This famous landmark, located near the Georgia World Congress Center (265 Park Avenue West) serves as a legacy of the 1996 Olympic Games. It was the heart of the Olympics where all went to celebrate the games and athletes, as well as the site of the bombing that claimed two lives. After the games, the park closed and re-opened in 1998 as a gathering place of rolling lawns, brick pathways, rock gardens and the famous Olympic Fountain, with its 251 water jets in the shape of Olympic Rings and bordered by flags of all the Olympic host cities of the world.
- **Underground Atlanta.** This historical area is located in the heart of downtown Atlanta, and you will be able to find activity here day and night. There are guided history tours showing Civil War sites daily. The site encompasses six blocks of shopping, dining and entertainment.



Dining

- **Six Feet Under,** 437 Memorial Drive SE, 404-523-6664. This seafood establishment boasts some of the South's finest in southern cooking, including fried green tomatoes, snow crab, Gulf oysters and more.
- For a terrific southern breakfast of biscuits and gravy, fish and grits, buttermilk pancakes and other tasty delights, try **Ria's Bluebird,** 421 Memorial Drive SE, 404-521-3737.
- **Scores Sports Bar,** 50 Upper Alabama, 404-748-4562. Enjoy typical American eats like burgers and sandwiches, while watching a Braves or other MLB game on one of the many widescreen TVs.
- **Barbecue Works,** 50 Upper Alabama, 404-681-1870. Delicious barbecue as well as southern-style chicken and catfish. Top this off with top-notch home-style sides.
- **Georgia Peach Restaurant and Lounge,** 404-348-4300. Fine dining with southern hospitality and fusion cuisine while enjoying jazz and southern blues. Located in Underground Atlanta, across from Kenny's Alley.
- **Aloha Asian Cuisine and Sushi,** 550 Piedmont Avenue, 404-870-9128. Casual dining of traditional Chinese favorites along with sushi and a variety of curries.
- **O'Terrill's Irish Pub,** 510 Piedmont Avenue, one block north of the Atlanta Civic Center, 404-815-0079. Where everyone will want to know your name and you can feel like you're back home with friendly family and friends — this casual pub is known for its famous fish and home-made chips. Burgers, sandwiches and salads are also available to satisfy your hunger.