

# booklog news

ICRS Edition 2012

A Publication from ComputerWorks of Chicago, Inc.

## Booklog Travels to Orlando for the 2012 ICRS

Your friends at Booklog look forward to seeing you in Orlando for the CBA's International Christian Retail Show 2012. Please stop by our booth #1122 to say hi and talk with our tech, training and sales staff.

### ICRS TRADE SHOW HOURS

**Monday, July 16**  
8:30 a.m.–6:00 p.m.

**Tuesday, July 17**  
8:30 a.m.–6:00 p.m.

**Wednesday, July 18**  
8:30 a.m.–3:00 p.m.

## 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 2012 ICRS in Orlando! We look forward to sharing with you the many outstanding features of Booklog, the fastest-growing inventory management/point-of-sale system for Christian 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 **100% discount** on Booklog's Payware

Connect interface fee — **a \$495 value!** This offer is good through August 31, 2012. For more information and pricing about Payware Connect, please contact Nancy at 800-977-8212 ext. 224 or [nancy@booklog.com](mailto: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 TSYS's priority to meet or beat your current processing rates, so you will save money on every transaction. If they can't, they 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](mailto:jkilcoyne@tsys-ms.com). Please include your name, telephone number and the name of your business.



**New Faces at Booklog** — Three new staff members have joined our staff in the past year. Jane Ziebart (above left) 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 ICRS in Orlando!

— Jean Fishbeck, president

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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 St. Francis Gift & Book located in the St. Francis Retreat Center in De Witt, Michigan. St. Francis Gift & Book has been a Booklog customer since August 2011.*

If you are looking for a lovely venue for a spiritual retreat, a company meeting, or just want to get away for your own peace of mind, you will want to consider St. Francis Retreat Center located in De Witt, Mich. The Center is located on 95 acres of gently rolling hills and pine groves, just a short distance from Lansing, Capitol City Airport and the campus of Michigan State University.

The purpose of the Center is to provide a peaceful sanctuary for spiritual journeys ... not only for the Roman Catholic community of faith, but for all those who seek the Lord's grace and countenance. The beautiful surroundings enhance the experience of this getaway and provide a stress-free atmosphere that nurtures creative ideas and group participation.

By specializing in the nonprofit market, St. Francis offers competitive and cost-effective pricing. It is open year round, and welcomes both day and evening events. There are several conference rooms and a lounge area available for meetings and fellowship. The retreat center can accommodate up to 150 guests for an overnight stay. The dining facility has a panoramic view of the property and serves delicious family- and buffet-style meals. Snacks and beverages are also available for breaks between meals and in the evening. All the buildings are barrier free, smoke free and climate controlled.

Located within the Retreat Center, St. Francis Gift & Book offers a large assortment of books and gift items for all ages in what was once the original Franciscan chapel site. The small gift shop offers a wide selection of religious books for spiritual development and renewal. The store offers local artisan gifts, sacramental items, religious jewelry and art.



The gift shop also offers web site sales along with special ordering services for their customers' unique shopping needs.

Deb deVries, manager of the Gift & Book store, is assisted by four volunteers who work with customers and organize the approximately 1,600 square feet of selling space that is equally allocated to books and gifts. When choosing an inventory management/point-of-sale system, Deb said she was "looking for a system that was designed with specific features that supported stores with both books and merchandise," and was easy to use because of her volunteer staff. She conducted a web search of religious stores within a 200-mile radius of her store. She was surprised to learn that a large number of them were not computerized and did not realize how beneficial it would be to have the wide array of flexible features and software design that Booklog offers. Deb has been very pleased with many of the fully automated features of Booklog for procedures such as ordering, receiving and returns, and looks forward to learning about many others.

The entire Booklog staff is pleased to have St. Francis Gift & Book as a member of the Booklog family. We look forward to working with this store as it provides books and other items to those visiting its lovely retreat center.



## 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.

### Promotional Pricing

With several important holidays coming up, 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 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 Bookshelf 2, Thomasville, Ga.

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.

Concordia Theological Seminary,

Fort Wayne, Ind.

Duck's Cottage Downtown Books, Manteo, N.C.

Elizabethtown College Store, Elizabethtown, Pa.

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.

Monastery Book & Gift Shop,

Farmington Hills, Mich.

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.

University of Dayton Libraries, Dayton, Ohio

White Tree Books, Sandwich, Ill.

## Welcome to Exciting Orlando and the International Christian Retail Show 2012

One of *the* major tourist and vacation destinations in the U.S., Orlando boasts a multitude of first-class theme parks and entertainment venues. **Universal Studios, Disney World, Epcot Center and Sea World Orlando** are the major venues, and, if you have extra time at the end of ICRS, try to fit in at least one of them.

### Sightseeing

For convenient transport along International Drive, which covers several miles of attractions and restaurants, take the I-RIDE trolley, operating daily from 8:00 a.m. to 10:30 p.m. A single fare is \$1.25, while children 12 and under, accompanied by an adult, ride for free. Check [www.iridetrolley.com](http://www.iridetrolley.com) for routes.

For entertainment on a slightly smaller scale (time-wise) compared to the major theme parks, why not try one or more of the following:

- **Walking Safari at Disney's Animal Kingdom.** Get up close and personal with the exotic animals. See the creative ways that animal care specialists meet the challenges of animal care and behavior. Advance reservations are required, call 407-939-8687.
- **Discovery Cove** gives you a unique chance to interact with dolphins and exotic birds. Try a dolphin swim! The park is located adjacent to sister parks SeaWorld Orlando and Aquatica. 6000 Discovery Cove Way, 877-557-7404, [www.discoverycove.com](http://www.discoverycove.com).
- **Around the World Tour at Epcot Center.** See the 11 International Pavilions of this famous park, each representing different countries, via a Segway personal transporter. Call 407-939-8687 for reservations.
- **Gatorland.** Take an exciting train ride through reptile-land, view reptilian shows and a petting zoo, and take the kids to Gator Gully Splash Park. 14501 S. Orange Blossom Trail, 800-393-5297.
- **Wet 'n Wild Orlando.** Fun for the whole family, ride Disco H20, Brain Wash and Bubba Tub for water thrills. 6200 International Dr. (not far from the Orange County Convention Center), 407-351-1800. Adults: \$47.97, children: \$41.95.
- For a more sedate afternoon adventure, visit the famous **Mennello Museum of American Art.** See the works of Earl Cunningham along with a wide collection of American and American Folk Art. 900 E. Princeton St., 407-246-4278, [www.mennellomuseum.com](http://www.mennellomuseum.com).

### Dining

For some great international food, here are some of the restaurants located along International Drive and not too far from the Convention Center:

- **Capital Grille** for fine dining. Located in Pointe Orlando, across from the Convention Center. 9101 International Dr., 407-370-4392. Expensive.
- **Bergamos** Italian dining. Some of the best Italian food in Orlando. 8445 S. International Dr., 407-352-3805.
- **Maggianno's Little Italy** in Pointe Orlando remains an old favorite among Italian food lovers. Hearty Italian dishes and very large portions should satisfy everyone. 9101 International Dr., Suite 2400, 407-241-8650.
- **Tommy Bahama's Tropical Café and Emporium.** Shop and dine, all in the

### Shopping

The **Florida Mall**, close to the Orlando International Airport, is a must-stop shopping experience. There are over 250 specialty stores, anchored by Macy's, Dillard's, Sears, Saks Fifth Avenue, J.C. Penney and Nordstrom. A very large food court and almost 30 restaurants and eateries cater to all tastes. 8001 S. Orange Blossom Trail, 407-851-6255.

