

booklog news

ICRS Edition 2015

A Publication from ComputerWorks of Chicago, Inc.

Booklog Travels to Orlando and the ICRS 2015

Your friends at Booklog look forward to seeing you in Orlando for the ICRS 2015. Please stop by our booth #406 in the Orange County Convention Center to say hi and talk with our tech support and sales staff. We hope to see you there!

SHOW HOURS

Mon., June 29 10:30 a.m.–6 p.m.
Tues., June 30 10 a.m.–6 p.m.
Wed., July 1 8 a.m.–3 p.m.

ICRS Show Special

Again this year, Booklog is offering an ICRS 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.



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

We look forward to seeing many of you at the ICRS in Orlando later this month. Please stop by our booth #406 to talk to our technical support and sales staff.

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

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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

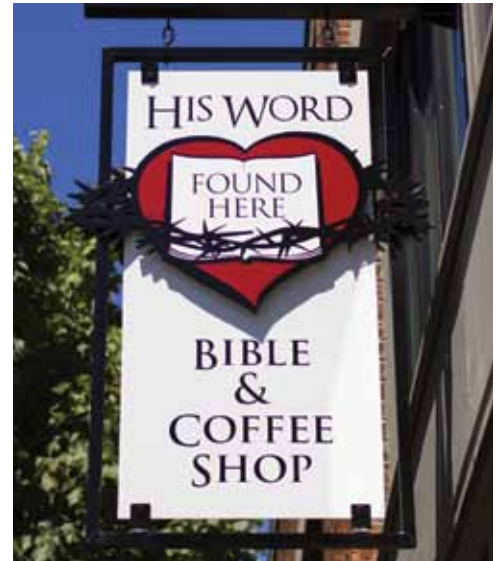
In this issue of Booklog News, we are pleased to feature His Word Found Here in the Ballard neighborhood of Seattle, Washington. His Word Found Here has been a Booklog customer since April 2014.

How dreams of owning a bookstore become a reality varies from store to store and would make for an interesting book on the origins and the history of independent bookstores. His Word Found Here was neither a desire nor a dream of Diane Bundrant when she and her husband, Chuck, watched Dr. Charles Stanley preach on television rather than hearing him in person as they do most Sundays. Chuck had broken his foot, and it seemed easier and wiser to stay home and experience the service on television.

Throughout the sermon, Dr. Stanley referenced several Bible passages that Diane would have liked to follow, but, unfortunately, she had left her Bible elsewhere during her many travels. Just as she was feeling frustrated by how far she would have to drive to get another Bible, she heard God say to her, "Diane, quit complaining and open a Bible store in Ballard." Diane struggled with this suggestion, and throughout the sermon told herself that she was not the person nor was the time right for her to open a bookstore. Though she was satisfied with this conclusion, God was not and He spoke to her again through Dr. Stanley's final question, "Does God still speak to us today?" When she heard this, she turned to Chuck and told him, "We have to open a Bible store in Ballard."

Without any idea about where and how to start a bookstore, Diane sought help from friends and other professionals who joined a team to establish His Word Found Here. These team members helped locate the property on 22nd Avenue NW, remodel the space, fill it with meaningful and beautiful décor, and determine the vision of the store. This vision included adding a café and a strong desire to serve the community of Ballard: first by providing the community with books related to the Bible; and second by helping people connect with the local church for continued fellowship, growth and understanding of God and Scripture. Through a variety of events, the bookstore encourages members of the Christian community to gather in its very welcoming space.

His Word Found Here opened its doors on June 2, 2014. Owner Diane and store



manager Mike Hagen are assisted by two other full-time and six part-time employees. The beautifully decorated store includes 3,000 square feet of display and selling space. The space also includes a large conference table, several tables for individuals and small groups, and a children's play area. There are also tables and chairs for outdoor seating.

Currently, the store has around 20,000 titles of books, including many different editions and several foreign language translations of the Bible, and a wide array of sidelines including jewelry, candles and mugs, many of which are connected with different relief efforts around the world. Offering coffee in the store's café led to a connection with the One Cup Coffee Project. Other non-profit charities with which His Word Found Here partners include Pilgrim Imports, Claro Candles, Mindfully Made, Banded, Beyond Borders, Kendall Neff Publishing and Compassion International. Locally, the store participates in the Ballard Art Walk, local author book signings and the Ballard Black Friday shopping event, in which the store designates a portion of its Black Friday profits to a local charity. His Word Found Here also benefits the community by providing discounts to pastors, students and professors.

The Booklog staff offers congratulations to His Word Found Here on their first anniversary, and applauds the wonderful work done locally, nationally and internationally by this unique bookstore. We are pleased to have Diane, Mike and their staff as members of the Booklog family of users, and look forward to visiting the store when we are in the greater Seattle area. We encourage other Booklog users to do the same when they are traveling in the Pacific Northwest.



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 Orlando, Florida, and the International Christian Retail Show 2015

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

Sightseeing

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 Florida, Walt Disney World Resort, Epcot Center** and **SeaWorld Orlando** are the major venues, and if you have extra time at the end of ICRS, try to fit at least one of them into a day trip.

For entertainment on a slightly smaller scale (time-wise), why not try one or more of the following within the large parks above:

- **Wild Africa Trek at Disney's Animal Kingdom.** Roam with wild animals on this 3-hour safari at Disney's Animal Kingdom park (separately priced tour). For reservations, call 407-939-8687.
- **Discovery Cove** offers a unique chance to interact with dolphins and exotic birds — even walk on the ocean floor! For reservations, call 877-557-7404.
- **Gatorland** offers an exciting train ride with thousands of alligators and crocodiles to see. Spend time at the Gator Gully Splash Park or try the new Screamin' Gator Zip Line. 14501 S. Orange Blossom Trail, 800-393-5297.

For a more sedate afternoon adventure, why not visit the famous **Mennello Museum of American Art**, 900 E. Princeton Street. See the works of Earl Cunningham along

with a wide collection of American and American folk art. Call 407-246-4278 for information.

Dining

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

- **Capital Grille** for fine dining. Located in Pointe Orlando, across from the Convention Center, 9101 International Drive, 407-370-4392. (Expensive.)
- **Maggiano's Little Italy** in Pointe Orlando remains the old favorite among Italian food lovers. Hearty Italian dishes and very large portions should satisfy everyone. 9101 International Drive, 407-241-8650.
- **Copper Canyon Grill** offers classic American comfort food in a sophisticated atmosphere featuring upscale elements. 9101 International Drive, 407-363-3933.
- **The Pub Orlando** is a true British Pub experience complete with brilliant food,

drink and genuine hospitality. Best known for their signature Fish-n-Chips and extensive beverage selection. 9101 International Drive, 407-352-2305.

- **Marlow's Tavern** offers delicious American tavern fare with an upscale twist. Featuring indoor seating as well as an all-weather patio. 9101 International Drive, 407-351-3627.

Shopping

The Florida Mall, located only minutes from the Orlando International Airport, is Central Florida's largest and most remarkable shopping center. Welcoming more than 20 million visitors per year and spanning nearly 1.8 million square feet, The Florida Mall offers an experiential environment with more than 250 unique entertainment, retail and dining options. Enjoy the convenience of The Florida Hotel and Conference Center, a 511-room hotel located on the property. The recent redevelopment of the newly added Dining Pavilion offers a fresh new customer experience. 407-851-6255.

