

Lodge-ical News – April 2006

Version 7.0 NOTICE

If you have signed up for a version 7.0 upgrade or are thinking of doing so, your computer MUST have Microsoft Windows 2000 with Service Pack 3 or later or Microsoft Windows XP or later operating system. If you are unsure of which version of Windows is installed on your computer, please feel free to call us.

North American Gamebird Association (NAGA) Trade Show

I attended the 74th Annual NAGA convention in Nashville this month as a vendor and as a speaker. My topic was “The Value of Recordkeeping”. I wasn’t sure I could last for the 45 minutes of allotted time but before I knew it, my speech was over and so was the 45 minutes. It was great to see some of our clients and meet others who were introduced to Lodge-ical for the first time.

A Special Notice to Lodge-ical Wingshooting Clients – PLEASE READ

Steve Wagner from the National Shooting Sports Foundation attended the NAGA convention to talk about a promotional campaign. The website, www.wingshootingusa.org has been set up to encourage people to travel to hunting preserves and resorts for their next hunting experience. If you have a listing in Black’s 2006 Wing&Clay, Waterfowl guide, then you are listed on this website. The NSSF sponsored a “Dream Hunt Sweepstakes” awarding a free hunt to nine lucky winners. They are advertising in shooting sports publications and will be producing several info-mercials focusing on “finding a place to hunt”. In return, he has asked me to ask you to provide feedback. You can email your feedback direct to Steve at swagner@nssf.org.

Using Lodge-ical, the best way to do this is the following:

- a) Set up an advertising source (Maintenance menu) for wingshootingusa
- b) For each inquiry who hears about you from the website, enter the referral source into the Client Entry form
- c) Using the query form in Lodge-ical (Clients/Mailing Labels – ver 6 and below, or Clients/Find-A-Client – ver7), select the referral source equal to wingshootingusa and enter a date range in the Inquiry To/From date.
- d) Go a step further and print the Advertising Referral report to see exactly how many of those inquiries turned into actual reservations

Steve asked me to include a sample of preliminary highlights from a still-active survey of Web site visitors.

Survey of Hunters Who Visited www.wingshootingusa.org:

- * Majority of site visitors are experienced bird hunters.
- * 25 percent had not considered hunting at a bird preserve prior to visiting the site.
- * Found WingshootingUSA site primarily by surfing the Internet.
- * 6 in 10 were encouraged by the sweepstakes to visit the site.
- * 9 in 10 stated the site's ease of use.
- * 4 in 10 found a bird hunting preserve that they did not know about before .
- * 3 in 10 found a preserve out of state.
- * Nearly 8 in 10 plan to use the site in the future.
- * They travel 126 miles on average to get to a preserve.
- * Typically in a party of 3.5 people.
- * 3 in 10 purchased specific equipment to hunt on the preserve.

Additionally the National Shooting Sports Foundation is conducting a survey to better understand the opinions of their Web site and Wingshooting USA campaign overall. Your responses are essential in helping them expand and offer new features online. I believe most of you have already received the survey. If you haven’t completed it, please take a few minutes to complete the questionnaire. Simply copy/paste the link below into Internet Explorer and go direct to the survey:

<http://www.nssf.org/share/survey/WingshootPartner/content/WingshootPartner.asp>

User Tip: How to maintain and care for your Lodge-ical database – Part 2

Do you know where your Lodge-ical data is on your computer? Do you back up your data? Below is a list of the three main components of Lodge-ical.

Version 6.0 and below –

97data.mdb – this file located in your c:\lodge97 folder contains all of your Lodge-ical data (clients, reservations, incidental

purchase, payments, etc.)

97code.mde – this file located in your c:\lodge97 folder contains all of your Lodge-ical code (i.e. reports, forms, confirmations, etc.)

Lodgical.mdw – this file located in your c:\lodge97 folder contains user security information that is used when you log in and exit Lodge-ical

Version 7.0 –

lodgedata.mdb – this file located in your c:\Program Files\Lodge-ical folder contains all of your Lodge-ical data (clients, reservations, incidental purchase, payments, etc.)

lodgecode.mde – this file located in your c:\Program Files\Lodge-ical folder contains all of your Lodge-ical code (i.e. reports, forms, confirmations, etc.)

lodgesecurity.mdw – this file located in your c:\lodge97 folder contains user security information that is used when you log in and exit Lodge-ical

If you run Lodge-ical over a network, then your data will reside on the server. In this case, most likely, you will navigate to “My Network Places” to locate your data file.

We recommend you use Windows Explorer to back up Lodge-ical. This program allows you to navigate through your entire hard drive if you ever need to copy, move, paste, and delete any file that resides on your computer. The easiest way to open up Windows Explorer is to “right click” on your Start button and “left click” on Explore.

Once you navigate to your data file then you can simply use the Copy/Paste feature or the Send To feature of Explorer. If you burn your data to a CD, purchase a CD-RW which allows you to reuse the CD by overwriting the data file day after day. You might want to invest in a removable memory source. They are commonly referred to as either a memory stick or a USB flash drive. The one I purchased years ago stores up to 128mg of data. However, it is more common today to purchase flash drives with capacities of 256mg – 4gig of data (your Lodge-ical data is probably between 3mg and 30mg).

The only file you have to back up is the data file. Lodge-ical can always be reinstalled using your original installation CD and your most current update CD. If you do not have these, you can also call us for a replacement CD (however, we do charge a service fee to prepare and send out a replacement CD).

At least one person on your staff should be aware of the location and setup of Lodge-ical. That same person should be responsible for data backup. If that person leaves, he/she should be responsible to pass along the knowledge to their replacement. If you are the owner of the business and are reading this newsletter, you should definitely be aware of the Lodge-ical back up procedures. If you have an automated back up process in place, please check the restore procedure every now and then to ensure it truly is working.

Version 7.0 Feature Preview

Although not part of version 7.0 yet, we are working towards the ability to back up your Lodge-ical data file from within the application. This will simplify the process by not requiring you to use Windows Explorer.