

Lodge-ical News – February 2006

We recently attended three trade shows as a vendor and had a good response to Lodge-ical. Once again, we thank those of you who were at these shows who referred others to us. Your support is unmatched and we are striving to continue to offer software for your business that we think surpasses any other solution.

North American Gamebird Association (NAGA) Trade Show

We will be in Nashville at the 74th Annual NAGA convention. If you plan on attending the show, please make sure you come visit us in the exhibit hall. If you are interested in NAGA, please visit their website www.naga.org and consider joining this worthwhile organization for wingshooting lodges, preserves, and gamebird producers.

Version 7.0 Scheduling

We have been very pleased at the support we are receiving for version 7.0. In an effort to keep organized we recently sent out invoices to clients who have already expressed an interest. Receiving money from you will determine your priority.

If you have not received an invoice but are interested in upgrading to version 7.0 you need to contact us as soon as possible. If you are a business who's peak season starts in May/June and you are expecting to have your upgrade complete before the start of your season you need to contact us now. We are now scheduling upgrades into late March and early April.

Version 7.0 Features

Attached to this email is a Word document that tells you the details of the version 7.0 release. We previewed version 7.0 to existing clients at this year's Dude Ranchers' Association convention. If you have trouble downloading the attachment, please call us and we can fax you a copy. We were pleased with the support that we received and would like to describe briefly some of the most valuable features.

Tracking Advertising Expenses – for each of your referral sources, you will now be able to enter your associated expenses. A report is available to show you the relationship between the number of inquiries received for each referral source vs. the amount of reservation income generated for each referral source vs. your advertising expense for each referral source.

Countrywide Regions – a table will be included in version 7.0 identifying regions across the United States. Each state will be tied to one region. A report is available to show you which region of the country your clients/guests are coming from. Although we send out a populated table, you are free to customize the regions.

Correspondence Follow-up – for each record that gets inserted into the Correspondence table, you can designate whether or not you want to schedule a follow-up. If you do, Lodge-ical has a form and report available to show you scheduled daily follow-ups.

Room Calendar – we have moved our room calendar to a graphical design. You will see dates as column headers, rooms as row headers and a time-bar representing a reserved room. The time bar includes the guest name, reservation number, and number of guests in the room. The majority of our clients have been asking for this feature and we are proud to offer it to you at this time. With this new development tool, we will be able to design other graphical calendars.

Start-up Form – you will now have the ability to select which form you want to open when Lodge-ical starts. The choices are Client Entry form, Correspondence Follow-up form, Reservation Entry form, Room Calendar, or an Inventory re-order report (based upon an inventory reorder quantity you set up in your system defaults).

Version 7.0 Pricing

Outfitters version 7.0 upgrade - \$185 (includes a \$75 yearly support agreement)

Guest Ranch version 7.0 upgrade - \$375 (includes a \$150 yearly support agreement)

Wingshooting version 7.0 upgrade - \$450 (includes a \$180 yearly support agreement)