

Lodge-ical News – March 2008

We are full of information that we want to share with you. However, in an effort to keep the length manageable, we have omitted some of the content and will include it in a future newsletter.

PRESS RELEASE: Williamson Enterprises, Inc. is pleased to announce their affiliation with Sporting Heritage Group

Sporting Heritage Group is an Indiana-based consulting firm focused on the world of the traditional field sports. They provide professional expertise at all levels of the sporting industry--from the entire range of operational concerns to unique and individually tailored sales and marketing programs. Their clientele includes top quality venues, both private and commercial, as well as those looking to occupy that position.

Sporting Heritage Group is looking to us to provide their clients guidance in their day to day operations by offering client relationship and reservation software and consultation of the daily in-house work flow. We are excited to work with them and invite you to visit their website to learn more (www.shgconsultants.com)

Communications with Lodge-ical/Williamson Enterprises, Inc.

As you all know, we pride ourselves on our quick customer support response time. Please be aware of the following:

Phone Calls

- If you ever call us and get our voicemail, please press 2 (for the Lodge-ical mailbox). This is the only mailbox where we will advertise our whereabouts and will let you know a) when we will return and b) whether we will be answering phone calls and emails while out of the office
- For your information, we do not have, nor do we believe in Call Waiting and Caller ID – each phone call we receive is given the same priority and attention

Emails

- Our email provider (ISP) has been making changes to their system to segregate as much junk mail/spam as possible. Because of the changes, we understand that some of you are getting your emails returned to you.
- We have also heard from some of you that we may be on an email blacklist. Here's the problem: some of the blacklist organizations will put an ISP's entire domain name on the list because some of that ISP's customers are spammers. When the entire domain is blacklisted, that includes the mail of innocent customers who send mail from that ISP's mail servers, too.
- Unless we set up everyone as a trusted sender, some of your emails are falling into a Junk Mail folder. We are working towards that goal of getting our entire client list into a list of trusted senders.
- In return, on your side, please establish the following email addresses as a trusted recipient; kristin@williamsonenterprises.com, info@williamsonenterprises.com, and newsletters@williamsonenterprises.com
- Starting next month, we will begin to send out our newsletters from newsletters@williamsonenterprises.com

If you think that we are not replying in a timely manner, please feel free to call us to ensure that we have received your email and/or voicemail.

User Tip: Emailing Lodge-ical Correspondence and Reports

More and more of you are asking us to embed your logo into the header of your confirmations instead of using preprinted formal letterhead. We can do this for you, but please be aware of the following: anytime you choose to EXTRACT or EMAIL a confirmation, the logo and any other graphics (i.e. horizontal lines) will NOT be included.

To remedy this, we suggest that you purchase a third party tool to print documents to a .PDF file format. All you need to do is search the internet for “PDF Creation” and you will find many products that are affordable and easy to use. The product that we use is called PDF Creator. Their website is <http://www.pdfcreator.com/>. We do not endorse any one product over the other.

Using a PDF creation tool, you will print the report to the PDF printer, save the file to your computer, and attach it to an email. A big advantage of this is that you are now emailing your client a confirmation that cannot be touched or modified.

Soliciting Advice: Issues with a High Priority

It is awesome for us to think about how far Lodge-ical has come since its inception in 1993. We thank our clients who occasionally send us suggestions for new features. Ironically, it seems as though once we hear about an issue, suddenly we get many clients calling us with the same suggestion. We often wonder if you are all in collusion and bombard us with these items all at once! The issues below are in a preliminary research and analysis phase.

1. Online Reservations – an interface between a reservation booking engine on your website and Lodge-ical
2. User Security – user name and password log-on with permissions to certain functions

If you would like to offer any suggestions, design ideas, or feedback, on either of these issues, please contact us.