

## Lodge-ical News – October 2006

We hope this newsletter finds everyone doing well. Many of our fishing and guest/dude ranch clients have just finished up their busy season while our wingshooting and hunting clients are gearing up for their peak season. We enjoyed a beautiful Indian summer here in Paradise Valley, MT and although our foliage does not rival the New England landscape our colors were tremendous this year. Enjoy the rest of the season.

### **User Tip: Copy/Paste documents into the Lodge-ical Correspondence Log**

This tip is based on my experience as a lodge manager last month. In an effort to rely on Lodge-ical as our primary database, I once again looked to the value of the Correspondence Log. There were two times when it was necessary to send a letter to a guest after their departure addressing a particular issue. Although I wrote the letter using Microsoft Word, I did not want to lose track of the letter by saving it to my hard drive, perhaps using an obscure naming convention that would have no meaning to anyone else but me. Instead, I copied the entire letter (click and drag your mouse over the appropriate text and press Ctrl C), and pasted the contents into the Correspondence Log for the particular client (position your mouse in the correspondence notes field and press Ctrl V). After the letter was printed, I simply closed Microsoft Word without saving the letter. When I received a reply, I simply added another entry into the Correspondence Log marking the date, correspondence type, and applicable notes.

### **User Tip: Where do your clients live?**

This is the time of the year when some of you are beginning to schedule exhibit booths at travel shows. Before you sign up for the same show that you've been attending for the past 10 years, perhaps you should use your Lodge-ical data to help you with the decision. Lodge-ical version 7.0 features a report based upon the regions of the country. The state code for each client is assigned to a region. Version 7.0 is delivered to you with a region template already set up, but you can go to the Maintenance menu and adjust the regions if necessary. The Region Analysis report will show you the following for each region: the number of new inquiries entered between the user-entered from date and to date, the number of reservations who has an arrival date between the user-entered from date and the to date, and the total reservation income you are expected to earn for those reservations. You can look at this report two different ways. 1) For those regions where you have the highest percent of return, you can continue to attend trade shows in this region to assure a good turnout, or 2) For those regions where you have the lowest return, you can attend trade shows in this region to solicit new business.

If you are not using Version 7.0, you can do some of this analysis using the Mailing Labels feature of Lodge-ical (located in the Clients menu). Please contact us if you are interested to learn more.

### **Feedback from a fellow Lodge-ical client**

In response to our September user tips, we received a reply from a client in Idaho. Here is what he suggests: *"On three of our 'key' workstations we now have dual monitors, and it is well worth the minimal expense. When you have multiple programs open (Lodge-ical, Outlook, MS Office stuff, Internet Explorer, Quicken or QuickBooks, etc), the dual monitors reduces distractions and helps facilitate multi-tasking."*

We appreciate hearing feedback from our clients and will continue to share valuable information with all of you.

### **Onsite Training**

Our 2006 onsite training calendar is booked. We are starting to schedule training into the first quarter of 2007. If you are interested in this service, please let us know so that we can schedule a convenient time.