

Lodge-ical News – September 2007

September – a month where our dude ranches and fishing lodges are starting to wind down and our wingshooting lodges are starting to gear up. We hope all of you take time to read our monthly newsletter.

User Tip: The Personal Data Module – Part 3

Are you using the Lodge-ical Personal Data module? The Personal Data module is probably one of the most powerful and valuable modules in Lodge-ical. It allows you to gather information for your clients and subclients that will be pertinent to their next visit.

Last month I explained the steps required to enter data into this module for each of your guests. Now that the information is in the system, how do you make the most of it?

You may have an incredible memory and remember your guests as they arrive for the second, third, or fourth time. But, don't forget about your employees. Seasonal businesses who tend to have a change in their employees need to be aware of the Personal Data information.

There are 3 key reports included in this module to assist you when hosting repeat guests. The Personal Data reports include the following:

1. All Personal Data for a group of guests within a particular date range - This report will show you all of the personal data that has been entered for a person. This is a very generic report and if you manage your lodge with the premise of sharing all information with all employees, this would be a good report to print out and post in a visible spot.
2. Personal Data for a particular personal data type - If you have your personal data sorted into six categories, these categories might represent the different departments of your lodge. You can select one of your personal data categories (i.e. Kitchen, Activities, etc.) and print just that information that relates to your guests for a particular time frame.
3. Personal Data for a particular question - Finally, you can print all information entered for one particular question (i.e. favorite beverage, favorite horse) and give it to the appropriate manager (bar manager, head wrangler).

If you would like more information on this module, please call us anytime.

New Trade Association Memberships

We have recently joined the Wyoming Outfitters and Guides Association and Idaho Outfitters and Guides Association. We believe in joining these associations to keep on top of the issues that are a concern to our clients. The more we learn about these associations, the more we can keep on top of what is important to our clients and if possible, incorporate additional functionality into Lodge-ical because of the knowledge we gain. As you all know, Lodge-ical is geared specifically to the destination resort and outfitting industry. We have no plans to deviate from this sector. If you know of someone who should be using Lodge-ical, we would love to hear from you.

Lodge-ical User Training

Our list of participants is starting to grow. We are still gathering names of interested clients who are interested in our upcoming user training class. This class will be held April 28 – May 1, 2008, in Illinois. Please visit our website to learn more about the class: <http://www.williamsonenterprises.com/ltraining.htm>