



# School POS Newsletter

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## POS In-Service Seminars

OK, you're running a smooth store. Everything scans, employees log in, drawers balance, reports and barcode labels print. So, what comes next?

**The answer could be a POS In-Service visit to your school.**

Did you know that POS offers many modern marketing tools? Choose from Customer Loyalty Points, Birthday Coupons, Calendar Promotions, e-Mail ads, and internet e-Commerce.

Maybe you need to better understand Physical Inventory and Purchasing? Perhaps it's fast Vendor ordering based on min/max build-up levels?

If the administration is clamoring for Accounting, Income Statements, we offer a General Ledger module with an option to import to Quick Books.

We also offer POS activities that will motivate and teach valuable business lessons to your students.

Besides learning new concepts, you may need a POS tune-up. A review of your system, to answer questions and suggest ideas, may help your store's performance in 2004-05.

Our POS team can upgrade your software and even clean computers and POS hardware!

You and two other store helpers may attend the In-Service.

For schools outside of Michigan, training can be done easily on the phone or on the internet!

Training time segments are flexible and our fees are very affordable. Maximize your POS and schedule a POS In-Service Seminar soon! **Contact Don or Craig for more information.**

**Visit our web site for details:**  
[www.Schoolpos.com](http://www.Schoolpos.com)



### POS In-Service Ideas

- Starting a Web Store
- Printing Barcode Coupons
- Customer Loyalty Programs
- Vendor Purchase Orders
- Physical Inventory Controls
- Fun, Learning Activities
- Teacher Birthday Coupons



Traverse City Central High Wins School Display Contest Congratulations, Patricia Rutt.

### Display Contest Rules

- Window or Floor displays
- Explain display message.
- 100% Student Creations
- List participating students
- No Limit to e-mail pictures
- Entry deadline: 4/30/05
- Great prizes for winners!

## College Scholarship Programs

In the spirit of good Business Networking, we're offering a great Scholarship opportunity to all students who work at your school store.

POS Systems Group invites your students to submit a referral for any local business who needs a POS Management System.

A small to medium business that needs to control inventory, service schedules, employees, accounting, vendors, and customers, are likely candidates.

**Payback to the student is 10% of the POS gross sale,** which can be as much as \$3,000.00 or more! Students do no direct selling. All they have

to do is fill out a Business Survey Form and fax it to our office. We do the rest.

Besides learning about sales prospecting, students can help build their college fund today!

Contact our office or visit our web site for more details at  
[www.schoolpos.com](http://www.schoolpos.com)

# School Store of the Month

In each POS newsletter, we will highlight a successful user of School Store POS. In this issue we spotlight "The Eye Opener" store at Stevenson High School in Livonia, Michigan. The store advisor is Christi Antonelli.

The store has an enviable location across from the cafeteria, with an adjacent commons area where students gather during the lunch hours. Having this captive audience makes for great sales traffic.

The Eye Opener's physical layout is appealing to students, teachers, and parents. Two windowed walls and interior slat walls provide promotional

opportunities that the students have optimized.

The generous size of the store makes it possible for Stevenson's marketing program to merchandise a full assortment of traditional school spirit apparel, gifts, and candy to its customers.

The Eye Opener targets Stevenson's teaching staff with an expanded children's clothing line and an emphasis on women's apparel from vendors like Ourey. House accounts offered to the teachers are used by almost 50% of the teachers.

Parents have also been targeted

for smart Gift Card sales for heir son or daughter.

The Eye Opener recently introduced an ice cream department, which has become one of its most successful product lines.

Now in their second year using POSitive, the Eye Opener is utilizing many of the special features that make a POS system essential for any store.

The Eye Opener has 2 POS stations and a back office server. Their POS network processes sales fast and efficiently and serves hundreds of customers daily.

Student Managers utilize POS



to access data for DECA competitive events. **POSitive's Report Center makes the completion of required DECA activities for the School-Based Enterprise events very easy.**

For Christi and her students, POS is a welcome change for the best. See more pictures on our web site, [www.schoolpos.com](http://www.schoolpos.com)

## School Store POS Usage

In the past few years, our School Store POS users have grown steadily. In 2001, Teacher, Sylvia Bailey of Southfield H.S., became our first installation. Since then, we have expanded to **47 Michigan Schools and 24 Nationwide high schools.**

POS Systems' products and services evolve with each school. Here is a list of our new 2004 School POS users:

### Michigan

- Anchor Bay HS, Charles Robinet
- Avondale HS \*, Mary Ann Moriconi
- Caladonia HS, Tom Miller
- Calumet HS, Elizabeth Twardzik
- Dakota HS, Nancy Atienza
- Dearborn Edsel, Carol-Ann Gutowski
- Detroit MLKing HS, Jules Goldman
- East Jordan HS, Lisa Sitkins
- Farmington Harrison, Niicole Rogers
- Farmington HS, Linda Siggia
- Ferndale HS, Charlotte Oliver
- Forest Hills Central HS, Thad Able
- Lakewood HS \*, Patti Cooreman
- Lincoln Park HS, Anne Shannon

- Midland Dow HS, Charles Brunner
- Midland HS, Tom Keck
- Novi HS, Jodi Forster
- Oxford HS, Steve Ruch
- Richmond HS, Tom Brown
- Utica HS, Dana Shipan
- Utica Eisenhower HS, Bill Tack
- Utica Ford HS, Stu Hastings
- Utica Stevenson HS, Heather Gabriel
- Traverse City Central, Pat Rutt

### Colorado

Sierra HS, Jamie Briggs

### Florida

- Olympia HS, James Benedict

### Georgia

- North Hall HS, Beth Pitts

### Indiana

- Belmont HS, Charlene Bredemeyer
- Union City HS, Tom Johnson
- Washington HS, Bill Turner

### Kentucky

- Henderson County HS, Shannon Miller
- Hopkins County HS, Jayne Harris

### Massachusetts

- Marshfield HS, Ray Bergeron

### Minnesota

- Sauk-Rapids HS, John Rassmusen
- Tech-HS \*, Greg Borders

### Missouri

- Ladue-Horton HS, Mike Tarpey

### Nebraska

- E. Bellevue HS, Bart Dennis

### Oklahoma

- Putnam City HS, Charles Earnest

### Ohio

- Cuyahoga Falls HS, Greg Perry
- Steubenville HS, Brian Scarpone

### Tennessee

- Henry County HS, Betsy Hudgins

### Washington

- Pasco HS, Laura Jones

### West Virginia

- Academy Careers & Tech, Ann Rice

### Wisconsin

- Hartford Union HS, John Smith
- Neenah HS, Tania Kilpatrick
- Stevens Point HS, Bill Blake

\* Special Education Programs

An entire School POS user list is located on our web site: [www.Schoolpos.com](http://www.Schoolpos.com). On our Store Scrapbook page, you can view pictures of School Stores around the country. Convenient e-mail links are available too.



We look forward to posting your POS action pictures. If we don't have recent photos, e-mail us some.

Please inform us of any new developments with your School Store POS. We can continue to grow only with effective teacher communication.

We appreciate any referrals that you can pass on to other School Store Advisors in your State.





# Store Concepts, Profit Margins

Many teachers wonder why their school stores are not as profitable as expected. Inventory shrinkage and excessive overhead expenses may be part of the problem, but inadequate profit margin has the greatest impact on the bottom line.

Margin is defined as the difference between the sales price and cost of the good sold. **Profit margin percentage is this difference divided by the sales price.**

For example, an item that costs \$10 and sells for \$20 has a profit margin percentage of 50%. The

profit markup is 100%.

Markup is often confused with margin. Markup percentage is the difference between the cost and the sales price, divided by the cost.

Setting the appropriate margin percentage required to achieve your bottom line goals is a critical step in the management of your school store. These goals may include generating profits to fund DECA activities, new equipment purchases, or add new merchandise lines.

POS has features that enable managers to target profit mar-

gin levels for each inventory category. The default percentage will automatically calculate the item price based on cost entered.

School POS offers the flexibility of price adjusting for items that you may want to make more or less profit margin on.

Your students can learn the importance of profit margins by analyzing various POS sales reports. They can use this information to make purchasing decisions and develop marketing strategies that will make your store more profitable.

# School Store Organization

Meeting different business owners is a bonus in our line of work. We witness varied and insightful ways people manage their business culture.

Their success is not unlike the exciting School Stores that we come in contact with.

**Similarities between a well organized School Store and their real world counterparts cannot be ignored.**

Once a Teacher or Manager has learned all the operational job

skills and tools, they must then delegate to their paraprofessional and student managers.

A Teacher needs to create a work infrastructure that includes job descriptions, procedures, communication hierarchy, and protocols for performance measurement.

The best way for a Teach clarify their business operation and job responsibilities is to create an Employee Handbook and make it required reading.

Enlist help from experienced workers in drafting your store manual. Excerpts from the POS help file (F1) or our Adobe Manual files can help illustrate the valuable tools POS offers:

- How to conduct a Sales Transaction
- How to Receive a Vendor Order
- How to print Bar-Code Labels

**A point and click Flow Chart is located on our web site.**

Please send us some ideas on how you organize your School Store?

# Packing Up School POS for Summer

Is it too early to think about the last day of school? OK, please promise save this article for the year-end store clean-up.

We've had issues with damaged hardware, so we thought some "shop-closing tips" may be in order. If you do not have to dismantle your POS, you're

fortunate. For you, it will only require unplugging the power and wrapping monitors and keyboards in plastic.

Most of you are not so fortunate and must safeguard your valuable assets. For you we advise:

1. Print connection guide from our web site.
2. Box POS stations separately.

3. Use markers to color-code cables and their connections.
4. Place cables in bag inside box.
5. Make a CD-Backup of POS file.
6. Make a C-Drive copy of POS file.
7. Print Sales Reports for School Year.
8. Take Inventory, Print report to document
9. Call our office if you have any questions

## New POS Accounting

Join curriculum with another teacher. Challenge a student. Analyze all the numbers. There are so many reasons to purchase POS Accounting.

### Teaches Lessons in:

- General Ledger
- Post/Edit Transactions
- Pending Payables
- Pending Receivables
- Fiscal/Monthly Budgets
- Income Statements
- Balance Sheets
- Trial Balances
- Comparative Analysis
- Export option to Quick Books

### DECA Module Fees

General Ledger- \$199.00

Accounts Payable- \$199.00

**Buy both and save: \$100.00**

Training & Support is Available

**The CPA Software News awarded POS 5 stars in its' latest review. Higher than Quickbooks POS!**



## POS Warranty Info.

- Monitors..... 3 years
- Computers..... 3 years
- Scanners ..... 3 years
- Cash Drawers..... 2 years
- Printers..... 1year
- Keyboards..... 1year
- Display Poles..... 1year

Call our office for help in processing your claim. We have a limited supply of loaner hardware. Please visit our web site for [more information](#)

## Store Idea Exchange

We're posting great school store ideas on our Web Site?

- Reward Student Employees with POS Smart Gift Card Money.



- Security receipt check at the exit door, just like SAMS Club!

Email your School POS ideas so we can share them with all the teachers.



### What version of POSitive POS are you using?

To find out click **Help**, located in upper-right corner menu. Then click, **"About POSitive for Windows"**

- **POS 2003.3a** is the version that every School Store should have. The upgrade is FREE from our web site.
- **POS 2004** is the latest version that has been tested by our staff and approved for use by new School Stores. The upgrade is FREE if you have had POS for less than 6 Months or your on POS Support. The DECA Deal for 2004 upgrade is \$150.00 (reg. \$250.00)

**Contact us before you upgrade.**



Here are some new ways to use School POS to help promote and enhance your student store:

1. Print .50 cents off Reward Coupons for staff to pass out to deserving students
2. Use your Coupon key or print coupon barcodes in Coupon Manager.
3. Add a 2nd Monitor to your PC and advertise with Power Pt. images
4. Use Calendar Promo to discount Item or Category per date/time range (% , \$)
5. Promote items for 2/ Mix-Match pricing
6. Buy 1, get Tag-a-long item at Deal \$
7. Customer Category (Teachers) % Discounts on specific Inventory groups.
8. Teacher Birthday Club Coupons.
9. Zip code tracking of Sales.
10. Fast, Credit Card processing using internet connection and POS.
11. EZ-Web Store with integrated e-Com. Module. Link off district web site.
15. POS email broadcaster for Web Ads!
16. Sell used items with a Consignment module. Can handle trade-ins too!
17. Frequent Shopper points for loyal customers. Use student ID to scan?
18. Track employee sales performance with POS commission module.
19. Pre-sell items at a sports event using pending Layaway. Edit, convert to Sales
20. Choose a new POS sound (.wav file) for cash drawer, and no-sku-found error
21. Market research new candy flavors. Track and graph daily sales.
22. Use templates to build mix-candy bag
23. Reward the 100th Receipt of the Day
24. Use \$ Package for Balloon Bouquets

There are many different ways

to improve the way you market your products and services. Try a new approach each month.

School POS can help your new Marketing Strategies with accurate data collection and reporting. After all, good marketing is based on accurate statistics.

**Advice:** If you suspect your database to be faulty, then start over. We'll send you a new POS CD to do so.

**Advice:** If you want students to practice on fresh marketing concepts, burn a POS folder and restore it on a PC in the classroom.

For help with keeping POS fresh, call us: **877-271-3730** or e-mail [info@schoolpos.com](mailto:info@schoolpos.com)

## POS Support Options

There are many different ways your school store can find technical support for:

⇒ **Emergencies**

⇒ **Training**

For schools outside our home state of Michigan, we bundle in 12 months of software support with POSitive POS Co. Each school has their own ID# and can call dispatcher, Shasta at: 800-735-6860 #2, or try their new, SUPPORTNET located in

POS Console, bottom right corner. If your PC is connected to the internet, you can submit a support ticket.

Your store will need an email address for return replies from technicians. Remember, schools can renew their annual support at special DECA rates.

For School Stores not on support, please e-mail us: [Info@schoolpos.com](mailto:Info@schoolpos.com) or call: 248-608-5432. Our technical pager is 248-407-6703. Onsite

requests, lengthy phone calls, or calls after 6:00 pm EST may be subject to hourly fees.

We encourage district IT people to get involved too. Please see "Working with your School Tech" on our web site.

**We also invite students to email us enhancement suggestions on how to make POS better.** We will forward all ideas or bug reports directly to John Hickey, the CEO and programmer of POSitive Software.

## The POSitive Software Co. Story

After 20 years of experience with many retail management solutions *as a store owner and as a POS reseller*, I can confidently say that there is no better Point of Sale software application than POSitive POS.

It all started in 1991, in a small computer store in Washington state. Breaking away from the dull looking DOS programs of

the day, programmer-owner, John Hickey created a fresh approach using the new, Windows platform. As the Windows operating system evolved throughout the years, s along with POSitive POS.

In 1999, Hickey teamed up with Edge Technologies of Nevada to create the Account Wizard e-Commerce System. A

fully integrated Web Store! No longer would managers have to attend to two databases! Orders from the web could make the round trip into POS.

**Today, POSitive has over 10,000 POS users world wide!**

You can view POSitive user testimonials on their web site,

[www.gopositive.com](http://www.gopositive.com)