

DAMOMICS Inc.

CounterPoint 2011 User Conference



888-DAMOMICS
www.damomics.com
Since 1982

We Make Computers Work For YOU, NOT You FOR THEM!

C. S. Building, 120 West Water Street, Elmira, NY 14901-3007
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DAMOMICS CounterPoint 2011 User Conference

Monday, September 19th 2011, Riverview Holiday Inn, Elmira NY

Schedule of Events

8:00-8:35 **Registration; Upper Level Foyer**
Breakfast; Upper Level Foyer

8:35-8:50 **Welcome, Opening Remarks, Orientation and Introductions**
Tom Sawyer / Mark Twain / Huck Finn Rooms

8:50-9:50 **Mr. Bill Meck, Business Consultant “Mind Your Own Business”**
Tom Sawyer / Mark Twain / Huck Finn Rooms

A look at things you can and should do to keep your business strong. Learn about policies that should be in place to avoid trouble, programs that will help your business grow, key reports and indicators that will keep your business profitable, and new methods for increasing your sales. CounterPoint offers many things to help your business grow - learn how to use them to “**Mind Your Own Business**”.

Bill Meck

Bill started his Electrical Engineering career with Hewlett Packard. Working with power transformers, personal computers and engineering workstations, he provided technical support to the field sales team. He taught numerous technical classes for a variety of HP customers. Bill then joined a partnership in Ohio providing computer consulting and programming in accounting, point-of-sale, and office automation systems for area businesses.

In 1998, he joined Synchronics as head of development for CounterPoint SQL, two years before the product launch in 2000. He was the Director of Product Development for many years before moving to a Sales Engineering role.

Today, he continues in a consulting role as the owner of Bill Meck Consulting LLC, which provides services around CounterPoint Point-Of-Sale systems. Bill provides consulting to business owners and often designs and develops custom enhancements and packages.

10:00- 12:15 CounterPoint Lab - Tom Sawyer / Mark Twain / Huck Finn Rooms

...CounterPoint Lab & Vendor Fair Details...

The CounterPoint Lab is a Place Where You Can Sit Down With a DAMOMICS Team Member to Discuss Specific Topics, Learn About Specific Features, and Pickup Vendor Product Information

The CounterPoint Lab Will Be Open During Breakout Session Times Only
The CounterPoint Lab Staff will be Available During Their Non-Teaching Times

DAMOMICS Information Boards:

Accounting Interfaces
Gift Card Usage

Protecting Your Investment
New York Sales Tax

Discuss Credit / Debit / Check Guarantee / Alternate IP Clearance

Meet With Bill Meck to Discuss “Mind Your Own Business”

Submit Design Requests

See Radiant Hardware

Get samples of Gift Card Backers, Hang Tags & Signs

Network with Other Businesses

Wireless Applications

Video Security Demo

Discuss Counterpoint Features with DAMOMICS Staff

See CounterPoint Custom Options Such As BxGFree

Vendors

Lunch Sponsor:

Vend Lease Company, Inc. is a direct funding source to the Specialty Retail and Hospitality industries. Our reign as a premier funding source began in 1979, and today we maintain a steadfast approach to commercial equipment financing for both franchise and independent businesses. Let us be part of your funding solution.

Gary Lentz

Gary joined the Vend Lease team in 2006 bringing 18 years' experience in the Vending Equipment Distribution industry. He most recently served as VP-Director of Vending Sales for a major distributor in the "coin-op" industry. At Vend Lease he is responsible for sales and new business development in various industry segments throughout the United States.

Breakfast Sponsor:

Seneca Data, Manufacturer of Nexlink Servers, Desktops, and Notebooks. They are based in Syracuse New York. Seneca Data is one of DAMOMICS preferred hardware vendors.

Look for the Seneca Data Special Discount Coupons in your Conference Binder.

Sponsors:

iShopElite & KickIntheAPP, iSopElite combines special offers activated by your customer participating in your on-line 3 to 5 question survey, sharing the offer with friends and redeeming it back in your business. **KickInTheApp** is a tool to allow you to build and deliver your businesses' smart phone App to your customer's cell phones. This allows your business to deliver daily news, specials, sales, hours, contact information and directions, coupons and more direct to their phones. You can also see these tools during breakout sessions.

Marc Albert

Over 20 years of Sales and Marketing experience. Founder of iShop® franchising network, a consumer based online marketing platform providing the locally owned business 1-of-a-kind, track-able solutions through survey, referral and revenue platforms. Creator of the KickIntheAPP Mobile APP program, giving businesses, schools, municipalities and the like the ability to take communication with their customer base beyond any marketing scope in the marketplace today.

ISRA® enGauge™

is the only affordable, easy-to-use business intelligence solution for small to mid-size retailers. With **enGauge™** you get advanced tools that quickly, easily and accurately turn inventory and sales data into profit-building intelligence. Armed with actionable information and analysis, you can balance your inventory, gain purchasing insight to leverage your buys, maximize your shelf space and execute more effective pricing and promotions. You can also see **enGauge** during two breakout sessions.

John Musa

John Musa is the President and CEO of both ISRA, Inc. (Innovative Solutions for Retail Applications) and of Campus West Liquors, Inc. He has over 35 years of hands-on ownership and experience in the retail industry including the gift, leather and liquor categories. He is extremely knowledgeable and passionate about retailing and believes the key to success comes in understanding your business, your inventory and your customers. After personally spending numerous years and countless hours on tedious, hair pulling, number crunching and spreadsheet shuffling, John decided there had to be a better way to get actionable, inventory information for his stores. His answer came in 2005 when he formed ISRA and created enGauge™, a business intelligence product for retailers. Today, John uses his own product in his store to continually outperform industry averages for dollars per square foot and profit per square foot by 2-4 times the national averages.

Dick Calio R.J. Consulting, LLC

Thirty five years of diversified business experience, with twenty five years involvement in retail automation and point of sale systems. My experience with retail automation encompasses pre-assessment of system needs, development of implementation plans, and utilization strategies for maximizing system capabilities. I have participated in the installation, support and training of over 600 retail point of sale systems. My current focus is providing consulting services to independent retailers for retail automation systems, e-commerce, customer loyalty programs and inventory and financial management. I have presented seminars at various national retail trade shows, including Expo East and Expo West, the National Stationery and Gift Shows in New York and the Museum Store Association Show. The titles of the presentations are "Technology, how to choose it, how to use it", and "How to get a return on your technology investment" and "How to achieve better customer retention through technology".

Passport Software, Inc.

Since 1983, Passport Software, Inc. has provided superior financial, distribution, retail, and manufacturing software solutions. Focused on the needs of small to medium-sized companies, Passport's products are reliable, easy to use and offer great value. Windows®, UNIX, and Linux versions are available. Passport has thousands of software installations supported by a network of partners throughout the US, Canada, and the Caribbean who offer product installation, implementation and support, as well as a host of add-on solutions for a variety of industries. For more information, we invite you to visit our website: www.passport.com. You can also see Passport during a breakout session.

John Miller

Most of John's forty-year career has been involved with the development and implementation of mission critical business application systems. Initially on IBM mainframes and subsequently on minicomputers and PCs, John's career in information systems includes twelve years in systems consulting as well as positions in information systems management and systems development. John assumed the role of founder and President of Passport Software, Inc., in 1983.

Radiant Payment Services provides an integrated, end-to-end solution that is easy to implement and manage;

- Direct connections to all major credit card associations including Visa®, MasterCard®, American Express®, Discover® and JCB®
- Fast transaction speeds
- Integrated end-to-end solution with CounterPoint
- Nationwide payment infrastructure backed by fully redundant data centers to ensure consistent processing availability and optimal routing times

Steve Oleksyn

Senior Account Executive manages the Northeast Territory for Radiant Payment Services. He is responsible for working in conjunction with Radiant product partners to implement payment process services to local retail and hospitality businesses while raising the level of customer service to the merchant. Steve has over 15 years of sales and account management experience. Previous titles held within the processing Industry have been Director of Client Relations and VP of Sales. Steve earned a business degree from the State University of New York at Brockport, he resides in Rochester.

Radiant Systems / NCR

CounterPoint Retail Point of Sale Software

Graphical point of sale (POS) and inventory management system that gives you complete data access and control over all areas of your business. A leader in Retail Management Software, CounterPoint is highly customizable, allowing you to configure every aspect of the system to fit your needs and requirements. From single-site to multi-site, CounterPoint has all the features you need to efficiently and effectively run your business at its fullest potential.

Radiant Point of Sale Hardware

Radiant Hardware is specifically designed for the retail industry. Rugged, reliable, and feature rich, our POS hardware is designed to withstand high transaction volume, continuous operation, and contaminants such as food, grease, and dirt. Radiant stands behind its hardware by providing a comprehensive, no questions asked hardware replacement warranty with every unit.

Please stop by the **Radiant Systems** table before 2pm.

Keith Blankenship

Senior Regional Sales Manager. His focus is on supporting channel partners in their sales and marketing efforts. He joined the company in 2007 after receiving his MBA from the University of Georgia. Keith resides in Suwanee, GA with his wife and three children.

David Dodson

Director of Sales for Specialty Retail for 6 years. He started his career with IBM, and his career has been around computer technology. David maintains the relations between Radiant customers and the partner channel.

Vanguard, Since 1987 **Vanguard ID Systems** has been providing custom printed card solutions to merchants throughout the United States and in over 38 countries. Our product offerings range from customer loyalty cards and key tags to gift cards to security and inventory control products. We work closely with merchants whether they are a single location or a multi-unit franchise. We're confident that whatever your need, we can tailor a solution just for you.

Jay Laufenberg

National Account Manager, has been with Vanguard since 2002. Since that time he has worked extensively with **CounterPoint** users to provide card solutions that make sense for the client and their industry. His attention to detail and level of service will allow you to feel comfortable knowing that your cards are being produced in the most timely and cost effective manner.

Partners:

Bill Meck Consulting LLC provides consulting and custom programming and report development services for CounterPoint SQL. Bill has a lot of experience with CounterPoint V7 and CounterPoint SQL and often does design and development of custom packages.

His Services include:

- Data Conversion and CounterPoint Data Upgrades
- Design and Development of Custom Solutions
- Telephone and On-site Support
- Server and Workstation Setup and Configuration
- Software Design and Testing
- Business Needs Analysis
- Implementation Planning and Management
- Resource Utilization and Planning
- Technical Demonstrations
- Classroom and On-site Training
- Recommendations and System Configurations
- Various Point of Sale Peripheral Equipment

N. Hawley Business Solutions of Milton, Vermont, specializes in developing workable solutions to system, accounting, and managerial challenges. System migrations and implementations. System configuration to improve your efficiency. Complex reporting and data analysis. Accounting integration and problem-solving. CounterPoint partner/consultant since 1987. Passport partner since 1983. Partnering successfully with DAMOMICS and their customers since 2001.

Room	10:00 - 11:00	11:15 – 12:15	12:20-1:10	1:15 – 2:15	2:20 - 3:15	3:30 – 4:30
Tom Sawyer - Mark Twain - Huck Finn	CounterPoint Lab & Vendor Fair		Lunch	CounterPoint Lab & Vendor Fair		
Mississippi	CounterPoint SQL Overview ^a	Touchscreen Tips & Tricks ^a		Grow Your Business ^a	Purchasing Methods ^a	Smart Alerts, Managed Services ^{*a}
Becky Thatcher	ShortCUTS ^a	Simple Customizations ^{*a}		Price Rules ^{*a}	Cameras & Security ^{*a}	CPMobile, 2B, Physical Count ^{*a}
Samuel Clemens	Google /SEO ^{*a}	Customer Connect ^{*a}		CP Online ^{*a}	enGauge	Loyalty (Why? & How?) ^{*a}
Langdon	enGauge	iShopElite*		KicKintheAPP ^{*a}	Passport ^{*a}	iShopElite*

* New Session for 2011, (others updated for 2011) ^a This Session is offered only once
RED – CounterPoint Version 7 GREEN – CounterPoint SQL
 BLACK – Both CounterPoint Versions or Software Independent

10:00-11:00 Breakout Sessions, (CounterPoint SQL Overview, ShortCUTS, Google / SEO, & enGauge)

CounterPoint SQL Overview (The New Version of CounterPoint)

See just some of the power available to you right now in **CounterPoint SQL**. Check out the new ways to lookup items, customize what appears, and then export the results to Excel. You'll see how simple it is to customize item and customer zooms, and even the ticket entry screen. Watch out though – you'll want to get your hands on **CounterPoint SQL** after this session. This session is targeted for users who have not used CPSQL or just started using CPSQL.

Bill Meck

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ShortCUTS (20 things you didn't know CounterPoint could do, besides the above topics!)

ShortCUTS is an acronym for **Short CounterPoint User Time Savers**. This session will cover tips, tricks and procedures which you may not know you could perform. Some **ShortCUTS** related to newer versions of CounterPoint, and many others are not. This session contains ShortCUTS for both Version 7 & CPSQL.

Steve Folckemer

Steve Folckemer, CounterPoint POS Consultant, has been with DAMOMICS for 3 years. He is responsible for the Sales, Support & Training of CounterPoint SQL. He has been working in various aspects of retailing for over 10 years. One of his earliest experiences was being a cashier then becoming a Retail Manager while working at the Walt Disney World Resort.

Lew Jast

Lew Jast has worked with Counterpoint since its inception. Has mastered the elements of data structure and data manipulation. He has created policies and procedures and his own version of a user training manual. He has streamlined processes in many different sized companies. His background goes back to being an A/P manager using RealWorld Accounting Software. He has worked on both sides of the phone both as a installer (10 years) and as a user, (for 5 years).

Google / SEO (Google Analytics and Search Engine Optimization)

To ensure that your website is as profitable as possible, you must understand how your customers are using your website. Using **Google Analytics**, you can learn how people get to your site, what pages are popular, and what is or isn't working. Learn how to increase your sales by improving your **Search Engine** rankings and enhancing your site's shopability. This session is for all users.

Andy Blanchard

Andy has been with DAMOMICS for almost two years. Andy is involved in new CounterPoint installs. Andy also specializes in CounterPoint support, wireless and networking solutions. He supports hardware and CounterPoint configurations. Attended Virginia Tech with focus on Computer Science and Business information Technology. Andy is an Elmira native with a Passion for utilizing technology and automation for business improvement.

Ilene Friedman

Ilene has been working as the eCommerce Manager at Exit 9 Wine & Liquor Warehouse for over a year. She is currently in charge of the online store (www.exit9wineandliquor.com), weekly emails and also dabbles in engaging customers through social media outlets such as Facebook (www.facebook.com/exit9wine). She has a BS in Marketing and Leadership and Consulting from Binghamton University and an MBA from SUNY Albany. Occasionally, she will admit to being the wonderful daughter of Ron and Gloria.

enGauge (Sales and Purchasing Analysis Beyond Counterpoint)

ISRA® enGauge™ is the only affordable, easy-to-use business intelligence solution for small to mid-size retailers. With enGauge™ you get advanced tools that quickly, easily and accurately turn inventory and sales data into profit-building intelligence. Armed with actionable information and analysis, you can balance your inventory, gain purchasing insight to leverage your buys, maximize your shelf space and execute more effective pricing and promotions. This session is for all users.

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11:00-11:15 Break; Morning Snacks and Beverages
Upper Level Foyer

11:15-12:15 Breakout Sessions, (Touchscreen Tips & Tricks, Simple Customizations, Customer Connect & iShopElite)

Touchscreen (Learn How To Optimize A Touchscreen Button Design)

All CounterPoint versions support and include **Touchscreen** Point-Of-Sale. This feature can be run with a mouse or a **Touchscreen** monitor. **Touchscreens** can enhance the sales process. Attend this session and learn about the **Touchscreen** editor to setup a Touchscreen interface that maximizes the benefits of button actions for your store. This session is for all users.

Chris Shaw

Chris has been with DAMOMICS for over six years. Chris is involved in new CounterPoint installs. Chris also specializes in CounterPoint setups, wireless and physical count solutions. He supports hardware and CounterPoint configurations.

Simple Customizations (CounterPoint SQL is Extremely Customizable)

Become more proficient by learning how to work effectively with **CounterPoint SQL** Lookups, Filters, Zooms, and Table Views. Attendees will learn simple and practical ways to customize these functions to better meet their unique daily business needs. This session is designed for **CounterPoint SQL** users.

Bill Meck

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Customer Connect (“Constant Contact on Steroids”)

Come get an in-depth look at **Customer Connect**. We will walk through campaign creation and look at how to setup effective recurring campaigns. Find out about new features and learn how to make the most of your results data. We will look also at segmenting your contacts to send out targeted emails your customers will look forward to receiving. This session is for all users.

Kiersten Ray

Kiersten Ray, Marketing & e-commerce Consultant, has been working with DAMOMICS for almost a year, with responsibilities of Customer Communications, and support for CounterPoint Online, Customer Connect, SmartAlerts, Gift Card setup, Web Design, Gift Card Design & Gift Card Production. Kiersten helps our customers enhance their corporate identity. She graduated with a BA in Advertising Design from the Fashion Institute of Technology in NYC. Kiersten has been the primary designer of this User Conference's communications.

Gloria Friedman

Gloria S Friedman, the President of DAMOMICS Inc, has been in the computer field for over 30 years. Gloria was previously employed as a Materials Engineer for Corning Glass Works (now Corning Inc). Gloria's Masters in Materials Engineering and computer education is from Rensselaer Polytechnic Institute. Gloria's company has been installing CounterPoint for over 20 years for clients in retail, distribution, wholesale and manufacturing markets. Her specialization is in operations and accounting.

Ilene Friedman

Ilene has been working as the eCommerce Manager at Exit 9 Wine & Liquor Warehouse for over a year. She is currently in charge of the online store (www.exit9wineandliquor.com), weekly emails and also dabbles in engaging customers through social media outlets such as Facebook (www.facebook.com/exit9wine). She has a BS in Marketing and Leadership and Consulting from Binghamton University and an MBA from SUNY Albany. Occasionally, she will admit to being the wonderful daughter of Ron and Gloria.

iShopElite (Staying In Touch With Your Customers – Hands Free!)

This customer relationship management system combines special offers activated by your customer participating in your on-line 3 to 5 question survey, sharing the offer with friends and redeeming it back in your business. This session's content is software independent.

Marc Albert

Over 20 years of Sales and Marketing experience. Founder of iShop® franchising network, a consumer based online marketing platform providing the locally owned business 1-of-a-kind, track-able solutions through survey, referral and revenue platforms. Creator of the KickIntheAPP Mobile APP program, giving businesses, schools, municipalities and the like the ability to take communication with their customer base beyond any marketing scope in the marketplace today.

**12:20-1:10 Buffet Lunch,
Upper Level Foyer & Tom Sawyer/Mark Twain/Huck Finn Rooms**

**1:15- 3:15 CounterPoint Lab - Tom Sawyer / Mark Twain / Huck Finn Rooms
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Submit Design Requests
See Radiant Hardware
Get samples of Gift Card Backers, Hang Tags & Signs
Network with Other Businesses
Wireless Applications
Video Security Demo
Discuss Counterpoint Features with DAMOMICS Staff

1:15-2:15 Breakout Sessions, (Grow Your Business, Price Rules, CP Online & KickInTheApp)

Grow Your Business (How to Make Referrals Your Top Marketing Tool)

Learn about the “real” facts and psychology of **Gift Cards**. They can be displayed and sold, but use them in marketing and promotional programs and watch your traffic and cash flow grow. Stop letting cash out your door and use **Gift Cards** as the promotion. **Gift Cards** are a great reward for a Loyalty program. Learn what scrip programs are, who offers them and how you can participate. All versions of CounterPoint support **Gift Card** processing without 3rd party fees. This session is for all users.

Ron Friedman

Ronald A. Friedman, the founder and Vice President of DAMOMICS Inc., has been in the computer field for over 30 years. Ron was previously employed as a Consultant and Account Manager for the nation's largest professional computer services company (Computer Task Group, Inc.). Ron's Electrical Engineering and Computer Science education is from Rensselaer Polytechnic Institute. Ron's company has been installing CounterPoint for over 20 years for clients in retail, distribution, wholesale and manufacturing markets. His specialization is in inventory control, physical counts, and data collection.

Price Rules (How to Setup CPSQL Sales, Promotional & Contract Pricing)

CounterPoint SQL allows for various types of basic pricing needs. This session will look at specifying the details for a new price, including selecting which items, which customers, and under which conditions the new price is used. Attendees will learn how to create basic **Price Rules**, how to test their **Price Rules**, and how **CounterPoint SQL** determines the selling price for an item when the item has been included in multiple rules. This session is designed for **CounterPoint SQL** users.

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CounterPoint Online (CounterPoint Web Store)

CPOnline is your CounterPoint system's extension to the Web and the world! Easily create an ecommerce store from your existing CounterPoint V7 or CounterPoint SQL data and start reaching new customers! An online store is a great way to reach customers or to keep in touch with your existing ones. But how do you set up shop on the Internet without getting tangled up in a web of technical issues? **CPOnline** works with your **CounterPoint** system to let you expand your business to the Web with a minimum of effort and expense. Powerful enough to accommodate all of your ecommerce demands, but simple enough for anyone to operate, **CPOnline** makes opening your online store easy and affordable. See how Radiant designed templates and web based administration tools allow you to have a great website with the need for outside technical resources. This session is for all users.

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KickIntheAPP (Real Smart Phone APP Builder For Your Business)

Now you can contact your customers with the tools they use. **KickInTheApp** is a tool to allow you to build and deliver your businesses' smart phone App to your customer's cell phones. This allows your business to deliver daily news, specials, sales, hours, contact information and directions, coupons and more direct to their phones. This session's content is software independent.

Marc Albert

Over 20 years of Sales and Marketing experience. Founder of iShop® franchising network, a consumer based online marketing platform providing the locally owned business 1-of-a-kind, track-able solutions through survey, referral and revenue platforms. Creator of the KickIntheAPP Mobile APP program, giving businesses, schools, municipalities and the like the ability to take communication with their customer base beyond any marketing scope in the marketplace today.

2:20-3:15 Breakout Sessions, (Purchasing Methods, Cameras & Security, enGauge & Passport)

Purchasing Methods (Min/Max & Reorder Quantities Based on Sales History)

Purchasing is a key function in the success of a business. Built into CounterPoint are the most powerful tools for purchase order planning. **Purchasing** can look at specified item history and utilize those sales to forecast future sales or Min/Max quantities, and calculate order requirements with consideration of current stock, seasonality or next reorder time. **Purchasing** can lower inventory levels, minimize out of stock situations, synchronize purchase & sales goals, maximize purchase dollars, minimize obsolete seasonal stock, and lower purchasing cost and time. Purchasing the wrong stock, at the wrong time, or the wrong quantities can hurt! Use CounterPoint **Purchasing** features to help! This session is for all users.

Beverly Lawson

Beverly Lawson is the Retail Manager of DAMOMICS Inc, has been in the computer field for over 21 years. Her specialization is in CounterPoint Point-Of-Sale and Purchasing operations.

Ron Friedman

Ronald A. Friedman, the founder and Vice President of DAMOMICS Inc., has been in the computer field for over 30 years. Ron was previously employed as a Consultant and Account Manager for the nation's largest professional computer services company (Computer Task Group, Inc.). Ron's Electrical Engineering and Computer Science education is from Rensselaer Polytechnic Institute. Ron's company has been installing CounterPoint for over 20 years for clients in retail, distribution, wholesale and manufacturing markets. His specialization is in inventory control, physical counts, and data collection.

Cameras & Security (The Technology of Video Cameras & Receipt Integration)

Today's technology allows the use of internet and wireless cameras. Also camera features have increased allowing for features such as only recording when motion is detected in specific zones, great night vision and resolution. See the ability to search video by POS transaction information such as item sold and no sales. Live or stored video can be viewed from just about anywhere. This session is for all users.

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enGauge (Sales and Purchasing Analysis Beyond Counterpoint)

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Thirty five years of diversified business experience, with twenty five years involvement in retail automation and point of sale systems. My experience with retail automation encompasses pre- assessment of system needs, development of implementation plans, and utilization strategies for maximizing system capabilities. I have participated in the installation, support and training of over 600 retail point of sale systems. My current focus is providing consulting services to independent retailers for retail automation systems, e- commerce, customer loyalty programs and inventory and financial management. I have presented seminars at various national retail trade shows, including Expo East and Expo West, the National Stationery and Gift Shows in New York and the Museum Store Association Show. The titles of the presentations are "Technology, how to choose it, how to use it, and "How to get a return on your technology investment" and "How to achieve better customer retention through technology".

Passport (Accounting Software which Integrates with CounterPoint)

Provides superior financial, distribution, retail, and manufacturing software solutions. Focused on the needs of small to medium-sized companies, Passport's products are reliable, easy to use and offer great value. Windows®, UNIX, and Linux versions are available. Passport has thousands of software installations supported by a network of partners throughout the US, Canada, and the Caribbean who offer product installation, implementation and support, as well as a host of add-on solutions for a variety of industries. This session is for all users.

John Miller

Most of John's forty-year career has been involved with the development and implementation of mission critical business application systems. Initially on IBM mainframes and subsequently on minicomputers and PCs, John's career in information systems includes twelve years in systems consulting as well as positions in information systems management and systems development. John assumed the role of founder and President of Passport Software, Inc., in 1983.

**3:15-3:30 Break; Afternoon Snacks and Beverages
Upper Level Foyer**

3:30-4:30 Breakout Sessions, (Smart Alerts / Managed Services, CP Mobile / 2B Inventory / Physical Count, Loyalty & iShopElite)

Smart Alerts / Managed Services (Point-Of-Sale Real-Time Alerts)

Smart Alerts leverages mobile technology to provide retailers information about their stores as it happens. Counterpoint **SmartAlerts** is a unique service that analyzes your CounterPoint data and transactions. Alerts, which easily can be configured for your business, are sent via SMS text or e-mail when **SmartAlerts** discovers an action that falls outside the thresholds you establish. SmartAlerts works only with **CounterPoint SQL**. **Managed Services** is the ability to monitor hardware and software exceptions automatically and be alerted of these via e-mail, text messaging or system alerts. Many **Managed Services** can have thresholds that can yield preemptive service. Two examples are; "server running hot", and "daily backup didn't complete". Managed Services can be software independent.

Andy Blanchard

Andy has been with DAMOMICS for almost two years. Andy is involved in new CounterPoint installs. Andy also specializes in CounterPoint support, wireless and networking solutions. He supports hardware and CounterPoint configurations. Attended Virginia Tech with focus on Computer Science and Business information Technology. Andy is an Elmira native with a Passion for utilizing technology and automation for business improvement.

Gloria Friedman

Gloria S Friedman, the President of DAMOMICS Inc., has been in the computer field for over 30 years. Gloria was previously employed as a Materials Engineer for Corning Glass Works (now Corning Inc.). Gloria's Masters in Materials Engineering and computer education is from Rensselaer Polytechnic Institute. Gloria's company has been installing CounterPoint for over 20 years for clients in retail, distribution, wholesale and manufacturing markets. Her specialization is in operations and accounting.

CP Mobile / 2B Inventory / Physical Count (CounterPoint POS & Inventory run on Mobile Devices)
Come see CounterPoint's new service – **CP Mobile** which brings POS selling to an iPhone or iPod. Mobile devices can also do Inventory and Pricing functions wirelessly. Vendor 2B has numerous inventory functions along with a Customer Price Check Kiosk solution and a Gift Registry solution. This session is designed for **CounterPoint SQL** users.

Chris Shaw

Chris has been with DAMOMICS for over six years. Chris is involved in new CounterPoint installs. Chris also specializes in CounterPoint setups, label design, wireless and physical count solutions. He supports hardware and CounterPoint configurations.

Steve Folckemer

Steve Folckemer, CounterPoint POS Consultant, has been with DAMOMICS for 3 years. He is responsible for the Sales, Support & Training of CounterPoint SQL. He has been working in various aspects of retailing for over 10 years. One of his earliest experiences was being a cashier then becoming a Retail Manager while working at the Walt Disney World Resort.

Loyalty (Why? & How?)

This session will answer the question **Why** you should have a **Loyalty** program and **How** it should be implemented. We will review the current retail **Loyalty** environment. Discussing what effect a **Loyalty** program should have on your business, what rewards should you offer your customers, the steps needed to implement. This session is for all users.

Ron Friedman

Ronald A. Friedman, the founder and Vice President of DAMOMICS Inc., has been in the computer field for over 30 years. Ron was previously employed as a Consultant and Account Manager for the nation's largest professional computer services company (Computer Task Group, Inc.). Ron's Electrical Engineering and Computer Science education is from Rensselaer Polytechnic Institute. Ron's company has been installing CounterPoint for over 20 years for clients in retail, distribution, wholesale and manufacturing markets. His specialization is in inventory control, physical counts, and data collection.

iShopElite (Staying In Touch With Your Customers – Hands Free!)

This customer relationship management system combines special offers activated by your customer participating in your on-line 3 to 5 question survey, sharing the offer with friends and redeeming it back in your business. This session's content is software independent.

Marc Albert

Over 20 years of Sales and Marketing experience. Founder of iShop® franchising network, a consumer based online marketing platform providing the locally owned business 1-of-a-kind, track-able solutions through survey, referral and revenue platforms. Creator of the KickintheAPP Mobile APP program, giving businesses, schools, municipalities and the like the ability to take communication with their customer base beyond any marketing scope in the marketplace today.

4:40-5:00 Concluding Session; Drawings, Survey, and Comments
Tom Sawyer/Mark Twain/Huck Finn Rooms

Grand Prize - \$250 CounterPoint Voucher (Radiant Systems)
(Valid on any CounterPoint Option Purchase, User
Count Increase, or New System or Location
Purchase)

\$100 Gift Card (Vend Lease Corporation)

\$50 Visa Gift Card (Vanguard ID Systems)

4 -\$25 Gift Card (Radiant Payment Services)

Retail Business Kit for Dummies (\$29.99) (DAMOMICS)

Laugh & Get Rich (\$19.95) (DAMOMICS)

... Meet the Staff, Instructors, Vendors, and Partners...

- **Marc Albert** – Founder iShop Network, iShopElite & KickintheAPP Breakouts, Vendor Fair
- **Andy Blanchard** – DAMOMICS Staff, Training & Support, Google / SEO & Smart Alerts / Managed Services / Backup Breakouts, CounterPoint Lab
- **Keith Blankenship** – Radiant Systems / NCR, Vendor Fair
- **Dick Calio** – R.J Calio Consulting, LLC., Business Consultant, enGauge Breakouts, Vendor Fair
- **David Dodson** – Radiant Systems / NCR, Vendor Fair
- **Steve Folckemer** – DAMOMICS Staff, Training & Support, CounterPoint SQL & ShortCUTS Breakouts, CounterPoint Lab
- **Gloria Friedman** – DAMOMICS Staff, Training & Support, Customer Connect, CP Online, & CP Mobile Breakouts, CounterPoint Lab
- **Ilene Friedman** – Exit 9 Wine & Liquor Warehouse, CounterPoint V7 Customer, Google/SEO, Customer Connect & CP Online Breakouts
- **Ron Friedman** – DAMOMICS Staff, Training & Support, Grow Your Business, Purchasing Methods & Loyalty (Why? & How?) Breakouts, CounterPoint Lab
- **Nancy Hawley** – DAMOMICS Partner, Training & Support, CounterPoint Lab
- **Lew Jast** – DAMOMICS Staff, Windows & Unix Support, CounterPoint Lab
- **Jay Laufenberg** – Vanguard Marketing Services, Account Representative, Vendor Fair
- **Beverly Lawson** – DAMOMICS Staff, Training & Support, Purchasing Methods Breakout, CounterPoint Lab
- **Gary Lentz** – Vend Lease Company Inc., Account Manager, Vendor Fair
- **Bill Meck** – Bill Meck Consulting LLC., Keynote Speaker, CounterPoint SQL Overview, Simple Customizations Breakouts, CounterPoint Lab
- **John Miller** – PassPort Software, Inc. PassPort Breakout, Vendor Fair
- **John Musa** – ISRA Inc., Business Consultant, enGauge Breakout, Vendor Fair
- **Steve Oleksyn** – Radiant Payment Services / RBS WorldPay Merchant Services, Vendor Fair
- **Kiersten Ray** – DAMOMICS Staff, Web-site, Gift Cards and e-mail Marketing, Customer Connect & CP Online Breakouts & CP-Lab
- **Michael Rodabaugh** – DAMOMICS Staff, Fall Intern
- **Chris Shaw** – DAMOMICS Staff, Training & Support, Touchscreen & CPMobile / 2B Inventory / Physical Count Breakouts, CounterPoint Lab
- **Bianca Smith** – DAMOMICS Staff, Support Administration, CounterPoint Lab
- **Alvin Thompson** – DAMOMICS Staff, Training & Support, CounterPoint Lab

Summary Schedule of Events

8:00- 8:35	Registration & Breakfast; Upper Level Foyer & Tom Sawyer/Mark Twain/Huck Finn
8:35- 8:50	Welcome, Opening Remarks, Orientation and Introductions Tom Sawyer / Mark Twain / Huck Finn Rooms
8:50- 9:50	Mr. Bill Meck, Business Consultant; <i>Keynote - "Mind Your Own Business"</i> Tom Sawyer / Mark Twain / Huck Finn Rooms
10:00-12:15	CounterPoint Lab & Vendor Fair; Tom Sawyer/Mark Twain/Huck Finn Rooms
10:00-11:00	Breakout Sessions; CounterPoint SQL Overview – Mississippi ShortCUTS – Becky Thatcher Google / SEO – Samuel Clemens enGauge – Langdon Room
11:00-11:15	Break; Morning Snacks and Beverages; Upper Level Foyer
11:15-12:15	Breakout Sessions; Touchscreen Tips & Tricks – Mississippi Simple Customizations – Becky Thatcher Customer Connect – Samuel Clemens iShopElite – Langdon Room
12:20- 1:10	Lunch Buffet- Foyer & Tom Sawyer / Mark Twain / Huck Finn Rooms
1:15- 4:20	CounterPoint Lab & Vendor Fair; Tom Sawyer/Mark Twain/Huck Finn Rooms
1:15- 2:15	Breakout Sessions; Grow Your Business – Mississippi Price Rules – Becky Thatcher CP Online – Samuel Clemens KicKintheAPP – Langdon Room
2:20- 3:15	Breakout Sessions; Purchasing Methods – Mississippi Cameras & Security – Becky Thatcher enGauge – Samuel Clemens Passport – Langdon Room
3:15- 3:30	Break; Afternoon Snacks and Beverages; Upper Level Foyer
3:30- 4:30	Breakout Sessions; Smart Alerts, Managed Services – Mississippi CP Mobile, 2B Inventory, Physical Count – Becky Thatcher Loyalty (Why? & How?) – Samuel Clemens iShopElite – Langdon Room
4:35- 5:00	Concluding Session; Drawings, Survey, and Comments; Tom Sawyer /Mark Twain / Huck Finn Rooms

Room	10:00 - 11:00	11:15 – 12:15	12:20-1:10	1:15 – 2:15	2:20 - 3:15	3:30 – 4:30
Tom Sawyer - Mark Twain - Huck Finn	CounterPoint Lab & Vendor Fair		Lunch	CounterPoint Lab & Vendor Fair		
Mississippi	CounterPoint SQL Overview ^a	Touchscreen Tips & Tricks ^a		Grow Your Business ^a	Purchasing Methods ^a	Smart Alerts, Managed Services ^{*a}
Becky Thatcher	ShortCUTS ^a	Simple Customizations ^{*a}		Price Rules ^{*a}	Cameras & Security ^{*a}	CPMobile, 2B, Physical Count ^{*a}
Samuel Clemens	Google /SEO ^{*a}	Customer Connect ^{*a}		CP Online ^{*a}	enGauge	Loyalty (Why? & How?) ^{*a}
Langdon	enGauge	iShopElite*		KicKintheAPP ^{*a}	Passport ^{*a}	iShopElite*

* New Session for 2011, (others updated for 2011) ^a This Session is offered only once

RED – CounterPoint Version 7 GREEN – CounterPoint SQL
BLACK – Both CounterPoint Versions or Software Independent