



Holidays In The Recent Economy.

MOVING BEYOND RECESSION...

Top Story

Thank you, to all who attended our 3rd Annual Customer Appreciation Day held at Michael's Banquet Facility in Hamburg, NY!

FREE 2 Hour Block of Time

has been won by Big Oak Golf Shop & Pasquales Restaurants who attended our Security Summit!

Congratulations!

If you were one of the many customers of Systems Technology Group, Inc. who attended our 3rd Annual Customer Appreciation Day, your company went into a running for a FREE 2 Hr. Block of STG Training to be used by 12/31/09.

This is our thanks to you for spending valuable time out of your day to learn and educate yourself better on your current POS system.

Thank you for your business and see you next year!

*All companies that attended were in the running of this contest.
The FREE 2 Hr. Block of Time must be used by end of work day on 12/31/09.

STG NEWS...

STG Appreciation Day Highlights

We had a great turnout for our annual customer appreciation day this year! Retail and Hospitality customers alike mingled and ate together all the while attending system based seminars held at Michael's Banquet Facility in Hamburg, NY.

This year's seminars were focused on education and security, featuring a kick off group seminar dealing with credit card compliance and protection. Some special seminars included the features and ...

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OTHER NEWS...

Popular Holiday Blogs

<http://thedish.freedomblogging.com/2008/12/06/what%E2%80%99s-on-menu-for-holidays-restaurant-gift-cards/2474/>
<http://www.retaildoc.com/blog/retail-sales/cheap>

Interesting Hospitality Holiday Articles

http://www.restaurantreport.com/departments/sv_holidaystress.html
<http://www.restaurantreport.com/departments/restaurant-pos-software-selection-considerations.html>

Interesting Retail Holiday Articles

<http://blog.timesunion.com/business/shoppers-likely-will-wait-til-last-minute-this-holiday-season/15936/>

Interesting School Articles

<http://calorielab.com/news/2005/09/25/bully-proof-school-lunch-payment-systems-let-mom-spy/>

HEADS UP!

Important Site Links

Hospitality Links-

<http://www.localfoodservice.com>

Retail Links-

www.retailcouncilnys.com/index.php

[Learn More ▶](#)

ARTICLES AROUND THE NET...

What's Hot Out There

- Credit Card Security 101
- Get Ready for Online Ordering
- ... Free & Reduced Lunch Time





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This year's seminars were focused on education and security, featuring a kick off group seminar dealing with credit card compliance and protection. Some special seminars included the features and benefits of Aloha's New Restaurant Guard, dealing with hospitality scams and how to pin-point them, a seminar covering the New Microsoft Retail Management System now called POS 2009 and a seminar explaining the latest features in Retail Pro 8.6 and a wonderful seminar covering POS hardware.

Guest speakers included: *Bill Belts, John Kirk and Steve Oleksyn of Radiant Systems®, Dave Worth of Retail Pro™, Mark Lippman of Arsenal™ Security Group, and Paul Duncan and Kurt Beeken of Retail Dimensions.*

Dave Edwards of Minolta Towers, won the beautiful diamond necklace donated by Minnuto Jewelers located at 2477 Union Rd, Cheektowaga. A special thank you to all those who attended this year's event!

We're looking for ideas on what you want to see at next years summit, please let us know what type of information you would like to learn more about by emailing Nicole at nclift@stgpos.com. We want to make your special day all about you, our valued customers.

HEADS UP!

Important Site Links

Informational & Partner Site Links-

<http://www.pcisecuritystandards.org>

<http://www.ibm.com>

<http://www.hp.com>

<http://www.shift4.com>

<http://www.microsoft.com>

<http://www.radiantsystems.com>

Hospitality Links-

<http://www.localfoodservice.com>

<http://www.nysra.org>

<http://www.alohapos.com>

Retail Links-

<http://www.retailcouncilnys.com/index.php>

<http://www.retailpro.com>

Around The Net

Around The Net Credit Card Security 101

Did you know that it's statistically safer to use a credit card on the internet than at a restaurant or bar? Nine out of 10 thefts of cardholder data were aimed at small merchants – 52% of them in foodservice, according to a recent study. And more than twice as many attacks targeted card-present transactions at the point of sale than online transactions. If a data breach is tracked to your restaurant, you could be on the hook for upwards of \$50,000 in damages. Ongoing audit, notification, and legal costs could drive the total much higher. That's why the payment card industry has established standards to help you safeguard cardholder data.

Failing to take PCI compliance seriously is like operating your business without insurance. Educate yourself, and protect your business. One of the critical requirements is a point of sale system that is validated compliant with Payment Application Best Practices (or the new payment industry standard for software developers, PA-DSS).

If you're in the market for a point of sale system, you need to be aware of this key requirements and deadline:

As of July 1, 2010, PCI standards mandate the use of only PA-DSS/PABP validated POS and payment applications. If your POS system is not compliant, your credit card processor may refuse you the right to accept credit cards.

Get Ready for Online Ordering

Jennifer Wiebe

Is online ordering right for your restaurants?

Here are a few things to think about before you take the plunge:

- Do you have a broadband Internet connection in your store? If not, you'll need to upgrade.
- You'll need to get a static IP address from your internet service provider. There is usually a small charge for this.
- Is your menu stable? Or do you make changes to it on a regular basis? The more stable your menu, and the more basic your pricing scheme, the easier the integration will be.
- Do you have a list of all your current ingredients and their PLU's? If not, prepare one now. Your online ordering provider will want one early in the integration process.
- Don't forget that there is no direct connection between your in-store menu, and your online provider. So if you make a menu change in the store, you'll need to notify your online provider to make the change to your online menu as well.

Free and Reduced Lunch Time

Paul Flowers

As required by U.S.D.A. regulations school districts participating in the U.S.D.A. National School Lunch program must receive, process and verify meal applications each and every school year.

This is a complex process as meal applications have to be made available to households by various distribution methods (mail, handouts, walk in etc). Once those meal applications are distributed school districts must prepare to process these applications in a fast and efficient manner. Districts that have not automated their meal application process with software have the task of manually approving, verifying a percentage of applications and storing the physical applications for in future local and state audits. This process is very labor intense and tedious task.

Utilizing a meal application software program assists school districts with simplifying the application approval, verification, record storage and audit process. The Lunchbox Free and Reduced Meal application program allows school districts to increase efficiency, decrease labor costs, improve application processing and verification along with providing superior record keeping. For further details contact STG.