

Send us an E-mail:
info@barsnet.com

BLUEBIRD[®]
AUTO RENTAL SYSTEMS

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www.barsnet.com

P R E S E N T S

BARSTalk

WINTER 2016

A QUARTERLY NEWSLETTER FOR THE AUTO RENTAL INDUSTRY

Need Training?

Do you have new employees who need training? Have them sign up for our free weekly webinars at www.barsnet.com/training-signup.html. We now have a session for Dealerships on Fridays!

Quick Reference at Your Fingertips

We now have a simple guide to help new employees navigate the system! Download the Quick Reference Guide at <http://barsnet.com/QRG.pdf>

To Better Serve You

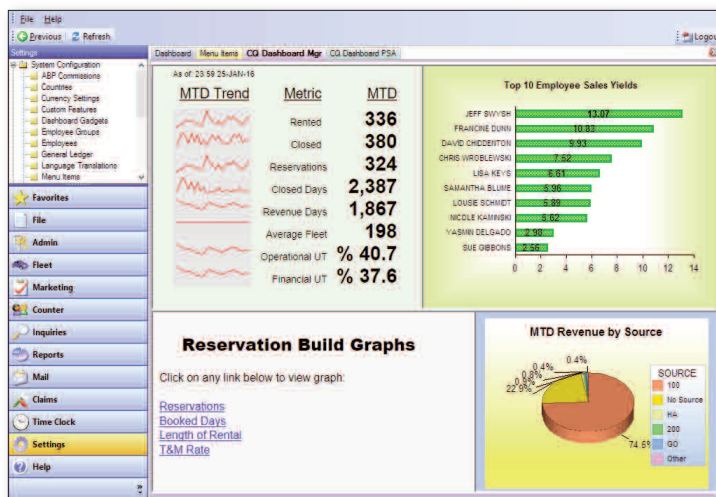
Harry Rios, our new Customer Relations Manager, will be reaching out to all of you!

It's System Backup Time!

When's the last time you backed up your entire system? Have you ever done a trial restore? (We've actually had customers who thought they were backing up their data, but when they went to restore their tapes they were blank!) Remember to **replace** backup media about every six months. And have you changed your passwords lately? If not, please do it as soon as possible! Call us if you need assistance.

RentWorks Sports a New Dashboard!

If you are on RentWorks version 4.1.C or later, Cyberquery Run-time is built in. Therefore, we have created a new Dashboard to take advantage of this extremely powerful tool.



Please note that unlike the current dashboard, which is individualized for each employee, this Dashboard is company-wide.

Let us know if you would like to be a beta testing site. The new Dashboard will be incorporated into the next version of RentWorks.

Letter from the President

Those of you who know me well know that at any point in time I'm reading at least a couple books. Nothing makes the time go faster than reading while waiting in the airport or during a flight!

Recently I read a bunch of awesome business books (which were gifts or required reading for business retreats). Since many of you run a company, you might want to check these out:

The classic, *Built to Last* by Jim Collins and Jerry Porras
Marissa Mayer and the Fight to Save Yahoo by Nicholas Carlson (both she and her predecessor are also Wisconsinites)

The Hard Things about Hard Things by Ben Horowitz (great for anyone with challenging decisions)

Bossy Pants by Tina Fey (not a business book, but will cause you to burst out laughing more than once!)

Enjoy!

As always, if you have any problems, concerns or questions, please contact me directly.

Angela Margolit
President

Tel: 973.989.2423

Email: angela@barsnet.com



Social Media Minute

by Stefan Jagot, Bluebird Social Media Coordinator

Twitter's Changes, and How They Affect Your Operation

There's been a lot of talk about the changes Twitter is making to its timeline. How does it affect your operation's social media presence?

Starting in February, Twitter will experiment with an algorithm that shows what it thinks users want to see at the top of their timeline. According to Twitter, this will not be like Facebook, whose timeline is ordered by an algorithm that measures relevance to an individual user. How this differs remains to be seen.

The aforementioned tweets will show up when the user enters Twitter, either by the app or by web browser. After the tweets are shown, the timeline will return to the social media site's signature reverse chronological order. Twitter has been experimenting with this via their "while you were away" feature, and this change is said to expand on that.

This change presents an opportunity for operations that utilize Twitter in their marketing strategy. Now tweets sent to followers will have a greater chance of being seen, instead of lost in time as they were in the past.

However, this does not change the emphasis on having relevant and entertaining tweets. In fact, it's more important now to create tweets that captivate your audience, as they will have more chances to see your tweets – and impressions are everything!

Is your operation on Twitter? If so, follow us on Twitter (@BluebirdARS). You can also visit us on Facebook (www.Facebook.com/BluebirdARS).

For more social media discussion follow our blog at: www.barsnet.com/blog.

What's Available to Assist You

1. **NEW! Weekly Webinars:**

Tuesday: Counter (check-in, check-out, contract modify)

Wednesday: Fleet (setup, depreciation, maintenance)

Thursday: Accounting (General Ledger Setup, DBR Posting)

All are held at 1:00 pm EST. Reserve your spot by sending an email to support@barsnet.com.

2. Online Tutorials at support.barsnet.com are great for brand new users. You can also access these on YouTube. Simply search for RentWorks.

3. Monthly Classes: a three-day class is scheduled every month at our home office in Dover, NJ. See the schedule at www.barsnet.com/class-schedule.html. The agenda, a list of area hotels, and directions to our office are also on this page.

4. Regional and/or Advanced Classes based on demand, as long as there are at least five attendees. Locations will be announced as the classes are scheduled. Topics include System Management and Cyberquery.

QUARTERLY RENTWORKS TRAINING CLASSES

May 10-12, 2016

August 9-11, 2016

Classes are held in Dover, NJ, USA (unless otherwise noted) and run from 9:00AM to 5:00PM on the dates indicated. The cost is \$500 per person per class. Attendees are responsible for their own expenses including airfare, ground transportation, hotel accommodations and meals. ALL CLASSES ARE SUBJECT TO CANCELLATION IF THERE ARE NOT AT LEAST FOUR CONFIRMED ATTENDEES TWO WEEKS PRIOR TO CLASS DATE. We will contact customers two weeks prior if class will be cancelled.

The STARS of BARS and Orion

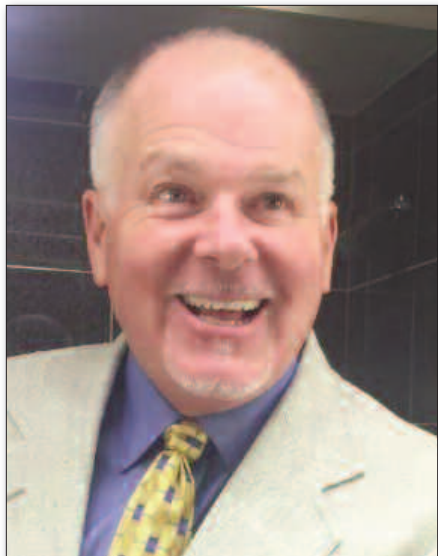
Give a warm welcome to Account Manager, **Mike Willits**.

Mike originally joined Bluebird in 1984 as a programmer, but he talked too much, so they moved him to Product Support and Training. There he accrued 150K frequent flyer miles training new customers across the continent. He later entered in to sales with ADP Dealer Services and achieved Presidents club his very first year. After a few visits to the Pacific Northwest, he fell in love with Portland, Oregon. He stayed 15 years there operating his own executive search firm, specializing in the software industry.

In 2003 he partnered with Minolta, Shutterfly and Aston Hawaiian Hotels to start VacationPIX, an online travel marketing business featuring advertising around online vacationer photo albums.

Mike re-joined Bluebird in 2014 as the West Coast and South Pacific Territory Manager. He resides in San Diego, CA, where he enjoys scuba, surfing and golf. Last summer, after telling every friend and co-worker he knew about his great golf round of 80 at Coronado GC, he showed those same friends and co-workers just how skilled he really is with a lovely round of 114, which consisted of three separate 10's. This was actually higher than his bowling score that same night. His friends were impressed.

Mike appreciates the arts and blends two of his passions, photography and cooking in his photo-food blog: <https://ourburntofferings.wordpress.com>



Welcome New Customers!

Since our last issue of *BARSTalk*, the following customers have joined us (4th Quarter 2015):

AI Luxury Rentals – Richmond Hill, NY
All Star Dodge Chrysler – Bridgeton, MO
Ansa Automotive Ltd. – Trinidad & Tobago
Auto Rentals of North Iowa LLC – Clear Lake, IA
Dayton Toyota – Dayton, NJ
DNA Luxury Car Rentals – Las Vegas, NV
Elite Rent A Car – Houston, TX
Empire Rent-A-Car – Morristown, TN
Exotic Car Rentals DTLA – Los Angeles, CA
Glendale Chrysler – Glendale, MO
Hertz Barbados/Courtesy – St. Michael, Barbados
Hertz Maderal SA – Montevideo, Uruguay
Island Car Rental of Vieques – San Juan, Puerto Rico
Joey Accardi Chrysler Dodge – Pompano Beach, FL
Johnson City Honda – Johnson City, TN
Marine Chevrolet – Jacksonville, NC
Mercedes Benz Edmonton West – Edmonton, AB, Canada
No Check Auto – Phoenix, AZ
Northern Lights Car Rental – Anchorage, AK
Premier Rent A Car – Richmond Hill, NY
Prestige Rentals – Kearney, NE
Rent-A-Wreck – Burlington, VT
Rent-A-Wreck – Gillette, WY
Rent-A-Wreck – Reno, NV
Roush Honda – Westerville, OH
Secret City Chrysler Dodge – Oak Ridge, TN
St. Albert Dodge – St. Albert, AB, Canada
Star Dodge – Abilene, TX
Thrifty Barbados/Stoutes – St. Philip, Barbados
Tom Wood VW – Indianapolis, IN

Connect with Bluebird!

There are many ways to connect with us. Find us on your favorite social media site...

Twitter: twitter.com/BluebirdARS

Facebook: www.facebook.com/BluebirdARS

Google Plus: plus.google.com/115186765438731036841/posts

YouTube: www.youtube.com/user/BluebirdARS

LinkedIn: www.linkedin.com/company/bluebird-auto-rental-systems

Blog: www.barsnet.com/blog

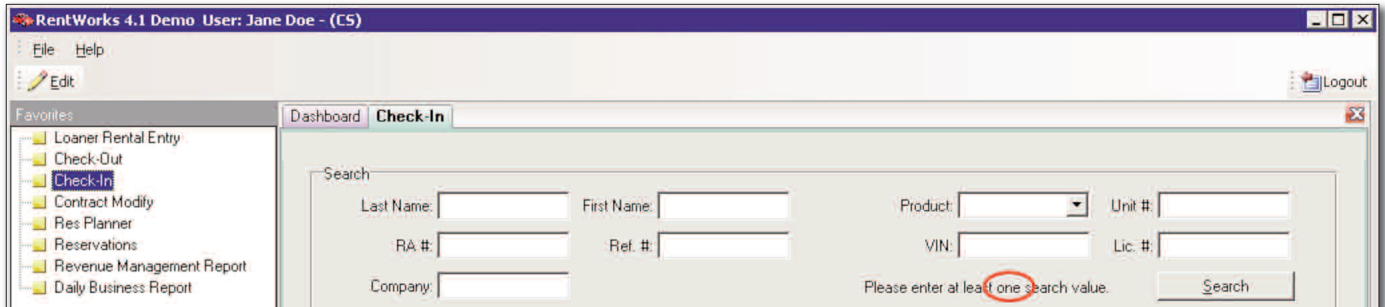
How to Prevent Agents from Closing the Wrong Rental Agreement

Custom Feature (CF) Q1001 can be added and activated to require “X” number of fields to be entered before you can look up a contract.

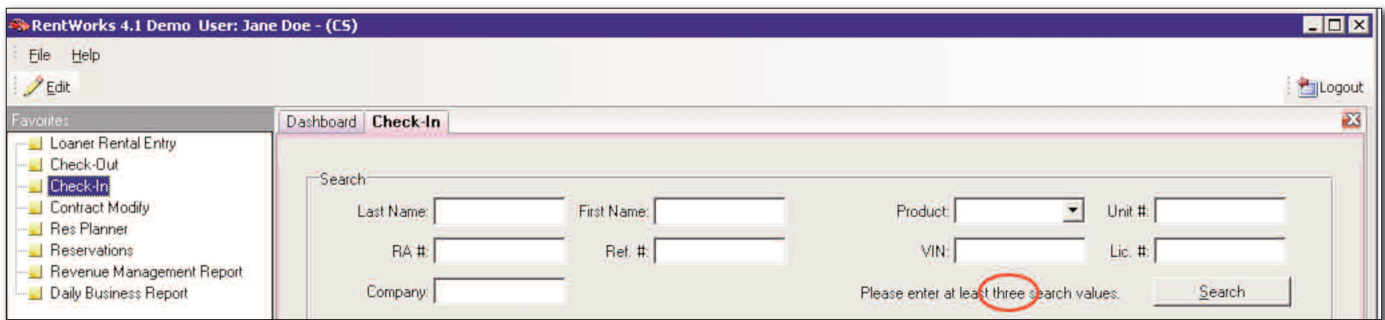
This allows you to decide how many entries must be made on the check-in screen before the agent can look up a contract to close. In the example below, in the first screen, the user is only required to enter any **one** field

and then is able to search contracts. In the second screen, the agent **must** enter three unique fields before looking up the contract to close.

This number can be set to whatever you feel is the appropriate number of fields the agent must enter **before** searching for the contract.



The screenshot shows the 'Check-In' screen in the RentWorks 4.1 Demo application. The search form includes fields for Last Name, First Name, RA #, Ref #, Company, Product, VIN, Unit #, and Lic #. A red circle highlights the text 'Please enter at least one search value.' below the search fields.



The screenshot shows the 'Check-In' screen in the RentWorks 4.1 Demo application. The search form includes fields for Last Name, First Name, RA #, Ref #, Company, Product, VIN, Unit #, and Lic #. A red circle highlights the text 'Please enter at least three search values.' below the search fields.

UPCOMING INDUSTRY EVENTS

- | | |
|------------------|---|
| Feb. 21-23 | ACE Rent A Car Convention – Costa Rica |
| Mar. 31 - Apr. 3 | NADA Convention & Expo – Las Vegas |
| April 17-19 | International Car Rental Show – Las Vegas |

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