

TRAQ-IT Software Newsletter

February 2010

About TRAQ-IT:

TRAQ-IT®, the industry standard in trade show and event management software, offers an Online solution for the exhibit manager. TRAQ-IT allows users to plan, organize, manage and report on all activity without re-entering information into complex spreadsheets. Web access enables coordinators, as well as attending personnel, to communicate 24/7 so lost emails and miscommunication is a thing of the past. With 10 years of customer input, it's easy to see how TRAQ-IT always puts the Exhibitor First™.

Where's TRAQ-IT:

TRAQ-IT will be exhibiting at the Exhibitor Show, March 15-17, 2010 at the Mandalay Bay hotel in Las Vegas. Come visit with Marina Ellis and Eric Schaumburg at booth # 1237.

FAQ of the Month:

Q. I keep getting an error message when I run my Personal Itinerary report.

A. Our question to you at that point would be: "Did you copy information over from a Word document or a web page into your Notecard section?" There is a lot of coding behind the scene from Microsoft Word or the web and it doesn't usually match up with the requirements that our Notecard section asks for. So our recommendation to clients who are having issues with copying information over from Word or the Web into a Notecard is to follow these steps below:

1. Highlight and copy information you need from your Word document or web page.
2. Paste into your Notepad application. (Found using your Start menu in the bottom left hand corner. Go to Accessories, then find Notepad.)
3. Then highlight and copy that information from your Notepad application.
4. Paste into your Notecard in your TRAQ-IT account.
5. Do all the fun highlighting, bolding, color effects that you want to your information.
6. Click the Save button.

If you get a message saying to use the Microsoft clean up button, it may not clear out all the excess coding information and you may still get an error message when running the Personal Itinerary report.

For an error free report, use the steps above, or type information directly into the Notecard.

Tip of the Quarter:

As a mom of 3 kids and a crazy schedule, my life is very busy and hectic and a bit messy. My house gets a lot of abuse and doesn't always get cleaned when and how I would like. But it is getting close to my favorite time of the year...Spring (March 20th). With Spring, I think of Spring Cleaning. Out with the old to probably make way for more stuff. Open all the doors and windows and let the fresh air come in. We all do this every year at home and why should it be any different than how we treat our office/cubicle and the things that we have at work. Whether it is the mess on the desk or files on our computer, we should go through and clean up what we don't need or use anymore.

Below is a list of areas in TRAQ-IT that would be worth cleaning up:

- *Security* – Make sure you don't have a security record for past associates. You have to delete security records before you can delete Personnel records.
- *Personnel* – If there is an associate who no longer attends events, clean them out of your system. If this person was part of shows in the past, he/she will not be deleted from those past shows. This clean-up will help with going through all those people in your list making selecting them a whole lot easier.
- *Security* -
- *Budget Codes* – Some companies issue new budget codes every year.
- *Inventory* – Old displays get retired or broken so they can not be used anymore.

Fun Facts:



This is my favorite area of the newsletter. This is where I get to think about something other than work related things that would be fun for our clients to read. This quarter I decided to write about Valentine's Day. It is RIGHT around the corner and I know it is something that we girls get really excited about. Now, Valentine's Day isn't my favorite holiday. My question is, why do we need such a commercial holiday just to express our love and affection toward a person we care about? Why can't we just choose to show that person EVERYDAY how much we care for them? Why does February 14th have to be the day? Reading a little more about how Valentine's Day came to be, I might start to expect some red roses and chocolate in a heart-shaped box. So have fun reading the information I found on Valentine's Day.

When Did it all Start?

There are various theories on the origin of Valentine's Day, but the most popular dates back to the time of the Roman Empire during the reign of Claudius II, 270 AD. Claudius didn't want men to marry during wartime because he believed single men made better soldiers. Bishop Valentine went against his wishes and performed secret wedding ceremonies. For this, Valentine was jailed and then executed by order of the Emperor on February 14. While in jail, he wrote a love note to the jailor's daughter signing it, "From your Valentine." 'Sound familiar?

Valentine's Day-related History

- The ancient Romans celebrated the Feast of Lupercalia on February 14th in honor of Juno, the queen of the Roman gods and goddesses. June was also the goddess of women and marriage.
- Many believe the 'X' symbol became synonymous with the kiss in medieval times. People who couldn't write their names signed in front of a witness with an 'X'. The 'X' was then kissed to show their sincerity.
- In the Middle Ages, young men and women drew names from a bowl to see who would be their Valentine. They would wear this name pinned onto their sleeves for one week for everyone to see. This was the origin of the expression "to wear your heart on your sleeve."
- In 1537, England's King Henry VII officially declared February 14th the holiday of St. Valentine's Day.

Chocolate, Flowers and Roses

- More than 35 million heart-shaped boxes of chocolate will be sold for Valentine's Day.
- Over \$1 billion worth of chocolate is purchased for Valentine's Day in the U.S.
- 73% of people who buy flowers for Valentine's Day are men, while only 27% are women.
- 15% of U.S. women send themselves flowers on Valentine's Day

- The red rose was the favorite flower of Venus, the Roman goddess of love.
- 189 million stems of roses are sold in the U.S. on Valentine's Day.
- California produces 60% of American roses, but the great number sold on Valentine's Day in the U.S. are imported, mostly from South America.

A few more facts

- The most fantastic gift of love is the Taj Mahal in India. It was built by Mughal Emperor Shahjahan as a memorial to his wife.
- In the U.S., 64% of men do not make plans in advance for a romantic Valentine's Day with their sweethearts.

So to all the guys out there, if you still haven't made plans for your sweetheart, you have 3 more days to get that special someone an amazing gift (maybe not the Taj Mahal) to show them just how much you love them.

Happy Valentine's Day!

For any questions about information in this newsletter, please contact Julie Williams at 913-498-1221.