The Restaurant Connection

Gary M. Herndon Jr.

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The Restaurant Connection is a program designed to help a Bulletin
Board System earn money while offering a valuable resource to the
community which it serves.

How many times have you thought, "I'd like to try a new restaurant
tonight, but where is there to go, and suppose I don't like what
they serve." Well, what if you where able to get on your computer
and browse the menus of all the restaurants in your area. Or,
suppose you are in the mood for chinese food, you jump on your
computer and search for all the chinese restaurants in your area.
Then you could look at the menus, find out where their located,
determine their price range, and even call them for reservations if
they accept them. Well, dream no more. The Restaurant Connection
provides this service.

As the sysop of a BBS or just an entrepreneur who is looking for a
new business, you can use The Restaurant Connection to make money.
All it takes is a little sales work, and a little typing, and you
can be earning $100,000 a year!

The following sections will help explain how this service works.
However, this system is not very easy to explain in words. If you
are unsure of anything, please use the contact information at the
end of this document to reach me so I can be of further assistance.

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I. PROGRAM DOCUMENTATION
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     Requirements: [PKZIP.EXE, PKUNZIP.EXE, and DSZ.EXE in your path]

     SYSOP.EXE
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          The SYSOP.EXE program is used by the sysop to handle all the
          database maintenance required for the data files in TRC.
          This is where we edit the restaurant profiles, add new
          restaurants,   and   edit   the   screens   that make up the
          restaurant's data. It is relatively easy to use, with a
          pull down menu system accessible by pressing ESC at the main
          screen.

     The Main Screen

          The Main Screen can be broken down into four separate areas;
          three windows and a status line.   The top window contains
          the current restaurants information.   This includes the
          name, address, phone number, the number of times the data
          has been accessed from remote, if a note file exists, and
          the restaurants characteristics. The second window contains
          more restaurant information such as subscription dates,
          expiration dates, sent to network dates, and payment
          information. The third window contains BBS information.
          This is the name of the BBS and it's NODEID, XX00 for the
          shareware version.   The status line at the bottom contains
          two main pieces of information.   On the left, the total
          capacity for the software, and on the right, the record
          number.   It is from this screen that most of the functions
          are initiated.

     Configuration

          The first time you run the SYSOP.EXE program, or anytime it
          can't find the CONFIG.TRC file, the configuration window

will pop up. When this pops up, you must enter all the
information it asks for or else an error will occur. This
is all pretty self explanatory. When it asks for paths,
please enter the full drive and path to execute the chosen
program. i.e. c:\thedraw\thedraw.exe.

The Pull Down Menu System

   The system is accessible by pressing ESC from the main menu.
   Most all the commands also have 'quick key' equivalents that
   are noted on the right side of the menu options. Either
   method will work. To remove the pull down menu without
   choosing an option, simply press ESC.

FILE: Add Restaurant (A)

   Whenever you get new restaurant data, you must add it to the
   database files. When you select this option, a window will
   pop up, with input fields for the data. You may navigate

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   around the input fields with ease using the UP/DOWN arrow
   keys, TAB and BACKTAB, and the ENTER key. Some fields will
   pop up choice boxes. You can use the arrow keys to choose
   the option, and the ENTER key to select. ESC aborts the
   process at any time. Once you fill out the form, a default
   packet will be created. This contains the five ANSi files
   RESTAD, MENU1, MENU2, MAP, and HOST, found in the default
   directory. You may edit these "templates" before hand.
   This way, all your menu files look the same, the data is
   just different. After the default packet is made, you can
   edit the screens inside the packet. This is done from the
   PACKET MENU. A pop-up menu will ask you which screen you
   would like to edit. Choose a screen by highlighting it and
   pressing ENTER. You will then be shelled to your ANSI
   editor. A reminder will pop up, telling you what to save
   the screen as. YOU MUST NAME THE SCREEN ACCORDINGLY. IF
   YOU DO NOT, PKZIP WILL NOT FIND IT!!! Once this is
   complete, you are done adding the new restaurant.

   Description of Fields:
      Restaurant Name: The name of the restaurant.
      Address: The street name and number of the restaurant.
      City: City restaurant is located in.
      State: State abbreviation restaurant is located in.
      Zip-Code: 5 or 9 digit zip code

      Payment Method: How the restaurant paid you.
      Amount Charged: How much money the restaurant paid you.

      Subscription Date: Date restaurant was added to the db.
      Expiration Date: Date restaurant subscription expires.

Price range: How much the average meal costs.
          Seating Size: The capacity of the restaurant.
          Smoking: Does the restaurant allow it?
          Cuisine: Which type best describes the menu.
          Reservations: Does the restaurant accept them?
          Dress: Required dress code.

     FILE: Edit Restaurant (E)

       After you have successfully added a restaurant, it can be
       edited at any time. By selecting the Edit Restaurant
       function, you can change data in the database. The window
       that pops up is very similar to the Add window. You can use
       the same keys to navigate. If you edit a field, it will
       change color to let you know that is has changed. Pressing
       ESC pops up a window allowing you to either save your
       changes or abort them. ESC aborts, and ENTER saves. This
       window only pops up if you have changed any data.

     FILE: Delete Restaurant (D)

       Use this function only if you never want to see the data
       again. This erases all packets, notes, and data associated

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       with the current restaurant. Select this option and a
       warning window will appear, ENTER confirms, and ESC cancels.

     FILE: Reports (R)

       Reports pops up a little window giving you some information
       on the overall status of your database. This includes total
       profit, number expired, number of hits, etc. Then, a window
       pops up asking if you want to print the restaurant data.
       This produces a hard copy, about 1/2 page in length of the
       data. If you do not want to print, simply press "N". If
       you would like a hard copy of all the restaurant data in
       your database, select "A" for all.

     FILE: Configure (C)

       This window allows you to change the configuration of your
       program. There are only a few fields that you may alter.

       Board Name: The name of your BBS
       Node ID: DO NOT EDIT UNLESS REGISTERED!!!
       Path to ANSI editor: Full drive:\path\file to execute.
       Path to ASCII editor: Full drive:\path\file to execute.
       Path to ANSI Viewer: Full drive:\path\file to execute.

Again, if you edit anything, the color will change.
Pressing ESC will pop-up the question window. ENTER saves
changes, ESC cancels them.

FILE: Register ($)

   This window is used when you register your software. From
here you enter your registration key, version number,
expiration date, and your name. Further information on how
to register your software will be sent with the registration
receipt and key.

RECORD: Find Restaurant (F)

   Use this function if you wish you jump to a record based on
it's name. An input window will appear, and you need to
enter as much of the restaurant's name as you can remember.
TRC will find the first record that matches. If no match is
found, you will remain at the current restaurant.

RECORD: Jump to Record Number (J)

   Use this function to quickly bring up a restaurant based on
it's record number. A window will ask for the number, and
when you enter it, you will be placed at that restaurant if
it exists. If that record does not exist, you will remain
at the current restaurant.

RECORD: Add One year to Expiration (+)

   This function serves as a quick way to renew restaurant
subscriptions. When a restaurant has expired, the date will
blink red on the main screen. Once the restaurant has paid
for the service, activating this option will add one year
the the expiration date of the current restaurant.

RECORD: Scroll List (↕)

   This simply moves to the next/previous record in the
database. Use the arrow keys, or the pull down menu to
accomplish this. This is the easiest way to navigate
through the database.

VIEW: Restaurant Ad (V)

   This command sends the RESTAD.ANS file to the local screen
via the command entered in the configuration. If you use
the "V" key to activate from the main menu, a box menu will

appear and you may select any one on the ANSI screens in the current restaurant's packet to view. The RESTAD.ANS serves as a generic, put whatever information didn't fit in any of the other screens, screen.

VIEW: Menu File 1 (V)

   This command sends the MENU1.ANS file to the local screen via the command entered in the configuration. The MENU1.ANS contains the restaurant's menu, including food served and the prices.

VIEW: Menu File 2 (V)

   This command sends the MENU2.ANS file to the local screen via the command entered in the configuration. The MENU2.ANS contains all the menu items that did not fit in the MENU1.ANS file.

VIEW: Map File (V)

   This command sends the MAP.ANS file to the local screen via the command entered in the configuration.   The MAP.ANS contains a road map that shows the location of the restaurant. It should give directions from well known roads or landmarks.

VIEW: BBS Advertisement (V)

   This command sends the HOST.ANS file to the local screen via the command entered in the configuration. The HOST.ANS file is your BBS's personal advertisement.   When the network version of this software is released (if the support is there), your BBS will get nationwide advertisement with this screen.

VIEW: Opening Screen (O)

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   This command displays the opening screen containing the registration information.

PACKET: View Expiration List (^)

   This option displays a window containing any restaurants that are currently expired. This is the same window that pops up at the beginning of the program. If you haven't seen this window, it's because there aren't any expired restaurants. You can scroll this list using the arrow keys and select the restaurant to jump to by pressing ENTER.

PACKET: Edit Note File (N)

   This command shells to the ASCII editor specified in the
   configuration and loads the currents restaurants note file.
   You can tell if one exists from the main screen by looking
   in the box marked "Note File". Use this feature to store
   any information you need on the restaurant. For example, if
   an owner tells you that he needs his menu redone next
   Tuesday, make a note of it to remind you.   This mainly
   serves as a scratch pad.

PACKET: Edit Existing Screen (P-E)

   After you add a restaurant to your database, you will have
   to   tailor the default screens to contain the proper
   information. If you like the layout of the default screen
   and just want to alter it, use this command.   This will
   shell to the ANSI editor specified in the configuration and
   load up the screen you specify.   IT IS VERY IMPORTANT THAT
   YOU SAVE THE FILE WITH THE PROPER NAME!!! If you do not,
   pkzip will be unable to update the restaurant's packet.
   From the keyboard, press "P". A window will ask you to add
   (overwrite), or Edit. Select "E", and then choose which
   screen to edit using the box menu that was displayed.

PACKET: Add Screen (P-A)

   If you want to create a screen from scratch, use this
   option. BE SURE YOU SAVE IT WITH THE PROPER FILE NAME!!!
   This option overwrites the current screen in the packet. If
   you choose the MENU1 screen, be sure to save your work as
   MENU1.ANS before exiting your editor. From the keyboard, it
   is similar to the EDIT SCREEN command. This time, choose
   "A" from the window.

PACKET: Make default packet (M)

   Located in the default directory of this program are some
   ANSi screens.   TRC.ANS and HELP.ANS are used for the door.
   The others: RESTAD, MENU1, MENU2, MAP, and HOST, are the
   default screens for your packets. It is these files that
   are automatically packed into the restaurant's packet when

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   it is initially added.   If you wish for the current
   restaurant's packet to contain these screens, use this
   function. This is handy if you have decided to change the
   layout of all the menus in your database, or something like
   that. Or, if a packet has become corrupted, you can make a
   default packet to edit at a later time.

QUIT: Exit TRC (Q,X)

   This option exits the software, closing all files, and
   saving all unsaved worked.

   TRCDOOR.EXE
   ~~~~~~~~~~~

   The TRCDOOR.EXE program must reside in the same directory as
   the SYSOP.EXE program. This is the actual door that is to
   be executed by your BBS software. It contains powerful
   search routines to allow the BBS user to have power over
   what data he/she sees and what they don't. It requires very
   little. Please be sure that PKUNZIP.EXE is in your path, as
   well as DSZ.EXE for file transfers, the door relies on this.

   The Command Line

   The most important command line parameter is -HELP. This
   will display all the command line parameters and what they
   do.   If you wish to test out the door locally, -LOCAL works
   well. Most command line options are overridden with the
   drop file itself. Make sure that the path and dropfile are
   included on in the command line.

   Multi-node Compatibility

   This   door   has   been   designed   to run in multinode
   environments. It access file in a shared manner and it's
   temp directories are node specific. It also has a log file
   that informs you of user's activity.

   The Main Screen

   The main screen can be divided into three main sections.
   The window at the top contains information about the current
   restaurant as well as number of restaurants in the data
   file. The bottom window also contains information about the
   current restaurant. The middle of the screen is used as a
   menu. The functions are described below.

   Redraw Screen [R]

   This door is very reliant on cursor positioning.   That is
   why it requires ANSI/AVATAR/RIP emulation. Sometimes, line
   noise can mess with your screen, but the door won't know it.
   If this occurs simple press the 'R' key and the screen will
   be sent again.

Choose Restaurant Preferences [C]

   This command invokes the search engine of the door. You
   must do this in order to build a list of restaurants that
   you are interested in.   A window will pop up and ask you
   several basic questions.   Just enter the corresponding
   number on the right of the window to answer the questions.
   If you do not care to choose a preference for the current
   question, simply enter '0' or press the ENTER key. After
   you have entered your preferences, another window will
   appear. This is the search results. It will tell you how
   many restaurants matched your preferences. You can choose a
   list that contains restaurants that match at least 1
   preference, at least 2 preferences, etc. Then, the list
   will pop up. Use the '8' and '2' keys you scroll the list
   up and down.

List Restaurants [L]

   This pops up the list of restaurants that currently match
   your preferences. You can scroll the list using the '8' and
   '2' keys. ENTER puts the highlighted restaurant into memory
   making it the current restaurant. ESC exits the list,
   leaving the last restaurant as the current restaurant.   If
   you wish to alter this list, you must change you preferences
   by pressing 'C' at the main screen.

Download Current Packet [D]

   This option allows you to transfer restaurant information
   for the host computer to your personal computer for later
   viewing. The packet is named with a .trc extension.   You
   will need to download the offline packet viewer by pressing
   'O' at the main screen.   It is a ZIP file and requires
   pkunzip.exe to install. Instructions are included in the
   archive.   The packet that you download includes all the
   menus, the map, the other screens, and the relative data.
   You can download using X-Modem, Y-Modem, Z-Modem, or their
   variants.

Make long distance request [M]

   Right now, this feature has not been included in this
   release. It will, in the future, allow you access to
   restaurant data from across the country. This way, if your
   planning a vacation in unknown territory, you can request
   information on the restaurants in that area.   Then you will
   know where to eat, what to have, and how to get there.
   Please see below for more information concerning a networked
   version.

Download off-line packet viewer [O]

   This option transfer the file TRCVIEW.ZIP from the host
   computer to the local terminal.   It is needed to view

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packets downloaded with the 'D' option. There are
instructions in the zip file as well as a built in tutorial.
TRCVIEW.ZIP must be in the default directory that
TRCDOOR.EXE is in.

Quit [Q]

   Exits back to the BBS System

Display Screens [1,2,3,4,5]

   These correspond to associated restaurant data such as
   menus, maps, and advertisements. You can only view the
   information if there is currently a restaurant in memory.
   Once you choose a restaurant, you use the numbers 1-5 to
   display the ansi files.

Help [H]

   Displays the file HELP.ANS locate in the default directory.

Sysop Functions

   [F1] - Displays status line
   [F9] - Displays status line help
   [F10] - Turns off status line

   [ALT-C] - Toggle Chat
   [ALT-H] - Hang up caller
   [ALT-L] - Lock out caller
   [ALT-J] - Drop yourself to dos
   [ALT-K] - Local keyboard toggle
   [ALT-D] - Drop user back to BBS

TRCVIEW.ZIP
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   TRCVIEW.ZIP contains several files to aid in viewing
   restaurant packets off-line. Users of your BBS can download
   it directly from inside the door, granted it is in the same
   directory as the door software itself. The software is
   supposed to mimic the door to a degree, however, no
   searching functions are available. Users download the
   restaurant information packets, then use this to manage and
   view them. It also includes T.EXE a type replacement for
   WIN95 users. As a sysop, you really don't need to worry
   about this software, since you have the complete database
   manager in SYSOP.EXE.

Add Restaurant to Database (A)

   When you select this option, the software will ask you to
   enter a complete drive and path to the directory where your
   downloaded packets are put. It will then search the

directory and add all packets in that directory. This

option is automatically invoked when the total number of
restaurants in the users database is zero.

List Restaurants (L)

This command pops up a window that the end user can use to
select a restaurant packet to view. The arrow, page
up/down, home, and end keys can navigate this list. Use
ENTER to select a packet, and ESC to abort the operation.

Delete Restaurant (D)

Sometimes it becomes necessary to delete a restaurant from
the database. By pressing 'D', the user is given a list of
packets to choose. ENTER deletes the highlighted packet,
and ESC aborts the operation.

Quit (Q,X,ESC)

Exits the program.

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II. SERVICE DOCUMENTATION
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HOW IT WORKS
1. Register software
2. Sign up restaurants for service
3. Enter data into program
4. Tell local newspaper about your service
5. At the end of the year, renew your key.

- Registering Software -
Simply fill out the order form included in this package. If
it is absent, contact me to get one. Mail it, the required
payment, and a self-addressed stamped envelope to:

```
    BEFORE AUGUST 10, 1996          AFTER AUGUST 10, 1996
    ----------------------------------------------------------
    Gary M. Herndon Jr.             Gary M. Herndon Jr.
    1905 Kimberly Lane.    -OR-     336661 Georgia Tech Station
    Inverness, FL 34452             Atlanta, GA 30332-1695
```

    ** Checks are to be made payable to Gary M. Herndon Jr. **

- Sign up Restaurants -
There is no set protocol for selling this service to
restaurants. A couple keys include:

    * It is cheaper than the yellow pages.
    * It is better to sell in person than over the phone.

Since restaurants must have a permit to operate, you can go
to your city's tax collector, permit office, or equivalent
and request a list of the restaurants in your area,
including address and phone number. There is also no set
price to charge for restaurant advertising, it will vary
from area to area. I suggest a subscription service on a
yearly basis. I also suggest letting the restaurant
advertise for a free month or something, just to get their
information. The more restaurants you can get in your
database, the better your service will become. Make a
survey form, a default one is included in this package. Use

this to get the restaurants information.   Also ask for a
        copy of their menu, it is important.

     - Enter the data -
        Once you sign up the restaurants, you the software to input
        the data into the program.   This can be edited, so nothing
        is carved in stone. This is described in detail above.

     - Tell a local paper -
        Call up the paper and tell them about this new FREE service
        you have decided to offer to the community. It is free to
        the callers, and the restaurants get advertising. The paper
        helps more people learn about it, including restaurant

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        owners. Just be sure to leave information in the article
        about how to contact you.

     - Renew your key -
        When you register, you get a key that will work for one
        year. When it expires, you will need to notify me, so I can
        send a new one. The renewal fee is $5 for each restaurant
        you have signed on to the service. So if you charge $100
        per restaurant, the renewal fee is 5% of your total income.
        In other words, if you have 100 restaurants on the service
        your renewal fee is 100 * $5 = $500.   This is 5% of the
        $10,000 you are making. If you charge $200, then the fee is
        only 2.5% of your income. Etc.

     After the first year, your work becomes much simpler. You still
     collect from the subscriptions, but your work is lessened
     considerably. Remember, tell the restaurants to notify you if
     their data changes. IDEA: Give them two free menu updates a
     year, included in the initial service cost, and then charge a
     couple bucks for each change thereafter.

     THE PROFIT OPPORTUNITY
     ~~~~~~~~~~~~~~~~~~~~~~~~

     Perhaps a chart will best display how much money can be made
     with this software. Consider the two following examples:

            Town Size   Small   Large

            Number of Restaurants   100   500
            Average amount charged $100 $200

            Yearly Earnings $10,000 $100,000
            - Renewal fee $ 500 $ 2,500

            Your Net Profit $ 9,500 $ 97,500

As you can see, the profit opportunity is as big as you want it to be. If you are in an area like Chicago, or another major U.S. city, it might be wise to hire a staff to help you manage all the restaurants. 1000 restaurants, at $250 each, equates to $250,000 a year.

THE IMPORTANCE OF REGISTERING SOON

    Companies don't like competition when it comes to business. It forces them to lower prices and offer more services. Well, here at TRC HQ, we believe that in this case competition is bad. Who wants to call one BBS to see some restaurants, and another to see some more. This is why, if you are the first in your local calling area to register, you will receive sole rights to this software in your area. In other words, I will not sell the software to your neighbors BBS. This gives you a monopoly on the restaurants. Remember, you must be the first.

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    A CRASH COURSE IN SALES

    Subscriptions are what give you an income over and over instead of just once. There are many ways you can go about selling the spots on your board. I suggest a one year subscription. What and how you charge depends on both you and the restaurant owner. The reason I am fond of the one year subscription is simply because the network is going to be based on the year. In order to keep your subscriptions, a bit or PR (public relations) is involved. You might elect to write a letter asking how things are and if any of the the data you have needs to be updated. Maybe you could tell them how many people have used the door software and things like that. Make them know that the advertising is working. If they only here from you when it is time to collect, there might not be a collection to take.   I think a three month rotation works well in this case. Every three months make an effort to make contact with your restaurants. Remember $$$ (it will keep you smiling).

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III. Contacting the author
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        INTERNET
        ~~~~~~~~
                WWW:      http://www.afn.org/~afn40743/
                E-Mail:   afn40743@afn.org

        US MAIL
        ~~~~~~~
                Gary M. Herndon Jr.
                336661 Georgia Tech Station
                Atlanta, GA 30332-1695
```

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IV. Future Plans
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    All updates are free to registered users. This means if you
    register now,you are entitled to all updated versions. It
    is better not to wait, because, chances are the price will
    increase when the program is updated.

    Rip Support

    This feature will allow for RIP menus and other display
    files as well as full mouse support. This way, the
    restaurants won't be limited to advertising in ANSI. The
    sysop will also have to take less responsibility for making
    the display screens.

    Internal Menu Data

       Instead of having to edit each menu for each restaurant, the
       sysop will simply choose a default menu design, and then
       input the menu information.   The program will create the
       display files on-the-fly, from the data stored by the sysop.

    Road Map CD in Rip Mode

       The door software will interact directly will a RoadAtlas CD
       located in the cd-rom drive.   It will create a map for the
       user based on location, export it to a .PCX file, and
       display it in rip mode for the user.

    TRC Nationwide Network

       This powerful feature has already surfaced in this release.
       The "Make Long Distance Request" feature in TRCDOOR.EXE will
       interact with the TRC Network once it is built. It will
       only be built if you, the sysops of the world, support this
       software in your area. Access to the network will be free
       when you renew your registration key.

    World Wide Web TRC

       Wouldn't it be great to use your existing data files, and
       allow all the internet users in your area access to your
       data. Well, this improvement will allow for that. Using
       the CGI script language, this software will allow World Wide
       Web users to search your database from their terminal and
       get responses in HTML format. You will also be able to
       associate GIF and JPG graphic images of the restaurant's to
       be sent along with the WWW pages themselves. The PCX map
       files will also be converted and sent over the Web. Your
       site will also be accessible from a national server run by
       me. This will be a free upgrade when the support is there.
       It will most likely run on a Windows95, WindowsNT web
       server, or, if you still use DOS, you will be able to build

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       the data locally to be sent to your Internet Provider for an
       address on the Web. If you have questions about the Web, or
       are unfamiliar with the language above, please contact me
       and I will help all I can.

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V. Software/User License Agreement
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        The Restaurant Connection, it's display files, executables,
        text files, and everything else in the package is (C)
        Copyright 1996 under Gary M. Herndon Jr. It is unlawful to

reverse engineer this software or distribute registered copies. Upon registration, and every year renewed, the user will receive an electronic key. This key is in no way to be reproduced, copied, or distributed. It is unlawful to use the shareware version for a period exceeding 30 days, or to use the software after the current key has expired. You must renew your software every year it is in use. These terms in no way suggest an agreement on the part on Gary M. Herndon Jr. to develop any future versions of The Restaurant Connection, or fix any bugs in a current version. The Restaurant Connection is offered "as is", and no warranties are expressed or implied. In no event shall Gary M. Herndon Jr. be liable for any loss of profit or any other damage, including, but not limited to special, incidental, consequential, or other damages.

By signing the order form, you agree to the above terms of use for The Restaurant Connection.