



RICK SNYDER  
GOVERNOR

STATE OF MICHIGAN  
DEPARTMENT OF NATURAL RESOURCES  
LANSING



KEITH CREAGH  
DIRECTOR

January 29, 2013  
License Sales Equipment Upgrade Letter #4

Dear Department of Natural Resources (DNR) License Retailer:

Welcome new license agents! This is the 4th in a series of letters the DNR has sent to keep you informed of the system upgrades. Past letters can be found on our agent website: [www.michigan.gov/licenseagent](http://www.michigan.gov/licenseagent).

To our veteran license agents, thank you for sticking with us through the hunting and fishing license Point of Sale (POS) equipment upgrade. We experienced an unfortunate hiccup on Sept. 10, 2012, despite the extensive testing we performed beforehand. Rest assured, the issue was identified and resolved.

Using agent suggestions and comments we have made a list of improvements for 2013 and 2014. As noted in previous letters, this is a staged process and rollouts will be implemented as funds permit. We will continue to solicit your input and plan on providing a survey for agents soon.

In this letter we'll cover information on:

- Network updates that may require action on your part,
- New software upgrades effective March 1,
- New license options effective March 1,
- Helpful resources,
- New changes planned for the next rollout.

**Network updates effective February 18, 2013:**

The POS will be in maintenance mode and unable to sell licenses between February 18, at 11:30 p.m. through February 21, at 1:00 p.m. in order to implement our server changeover. A maintenance message will display on your POS.

- If you have a closed corporate network, firewall, or a tech team that manages your store's network, you will need to have your network administrator, or your corporate office update the current allowable IP addresses before February 18, and no later than February 21. Please pass along the enclosed document to whoever handles your store's network.
- If you do not have a network that requires IP port settings you do not need to make manual changes to your network.
- If the new IP addresses and ports are not updated it could impact your ability to sell licenses.
- Old IP addresses and ports should not be removed until after March 31, to ensure a seamless transition through a 1-month overlap.

January 29, 2013

**New software upgrades effective March 1, 2013:**

- By popular demand you will again be able to print your bulletins on the receipt printer. When viewing your bulletin, including your weekly Electronic Funds Transfer (EFT) report, you will have the option to return to the list of bulletins to view another or to print the current bulletin.
- The POS screen will show you a reminder message if the customer is over 65 years old. You will still have to select the senior or the regular items based on the desires of the over 65 customer. We are reordering items so the senior items will display at the top.
- The system timeout will increase from 30 minutes to three hours. If you want to log off manually, you may do so at any time by clicking the log off option in the lower left hand menu bar.
- There will also be a few changes to screens and work flow. Sales detail reports have been updated for easier viewing. Questions for customers with disabilities and MI residents who are legally blind have been defaulted to "No". If you have a customer who answers yes to either of these questions, you can select the yes option to display the discounts items for qualifying customers.

**New license options effective March 1, 2013:**

- The 2013 license year begins March 1. A supply of purple license stock and ink ribbon will be automatically mailed to you prior to this date. Beginning March 1, all licenses sold must be on the new purple stock and all orange stock should be thrown away. Any leftover rolls of 2012 ink ribbon can be used with the new purple stock.
- A new Muskellunge tag will be added to the available list of fish licenses. Customers will need to tag "Muskie" in certain situations and will must purchase this free tag before going Muskie fishing. Please consult the upcoming fishing guide or DNR website for details. This item is free to customers and does not provide you with a commission, but will generate retail traffic in your stores. We anticipate that at least 25,000 customers statewide will need muskellunge tags in this first year.
- Due to recent changes in legislation, Michigan residents who have a letter from the Veterans Administration stating that they are 100% disabled or individually unemployable will be eligible to receive all of their non-lottery licenses for free. In order to implement these changes, the "Customer ID" screens have been changed. License types will be added to accommodate the sale of these free items which honor the military sacrifices these individuals have made. Customers must present the proper credentials from the Veteran's Administration to qualify. As with any license, the customer must possess the credentials used to purchase during their hunting and fishing activities. Enclosed is the statutory excerpt which passed the Legislature as of December 2012.

## Helpful resources

There are several tools at your disposal to help you sell licenses and to understand the use of the equipment:

- Remember our Quick Reference Card? We have just finished making updates and you should be receiving it in another mailing shortly. It contains tips, tricks, and shortcuts for commonly used POS functions. The full agent guide and a copy of the quick reference card can also be found on the Agent Website at [www.michigan.gov/licenseagent](http://www.michigan.gov/licenseagent).
- Read your bulletins daily on the POS. Bulletins contain important messages from the DNR to your store about your weekly withdraw EFT, reminders of upcoming seasons, changes in rules and regs, notices regarding mailing dates for license stock, digests and guides. You can view your bulletins by clicking “Bulletins” from the left navigation bar on your POS device. Each terminal will store the bulletins for 30 days so agents can re-read the bulletins as many times as they wish and successive users can do the same.
- There are shortcuts on the screen that are context sensitive, such as the “more info” button in the item details or by clicking “Help” on the left navigation bar.
- The POS II Hardware Manual was sent to you with your new equipment. Keep this reference handy and we’ll be updating it as changes are made. This can also be accessed on the Agent Website.
- Review the POS II DVDs that were sent with the new equipment. These can be played on your POS II if you have speakers or headphones plugged in, or on any external DVD player.
- Take the time to familiarize yourself with the hard-copy digests that are mailed, or these can be accessed on the DNR website through your POS or your own PC/smartphone/tablet at: [http://www.michigan.gov/dnr/1,1607,7-153-10371\\_14724---,00.html](http://www.michigan.gov/dnr/1,1607,7-153-10371_14724---,00.html). Daily leftover availability for different management units are also posted on the DNR website at [www.michigan.gov/huntdrawings](http://www.michigan.gov/huntdrawings). You can help the customer purchase the correct items if you are familiar with the products, therefore reduce voids and increase customer satisfaction.
- An Agent Newsletter will be sent in February.
- And as always, if you need immediate assistance please feel free to call 800-737-6367 during business hours or e-mail us at [MDNR-E-License@michigan.gov](mailto:MDNR-E-License@michigan.gov).

## New changes planned for the next rollout:

We’ve taken your suggestions to heart and are working on items that get you and the customers to the checkout faster. Later this year we’ll be releasing the following:

- Reducing the amount of clicks in a sales transaction.

January 29, 2013

- Returning you to the catalog instead of your shopping cart so that you can add multiple items before proceeding to check out.
- Ability for us to limit the purchase of one per year items so that it won't let you put that item in the shopping cart (this is a precursor to bigger and better things down the road). This will save time with returns and voids.

We are also developing specifications for future concepts like: speeding up the Sportsmen Against Hunger clicks, accepting nonresident driver's licenses, allowing sportcard replacements, integrating hunter safety information lookups, allowing quick sales, and what we call an "intuitive buying experience". The intuitive experience would recognize a returning customer based on their credentials and only bring up catalog items that they are entitled to buy (not the whole list of licenses!!), based on their age, their previous purchases that year, the season, the prerequisites they possess, their revocations, and their previous purchase of apprentice items. As these items move further along, we'll keep you posted on their progress and potential release dates.

Lastly, I want to thank you for making our new in 2012 Mentored Youth License a success. Last year we sold 10,425 Mentored Youth Licenses. That translates to 10,425 new participants in these outdoor pursuits who have a better chance of continued participation due to the mentoring attention they receive. The ongoing legacy of participation in the outdoors has lasting benefits to health and well-being, to the economy and your business as a retailer, and to the DNR's ability to continue to provide quality outdoor experiences. Everyone wins with getting kids outdoors. The DNR is looking for retailers who wish to partner/sponsor recruitment and retention initiatives. Please contact me at 517-335-4036 and I can connect you with partners in the DNR.

I think I've taken enough of your time. I'm still looking forward to putting together a representative group of agent stakeholders and already have a few volunteers. As I noted earlier we're going to send out an agent survey in March (both online and on paper) and I'd encourage you to take the time to respond. Thereafter we'll work on the best way to put our heads together. Again, thank you for making 2012 a successful license sales year.

Sincerely,

Denise Gruben  
Michigan DNR Licensing Team

Agent Help Desk  
800-737-6367  
MDNR-E-License@michigan.gov