

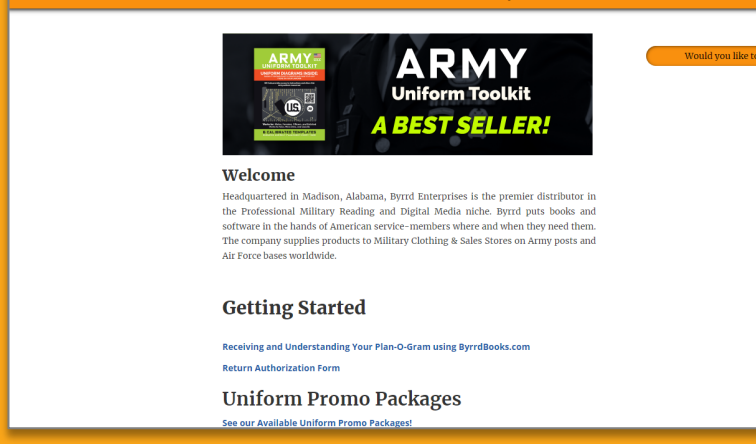
RECEIVING & UNDERSTANDING YOUR AUTHORIZED BYRRD BOOK PLAN-O-GRAM

Using ByrrdBooks.com

Professional Military Reading & Self Development 2024



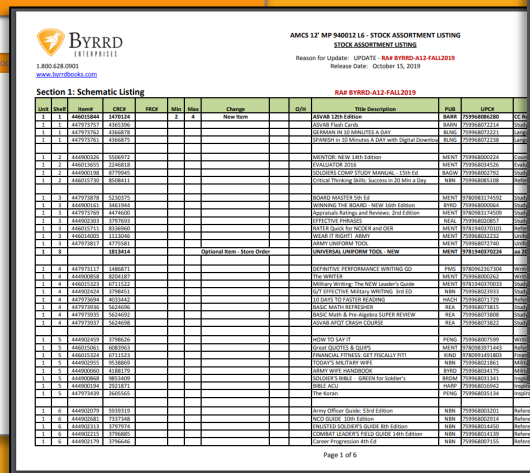
Professional Military Reading & Self-Development
Plan-O-Gram Site
1-800-628-0901
info@byrrdinc.com



ARMY Uniform Toolkit
A BEST SELLER!

Welcome
Headquartered in Madison, Alabama, Byrrd Enterprises is the premier distributor in the Professional Military Reading and Digital Media niche. Byrrd puts books and software in the hands of American service-members where and when they need them. The company supplies products to Military Clothing & Sales Stores on Army posts and Air Force bases worldwide.

Getting Started
Receiving and Understanding Your Plan-O-Gram using ByrrdBooks.com
Return Authorization Form
Uniform Promo Packages
See our Available Uniform Promo Packages!



Section 1: Schematic Listing

Unit	Stock	Item#	PRICE	Title Description	UPC	UPC
1	1	44492244	14750.24	NEW Item		
1	1	44379217	4450.50	ARMY 15th Edition	9780000420	0042
1	1	44379218	4450.50	ARMY 14th Edition	9780002224	2224
1	1	44379219	44662.75	ARMY 13th Edition	9780000221	0021



AMCS 12' MP 940012 L6 - Overview POG Image
12' W x 84" H Unit or 21 Shelves @ 48"W

Release Date: October 15, 2019
Reason for Update: POG Update - Fall 2019 / RAR BYRRD-12A-FALL2019
Item(s) Added: 8
Item(s) Removed: 16

Professional Military Reading and Digital Media
"Plan-O-Gram"

Unit 1 of 3 Unit 2 of 3 Unit 3 of 3

Item Description: 48A84 or 48A54 Quantity: 4 12' W x 84" H Unit or 21 Shelves @ 48"W



GETTING STARTED



Go to: www.ByrrdBooks.com

What you'll find on the HOME page:

- Log in
- Top 10 Sellers
- Professional Reading Lists
- Requested Returns
- Catalogs
- New Releases



The screenshot displays the Byrrd Enterprises website. The top navigation bar includes links for Home, Review Plan-O-Grams, FAQ, Returns & Claims, and Contact Us. The main content area features a large banner for the 'ARMY Uniform Toolkit' with the text 'A BEST SELLER!'. Below this, there is a 'Welcome' section with a brief introduction to the company. A 'Getting Started' section provides links for 'Receiving and Understanding Your Plan-O-Gram using ByrrdBooks' and 'Return Authorization Form'. A 'Uniform Promo Packages' section is also visible. On the right side, there is a 'NEW PRODUCT INFORMATION' section for the 'LESSONS LEARNED' series, which includes three books: 'BATTLEFIELD DECEPTION', 'LESSONS LEARNED: LEADERSHIP', and 'LESSONS LEARNED: TIME MANAGEMENT'. Each book has a small description and a 'NEW!' badge. The bottom of the page features a 'MENTOR MILITARY' logo and the text 'Available at Military Clothing Stores'.

LOGGING IN



- ❑ Your facility will receive an automated email message when a New POG is available with instructions on “**How To Review & Print your POG**”.
- ❑ Your POG will remain available for viewing until an updated POG is posted.
- ❑ Log In to view your POG @ www.byrrdbooks.com

- ❑ **Log In:**

- **FAC 7 Digit:** Enter in your **7-Digit Facility Number** (no spaces, no dashes)
- **Password:** Enter in all lower case, no spaces: [byrrdbooks](http://byrrdbooks.com)
- Remember to **LOG OUT** when you are finished with your session.

A screenshot of the login form on the website. It features a white background with orange text and input fields. The fields are labeled "FAC 7 Digit #" with the value "0000000" and "Password" with a masked value ".....". There is a checked checkbox for "Remember" and a "Log In" button. A note at the bottom says "Do not include dashes or spaces".

FAC 7 Digit # 0000000

Password

Remember

Do not include dashes or spaces

REVIEWING YOUR BYRRD BOOK POG



❑ After logging in click **Review Plan-O-Grams** to review your Plan-O-Gram. Each POG consists of the following links:

- Overview POG Image in color
- Individual Unit POG Image(s) in color
- Stock Assortment /Schematic Listing
- Returns with RA#

❑ Click the links provided to view and print each file. We recommend all POG Images be printed in color to assist in item recognition and placement.

❑ Please contact Byrrd if your facility does not have color capability @ 1-800-628-0901.

A screenshot of the Byrrd Enterprises website home page. The header includes the Byrrd Enterprises logo and contact information: "Professional Military Reading & Self-Development Plan-O-Gram Site", "1-800-628-0901", and "info@byrrdinc.com". The navigation bar is orange and contains the following links: "Home", "Review Plan-O-Grams" (which is circled in black), "FAQ", "Returns & Claims", and "Contact Us".

A screenshot of the "Review Plan-O-Grams" page on the Byrrd Enterprises website. The header is identical to the home page. The main content area has the heading "Review Plan-O-Grams" and a "Would you like to Logout?" button. Below the heading, it says "Welcome, Little Rock AFMCS!". A paragraph of text reads: "Please click on the links below to Review and Print your Plan-O-Gram. If this is not the correct POG for your facility, please contact Byrrd." A list of links follows, each with a red downward arrow icon: "BYRRD BOOKS POG UPDATE: AFMCS 940014 L3 - 8FT POG - SPRING 2023", "AFMCS 940014 L3 - 8FT OVERVIEW POG IMAGE - SPRING 2023", "AFMCS 940014 L3 - 8FT UNIT POG IMAGES - SPRING 2023", "AFMCS 940014 L3 - 8FT POG Stock Assortment Listing - Spring 2023", "Byrrd TOP 20 by BOS - Spring 2023", and "BYRRD-AF RA-BYRRD-AF-SPRING2023". At the bottom, there is a note: "If you have trouble reviewing your plan-o-gram, you may need the latest version of Adobe Reader. If that does not solve your problem, please consult our list of Frequently-Asked Questions or Contact Us."

BYRRD BOOK POG LAYOUT



POG Images are used to assist in visual presentation, title recognition and placement. A clean, visually appealing display encourages customers to stop, view and purchase.

❑ Overview POG Image

- This is a view of the entire POG fixture display at a glance.



❑ Individual Unit(s) POG Image(s)

- These Images provide a detailed view of each fixture section in your POG.
- Use the individual Unit POG Image(s) & the Stock Assortment Listing to set up each fixture section.

STOCK ASSORTMENT LISTING



The Stock Assortment Listing contains 3 sections:

1. The Schematic Listing,
2. Item (s) Added Recap
3. Item (s) Removed Recap with RA Number

Section 1: Schematic Listing

- This portion of the report is used to set up the shelving units and to maintain the display.
- The Schematic Listing includes the location of each title by Unit, Shelf and Category.
- **RA's are provided for all Removed items**

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SAL Title
STOCK ASSORTMENT LISTING
Reason for Update: Just Because
Release Date: Dec 2023

Item(s) Added: 23
Item(s) Removed: 22

Section 1: Schematic Listing

RA# BYRRD-FALL2023

Unit	Shelf	UPC	CRC	Min	Max	Action	O/H	Facing	Title Description	Category	AAFS Cost	AAFS Sell
1	1	759968087287	3278069					FRONT	ASVAB PREMIUM 13th Edition	ASVAB	\$20.24	\$24.70
1	1	759968087270	3278069					FRONT	ASVAB FLASHCARDS 4th ED	ASVAB	\$22.49	\$27.45
1	1	759968088437	391.0333			New Item		FRONT	MFAT 5th Edition	A MILITARY FLIGHT	\$33.07	\$40.00
1	1	759968086275	106.922					FRONT	SPT STUDY GD 2023	Study/Gd	\$24.49	\$29.25
1	1	759968072221	4356676					FRONT	GERMAN IN 10 MINUTES A DAY	Language: German	\$24.47	\$29.45
1	1	759968072238	4356676					FRONT	SPANISH in 10 Minutes A DAY with Digital Download	Language: Spanish	\$31.47	\$36.50
1	2	759968000224	5509972					FRONT	MENTOR: NEW 14th Edition	Counseling	\$16.77	\$19.96
1	2	759968034526	2940944			New Item		FRONT	EVALUATOR	Evaluation	\$16.77	\$19.96
1	2	9781943370286	2245562					FRONT	MASTERING ARMY BOARDS	Reference	\$19.95	\$23.75
1	2	9781884452727	3274027					FRONT	MILITARY MEDALS OF AMERICA	A REFERENCE	\$17.47	\$21.36
1	2	759968032323	1113045					FRONT	WEAR IT RIGHT! ARMY	Uniform: Army	\$15.05	\$17.95
1	2	759968072740	4773568					FRONT	ARMY UNIFORM TOOL	Uniform: Army	\$6.36	\$9.95
1	3	9780983174929	4474600					FRONT	Basic OIT Appraisals- Reviews 2nd	Study/Writing/Gd	\$16.77	\$19.96
1	3	759968020557	3797568					FRONT	EFFECTIVE PHRASES	Study/Writing/Gd	\$13.27	\$15.75
1	3	9780983174692	5230375					FRONT	BOARD MASTER 5th Ed	Study/Writing/Gd: Army	\$13.97	\$16.75
1	3	759968000064	3461944					FRONT	WINNING THE BOARD -NEW 36th Edition	Study/Writing/Gd: Army	\$9.77	\$11.75
1	3	9781943370460	2383175					FRONT	SMDKING THE BOARD	Army Board	\$11.17	\$13.25
1	3	9781943370200	1061173					FRONT	ART OF THE BRIEF	Leadership	\$16.77	\$19.96
1	3	9780983971443	6083953					FRONT	QUOTES & QUIPS	Reference/Manuals	\$13.97	\$16.75
1	3	759968033277	1422869					FRONT	GREEN MEMO side	Reference/Manuals	\$2.06	\$2.45
1	3	759968033536	1653004					FRONT	GREEN MEMO top	Reference/Manuals	\$2.06	\$2.45
1	3	9781943370224	1813414					FRONT	UNIVERSAL UNIFORM TOOL	Uniform	\$6.37	\$9.95
1	4	759968007599	3798026					FRONT	HOW TO SAY IT	Writing	\$16.50	\$19.50
1	4	759968000282	8204167					FRONT	The WRITER	Writing	\$16.77	\$19.96
1	4	9781943370033	6711522					FRONT	Military Writing: The NEW Leader's Guide	Study/Writing/Guide: All Branches	\$16.77	\$19.96
1	4	759968023933	3798451					FRONT	GRT EFFECTIVE MILITARY WRITING 3rd ED	Study/Writing/Gd	\$13.17	\$16.50
1	4	759968071729	4053442					FRONT	30 DAYS TO FASTER READING	Reference/Manuals	\$10.50	\$12.75
1	4	759968073836	5624952					FRONT	BASIC Math & Pre-Algebra SUPER REVIEW	Study/Writing/Gd	\$6.97	\$8.50
1	4	759968073822	5624956					FRONT	ASVAB AFOT CRASH COURSE	Study/Writing/Gd	\$10.47	\$12.75
1	4	759968018281	2482931					FRONT	JOURNAL GREEN (The Leader's book)	Reference/Manuals	\$6.30	\$6.80
1	5	759968032331	1330710					FRONT	SAS SURVIVAL HANDBOOK	Survival	\$16.50	\$19.75
1	5	9781943370545	3274026					FRONT	SERE SURVIVAL HANDBOOK	Survival	\$16.77	\$20.45
1	5	759968072702	4739315					FRONT	The Pocket DURLDOR Survival Guide	Survival	\$7.16	\$8.95
1	5	9781943370026	6711519					FRONT	LAND NAV: Basic to Advance	Reference/Manuals: All Branches	\$16.77	\$19.96
1	5	759968072035	4053000					FRONT	US ARMY MAP READING and NAVIGATION	Reference/Manuals	\$9.32	\$11.50
1	5	759968072764	4963911					FRONT	MAP OUT IT	Reference/Manuals	\$6.37	\$8.95
1	5	759968031390	0850859			New Item		FRONT	SPECIAL OPS WORKOUT	Fitness	\$14.97	\$17.75
1	5	759968032119	6557292					FRONT	GET SELECTED FOR SPECIAL FORCES	Special Forces	\$14.96	\$17.75
1	5	759968030580	0214857			New Item		FRONT	CONSTITUTION OF US	Reference/Manual US	\$2.99	\$3.50
1	6	9781943370514	3274057					FRONT	IRREGULAR SCOUT TEAM ONE	A Reference	\$11.87	\$14.50
1	6	9781943370330	2841175			New Item		FRONT	CADENCE BOOK - Not for the Weak	Cadence	\$12.57	\$14.95
1	6	759968036001	3202433					FRONT	MODERN MILITARY CADENCES: Current Operations	Cadence	\$6.36	\$9.95

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STOCK ASSORTMENT LISTING continued



SAL Title
STOCK ASSORTMENT LISTING
 Reason for Update: Just Because
 Release Date: Dec 2023
 Item(s) Added: 23
 Item(s) Removed: 22

Section 2: Item(s) Added Since Last Update Recap: **23** RA # BYRRD-FALL2023

Unit	She#	UPC	CRC	Min	Max	Action:	O/H	Facing	Title Description	Category	AAFS Cost	AAFS Sell
1		75966006437	3910333			New Item		FRONT	MFAT 5th Edition	A MILITARY FLIGHT	\$33.07	\$40.00
2		759660034526	2942044			New Item		FRONT	EVALUATOR	Evaluation	\$16.77	\$19.99
3		759660031396	0502053			New Item		FRONT	SPECIAL OPS WORKOUT	Fitness	\$14.97	\$17.75
4		759660030580	0214967			New Item		FRONT	CONSTITUTION OF US	Reference/Manual US	\$2.99	\$3.50
5		9781940070930	2941176			New Item		FRONT	CADENCE BOOK - Not for the Weak	Cadence	\$12.57	\$14.99
6		759660082908	3939776			New Item		FRONT	Army Officers Guide 54th Ed	A ARMY REFERENCE	\$16.97	\$23.00
7		9781940070620	3732029			New Item		FRONT	PORTABLE DRGNE HNDK	A MANUAL	\$7.49	\$11.50
8		759660014398	3732061			New Item		FRONT	BURN IN	A A ROBOTIC REVOLUTION	\$12.40	\$15.30
9		759660014944	3732072			New Item		FRONT	GIVE AND TAKE	A SELF HELP	\$13.50	\$16.40
10		759660082908	3719697			New Item		FRONT	LEADER'S BOOKSHELF	A COMMUNICATION STUDIES	\$18.21	\$22.45
11		9781940070930	2941203			New Item		FRONT	FIRST 30 DAYS PLAYBOOK LD SHP HNDK	Leadership	\$22.57	\$24.99
12		9781940070637	3732030			New Item		FRONT	FM 7-0 TRAINING	A MANUAL	\$17.48	\$21.50
13		759660031471	0562447			New Item		FRONT	INTELLIGENCE IN WAR	Leadership	\$14.24	\$17.35
14		759660014227	3732034			New Item		FRONT	STRATEGIA	A STRATEGY	\$14.59	\$18.00
15		759660014210	3732032			New Item		FRONT	PRAXIS TACTICUM	A MILITARY TACTICS	\$14.59	\$18.00
16		759660014596	3732036			New Item		FRONT	REFLECTION ON CAPTIVITY	A POW VIETNAM	\$416.02	\$19.99
17		759660014272	3732043			New Item		FRONT	BIPOLAR GENERAL HB	A BIOGRAPHY-MENTAL ILLNESS	\$19.71	\$24.00
18		759660014304	3732037			New Item		FRONT	ATOMIC HABITS	A PSYCHOLOGY	\$19.71	\$24.00
19		9781933689699	3344831			New Item		FRONT	Smartbook # 0056 (with Form) 2024	A SMARTBOOK	\$30.07	\$36.70
20		9781933689614	3551071			New Item		FRONT	SMARTK-ADDS/ARMY OPS	A SMARTBOOK	\$30.07	\$36.70
21		759660081180	3910340			New Item		FRONT	LARGE AND IN CHARGE NO MORE trade	A LEADERSHIP	\$14.49	\$18.00
22		759660082908	3939780			New Item		FRONT	Dealing With People 4th Ed	A Self Help	\$18.37	\$22.00
23		759660082915	3719656			New Item		FRONT	E' WORKED FOR ME trade	A LEADERSHIP	\$13.13	\$15.75

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The Stock Assortment Listing

■ Section 2: Item(s) Added Recap

A Listing of all items **Added** to the Stock Assortment since last POG update.

Contact us with any questions, comments or concerns: KathleenS@byrrdinc.com / Main Office: 1-800-628-0901 / Cell: 843-693-4862

STOCK ASSORTMENT LISTING continued



The Stock Assortment Listing

Section 3: Item(s) Removed Recap with RA Number

A List of all items removed from your POG

- Non POG item(s) with customer demand may be kept on the display. Those item(s) can be re-ordered manually.
- Non POG Items without customer demand should be removed from the display and returned within 30 days.
- RA's are provided to ensure a speedy return process.**

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SAL Title
STOCK ASSORTMENT LISTING

Reason for Update: Just Because
Release Date: Dec 2023

Item(s) Added: 23
Item(s) Removed: 22

Section 3: Item(s) Removed Since Last Update Recap: RA# BYRRD-FALL2023

Item(s) Removed Total: 22

Unit	Shelf	UPC	CRC	Min	Max	Action:	O/H	Facing	Title Description	Category	AAFES Cost	AAFES Sell
1		75966036334	1469201			Return Item			TACTICAL LEADERSHIP	LEADERSHIP	17	21
2		75966035483	7392304			Return Item			Barons MFAT - 8th Edition	Study Guide: MFAT with SIFT	22	27
3		75966036539	2846604			Return Item			CHOSEN SOLDIER	Special Forces	14	16
4		75966034040	7542996			Return Item			Dealing with People You Can't Stand	Leadership	14	17
5		9781939666008	2383176			Return Item			SMARTK: ifOODS- LINT FORCES	ZZ SMARTBook	27	33
6		759660287157	3199834			Return Item			YOUR LEADERSHIP LEGACY	AL Leadership	30	33
7		759660307156	3799646			Return Item			Career Progression 4th Ed	Reference/Manuals: Army	30	33
8		759660375570	5547437			Return Item			IT WORKED FOR ME: COLIN POWELL	Leadership	17	21
9		759660322201	5939319			Return Item			Army Officer Guide 53rd Edition	Reference/Manuals: Army	17	22
10		9780962957904	1469671			Return Item			DEFINITIVE PERFORMANCE WRITING GD	Writing Gd	26	30
11		759660371576	4017954			Return Item			GEORGE WASHINGTON'S LEADERSHIP LESSONS	ZZ Leadership	17	20
12		9780578622644	3274054			Return Item			ARMY SPOUSE HANDBOOK	AR Reference	24	30
13		759660387533	3553664			Return Item			ICONIC WARRIOR	aa Historical Fiction	38	21
14		759660357330	3404230			Return Item			SUBTAINMENT BATTLESTAFF & MDMP A.G	REFERENCE	22	27
15		759660306676	8732370			Return Item			THREE METER ZONE	Leadership	15	16
16		9780996918112	2383176			Return Item			SOLDIER FOR LIFE - TILLEY	Leadership	11	13
17		759660387324	3414638			Return Item			STANDING TALL	AL Leadership	35	35
18		759660320306	6446193			Return Item			The Outpost: United Story of American Valor	Middle East/Asia: Afghanistan	14	16
19		759660372061	4039653			Return Item			TALISAN: Militant Islam	Insurgency/Terrorism	17	20
20		759660334526	2246918			Return Item			BVAL LIAISON	Evaluation	17	20
21		9781943370330	2282623			Return Item			CADENCE BOOK- Not for the Weak	Cadence	15	16
22		9781943370309	2282623			Return Item			FIRST 100 DAYS-PLATOON LD SHP HND BK	Leadership	15	16

Thank you for your continued support of Professional Reading & Digital Media!

RETURN TO:
Please provide RA# with returned merchandise.
BYRRD ENTERPRISES, INC.
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Contact us with any questions, comments or concerns: KathleenS@byrrdinc.com / Main Office: 1-800-628-0901 / Cell: 843-693-4862