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# THE PEDALER'S PAGE

BREWER SALES NEWSLETTER/TIP SHEET

NOVEMBER 1997

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## “Why Didn’t You Remind Me Earlier?”

### END OF YEAR TAX WRITE OFF

Every year, right after the first of the year, daddy hears those words — “*Why didn’t you remind me earlier?!*”

All right — *it’s earlier!* Here’s your reminder: Section 179 of the IRS code states that businesses can write off \$18,000 in 1997, *as long as they acquire and take possession of equipment before December 31, 1997.*

You may have noticed the blurb in the December issue of the ARA *Recognition Review* (in the pull-out section) too. That’s *two* reminders now!

December 31 is nearing and the time to take advantage of this tax break is NOW. You can pay Uncle Sam *OR* you can buy new equipment! Check with your accountant today to see what he thinks.

Call me at 817-460-8122 and I can fax a lease application immediately.

One more bit of info: Machine manufacturers start to really back up about this time of year, so you need to get started on this now — before it’s too late to take advantage of this break!

PREVIOUSLY OWNED EQUIPMENT  
SPECIAL OF THE MONTH

Brewer Sales has its **last** Epilog Summit demo for sale. Call 817-460-8122 for details. \$17,000.

## Salesman of the Year

Once again, daddy was the Top Salesman last year at Xenetech!



We just returned from the recent Distributors’ Meeting in Baton Rouge, where he was awarded (what else?!) a plaque that was (what else?!) engraved on a Xenetech system!

That makes two years in a row that he has earned this honor! I’m very proud of him ... and I know you’ll want to congratulate him the next time he “pedals” into your area.

### WHO’S WHO AT BREWER SALES

## A Closer Look at — Roy Brewer

Roy (that’s my dad!) has been involved in the awards and engraving industry for over thirty years.

He began traveling and selling for a trophy components manufacturer in 1965.

Many of you have probably already heard that he read the book, *Megatrends* by John Naisbitt in 1981 and it made a huge change in the way he viewed his future.

It was only a short time after that when he started selling the H-Square engraving system. [Editor’s Note: {actually, I guess this whole newsletter is an Editor’s Note!} Anyway, I remember the first time I ever saw that system. I was amazed! He engraved that airplane (surely, most of you who were around back then saw that same demo!) on a red aluminum plate. It was incredible!]

Since the early H-Square days, he has sold Dahlgren (Suregrave) systems and Domiteaux (Newing-Hall) systems.

He now (as a “senior statesman” in the industry) can pick & choose what he sells — that’s why he sells the Xenetech rotary engravers and the Epilog laser engravers. He really believes in those systems and the folks who make them!

Roy has been married to his *first wife*, Shirley (that's my mom!) for thirty-five years. He has three children and four grandchildren.

In high school, he was a state-champion wrestler at Central High in Tulsa. In college, he was on two national championship wrestling teams at Oklahoma State University — which explains the cauliflower ear!

He stays in shape now by riding his unicycle from Motel 6 to Golden Corral in every city in his territory! I'm sure he'd want me to note here that he weighed in at his college wrestling weight at his last physical. He's quite proud of that!

He teaches children's church at Bethel Baptist Church in Arlington where he's been a member for over twenty years.

He tries to never miss a First Saturday Computer "Garage Sale" in Dallas and most evenings/nights you can find him at a Motel 6 writing a little program for someone, answering his e-mail or faxing me a list of "Things To Do"!

If you have any questions, comments or suggestions for Roy, e-mail him at [roy@brewersales.com](mailto:roy@brewersales.com) or call and leave a message for him at the office (817-460-8122).

## Corel Tip of the Month

BEGINNER/INTERMEDIATE  
(Version 5 and below)

**T**he most frequent "help!" call I get at Brewer Sales is actually a very easy question to answer.

"I'm typing (entering text) and nothing is on my screen!" or "The letters on my screen are tiny now!"

A SIMPLE SOLUTION:

The secret to changing the default in CorelDRAW! is to be sure nothing is selected [click off in "white space"].

Go to your Edit Text window and select the default font you want, the size you want, etc. When you apply these changes, a message will appear on the screen, "You have nothing selected. Apply changes to Artistic Text, Paragraph Text or Graphic."

Click on artistic text (or whatever you want the defaults to affect) and OK it. Try entering text again. Your default is now changed.

You can do the same thing to set your default for outline & fill. Just remember, the key is to be sure *nothing* is selected.

## Coming Your Way

BREWER SALES "SHOWMINARS"

**I**f you would like a hands-on demo of one of the systems Brewer Sales carries, a Brewer Sales "Showminar" will probably be scheduled in your area soon. The Brewer Sales "Showminar" is *always* free of charge!

[Editor's note: For those of you who are unfamiliar with the word, "Showminar" — we're poking a little good-spirited fun at one of our competitors who charges a high price to attend their "Showminars". Shhh! If they see this, we'll probably be getting a letter from their lawyer!]

A Brewer Sales "Showminar" is an especially good opportunity if you would like to take a look at more than one of our systems.

Roy sets up all his equipment in a motel/hotel meeting room and schedules one-hour demonstrations for as many as he can.

We frequently couple a CorelDRAW! seminar (for which we charge a *small* fee) and a Xenetech Users' Clinic (*always* FREE) with the "Showminar".

If you want to be sure we contact you when a "Showminar" is coming to your area, give us a call.

## News from the Internet

BACK UP & RUNNING!

**X**enetech has had more than its share of Internet headaches! As of this week, though, the web site is back up & looking good!

Check it out at [www.xenetech.com](http://www.xenetech.com). The Xenetech web site is your source for information on all systems available; new products; the latest news from Baton Rouge; downloading the latest software release (instead of having to pay the COD charges for the update from Baton Rouge!); and a complete e-mail directory for everyone at the factory.

The Epilog web site at [www.epiloglaser.com](http://www.epiloglaser.com) is an excellent way to read up on the new line of Radius engravers!

For information on sign making software, take a look at the ScanVec web site at [www.scanvec.com](http://www.scanvec.com).

The Brewer Sales web site at [www.brewersales.com](http://www.brewersales.com) has links to all the manufacturers we represent. There is also a Retail Links list. If you'd like Brewer Sales to link to your web site, give me a call or e-mail Brett (the Brewer Sales webmaster) at [brettbrewer@hotmail.com](mailto:brettbrewer@hotmail.com).

This newsletter and previous issues are also on the Brewer web site.

Check out our web site the next chance you get. We'd love to hear your comments and/or suggestions!

## New Product

### SCANVEC INSPIRE

From the sign making experts — an incredible new software that you'll have to see to believe!

*Inspire*<sup>TM</sup> is a totally new approach to sign making and graphics software. Every part of a sign maker's work has been examined, and has then been developed in a way to optimize the sign maker's work flow and overall production.



### WHAT WILL IT COST?

Until the release of *Inspire*<sup>TM</sup> (circa 1st Quarter of '98), if you buy **CASmate Pro** for \$3,195 you will receive *Inspire*<sup>TM</sup> FREE! As a bonus, **ScanVec** is including the RIP and 2D Engraving free of charge. This offer will expire as soon as *Inspire*<sup>TM</sup> is released.

For more information, contact Brewer Sales.

## Upcoming Events

- ▶ January 16-18, 1998 **ARA Southeastern Show**, Atlanta, GA (Epilog & Xenetech)
- ▶ February 23-26, 1998 **ARA International Show**, Las Vegas, NV (Epilog & Xenetech)
- ▶ March 8-10, 1998 **Int'l Technology Education Assoc.**, Fort Worth, TX (Epilog)
- ▶ April 8-9, 1998 **Greater Austin Plant Engineering & Maintenance Show** (Xenetech)
- ▶ May 13-14, 1998 **North Texas Plant Engineering & Maintenance Show** (Xenetech)
- ▶ Various dates. **Brewer Sales "Showminar"** — *always free of charge!*, Various cities — Roy will have an Epilog, a Xenetech and the new Scanvec *Inspire*<sup>TM</sup> software for one-on-one, hands-on demos.

## Xenetech Tip of the Month

### INTERMEDIATE

#### Subscripts, Superscripts

- ▶  $\mathbb{R}$  to get into text mode
- ▶ Set your letter height to 1" and type a capital H.
- ▶ While still in text mode, click on Letter Height and type .5
- ▶ Without pressing  $\mathbb{R}$ , press  $\mathbb{b}$  to highlight Baseline. Then type in +.25 and press  $\mathbb{R}$ .
- ▶ Type in the number 2.
- ▶ Hold down  $\mathbb{S}$  and hit  $\mathbb{R}$ . Type a capital O.
- ▶ Your line of text should be displayed as below:

$H_2O$

Use this same principle (in reverse) when you need a degree sign. Simply type an O and superscript it.

$60^\circ$

(Thanks to Jimmy Dubose [from whom I plagiarized this tip]. Jimmy is in customer service at Xenetech in Baton Rouge.)

## Brewer Sales Product Line

- **Epilog Laser Engravers** *Web Site: [www.epiloglaser.com](http://www.epiloglaser.com)*
- **Xenotech Rotary Engravers** *Web Site: [www.xenotech.com](http://www.xenotech.com)*
- **Machine Automation MultiCam Routers** *Web Site: [www.multicam.com](http://www.multicam.com)*
- **Scanvec CasMate Software** *Web Site: [www.scanvec.com](http://www.scanvec.com)*
- **DCS The Badger** *E-mail: [dcsct@aol.com](mailto:dcsct@aol.com)*

### Need to contact us?

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