
THE PEDALER'S PAGE

BREWER SALES NEWSLETTER/TIP SHEET

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Mid-Week Vegas Show

PONDERINGS FROM THE PEDALER

BY: ROY BREWER

Once again, just like last year, the ARA International Trade Show & Convention will be held mid-week in Las Vegas. Show dates are Feb. 23-26 (Monday - Thursday).

Stanley Benerofe, who ran Freeman Products for many years, derisively called the early TDMA shows in Vegas "a circus". His reference was to all the hoopla and cheerleading of which Don Neer was such a master behind-the-scenes coordinator. Candidly, I *loved* the atmosphere!

I wish we *could* still have the "circus" on the weekend. However, I doubt that we'll ever be able to do that again. Many people still do not understand that the members of our organization simply didn't drop enough *big bucks* to merit being allowed a weekend slot! Contrary to what a few self-serving scoundrels in our industry would have you believe, the ARA leadership did not *decide* to have a mid-week show, Las Vegas threw us out!

Many said the mid-week time slot would kill the show and possibly the ARA along with it. They said the same thing when we were forced to have the show later than we wanted a few years ago. They said the same thing when we were forced to have the show earlier than we wanted a few years ago.

I'll have to admit that the mid-week change has had a greater impact on the Vegas show than anything else, but I'll also go on record as saying I'm not so sure the change is bad!

Fewer attendees? Yes. That's bad for everybody, right? Not at all! My personal sales were as high as ever; but the true value of a large trade show is not "at show orders" but rather the number of *quality* presentations you are able to make. I was able to provide a higher degree of information to those preparing for purchasing decisions later. I actually had time for several who said something like "Roy, you know my business. Should I buy a laser or another rotary?" I can't remember the last time I actually had time to answer those types of questions *at a show!*

It didn't take a genius to observe that the "quality" of buyers was significantly higher. I must have had twenty people tell me they got more done at the show than ever before. Let's admit it

— most of us who go to Vegas, go for business *AND* the "Vegas Glitter"!

The mid-week show seemed to swing the balance in favor of those who take care of business *first* and *then* enjoy the 'circus'. A gigantic proportion of those people (who go to the show with a list of objectives) will attend the show mid-week if necessary. The people in our industry who understand the value and importance of a trade show were there last year. They'll be back this year. They know they'll be able to get more done as a result of the mid-week schedule.

The mid-week show has helped move our organization and our industry a few steps closer to a "real" industry and several steps away from the "hobby" perception which prevailed twenty-five years ago (when the award specialists started coming out of the sporting goods and jewelry trades). I work many different trade shows: Advertising Spec., Plant & Engineering, Woodworkers, Industrial Equipment, Signs, Sporting Goods, etc. With very few exceptions, those shows are always held during the week — by choice! Fewer and fewer "real" business people are willing to give up their weekend for a trade show.

Another benefit: I had at least three engravers tell me they made more contacts at last year's ARA show than ever before. Contacts and show objectives go hand in hand. I have always suggested to anyone who will listen, attend a trade show with a list of "*How do you ...?*" questions for other engravers/retailers that you meet in the hall, in line, in seminars, etc. You'll make some contacts from other parts of the country with whom you'll be able to share mutual expertise for the rest of your career.

As you can see, I'm a believer in the mid-week format. I'm looking forward, once again, devoting some quality time to the serious, objective-driven show attendees. Hope to see you there!

WHO'S WHO AT BREWER SALES

A Closer Look at — Jeanette Brewer— Richardson

That's me! Here's the autobiographical, completely one-sided, story of my life:

I graduated from the University of Texas at Arlington with a degree in History (minor in Music) in 1987. While attending college, I worked for my dad doing telemarketing. After graduation, I worked for American Church Lists (a direct mail organization) here in Arlington for about a year.

Brittany, my 8-year-old, came along and I took advantage of the part-time position my then-husband offered in his business, LogoFax (a logo supplier to our industry).

That position quickly turned into a full-time position (a situation to which those of you in our small industry can probably relate). Once again, I familiarized myself with the awards industry — having grown up in that industry from day one, it's hard to walk away from it (again, many of you "second-generation-ers" can relate).

After my divorce, I worked in my mother's retail awards shop (the "politically correct" version of "trophy shop" — that's a hard habit to break!). Daddy continued to get busier and busier in his business and really needed some help. I jumped in part-time at first and once again, it quickly developed into a full-time job!

My hobbies include reading and playing the piano. I'm the pianist at Bethel Baptist Church here in Arlington (mom's the organist — we have a *blast* playing together). My two kids keep me busy the rest of the time (Brittany-8 and Alex-6). I've got them in training to be third-generation award/recognition folks!

I'll be at the Epilog booth in Las Vegas this year. Stop by and introduce yourself (and take a look at the new Radius system)! I'd love to meet you.

If you have any questions, comments or suggestions for me (especially helpful would be ideas for this newsletter!), e-mail me at jeanette@brewersales.com or call me at the office (817-460-8122).

Corel Info

Here's the most efficient way to get the latest & greatest revision to your current CorelDRAW! version:

Fax the following information to 408-655-6071.

- ATTN: Order Processing
- Your CorelDRAW! serial number
- Your name, address and daytime phone number
- Tell them you're requesting the latest revision to CorelDRAW! version x (whatever your version is)
- Specify diskette or CD

It normally takes about a week for you to receive the update.

Corel Tip of the Month

CORELDRAW! VERSIONS 6, 7 & 8

If you have problems printing bitmaps, try performing the following steps:

Set the hidden work/don't work settings as follows:

File Print Options

- A) Select **Bitmap Printing**
Set to: **Output Entire Bitmap**
- B) Select **Driver Banding**
Set to: **Send Bands to Driver**
- C) Select **Text Output Method**
Set to: **All Text as Graphics**

Corel Revisions before .169 do not support vector cutting. Revisions .169 or above support vector cutting but must use the following settings:

- .003 line thickness for 300 dpi
- .001 line thickness for 600 dpi
- The above applies to the fence in stamp mode.

Thanks to the Epilog Technical Dept. for the Corel Tips!

Tip of the Month

PLASTICS

Laser engraving on plastics can be quick and easy. Make sure that you are using laser engravable plastics. Most plastics manufacturers have designed plastics specifically for use with the laser engraver. This plastic has a much thinner cap sheet that the laser can penetrate easily without melting.

When laser engraving plastic, take your laser out of focus about 1/16th of an inch. This creates a little bit larger spot size that spreads out the heat of the laser but does not affect the quality of engraving.

Run the engraver at high speed and low to medium power. Different color plastics, even by the same manufacturer, may engrave better at different power settings. Experiment with each different color until you have found the speed and power that work for you. Using a business card size piece of plastic, laser the speed and power that works best onto that color plastic. Make a file folder of the different speeds and powers for different colors and keep them for your reference in a business card folder, just like the folder that you use for your customer's business cards.

Thanks to Mike Dean at Epilog for this tip!

Upcoming Events

- ▶ *February 23-26, 1998 **ARA International Show**, Las Vegas, NV (Epilog & Xenetech)

**This is the first Vegas show for the Epilog Radius! You'll definitely want to see all the new features (we've talked about them in previous issues) that the Radius offers!*

- ▶ 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™** software for one-on-one, hands-on demos.

Tip of the Month

ROY'S SAVE PREFERENCE SUGGESTIONS

It is strongly recommended that before saving preferences, you exit the program, re-start it, make modifications, *then* save preferences. This assures that you start with your previously saved preferences instead of inadvertently "storing" a change you forgot you had made (i.e., Reverse Plate or Grid Cut Out ON).

Line/Group | Hatch Fill Setup ...

Sort Hatch Lines area

Sort = Not checked ¹
BiDirectional = Checked
Connect Hatch = Checked

Page | Snap Spacing ...

Horizontal [X] Snap Amount = 0.0" ²
Vertical [Y] Snap Amount = .3"
Line Nudge Amount = .1"

Toolkit Settings ...

Letter Height = .175" (factory setting = .5") ³
Slant Angle 45° (factory setting = 30°)


Misc | Setup ...

Underline Percentage = .25
Italic Angle = 17°
Display Percentages as 100 (not 1)

Font | Install Resident Font

The following list represents what I actually use, but the point is: install the 8 fonts you are most likely to use before saving preferences. That way, they will be available every time you start your system. Personally, I like to select fonts that can be used equally as well for all types of engraving (diamond drag, plastic, acrylic and burnishing).

Gothic
Utility
Cursive
Helvetica 4 Line
Roman3Line UCLC
Ornaments
Clarendon 4 Line
Fifth Avenue

¹ Extremely useful to know that this eliminates the "reflection" (Continued on page 4 )

(Save Preferences continued ...)

distortion" that often ruins an otherwise beautiful engraving job. This distortion is caused by the Sort setting telling the hatch program it is OK to engrave part from bottom toward top and part from top toward bottom!

² Extremely useful to know that this also determines the **Duplicate Line** offsets! For instance, if we want to duplicate a circle exactly .75" to the left and 1.5" above existing circle, we would *temporarily* adjust the Xsnap to .75 and the Ysnap to -1.5. My suggested default settings as shown above make creating top/bottom arc pairs much easier. For instance, after getting "top" arc just the way we want it, we can **Edit | Duplicate Line** and we will not have to change the X-Center to get it back in center of plate [because of the X offset = 0"]. Now we change the **Beginning & Ending Angles** and finally the Y-Center to complete the bottom ½ of an arc keeping the other common attributes [font, height, radius, etc.].

³ Default .5" is unreasonably large for anyone except those who do mostly large plastic signs. For most engraving applications, the ½" letter runs off the side and bottom of the plate. While we all know how to fix this, **why?** The smaller letters will almost always visibly fit on the plate even before doing **Plate | Even Spacing**. I find it much easier to increase the size of some or all the letters than to "jerk" them back on the plate and *then* reduce them.

BREWER SALES PRODUCT LINE

Epilog Laser Engravers	www.epiloglaser.com
Xenotech Engravers	www.xenotech.com
Machine Automation	www.multicam.com
MultiCam Routers	
CASmate Software	www.scanvec.com
The Badger	<i>e-mail: dcsct@aol.com</i>

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