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# THE PEDALER'S PAGE

BREWER SALES NEWSLETTER/TIP SHEET

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## Does My Business Need a Web Site?

INTRO BY ROY BREWER

Almost daily I'm asked: "Do I need to get on the web? If yes, how do I get started?"

My son, Brett, has a "sideline" business of setting up web sites and/or hosting them. The Brewer Sales web site is a sample of his work. In response to the question above, I've asked him to write an article outlining the basics of getting set up on the Web.

- BY BRETT BREWER

"Does my business need a web site?" If you're still asking yourself this question, this article's not for you (but you might want to read it anyway)! I am directing this article to those who have decided that they do, indeed, need a presence on the Web — BUT are now hopelessly perplexed by the list of "Things To Do" to achieve it!

Printed advertisements and published articles list a dizzying array of features and statistics offered by web developers and site hosting services! A typical web hosting service ad may read like this:

50 MB virtual storage; 10 GIGS data transfer; CGI-BIN access; SQL database server; 5 POP accts; Telnet - FTP - SSL; Domain Registration; T3 x 2 fiber optic conn.

What does all that mean to a shop owner who wants an attractive, professional, well-designed web site AND wants it with the least amount of pain possible?

**ABSOLUTELY NOTHING!** Not only is it beyond the scope of this article to provide a definition of these terms, but it is entirely needless.

There are, of course, important considerations in developing a strategy for your business web site. Contrary to what you might think, though, the considerations don't need to be overwhelming!

The "Money Myth" has also discouraged many shop owners from pursuing their own web site. "The cost of getting a Fortune 500 e-commerce site up & running topped \$600,000 last year,

according to International Data Corp.," proclaimed the ZDNET Anchor Desk!

If all the "techno-babble" wasn't enough to discourage you, figures like the one above certainly would be. If cost is (or has been) an obstacle that prevented you from pursuing a business web site — don't let it be!

Not only is a web site affordable, but considering the potential it can bring to your business, it can be a down-right bargain!

Let's get down to basics. What are the essential elements required to get a business web site up & running? Two things -- site development and site hosting.

**Site Development** — the actual creation of a web page or pages that are appropriately formatted for publication and viewing on the Internet. This may include, but is not limited to, text formatting; graphics design or modification; form or feedback generation; scripting programs; and various other technologies.

**Site Hosting** — a service provided by a hosting company or an ISP (Internet Service Provider). For a specified fee, you are buying a chunk of hard disk space on the host's server. (For our purposes, a server is simply a computer that can be accessed by any other computer with access to the Internet). This space is what is used to contain the aforementioned "developed" web site.

*Still interested?* Jeanette limited me to one page on this article, and as you can see, I'm out of space! For an in-depth look at the specifics of putting your business on the Web, call me at 817-460-8122. I'll fax a continuation of this article to you with the following information:

How About Do-It-Yourself Web Design?

Where to Go & What to Look for in a Design Service

Determining What You Want from Your Web site  
ISP Hosting

Where to Go & What to Look for in a Hosting Service

As my dad stated in the intro above, I do have a web business of my own. There is a shameless plug that will be included with the additional information. However, with that one exception, the document is purely instructional.

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## New Product from Xenotech

### THE ETCHER

The Xenotech Etcher is an electronic spindle which quickly interchanges with the regular spindle. It allows the user to mark (etch) on a variety of difficult-to-mark metals. The Etcher works great on stainless steel and titanium parts. Unlike diamond dragging, which is hard to see because of the lack of contrast, the Etcher's tungsten tip will engrave a dark character when dragged on materials like stainless steel. The attachment works with the automatic cutter set feature in the Xenotech software.

Daddy says that this is an electrolysis process similar to EDM and will work on any of the *current* Xenotech models.

For more information on this new product, call Brewer Sales at 817-460-8122 or Xenotech at 225-752-0225.

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## Corel 8 FAQ

### TYPE ASSIST

The most frequently asked question at Brewer Sales this quarter has been, "What's wrong with my CorelDRAW! 8? Every time I type the abbreviation *gen.*, CorelDRAW! inserts the word *gentlemen.*"

CorelDRAW! 8 calls this feature the **Type Assist**. You can turn it off by following these steps:

- [ **Text**
- [ **Writing Tools**
- [ **Type Assist**

Turn off the checkbox labeled "Replace text while typing".

- [ **OK**

Now that you know how to turn it off, I'll encourage you to take the time to learn this extremely productive feature. For instance, you can tell Corel that any time you type in *iao*, it should be expanded to *In Appreciation Of*. Just take a minute to look at the **Type Assist** and it will be obvious immediately how to put it to work for you!

# Epilog

Denver Colorado, USA

## The Challenge

### THINKING ABOUT A LASER ENGRAVER?

Epilog is putting its money where its mouth is! They're challenging laser shoppers to compare the Epilog to any of the competitive brands. If you decide to buy Brand X, **Epilog will pay you \$500!**

It's a no-lose situation for you! If you already know that Epilog is the laser for you, you **STILL** get the \$500. Call Brewer Sales at 817-460-8122 or Epilog at 888-4EPILOG (437-4564) for a complete list of rules and a registration form.

Hurry! **The Challenge** ends March 1, 1999.

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## Las Vegas

### THE MID-WEEK DEBATE CONTINUES!

It's that time of year again! We're headed for the annual International ARA Las Vegas Trade Show & Convention. Education Day is Monday, February 8. The exhibits are open Tuesday - Thursday (Feb. 9-11).

If you haven't registered, call the ARA FaxBack system for a registration form. The number is 800-962-8182. If you don't have a fax machine, you can contact a live person at 800-344-2148.

Now seems like a good time to make a clarification of the quote we credited to Stan Benerofe in last year's February issue of the *Pedaler's Page*. [The front page article, "*Mid-Week Vegas Show*", stated that "Stanley Benerofe, who ran Freeman Products for many years, derisively called the early TDMA shows in Vegas 'a circus'..."]

Daddy heard from Mr. Benerofe last October (after the November newsletter had already gone to press). He had run into our *Pedaler's Pages* on the Internet and asked us to print the following "retraction/clarification of [his] 'words'":

"Your reference to my 'circus' comment is taken out of context. For the components people, the atmosphere was too 'hurried'. Too much to see ... too little time.

"Obviously for the machinery guys like you, a slower paced/lower attendance show would be more beneficial. I agree with your comment re: quality of attendees ... it does not matter when or where the show is. Getting people to understand the 'REAL' value of the show is what is important. That's where ARA

or whoever is driving the industry gatherings must use intellect and imagination.”

Our thanks to Mr. Benerofe for his comments.

Once again, we're looking forward to a successful Vegas show. You will find at least one member of the Brewer Sales gang in the Xenetech and the Epilog booths at any given time. Hope to see you there!

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## FREE Logos!

[www.feist.com/~maddux](http://www.feist.com/~maddux)

If you log on to Eddy Maddux's web site, you'll be allowed to download 40 high quality logos for FREE! It's Eddy's hope that if Xenetech owners see the quality of his free logos, they'll use him the next time they need custom logos.

If you have an e-mail address, Eddy can often have your logo back to you in a few hours!

In addition to your free logos, you can purchase 2700+ Xenetech logos for \$240 (20% off the regular \$300 — a *Pedaler's Page* exclusive)! Log on to Eddy's site today, e-mail him or call him to place your order. He'll even pay the freight (2nd Day Postal Service)!

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## Q & A

**Q** The first stroke on the first letter of my layout is going deeper than the rest. [Xenetech Diamond Drag Engraving]

**A** This is especially noticeable on small letters or soft material. The rotary spindle runs until it touches the surface. By the time it completely stops, at least one stroke has been completed.

**SOLUTIONS:** 1) Turn down the speed on the Motor Speed Control. 2) Take the belt completely off when doing softer, small letters.

**Q** I think I'm having APU problems. [Xenetech]

**A** Any time you have APU or MPU problems, you'll save yourself some time by shutting everything down, disconnecting all the cables, reconnecting the cables (be sure all are screwed in tight) and then re-try. If that doesn't work, pull the cover off the PC and re-seat the card (be sure the cable is screwed back into the card securely).

Basically, this is what Tech Support will tell you to do before they'll go any further with a diagnosis. Our recommendation is to try all this before calling Tech Support. In about 30% of the cases, this procedure fixes the problem.

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## Epilog Tip

GLASS ATTACHMENT [ALL MODELS, EXCEPT ECLIPSE]  
-RANDY ALLEN

We've found that a tiny percentage of our customers are aware of a special feature designed into our glass engraving attachment. The right half of the "drive" wheels can be removed! This allows you to still use the clamping device on mugs (and etc.) even when the handle is within a 1/4" of the top of the glass!

"Not mine!", you say? Yes, yours! That's why those two thumbscrews (2 on each wheel) are there (on the right side of the drive wheels). NOTE: If you have never used this feature, chances are, it will be difficult to slide the wheels off the first time. Believe me, though, they will come off with a little twisting after removing the thumbscrews.

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## Software Video

This video is perfect for training new employees to use the Xenetech system! Of course, the veteran *Xene-Techie* will also pick up a few tips!

This 54 minute video covers the use of basic features in the Xenetech software: basic engraving technique, processing multiple and batch plates, using fonts & logos and MUCH MORE!

The video is available for \$19.95. You can call Brewer Sales at 817-460-8122 or Xenetech at 225-752-0225 for your copy.

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## Batch Import

MASS PRODUCING XENETECH LOGOS  
-ROY BREWER

There's a new document on our Fax on Demand server. The purpose of the document is to show how to import a list of graphic files in a batch rather than having to manually import them one at a time. Before now, the ability of the Xenetech software to import these in "batch" mode had been totally undocumented (as far as I know).

Tens of thousands of inexpensive logos/graphics are now available to Xenetech owners through libraries provided by graphic arts companies. In our opinion, your best value is a CD ROM library from a company that creates logos primarily for the engraving industry (i.e., LogoFAX & Lamro). For more options, see the complete document.

The following instructions assume the files you have are in HPGL with the PLT extension. Replace occurrences of PLT with EPS, DXF, WMF if that is the format of your files. If the files you need to import are in more than one format, you'll need to create a separate "batch" file for each file format.

**Outline only** (request the complete document for certain necessary details):

1. Create a file folder and put all the files to be converted into this folder.
2. Create an ASCII file listing the files to be converted. NOTE: This **MUST** be an ASCII data file with the filename of each logo on a separate line.
3. Manually import one of these files to "set" the

system for the following "batch" process.

4. **Copy Input** ... the .TXT file containing the specially formatted list of files.

Nifty, huh?! Who knows how many more undocumented features are lurking inside XGW?!

For the "geeks" out there, do you see how this can be used to print a catalog of all your .XLG files? What other fantastic uses do you see? You write the article(s) and Jeanette will publish it (them)! Watch for it (them) in future FOD documents and/or newsletters!

*Editor's note: For the complete document (including all the details, shortcuts & tips), download document #211 from the Brewer Sales Fax on Demand system ... OR call 817-460-8122 and I'll fax you a copy.*

*Editor's **second** note: For those of you who are new to the Pedaler's Page, there is an article in the August '98 issue that gives Fax On Demand details. If you need that or any other back-issue, call me at 817-460-8122 or look it up on the web at <http://www.brewersales.com/pp6.htm>.*