
THE PEDALER'S PAGE

BREWER SALES NEWSLETTER/TIP SHEET

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ARA HALL OF FAME

I want to start this issue off with a big CONGRATULATIONS to Daddy ... **he was inducted into the ARA Hall of Fame!** He was awarded the *Golden Obelisk* at the Awards Banquet during the annual ARA Int'l Convention & Trade Show in Las Vegas in February. I missed the big event (somebody has to stay behind and get all the work done!) but I can tell you that he was quite surprised and, of course, very honored.

According to the ARA, "the Hall of Fame Award is the highest honor an ARA member can receive from the association and is given to an individual who has made a significant lifetime contribution to the success of the awards and recognition industry."

I'm very proud of him!

At that same Awards Banquet, the following *Pedaler's Page* readers were honored with other industry awards:

- ❖ Pat Holley, CRM (Shreveport, LA) was presented with the *Founder's Award*
- ❖ Jim Bryson, CRM and Mardie Elliott, CRM (San Jose, CA) received *Honorary Lifetime Memberships*
- ❖ Terri Hensley (Bossier City, LA) was recognized for the work she's done as the leader of the *ARA Louisiana Branch*

Congratulations!

INDUSTRY QUESTIONS & ANSWERS

Question #1 (collecting large past due accounts) in the February issue raised some interesting observations. Mike at Westbank Engraving (Louisiana) believes the two parts of the question don't match. He says that if a "good customer" is always running past due; they're not a "good customer" at all. A customer will never get better with their bill-paying habits; they'll only get worse. He also said that he asks himself two questions before taking an order: "Am I going to make money?" and "Am I going to get paid?" If the answers aren't yes & yes, he doesn't want the order.

Randy at Custom Awards (Arkansas) is thankful that he has very little problem with collections on larger accounts. When he does, though, he takes a couple of different approaches. On big corporate accounts, his contact frequently offers to make sure that the paperwork details are handled correctly (i.e., invoice directed to the right dept., requisition/PO handled properly to match up with the invoice, etc.).

His next step is a phone call to the person who ordered the product. That person is generally in a position to get something done about it for you. They'll want to be able to place a "rush" order again with you in the future and won't want that to be in jeopardy because someone in A/P "messed up".

He suggests, in all cases, to "know your customer" and to be on top of the situation at all times. He said that the cases where the accounts turned out to be un-collectable, if he'd been a little more savvy about what was going on, he might have been able to avoid the problem. Also, if the problem is an ongoing one, ask your customer what can be done on future orders to alleviate the problem.

I found an interesting web site that was recently published in the *ARA Recognition Review*. The site bills itself as "the source for better collections results." This might be a good resource for some tips or ideas that can be incorporated into your current system. INZAP <http://www.inzapinc.com>.

Thanks Randy & Mike for your input. I know our readers appreciate the time you took to give us these good ideas.

XENETECH E-COMMERCE SITE

Xenetech customers can now order parts, accessories and engraving supplies on-line; browse the full Xenetech catalog; or check the status of an order at <http://www.xenetech.com>. "We're very excited about the convenience and information on-line shopping brings to Xenetech customers," Carey Solomon manager of information technology for Xenetech.



Xenetech is the first equipment manufacturer in the engraving industry to implement e-commerce for its customers. For your personal password, email, fax or call Xenetech.

Xenetech Contact Info: 225-752-0225 (phone), 800-XENETEC (fax) or <mailto:carey@xenetech.com> (for e-commerce info).

COMPANY OF THE YEAR

Xenetech was named *Year 2000 Company of the Year* in Baton Rouge recently. They were selected from hundreds of potential recipients by award sponsors: *The Baton Rouge Business Report*, Junior Achievement, Bank One and the Baton Rouge Chamber of Commerce.

The *Company of the Year Award* is presented annually to the company that shows superior vision, growth, and economic contributions in the greater Baton Rouge area. "All of us at Xenetech are deeply honored by our selection for this prestigious award," stated Guy Barone, President and Chief Operating Officer. "The credit rests squarely on the shoulders of our resourceful and dedicated employees, distributors, and suppliers. This award is validation of the hard work they've put in over the past two years."

Brewer Sales is proud of our long association with Xenetech USA Inc.!

More Samples (please)!

Many of our readers have sent samples for us to use at trade shows and in Daddy & Randy's sample cases. *Please send more!* The next time you run an "interesting" job, run it an extra time and send it to us along with an invoice. If you want to take credit, feel free to put your name on it. If not, we'll keep your secret!

[Note: our shipping address is 311 W. Abram St., Arlington, TX 76010]

Corel 9 and the Epilog Print Driver

In the August '99 issue of the Pedaler's Page, Harold Hanusch detailed how to use the CorelDRAW! 8 Print Preview screen as an alternative to changing the plate size in the Epilog Print Driver (works on the Summit, Express, Radius and Legend drivers).

We had a couple of users say they could not make it work in CorelDRAW! 9. It does work, but Corel 9 changed several names/locations of the critical elements for this process. The following steps will allow you to apply the same principle and go a bit further. I suggest that you "save" the settings for both a normal layout and one that uses the Epilog Vector Table which requires a 3/8" offset at the top.

1. Make the page size equal to the object to be engraved.
2. Complete your layout.
3. **File|Print**, use print icon or Ctrl+P hotkey.
4. Confirm that the Epilog printer is selected in the Print dialog.
5. Click on the **Print Preview** command button at the bottom of the screen.
6. Click on the **Imposition Layout** tool in the toolbar on the left side of the screen.
7. (Optional, but recommended): Click on **Template|Document Preview** icon in coolbar*.
8. Click on the **Edit Margins** button in the coolbar toward the top of the screen.
9. Click on the **Equal Margins** button.

Additional Recommendations: To save the **Imposition Layout**, click on the + sign next to the ComboBox now showing Custom and save it as *Epilog Standard*. Future print jobs require only clicking on **Imposition Layout** tool then selecting *Epilog Standard*. If you use the Epilog Vector table, you know that it needs an extra 3/8" margin at the top. While this **Imposition Layout** is still on the screen, edit the Top Margin to show the 3/8" offset and then save this **Imposition Layout** as *Epilog Vector Table*. I'm sure you'll find many other uses for this new knowledge!

*Coolbar is not misspelled. This is Microsoft's official term for this relatively new user modifiable group of tools between menu bar and client area.

Thanks for the info, Daddy!



[Editor's Note: Daddy has some great "screen shots" that go along with the preceding info to show where the menu items are ... but I don't have room for them here. If you'd like the graphic version, email me jeanette@brewersales.com and I'll send the full document to you.]

More Epilog Info

For those of you who are about out of the acetone that shipped with your Epilog laser (*to clean the optics*), you can contact Epilog at 303-277-1188 for the new Lens Cleaner they are carrying. You probably recall that the old cleaner could not be shipped but the new stuff is not "hazardous" and, therefore, is ship-able!

If you haven't already logged on to the new & improved Epilog web site at <http://www.epiloglaser.com>, I highly suggest that you do. There are a lot of engraving tips and some suggested applications with which you might want to experiment!

For instance, there is some very good information about acrylic at <http://www.epiloglaser.com/etacrylic.htm> and brass at <http://www.epiloglaser.com/etbrass.htm>. As you'll see on the acrylics page, cast acrylic is the better choice for raster engraving. "The frost produced when lasered provides a nice white contrast against the clear material." Extruded acrylic is a good choice for vector cutting. Why? "It has a lower melting point that produces an almost flame-finished edge when cut with the Epilog Legend!" Check out the web site for more details!

HP Scanner Info

I still get several calls a week from folks who want to know what scanner daddy recommends. The current models he recommends are the Hewlett-Packard Scanjet 5300 or 6300. As a reminder, the letters following those numbers (i.e., CXI, CSE, etc.) are irrelevant to engravers.

We are still finding the 5200 at Sam's Clubs around here for \$199. If you can find one where you are, grab it. The 5300 & 6300 scanners are running \$269 and \$399, respectively.

If you need the 6200/6300 scanning directions (slightly different from previous versions), Document #215 is available on our Fax on Demand system (817-459-3284). [Remember to call the Fax on Demand system from the handset on your fax machine].

Document #213 is still available for the 5p, 5100, 5200 & 5300.

Corel Tips

Epilog Tech Support recommends the following print settings in CorelDRAW! 9 (very similar to the Corel 8 settings covered in Aug. '98 issue):

1. Open CorelDRAW! 9
2. Place something on the page or open a file ("Print Preview" in step 4 will not be available if the page in Corel is blank)
3. [**File**
4. [**Print Preview**
5. [**Settings**
6. [**Printing Preferences**
7. [**Driver Compatibility**
8. Select the printer that you are adjusting (i.e., Legend Engraver)
9. Verify that there is a checkmark by the following settings:
 - ✓ All text as graphics
 - ✓ Send beziers and paths to driver
 - ✓ Send bands to driver
10. [**OK**
11. Close out print preview

NOTE: If you use more than one Epilog printer driver (perhaps you use the stamp driver as well as the engraver driver), you must set each driver separately.

Thanks to Epilog Tech Support for the tip!

Another significant Corel tip that might have slipped past you several months ago is the 8 Tip. We get several calls a week from Corel users who have lost their color bar ... or their toolbar ... or their menu ... etc., etc.

This still works in Corel 9 (*right, Michelle?*)! Exit CorelDRAW! and run it again while holding down the 8 key. A message will pop up that says, "Restoring Factory Defaults, OK?" [**OK** and you're back to the Corel-recommended settings.

Early Bird Notice

For those of you who make the annual trek to our Houston show in August (*The Texas Trophy & Award Show*), this is your super-duper, early advance notice that we will have a Brewer Sales-sponsored Xenetech Users' Clinic the day before the show opens. →

Mark your calendar now to attend the clinic on Thursday, August 3. It will be in the same room where we've been the last three years. If this is your first year to attend, follow the crowd! I'll put more details in the next newsletter but I wanted to be sure to give you enough notice this year so you can make travel arrangements early.

We'll probably devote the 1st hour to Xenetech Beginners; hours 2&3 will be for intermediate users; the 4th hour will be for

you Xene-Techhies! As always, if you are considering the purchase of a Xenetech system, we strongly encourage you to attend part (or all) of this clinic. We love for prospective clients to hear what our users have to say about their Xenetech systems!

If you have a particular topic that you'd like to see covered, please email me at jeanette@brewersales.com. Daddy will have plenty to cover without your suggestions; but we'd like to answer as many of your questions as possible!

Speaking of Xenetech Clinics, as of press time, there were still some available seats at the factory clinic in Baton Rouge, May 15-17. For more information on that clinic or to register, call Xenetech today at 225-752-0225 or email jessica@xenetech.com.

Other Upcoming Events

May 4-12

Brewer Sales / Epilog Mini-Show

*Daddy will have a new Legend available for hands-on demos
Honolulu, HI (Aloha Towers)*

May 12-14

The Woodworking Show

*Randy will be showing the new Legend at this show
San Antonio, TX (Airport Convention Center)*

July 24-26

Xenetech User Clinic

Baton Rouge, LA (contact Xenetech for more details)

August 4-5

Texas Trophy & Award Show

Houston, TX (Nassau Bay Hilton)