
THE PEDALER'S PAGE

BREWER SALES NEWSLETTER/TIP SHEET

AUGUST 2000

EDITOR: JEANETTE BREWER-RICHARDSON

There He Goes Again!

For the 4th year in a row, daddy was presented with the *Top*

More Samples

We *still* want more samples. Aren't you tired of seeing all those samples with daddy's pictures on them in our booth?! Ship a sample along with an invoice to 311 W. Abram St., Arlington, TX 76010 OR bring it with you to any upcoming show or user clinic.

Salesman of the Year Award at the Xenetech Distributor Meeting in April (just a little too late to make the May edition of this newsletter). Brewer Sales, for the 3rd year in a row, won the *Top Distributor of the Year Award*.

I'm sure you'll want to congratulate him the next time he "pedals" into your area or when you see him at the Texas Trophy Show this month (more details on the show to follow).

We'll proudly display your work of art right there in our booth (and hopefully throw away all those old samples)!

Rex — how's this for a gentle reminder to send me some of those samples about which you were bragging last month!

Texas Trophy & Award Show

It's time for one of the most successful shows in our industry in this "neck of the woods"! Hopefully, you've already marked your calendar for the annual Texas Trophy & Award Show (August 4-5) and the Brewer Sales-sponsored *Xenetech* User Clinic on Thursday, August 3, from 9:00-1:00. *This clinic is not associated with show organizer, Claytex Trophies — so don't call them for details!*

We still have seats available for the clinic. It's FREE — you can't beat that deal! Bring your questions, suggestions, wish lists, etc. If you don't come prepared with questions, daddy will lecture the entire 4 hours (my brother, sister & I can tell you that those lectures can be a little painful!)

The clinic will be structured to assist our new *Xenetech* users from 9-10; our intermediate users will benefit most from the discussion from 10-12; and our Xene-Techhies will get to talk "geek" language from 12-1. Come & go as you please. Stay for an hour, 2 hours or the entire time! I guarantee you'll walk away with some valuable ideas.

The rest of the show schedule/events are as follows: For

you golfers who already know all you want to know about Xenetech, the Annual TTA Golf Tournament starts at 6:00am on Thursday. *The golf tournament is not associated with Brewer Sales — so don't call me! Call Jack or Brady at Claytex (800-433-0965) for more details on the golf event.*

The exhibits are open on Friday & Saturday from 9:00-5:00. The highlight of the show is the Texas Hoedown at 5:30 on Friday evening. If you've been to the TTA Texas Hoedown in the past, I know you won't miss this one. If you've never been before, here's a tip: don't stop by your room to change clothes. Go straight to the Hilton Patio when the exhibits close at 5:00 and start enjoying all the *free hors d'oeuvres* you can handle!

My guess is that if you haven't already reserved a room at the Nassau Bay Hilton (800-634-4320), you'll need to find a room somewhere else. I have a list of several nearby motels — call or email me if you need some numbers.

See y'all there!!!

Upgrade vs. Update

Xenotech software engineers are currently working on an upgrade. Far in advance of the release of the new version, we thought it prudent to review *Xenotech*'s definitions of Upgrades and Updates.

Updates: Licensed, registered users of *Xenotech* software never pay for updates. Updates are incremental additions, improvements and bug fixes that may be downloaded from the *Xenotech* web site. If users do not have an Internet connection, *Xenotech* (or your *Xenotech* distributor) will ship the update on appropriate media (disks or CD-ROM). While there is no charge for the software update, a shipping/handling fee may be assessed.

Upgrades: These represent *major additions in functionality*. Upgrades represent significant investments of engineering time and the company must be able to recoup those costs. *Drawing Tools* (\$395) and *Spell Check* (\$295) are examples of Upgrades. Before those upgrades, there was the upgrade from the original GEM software to MS Windows (\$495 if I recall correctly).

The most significant feature of the new software will be true 32bit compatibility. That means long file names and the capacity to run on *Windows NT & Windows 2000* operating systems. We are told, in addition to this, the upgrade will contain *at least 5* of the most requested features not now available. The specific features have probably not yet been determined and will not be made available until shortly before the release of the upgrade.

The upgrade may be completed as early as the end of this summer, but realistically we believe it will be closer to the end of the year. How much will it cost? While we don't know for sure, I'd anticipate it to be about the same as the GEM → Windows upgrade. — Roy Brewer

[Editor's note: we'll notify you when the *Xenotech* upgrade is available. Current version: 5.42]

Corel Tip

More accurately, this is a *Windows*™ Tip ... I frequently get calls asking how to put an accent mark over a letter in CorelDRAW (i.e., *voilà*). Call up your Character Map (**Start|Programs|Accessories|System Tools|Character Map**); make sure your font is selected and then look through the symbols until you find the one you want.

[the symbol you want, [Select, [Copy, [Close. Go back to your Corel layout and "Paste" [**Ctrl+V**] the symbol where you

want it.

For those of you to whom this was a revelation, I'd highly recommend a valuable reference tool that I keep on my desk at all times — *Windows 98 for Dummies* (or the appropriate "Dummies" book for your operating system). You can always buy a book cover if you don't want your kids to know they know more than you do about *Windows*!

News from Denver

REMOTE ELECTRICAL CONTROL BOX

Epilog has manufactured and will include as an option, the Remote Electrical Control Box (ECB). Preliminary reports are that the ECB will automatically turn on and off a laser, air assist, blower and/or chiller and it will retail for \$695. We'll have one at the Houston show — come by and take a look!

ONE STOP SHOP

Epilog and *LaserBits* have developed a program called the "One Stop Shop". The "One Stop Shop" is a place for recognition experts to get everything needed for an awards and engraving shop: a laser, laser engravable materials and extended training. For more information, take a look at <http://www.epiloglaser.com/onestopshop.htm>.

Epilog is offering another new option — the "Starter Kit". *Epilog* will inventory this item and will ship it from Denver. The "Starter Kit" is \$450. There are 80 different laserable items (and many sample layouts) in the kit and it has a suggested retail laser engraved value of \$1495.

Epilog is also co-sponsoring the existing *LaserBits* "Laser Workshop" training program. *Epilog* will be providing a Legend for *LaserBits* to use at their main offices and also for use in the laser workshops. The cost of the laser workshop program is \$379. This workshop does not replace the traditional training. It is not "how to run your laser" but generic laser engraving applications.

Again, for more information on the workshop and/or for a list of products in the Starter Kit, go to the following page — <http://www.epiloglaser.com/onestopshop.htm>.

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Other Important Info

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<http://www.epiloglaser.com>
 Xenetech USA Inc., Baton Rouge, LA 225-752-0225
<http://www.xenetech.com>
 Brewer Sales <http://www.brewersales.com>

News from Baton Rouge

SERVO DRIVEN ENGRAVING SYSTEMS

Xenetech has started shipping the servo motor driven systems it announced earlier this year. These new servo systems have been engraving 4 to 5 times faster than traditional computer engraving systems. A logo that previously took one hour and fifteen minutes to produce, on a standard stepper engraving system, now takes 18 minutes on the servo system with no effect on quality.

The servo motors power the X and Y axis of new *Xenetech* systems and existing *Xenetech* 1313, 1625 and 2525 systems in the field. *Xenetech* servo upgrades are also available for competitors' systems. In addition to increased speed, the servo allows for significantly quieter operation.

I saw one of these machines in action at the distributor

meeting in April — Wow! We'll have a servo system at the *Xenetech* booth in Houston. Make sure you stop by and have daddy or Randy show you what it can do!

SUMMER SPECIAL

If you've been thinking about upgrading your old engraving system and turning it into a *Xenetech*, now's the time to do it! *Xenetech's* annual Summer Sale runs through September 30 and is good for a \$1000 discount on a *Xenetech* electronics upgrade.

There are a few other "goodies" in this year's Summer Special (i.e., free Drawing Tools upgrade w/ the purchase of a any system and more)! Call or email me if you want all the details!

News from Arlington

NEWLYWEDS

Our own Randy Allen married his college sweetheart, Marci, on Saturday, July 1. As of press time, Randy hadn't convinced Marci to go to the Houston show with him. He's working on it, though, so y'all can meet her at the Texas Hoedown that Friday night.

The wedding was lovely (*I cried, of course — I always cry at weddings*)! Daddy performed the ceremony for them and did a beautiful job. The bride was gorgeous and the groom was quite handsome in his tux!

Be sure to stop by the *Xenetech* booth and have Randy show you the wedding pictures and pictures from their honeymoon in Hawaii!

BRETT BREWER

Many of you long-time *Xenetech* customers have asked about my brother, Brett, who used to work the *Xenetech* booth at all our shows and did many of our installations. Brett is still involved in our business (he's the Brewer Sales Webmaster and network expert and he still does some engraving for mom's business) but he has a "real job" too as the resident "computer geek" for the Arlington Independent School District.

With all that (and Madeline, his 6-year-old) going on, it's not often that he can make the trade show circuit any more. If you want to drop him a note, his email address is brett@bphost.com.

The Loss of a Hero and a Great Friend: Jay Hoffpauir

by: Roy Brewer

I first met Jay when I sold him an *Automark* for hot stamping electrical wiring (I really should say *he bought it from me* since I didn't even know *Automark* made such a thing)! Jay and I started selling computer engravers at almost exactly the same time (he sold *Dahlgren*, I sold *HSquare*). Since we worked the same territory with equal fervor, we got to know each other pretty well just by following each other around. We started programming about the same time too (again, for *Dahlgren* and *HSquare*, respectively). About the time I realized I wanted to do less programming, he decided that he really wanted to do *more* programming — *and did he ever!*

When I started selling for *Dahlgren*, one of the things I looked forward to was working with Jay. As it turned out, the day I went in to sign a contract with *Dahlgren*, I saw Jay walking out the other door...never to work with *Dahlgren* again! I saw (from a distance) his software grow and mature and I always said that's the way engraving software should be! In the mid-90's, things finally worked out to where Jay and I could

work with each other instead of against each other. I can't speak for him, but I can assure you that I've had as much fun selling for Jay as I always anticipated I would.

Xenetech is Jay's vision. Most will never know that during the year-long battle he had with cancer, after first taking care of his family, he applied his genius to making sure the "vision" was set up to continue after he was gone.

Will Dahlgren, more than anyone else, set the direction for computerized engraving. Jay Hoffpauir, more than anyone else, set the direction of engraving software. All of us who knew Jay (and the engraving industry in general) have been robbed of his future contributions as death took this young man. Nothing, however, can take from us what he has already given.

Jay Hoffpauir died, surrounded by his family, in Baton Rouge, on Friday, May 5, 2000.