

---

# THE PEDALER'S PAGE

A QUARTERLY NEWSLETTER FOR EPILOG & XENETECH OWNERS BROUGHT TO YOU BY BREWER SALES  
VOLUME V, NUMBER 2 MAY 2001

EDITOR: JEANETTE BREWER-RICHARDSON

---

## ARA Vegas News

Congratulations to the Hoffpaur / Xenetech family! Jay Hoffpaur was inducted into the ARA (*Awards & Recognition Association*) Hall of Fame at our annual ARA Awards Banquet in Las Vegas earlier this year. Daddy was asked to present the award to Jay's wife, Kathy, at the ceremony.

With daddy's & the Hoffpaur family's permission, I have reprinted part of daddy's speech below for those of us who weren't able to attend the ceremony in Vegas this year:

"... For those of you who don't know this individual, you would do well to learn all you can about him. He is an outstanding example of what can be done in our free enterprise system. A young man without money and without a formal education, he made a commitment to do what had to be done and to learn what had to be learned to accomplish his goal.

"His goal was not to be inducted into the ARA Hall of Fame or the other two Halls of Fame into which he has previously been inducted. His goal was not to become one of the industry's largest manufacturers with worldwide distribution. His goal was not to become Baton Rouge's Small Business of

the Year for the year 2000. His goal? To create an enterprise which could design, engineer and manufacture a computerized engraving system that worked the way an engraver wanted it to work instead of the way programmers and engineers wanted it to work!

"His induction into the ARA Hall of Fame tonight should tell you that he attained his objectives.

"On May 5, 2000, after a long, valiant battle with cancer, the [three men up here with me] lost a close friend and our industry lost a great contributor. No, we haven't lost his contributions, as long as our industry is around, his contributions will be around.

"These [men] and this great crowd would ask that his wife, Kathy, make her way to the stage to receive the award for the 2001 Hall of Fame inductee and founder of Xenetech, Inc., Mr. Jay Hoffpaur!"

***Congratulations to Xenetech from Brewer Sales!***

---

Congratulations are also in order for "Mr. Epilog" (as most of the folks up in Golden refer to Mike Dean) who was awarded the 2001 *ARA Founder's Award*!

According to the ARA, "The *Founder's Award* recipient is nominated by ARA's leadership and is recognized for reflecting the spirit of the original founders of the association – individuals committed to promoting communication, cooperation, sharing and unity, as well as to fostering growth and enhancing professionalism within the association."

The *Founder's Award* (formerly The *John & Jessie Crittenden Memorial Award*) has been awarded in the past to

some of our very own *Pedaler's Page* readers (Pat Holley, Jim Bryson & Mardie Elliott to name the most recent ones) and even to the *Pedaler*, himself, in 1984.

Mike Dean served as the ARA President last year and has been actively involved in the association for many years. Keep up the good work, Mike!

Congratulations to another *Pedaler's Page* reader, Terri Hensley, CRS, Bossier City, LA, who was awarded the *Branch Leadership Award* for the fantastic job she did with the Louisiana Branch again this year!

---

### ***By the way ...***

*Did anyone else notice that PDU owner Myron Funk's stepson, Alan Greenblat, [see page 53 of the April Recognition Review] is a dead ringer for Jim Spearman?! ☺*

---

## Daddy Does Mardi Gras!

For over thirty years, New Orleans has been a part of daddy's territory. His customers in the New Orleans area have always said, "You don't want to be anywhere *near* this place during Mardi Gras!"

Always one to heed the advice of the "locals", daddy has avoided New Orleans during Mardi Gras every year ... *until this year!*

Xenetech had a Sales Contest for their distributors and we won the "**Most Machines Sold**" category. Brewer Sales was rewarded with a 3-night, all-expenses-paid, trip to downtown New Orleans – at the beautiful Royal Sonesta Hotel right on Bourbon St.!

Part of the package included a ride on a float in a Mardi Gras parade! That's right, Roy Brewer on a Mardi Gras

float ... in New Orleans ... with a bunch of interesting people yelling up at him, "*Hey, Mister, throw me somethin'!*"

I haven't seen any pictures yet (*are you blackmailing him, Jessica?*) but rumor has it that he had the time of his life! I'm not sure I believe everything I hear, though.

Mom went along with him (*something to do with the blinders she was going to put on him to keep him from seeing what some of the "ladies" would do for beads*) and had a great time decorating the float with the all the Xenetech folks.

I believe daddy's final words on the subject were, "That was a once-in-a-lifetime experience. Make sure to schedule me anywhere BUT New Orleans for every Mardi Gras season from now on!"

---

---

## Clinics & Workshops

*Epilog* is co-sponsoring *The Laser & Color Workshop Series* produced by LaserBits (of Phoenix). The workshops will be held in Chicago, Newark & Atlanta. For more information, call LaserBits directly at (623)879-0005 or click [www.laserbits.com](http://www.laserbits.com).

There is still seating available at the *Xenetech User Clinics* scheduled for June 11-12 & November 5-6 in Baton Rouge. Call Xenetech directly at (225)752-0225 or email [jessica@xenetech.com](mailto:jessica@xenetech.com) for more information!

---

---

## Xenetech 32-bit Software Upgrade

As we announced in the last *Pedaler's Page*, Xenetech is on the verge of releasing its 32 bit software [Editor's note: As this article is being written, the release is on the verge. By the time you read this article, it has probably started shipping.] The greatest significance of this upgrade, initially, will be that you will have the ability to run your Xenetech with Windows NT and/or Windows 2000 which are both 32bit *only* operating systems.

By now, most everyone is aware that these 32 bit systems are Microsoft's "industrial" operating systems and are significantly more stable (*crashes* are rare and less vitriolic when they do occur) and can be made much more secure than their "lesser" counterparts. Equally important is that the NTFS file system normally used, greatly reduces damaged and lost

files on the hard drive. All of these strengths work together to make networking much simpler to implement and far less problematic.

The XGW interface will initially be extremely similar to what we've had in the past, so there will be almost no learning curve. A complete list of the features in the initial release have not yet been announced but will include:

**Long Filenames:** after you've once used these, it is extremely painful to not have them!

**Windows Common Dialogs:** for instance, in the file open/save dialogs, you'll be able to Delete, Rename, Copy, move, etc.

**Drawing Tools enhancements:** additions and corrections to features that simply were not possible in 16 bit environment.

the *Pedaler's Page* will start listing the features to be released/updated next.

The real advantage to the 32 bit upgrade, however, will be the future. It is much easier to develop and bring new features to the user in a 32 bit programming environment. As reviewed and explained in the last newsletter, after a Xenetech customer has paid for the upgrade (\$495), all future updates will be at N/C. The list of features already slated for the second and third phase of this software is outstanding. The next issue of

The 16-bit software package will continue to be updated by Xenetech through December 2001. Starting January 2002, support for the 16-bit software will be limited to telephone question and answer support.

Call Brewer Sales or Xenetech directly to order your upgrade today!

---

---

## My Baby Sister

For those of you who have baby sisters, I know you can relate to this "family crisis": Lynnette (the baby of the family) threw a fit because I didn't give her credit for her tip in the last edition of the newsletter (Feb. 2001). The "Cleaning Tip from a Reader" actually came from my sister, Lynnette Brewer. There. Credit has been given where credit is due.

---

---

## The Texas Trophy & Award Show

By the time you read this newsletter, you may have already received an information packet from Jack at Claytex Trophies, who is currently serving as the show organizer for the world-renowned *Texas Trophy & Award Show*. Many attendees who enjoy this show each year are not aware that other trade show promoters (ARA, A&E, P&I) continue to be amazed at the tremendous success of the TTAS and often attend the show to try to learn its *secret!*

August 10-11, with the annual Golf Tournament scheduled for Thursday, August 9. Hotel reservations can be made at (888)388-8484 (be sure to mention the *Texas Trophy & Award Show* to get the group rate).

If you have not received an information packet from the current show organizers or if you need more information, you can call me (or better yet, call Jack's folks at (800)433-0965)!

As a reminder, for the first time in 14 years, **this show will be held in Galveston** instead of at the Hilton on Nassau Bay. The show location is Moody Gardens Convention Center & Hotel and the show dates are Friday & Saturday,

You won't want to miss the start of a new tradition for this very popular show. Look for the Brewer Sales crew at the Xenetech and/or Epilog booths. We'll be there!

---

---

## Brewer Sales Show Calendar

June 18-21

*The Texas Cities Traveling Tour Epilog & Xenetech* booths (Houston, San Antonio, Austin & Dallas) [see page 4]

August 8-11

*Texas Trophy & Award Show* (Galveston, TX) *Epilog & Xenetech* booths

September 6-9

*Personalized Products Show* (Kansas City, MO) *Xenetech* booth

October 25-27

*The BIG Show* (Ft. Worth, TX) *Epilog & Xenetech* booths

February 11-13,  
2002

*ARA Int'l Awards Market* (Las Vegas, NV) *Epilog & Xenetech* booths

---

## The Texas Cities Traveling Tour

**F**or you Texans who just can't wait for the show in August to see a Xenotech or an Epilog Legend laser engraver, consider spending some time with us on our Texas Cities Traveling Tour!

We made this same trip through Texas in April and it was a big success! 4 different cities in 4 days – that's the kind of schedule daddy likes but I'm not sure how well the rest of us "road warriors" fared!

Brewer Sales has teamed up with Continental Trophies (Wayne McKnight) and Bur-Lane Inc. (Brandon Sage) for this unique little show which we hope to

expand into other parts of our territory soon (Oklahoma, New Mexico, Louisiana, and others)!

It's an evening-hours show (from 3:00 pm - 9:00 pm) which showcases equipment, components, supplies & materials for the awards & recognition industry. Show dates are June 18-21. We'll be in Houston on Monday; San Antonio on Tuesday; Austin on Wednesday; and Dallas on Thursday.

If you're anywhere near those four cities, you'll receive a postcard in the mail with more information (show sites, etc.). We hope you'll stop by & take a look or just to say howdy!

---