

THE PEDALER'S PAGE

A QUARTERLY NEWSLETTER FOR EPILOG & XENETECH OWNERS BROUGHT TO YOU BY BREWER SALES
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EDITOR: JEANETTE BREWER-RICHARDSON

EOY Reminder

Once a year, in the November issue of *The Pedaler's Page*, we remind our customers, prospects & probably a few competitors (!), that they should check with their accountants to see if they need to take advantage of the **IRS Code Section 179** before the end of the year.

Section 179 states that businesses can write off up to \$24,000* in 2001, as long as the equipment is delivered by December 31, 2001.

** pending legislation may make this number even higher by the time you receive this newsletter!
Check w/ your accountant!*

Many of our customers have had a fantastic 2001 and have already called to put their name on the EOY list!

Over the years, we have found that Epilog & Xenetech production schedules start backing up at this time of year. To guarantee delivery by December 31, we should get started on the paperwork soon! Call me at (817)460-8122 (or email jeanette@brewersales.com) if you need literature, pricing or any other info!

Salesman Earns Spot in Hall of Fame

Mike Davis, publisher of *The Engravers Journal*, forwarded a newspaper article announcing Joe Girard's recent induction into the Automotive Hall of Fame. Mike recalled having heard Joe Girard's name in one of daddy's seminars years ago and knew that daddy would appreciate the article.

Since I'm rather fond of great salesmen around here, I thought I'd share some of the information from *The Detroit News* article with you:

Mr. Girard is the first auto salesman to be admitted to the Automotive Hall of Fame. According to Mr. Girard, he often walked past the photos of Hall of Fame winners (Henry Ford, Charles Kettering, Harry Firestone & more) and prayed he'd be included someday. "If we didn't sell [autos], they wouldn't

get built." Girard also says, "Everyone said you couldn't sell cars in 1974 because of the first oil embargo. The country pitched into recession. I sold 1,376 units."

Mr. Girard sold more retail automobiles for 12 consecutive years on a one-on-one basis than anyone else in the world. *The Guinness World Book of Records* lists his still-unbroken record.

It is said of Joe Girard that "he's not a hard-core hustler, he has a heart ... nobody knows customer service like Girard."

Mr. Girard now lectures worldwide on selling techniques. Congratulations to a Great Salesman ... from the daughter of one! ☺

Laser Product Release

LaserBits (of Phoenix, AZ) recently announced the release of CerMark (the popular metal marking solution) in spray cans! Contact LaserBits Inc. at www.laserbits.com or 623-879-0005 for more info!

New Epilog Tech Support Policy

When ordering replacement parts for your Epilog laser which is under warranty, please make note of the following policy:

In order to guarantee the return of the defective part(s), Epilog will request a credit card number from the customer. An authorization will be made for the amount specified by the technician for the part(s) being shipped. **THE CUSTOMER'S CREDIT CARD WILL NOT BE CHARGED** unless the part(s) is(are) not returned to Epilog in a timely manner (10 days). Epilog will provide a return air bill for the customer's convenience in returning RMA parts.

*When ordering replacement parts for your Epilog laser which is **no longer under warranty**, please make note of the following policy:*

Epilog will request a credit card number from the customer or will ship the part(s) COD (Cashier's Check only).

Please don't take it personally when Epilog requires that you give them the credit card information (as outlined above). It is company policy instituted on July 1, 2001, and there are no exceptions.

"Pay \$30,000 for a machine and then you won't accept my company check?!" We've already heard that a few times so possibly an explanation is in order: Epilog works exclusively through distributors (e.g., Brewer Sales) and therefore does not have credit info on you as an end user. Brewer Sales **does** have credit experience with our Epilog owners and if you choose not to use a credit card [*you're missing some great frequent flyer miles!*], Brewer Sales will be happy to pay the charge and invoice you as usual.

Simply find out what you need from Tech Support & let them know you will be contacting me to issue a PO from Brewer Sales. Call me at (817)460-8122 [ext. 201] & let me know what you need ... or let me know with which technician you are dealing and I'll take it from there.

TTA's New Home

As we started announcing several months ago, this year's Texas Trophy & Award Show had a new home – Moody Gardens in Galveston, Texas. This was a BIG change for us and all the regular TTA attendees! We'd been at Nassau Bay for the last 15 years. We wondered: Would anyone drive 45 minutes farther south to a new location? Would this infamous show survive a major change like this? Would Jim Spearman still make a fool of himself and sing Karaoke in front of hundreds of his adoring fans? **Yes, yes & yes!**

We had a fabulous show in Galveston. If you missed it this year, you should make plans to attend next year. The volunteer show promoter (Jack Ellis – yes, we "volunteered" him for another year!) has already started making plans for next year's show to be held at Moody Gardens again.

Brewer Sales held its annual Xenotech User Clinic & CoreIDRAW seminar on Thursday before the show. While it was well-attended, we had several customers request that we hold our clinics on the day AFTER the show instead of the day BEFORE. So ... how about another change?!

We would really rather be in church, but if it better meets our customers' needs, we'll get someone to cover for us at church and hold our clinics (onsite or nearby) on Sunday rather than Thursday. We'll see what kind of input we get from customers (*that's your clue to drop me an email with your opinion*) ... stay tuned right here for details for next year!

A BIG THANK YOU to LaserBits for sending some great laserable samples to the show. Many of you saw the new alder frames in our booth also. One of our Epilog customers is carrying those frames & they laser beautifully! If you're looking for an excellent wood frame supplier, call these guys:

Summit Products | PO Box 905 | Mineola, TX 75773
(800)982-9592
(903)569-0690 FAX or email summit@lci.net

One more TTA note: Eddy Maddux is offering the *Texas Trophy & Awards Show Special* to **ALL** our *Pedaler's Page* readers. If you don't recall the details from previous newsletters – Eddy has over 4000 logos digitized specifically for the Xenotech systems. He's offering the entire collection for \$199! You can order them from me ... or you can email Eddy at maddux@kscable.com.

HP ScanJet Update

BY: ROY BREWER

Since writing the article for *The Engraver's Journal* about the newer ScanJet's ability to do raster to vector conversion "on-the-fly", we continue to field a lot of calls about which scanner should be purchased. Two major problems here: First, HP has been making slight changes in their systems at least three times a year; each change gets a new model number and often the software changes also. Second, the R-->V conversion (tracing) is not documented and, therefore, **no one** selling the equipment is aware of it and certainly can't answer questions.

Brewer Sales has FAX on Demand documents that we can send on most of the scanners, but again, they are changing so fast that we can't keep up with it; hence this report!

If you use CorelTRACE or Streamline, you shouldn't! You should buy one of the following scanners which do a far better job than either of these two "3rd party" programs.

ScanJet numbers which have the R-->V capability:

\$150 – HP4300 HP4400 HP4470
 \$280 – HP5100 HP5200 HP5300 HP5400 HP5470
 \$500 – HP6200 HP6300 HP7400 HP7470

Each line above represents the same basic model with slight upgrades and their typical "street price". On almost each new model, the resolution is increased. This is almost never a benefit in our industry; 300dpi is almost overkill, so why do we need 2400dpi? While there are speed advantages and color depth advantages to the "high end" models, the vectorization quality on the "low end" scanner is exactly the same.

More significant and problematic is the change in software and the lack of documentation (ScanJets no longer have a manual **at all**). Here is a general explanation of how to

trace a graphic, regardless of which version of HP PrecisionScan comes with the scanner. You must ...

1. Preview Scan
2. Select the desired portion of artwork
3. Tell the program to scan in Black & White line art (B&W Drawing in some versions; B&W Vector in others)
4. **Edit | Copy** into the clipboard
5. Switch to graphics program (Corel or Xenotech)
6. **Edit | Paste**

Two Alternatives:

- a. with true 32bit programs you can drag and drop the selected area into the client program
- b. **File | Save As** to a Windows Metafile (*.WMF) which any graphics program can import

Following scanners do ***NOT*** have the R-->V ability:

HP 6100 or any number below 4300. (e.g., HP3400, HP2300) Any of the HP "All in One" systems (Scanner, FAX, MODEM, Copier and Printer all in machine).

I just picked up a \$150 HP4400 which now has HP PrecisionScan Pro; up until just a few months ago, PSP was reserved for the most expensive of the ScanJets. I say that to make this report reach out into the future with a prediction that, shortly, I suspect even the \$50 ScanJets will have this ability. As far as I know, no other manufacturer has built this into their scanners.

Save This Corel Tip!

If you haven't already committed this tip to memory, **SAVE THIS TIP** ... make copies and paste it on your PC ... make copies and paste it to your PC at home ... Ready? If you lose your toolbox or other significant pieces of your CorelDRAW workspace (by the way, I already know that **YOU** didn't do *anything* different this time! The toolbox **just disappeared** for no reason!), follow these steps to restore your CorelDRAW workspace:

1. Shut down CorelDRAW
2. Press & hold the F8 key
3. Open CorelDRAW again (while holding your F8 key down)
4. Answer YES when the program prompt reads: "*Are you sure you want to overwrite the current workspace with the factory default?*"

Non-Corel Users Unite!

We have a list of several Epilog owners who are using software other than CorelDRAW to run their lasers, but our list is far from comprehensive! Should you be on that list?

We at Brewer Sales and the technical support staff at Epilog in Golden are well-versed in CorelDRAW; thus, our recommendation to use CorelDRAW to run your laser. When you hit a software "snag", we can (between Golden & Arlington) normally come up with an answer for you!

Many, however, simply do not want to learn another software program and choose to use a graphics program with which they are already familiar. If you are one of those Epilog operators using software other than CorelDRAW and would

like to make yourself available to network with others who are using the same software, we'd be thrilled to act as a match-maker for you! We'll match you up with other non-Corel users who may be able to help you & vice versa.

Please email or call to let me know if you are using anything other than CorelDRAW & are willing to work with others in the "same boat".

An immediate request for help to **Adobe Acrobat** experts: We have some users who have no problem printing from **Acrobat** to Epilog – we have some users who cannot print from **Acrobat** to Epilog at all. Email or call me if you have some suggestions for us!



BREWER SALES
Post Office Box 120322
Arlington, Texas 76012-0322