
THE PEDALER'S PAGE

*A Quarterly Newsletter for Epilog & Xenetech Owners brought to you by Brewer Sales
Volume VII, Number 2*

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Do NOT Buy CorelDRAW 11

(Buy Corel Graphics Suite instead!)

If you're getting ready to upgrade your CorelDRAW or purchase CorelDRAW for the first time (*hopefully, for your new laser from Brewer Sales!*), you'll want to be sure you're purchasing Corel Graphics Suite 11.

With the introduction of version 11, Corel started offering

CorelDRAW 11 as a stand-alone program and a Corel "package" which includes the software additions we *must* have (Photo Paint & Corel Trace).

In summary: be sure the box you buy is clearly labeled Corel Graphics Suite 11 ***not*** CorelDRAW 11.

Corel 11 Review Review

Daddy wrote a fantastic review of Corel 11 for our last issue of *The Pedaler's Page*. He spoke so highly of Corel 11 that scores of people *rushed* to their favorite software store & purchased the upgrade! We haven't seen a thank you note from Corel yet but I'm sure it's headed our way. Anyway, if you haven't purchased your upgrade yet, let me review daddy's warning which was near the end of his article...

"Corel 11 has one problem when used in win98. Specifically, on several laser engravers, the percentage of Power (as set up in the print driver dialog) is ***not*** sent to the laser ... if you are not using winXP or win2000, keep an earlier version of CorelDRAW around *just in case*."

If you've already purchased your Corel 11 upgrade and you're running win 98, there are three potential solutions for the problem above:

1. Upgrade to win2000 or XP (win2000 much preferred).
2. Turn off "Use Speed/Power" in your laser's print driver and set power at the laser.
3. Return to your previous version of CorelDRAW for final output.

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Websites

www.brewersales.com
www.epiloglaser.com
www.xenetech.com
www.corel.com
www.engraversjournal.com
www.ara.org
www.nbm.com
www.graphicspro.org
forums.delphiforums.com/engrave

In the Beginning ...

Our favorite show is sneaking up on us. If you haven't marked your calendars and/or started making your travel plans yet, we hope you'll do it now!

Texas Trophy & Award Show (TTAS)

August 9-10, 2003

Moody Gardens Resort & Hotel
Galveston, TX

For those of you who are new (or relatively new to the TTAS), I thought you might enjoy learning about the history of this infamous show. Oh, I heard some of you groan like my kids do when I start telling them "*the way things were*". Much to my kids' chagrin, my degree is in History ... so I'll enjoy telling the story even if you didn't want to hear it! ☺

The TTA Show can proudly claim that it is the *only* recognition / identification trade show to have been held in the state of Texas (historically, a tough trade show venue in our industry) *EVERY* year for the last twenty years! Over the last several years, there have been several organizations/publications who have sent representatives to our TTAS to find out what the "secret" is and there have been several attempts to duplicate its success.

You might be surprised to learn that the TTAS is a completely volunteer-led trade show. There's not an association or trade show organization in charge of this show. For the first couple of years, there was no organizer at all; it was just a group of 4-5 exhibitors taking advantage of the opportunity to have a good time & write off the weekend. If memory serves correctly, that original group included AwardSmith, AMP, F&H, Freeman and H2.

Cliff Bueche' (AwardSmith) took the organizational reigns for a few years ... followed by Rudy & Ralph at American Awards ... who passed the reigns to Steve Gowan (F&H) ... next in line was Leon Morrison ... who handed the whole ball of wax off to Jack Ellis (Claytex). Today, the show structure is still the same

as it was the first year: add up the show expenses & split the total cost between the exhibitors (& *yes, we still write off the weekend!*). That small group of exhibitors from the first year grew quickly into a "full house" & we had a waiting list of exhibitors wanting to jump on the bandwagon.

The TTAS was originally called the San Antonio Show (even *after* it moved to Houston). After holding the show in San Antonio for 3-4 years, the guys decided they'd be better able to extend the life of the show by rotating it between San Antonio, Austin, Houston & maybe Dallas. The San Antonio Show moved to the historic Driskill Hotel in downtown Austin (which is the first year I was able to work the show). Personal observation: mother talked daddy into letting us get a room at the Driskill (instead of daddy's "home away from home" – Motel 6) that year. It was the fanciest room I'd ever seen & I still enjoy driving by that beautiful hotel every time I'm on 6th Street!

The San Antonio Show headed for Houston the following year. It was such a "smash" in Houston, we decided to keep it there for awhile – that was 16 years ago! For 14 of those years, the Texas Trophy & Awards Show was held at the Nassau Bay Hilton. Our move to Moody Gardens Resort & Hotel in Galveston two years ago was forced by the remodeling plans at the Nassau Bay Hilton. Rumor has it that we may be able to return to the Hilton soon (*don't tell Jack you heard it from me*) but the move to Galveston has been very successful for us. In Galveston, we were finally able to put all the exhibitors on one level and had room to add some of the exhibitors who had been on our waiting list for years.

Very quickly, the annual Friday night "Hoedown" became the talk of the industry. A&E's "the bash" and the smaller format shows with a party on Friday night (introduced last year) are all attempts to duplicate our Texas show.

The Texas Trophy & Awards Show now boasts a roster of 70+ suppliers (and growing). Retailers from Texas, Oklahoma, Kansas, Louisiana, Arkansas

(& beyond!) make plans to attend this show every year. In 2003, we'll see attendees from 350+ shops walk the aisles & we'll likely see them all at the Friday Night "Party on the Patio" (that's our new moniker for the "Hoedown"). Get there early for the best fresh Gulf shrimp you've had since last August!

From its humble beginnings, the TTAS has become *the* place to be on the 2nd weekend of August. If you haven't had a taste of the Texas hospitality & excellent networking opportunities offered at this unique show, put your *Pedaler's Page* aside & log on to your favorite travel website to start making your reservations / travel plans now. See y'all there!

Editor's note: This "History of the TTAS" is based completely on daddy's memory (with a bit of my own). For you other old-timers (*said affectionately*) who remember more or different details, please send them to me. We'd like to get it right before all you "TTAS originals" retire!

2003 TTAS Schedule

August 7

Golf Outing/Scramble (6:30 am)

August 8

Exhibit hours (9:00 am - 5:00 pm)

Party on the Patio (6:30 pm)

August 9

Exhibit hours (9:30 am - 4:00 pm)

*Xenotech User Clinic

(5:30 - 8:30 pm)

August 10

*LaserBits Clinic

(9:00 am - 5:00 pm)

Call Jack Ellis (800)433-0965 for more show info – but *not* for hotel reservations or clinic info (see below)!

Call (800)582-4673 for hotel reservations at Moody Gardens.

*Call Jeanette (817)460-8122 for more info or to sign up for the clinics.

Embedded Fonts

Do you have customers who are preparing their own layouts & forwarding them to you? If so, are you asking them to embed their fonts (*if they're using CorelDRAW*)?

If you aren't, you should become familiar with the procedure so you can tell them how & encourage them to do it from now on. This one procedure can save you from many potential problems. If you are *not* already doing it, you probably haven't noticed how simple it is:

All you have to do is click the **Embed fonts** checkbox in the **Save** dialog ...check it out! [This option is found as far back as Corel 8, at least.]

You should be prepared to hear from your customer that a message is popping up which is forcing them to accept Corel's policy on font piracy.

While I, personally, haven't seen that particular message, rumor has it that the policy states that "Fonts are licensed intellectual property and therefore not appropriate to be freely distributed." For most people, just tell them to click "Accept" and forget it. However, for the "legal beagles", you might say, "If I don't already have the font, I won't use it for anything except on your product(s) and will put that in writing if you prefer".



Viper Electronics

WOW! Hopefully, you saw the new Xenotech Viper electronics at the Vegas Show a couple of months ago. The Viper electronics are even faster than the servo series Xenotech introduced in Vegas a couple of years ago!

In addition to the faster speed, the Viper systems come with an easy-to-use touch key pad. You can upgrade your existing Xenotech system (1313 & up) or you can add the Viper

electronics to any new mechanical engraving system, except the 912.

If we don't have one sooner, we'll have a Viper system at the Texas Trophy & Awards Show in August. Make sure you stop by to watch it fly!

In the meantime, call me if you need info &/or pricing.

Brewer Snippets

EMAIL Update

Please take a look at the mailing label on this newsletter. If your email address isn't on the label OR if your email address isn't correct, please email me at jeanette@brewersales.com.

CLIP ART Sites

www.industryunited.org

Patriotic – especially good for sublimation & screen printing

pictures.fws.gov/index.html

Wildlife – fantastic laserable images

OTHER Upcoming Shows

IMIA (Int'l Marking & Identification Assoc.) Annual Spring Forum – Ft. Worth (May 2-4) More info: 847-283-9810

GRAPHIX 2003 – Denver (June 26-29) More info: 800-276-8428

The Latest HP Scanner Update – all the scanners below have the *PrecisionScan* or *PrecisionScan Pro* (auto raster-> vector conversion) software. These are listed in "easiest-to-find" order. Any of the following part numbers may have a **70** replacing the **00** (the 70 means the scanner has the slide/negative adapter which you'll probably not use but the 70s seem to be more available):

7400 (available, but I doubt if you'll find one for less than \$499), 4400, 5400, 5300, 5200, 6200, 6300, 6400, 5100, 2200, 4300 (unless you go to a lot of trouble, 4300s work with Corel 8 and down *only*).

LaserBits Clinics

We're really looking forward to the LaserBits Texas Clinics (beginning with the clinic in Dallas **next month**)! If you didn't keep your last *Pedaler's Page* (or you're a new *Pedaler's Page* reader), contact me for another registration form or more information. If you own a laser (any laser), you'll learn valuable tips, tricks, etc. at these clinics conducted by Mike Fruciano (president of LaserBits). ***Don't own a laser yet?*** This will be an excellent opportunity for you to learn how you can use a laser in your business and/or to network with current laser owners that will likely have some insightful advice for you!

The dates/locations for the Texas Clinics are as follows:

DALLAS

June 13 (5:00 - 9:00 pm) & June 14 (8:00 am - 12:00 pm)

GALVESTON

August 10 (9:00 am - 5:00 pm)

the day after the Texas Trophy & Awards Show

SAN ANTONIO

October 24 (5:00 - 9:00 pm) & October 25 (8:00 am - 12:00 pm)
