
THE PEDALER'S PAGE

*A Quarterly Newsletter for Epilog & Xenetech Owners brought to you by Brewer Sales
Volume VIII, Number 4* *Editor: Jeanette Brewer-Richardson*

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Roy Brewer, ext. 202
roy@brewersales.com

*Schedule Demos &
Installations; A/R; A/P; Find
Randy &/or Roy; anything else
you need!*

Jeanette Brewer-Richardson,
ext. 201
jeanette@brewersales.com

NOTE: Our voicemail system
is monitored 24/7. If you leave
a voicemail here after
hours/weekends/etc., I should
be able to track one of the guys
down to help you.

MFG. TECH SUPPORT INFO

Epilog Tech Support
(303)215-9171 (press 1 for the
first available technician) OR
email tech@epiloglaser.com
www.epiloglaser.com/service.htm

Xenetech Tech Support
(225)752-0225 (press 2) or
email tech@xenetech.com

Brewer Sales 1st Annual Education Weekend

We're trying something new this year and are confident you'll let us know what you think about the idea!

We've chosen our most popular seminars/clinics from the last several years and are "packaging" them all in one weekend.

Mike Fruciano (President, LaserBits Inc.) has graciously agreed to conduct one more Laser Clinic for us in 2004.

I've also talked daddy into presenting one of his intermediate CorelDraw seminars, a PhotoGrav seminar and a Xenetech Users' Clinic. That should keep him busy!

Most of our *Pedaler's Page* readers are familiar with the LaserBits Laser Clinics we've hosted over the last two years. Briefly, if you own a laser (or if you're considering the purchase of a new laser), we highly recommend this very informative 8-hour clinic.

Many of our *Pedaler's Page* readers are also aware that daddy has conducted CorelDraw seminars across the country for many years. Many folks consider him the expert in Corel (for our industry).

We invite you to join us in the lovely Hill Country of Texas (Austin) the first weekend in December!

PhotoGrav & Your Laser
(beginner, intermediate & advanced)
– Dec. 2 (\$15)

CorelDraw for the R&I Industry
(intermediate & advanced)
– Dec. 2 (\$40)

Xenetech Users' Clinic
(beginner, intermediate & advanced)
– Dec. 3 (N/C)

LaserBits Laser Clinic
– Dec. 3&4 (\$75)

For complete course descriptions, instructor bios, a registration form & more, please contact Jeanette.

*"Give me six hours to chop down a tree and I will
spend the first four sharpening the axe."*
– Abraham Lincoln (on education)

Who's Who at Brewer Sales

For those of you who don't already know it, Brewer Sales isn't a "mom & pop" business – but we're close! We're a "pop & daughter & one-extra" business. Here's some info on who does what around here (hopefully, this info will come in handy the next time you call our office) ...

Roy Brewer (a.k.a. *Daddy*) is our #1 salesman. He's been selling to the recognition & identification industry for 30+ years. Daddy is on the road 5 days a week (or more). If you call here and leave a voicemail for him (at extension 202), you'll get a return call within 24 hours. You will *almost never* reach him here at the office.

If you email him, you'll get a reply from him by the next morning. roy@brewersales.com

If you call his cell phone, he'll answer 24/7 – unless he's doing an installation or demo. NOTE: We pay him "big bucks" to do installations & demos. More than likely, if you call during business hours, he *will* be doing a demo or installation!

Randy Allen (a.k.a. *Abby's Daddy*) is our other salesman. Randy does most of our installations and handles many of the tech support calls that come in to our office. Randy has been with Brewer Sales for 6+ years. These days, Randy is on the road about 3 days a week. If he doesn't answer his phone here (ext. 203), he's either on the other line (if so, he'll call you back within a couple of hours); doing a showroom demo (if so, ditto) OR he's on the road (in that case, he'll return your call within 24 hours).

Randy's email is randy@brewersales.com. If he's here in the office, he'll get back to you shortly. If he's on the road (unless his on-the-road internet connection acts up), he'll get

back to you by the following morning.

Jeanette Brewer-Richardson (that's me!) handles everything else. I have officially worked for daddy for 11 years. I am *always* here at the office! If you need anything immediately, your best bet is to call or email me. Please keep in mind that I may be "manning" the phones on my own (with daddy & Randy both on the road). If I don't answer when you call, leave a voicemail. I'll get back to you within two hours (normally, much sooner). I am online continuously during business hours. If you email me, you'll get an almost immediate reply (even if it's to tell you I'll get someone else to answer your question!).

All of us at Brewer Sales check our email religiously. If you do not get a reply from us (within 24 hours), we did not get your email. Re-send it or call me.

I'm not the technical part of our team. There are some Corel issues with which I can help you but, as a general rule, if you need immediate technical support, I'll refer you on to someone else. I can always hunt daddy or Randy down in emergency situations. Alternatively, I can always shoot "hot" emails to our tech support folks in Colorado (Epilog) and Louisiana (Xenotech). You can generally count on a return call from our tech support folks within 2-3 hours.

NOTE: For complete contact info, please see page 1 sidebar.

We sincerely appreciate your business. Our top priority is to take care of our customers (and potential customers) efficiently at all times. If we fall short of that goal, please let us know!

EOY 2004

I know I sound like my mother but ... *this year has flown by so fast!* This is your annual reminder to make an appointment with your accountant or tax advisor to see if you need to get new equipment delivered by December 31. If so, we can help!© Please remember that the production schedules at Xenotech and Epilog start backing up very quickly at this time of year. There have been a couple of years in the past, that the production schedule for EOY machines was completely full by December 1.

Under IRS Section 179, businesses may be allowed to write off up to \$100,000 in new equipment in 2004 (as long as the business acquires and takes possession of the equipment before December 31). Your business may qualify for this tax break whether or you pay cash *OR* lease the equipment (as long as you work with the leasing company to structure the lease properly). Let me know if you need contact information for a lease company with whom you can work. Even more important, though, let me know if you need a new Epilog or Xenotech before the end of the year. We'll do our best to get it to you in time!

More on Education

Daddy is serving as the chairperson for ARA's (Awards & Recognition Association) Education Committee this year. In fulfilling those committee responsibilities, we've spent quite a bit of time studying the education opportunities that are available to association members and looking for ways to improve those opportunities.

As such, we are working on (and are fairly confident we'll be able to offer) ARA CEU credits for all the clinics/seminars at our Education Weekend in December (see page 1).

Additionally, daddy & Mike Fruciano (LaserBits) teamed up recently at an ARA Phoenix Branch show and offered free clinics to the attendees. As a result, the annual CATDA (Central Arizona Trophy Dealers' Assoc.) Fall Show broke an all-time attendance record! People are looking for ways to "better" their businesses & ARA is offering many opportunities to do so!

Other upcoming education opportunities (ARA & non-ARA) which we highly recommend (see Calendar below for details):

- ARA Education – S. California Trade Show
- Xenotech Factory Users' Clinic (Baton Rouge)
- ARA Education – Atlanta Trade Show
- ARA Education – Las Vegas Trade Show
- Upcoming Brewer Mini-Shows with Corel & Xenotech clinics – Various cities in 2005

Windows Tip - The WinKey

winKey – A quick way to call up the Start menu (when "tapped" by itself)

winKey + D shows desktop (winKey+ M almost the same)

winKey + F shows Search dialog (find file)

winKey + Break shows System Properties (new & extremely helpful)

winKey + R shows Run

winKey + L shows LogON/OFF screen

winKey + U starts reading (Narrator) the screen to you

winKey + F1 MicroSoft Help & Support



Jeanette (with the long hair), Daddy (with the gray hair) & Mike Dean, "Mr. Epilog" (with the dark hair) at the recent Texas Trophy & Award Show

Calendar

Congratulations!

Congratulations to Eternity Creations (Cody & Janna Stewart) in Sulphur Springs, Texas, on their recent Grand Opening & Ribbon Cutting Ceremony.

Nov. 6 – *Guerilla Marketing Seminar*
Roy Brewer (ARA S. California) www.ara.org

Dec. 2-4 – *Brewer Sales Education Weekend*

Nov. 10-12 – *2004 Woodworking Show*
Epilog booth (Arlington, TX)

Dec. 13-17 – *Xenotech Factory Users Clinic*
Baton Rouge, LA www.xenotech.com

Feb. 3 – *CorelDraw for the Trade* (all-day seminar)
Roy Brewer (ARA Atlanta) www.ara.org

Feb. 5 – *Guerilla Marketing Seminar*
Roy Brewer (ARA Atlanta) www.ara.org

Mar. 2-5 – *ARA Int'l Awards Market*
Las Vegas www.ara.org

Mar. 17-18 – *Texas Woodworking Show*
Epilog booth (Dallas, TX)

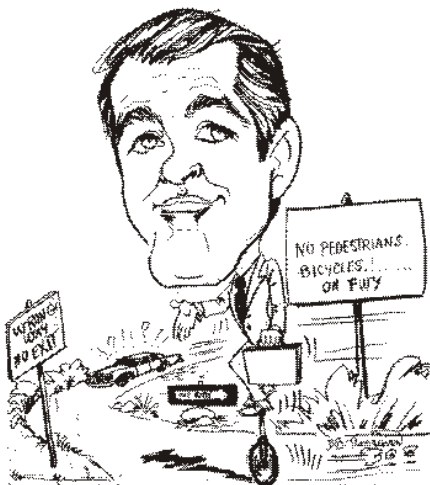
New Lasers

Epilog has recently introduced the new Mini24. The Mini24 is a slightly larger version (24" x 12") of the new & very popular Epilog Mini (18" x 12") which was introduced at last year's ARA Vegas Show. For more info, see www.epiloglaser.com or contact Brewer Sales for a brochure.

Xenotech has also released a larger laser. Xenotech offers the XLT & XLE series in the original 13" x 25" size and the new 24" x 36" size. Need more info? Contact Brewer Sales.



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