
THE PEDALER'S PAGE

*A Quarterly Newsletter for Epilog & Xenotech Owners brought to you by Brewer Sales
Volume IX, Number 4*

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NOTE: Our voicemail system
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(press 7)

Pedaler's Page Farewell

We, at Brewer Sales, are excited about the changes you'll see around here in the near future! To coincide with our 35th anniversary, we are introducing a new name & a new look.

As of January, 2006, Brewer Sales will become *Engraving Concepts* (see page 2 for more details). We'll also be unveiling a new look for our newsletter (thus, this "farewell" issue of the Pedaler's Page). We will continue to bring you valuable tips, tricks & information but future issues will look different. Let us know what you think!

ARA Laser Solutions Clinic

If you're planning to make the annual trek to Vegas next year (March 2006), you'll want to consider going a day early to take advantage of all the educational opportunities. ARA is offering a good mix of technical & general business seminars again this year. A new clinic that many of you won't want to miss is the *Solutions Clinic for Lasers*. Daddy is moderating this panel discussion on Wednesday afternoon (March 1). The panel will be populated by a good mix of laser experts (*Mfg. executive: Guy Barone, Xenotech; Supplies: Mike Fruciano, LaserBits; Engineering: Chuck Kreuzer, ULS; Engraver: Dave Kutz; Technical: Eric Mitchiner, Epilog*) that will answer your laser questions – big & small!

The clinic is FREE to ARA members! For more info on this clinic and on the Vegas show, see www.ara.org.



After you've seen all the new products and learned all the tips & tricks at the clinics, join your engraving industry friends and suppliers on a motorcycle tour through the spectacular desert surrounding Las Vegas. Ride through the Valley of Fire and Lake Mead while benefitting cancer research and education. (Departing from the Las Vegas Hilton on Sunday, March 5).

All proceeds from *Tour de Cure* will be donated to the Susan G. Komen Foundation to help eradicate breast cancer through research, education, screening and treatment.

For more info on the Tour: www.laserbits.com/tourdecure.html
For more info on Susan G. Komen Foundation: www.komen.org

Why The Change?

Interview with Roy Brewer

After 35 years, why the name change? “Brewer Sales” simply no longer represents who and what we have become. To begin with, I never *did* like the name. The “Brewer Sales” name was actually suggested by the bank since, at that time, an official assumed name certificate would not be required for such a moniker.

Up until that time, a huge percentage of my income had come from representing one or more manufacturers of award components. Only an occasional sale of used equipment went into this account, so what difference did the name make? Even after equipment sales became the totality of “Brewer Sales”, I just decided to live with the name until now.

Actually, I was reading an article in a recent trade journal that said “the fact that you are even thinking about a name change probably means you should make the change” ... that one phrase prompted the decision. Jeanette said, “Why not tie that in to our 35th anniversary promotion?”, which she had been planning for January 2006. It really seemed like an appropriate time.

Are you changing the focus of your business? Not really. There are simply a few problems with the “Brewer Sales” name. First, the “Brewer...”: for a huge percentage of Brewer Sales’ existence, Brewer Sales **was** Roy Brewer. That is no longer the case. Our company has grown tremendously in the last 10 years because of the contributions of Jeanette Richardson (as company administrator); Randy Allen (as my equal in sales and inside tech support); and more recently, Lynnette Mayberry (as our utility person).

Another problem is the “...Sales”: I’m certainly not embarrassed to say that we are an organization with an aggressive penchant toward sales; however, we strive to provide the very best service and support possible both before and after the sale. We are often told that we get the first “crack” at new equipment sales because of the way we sold, installed, trained and supported the last equipment sale. We spend significant resources on staying in touch with our clients and supporting them with information and technical support.

Why Engraving Concepts? The new name is certainly more limiting than the old, but it really represents what we have become. We struggled for a moniker that would encompass all that we do: we distribute engraving equipment & software; we provide training for both hardware and the software we market; and we are consultants to the engraving industry. After well over 30 years in the industry, we believe we can, indeed, offer concepts & solutions to our customers & prospects.

Engraving Concepts Mission:

To offer concepts (equipment and ideas) to help our clients grow their businesses and become more profitable!

News & Info

Congratulations to **Randy Allen** & his wife, Marci, on the birth of Emily Elizabeth Allen. Emily was born on Nov. 10, 2005, weighing in at 8 lbs, 5 ozs. Mother, father, big sister (Abby) & baby Emily are all doing well!

Our hearts go out to our customers and friends on the Gulf Coast who were affected by Hurricanes Katrina & Rita earlier this year. Many customers in New Orleans are starting all over again; while many of them are still trying to decide whether to rebuild or not. For ways to help, click on *Hurricane Relief* on the ARA website: www.ara.org.

3rd Generation Brewer Sales-person



Thought you'd enjoy seeing this picture of a 3rd-generation Brewer working the Epilog booth at a woodworking trade show earlier this year. Pictured (left) is **Brittany Richardson** – Roy's first grandchild (Jeanette's daughter).

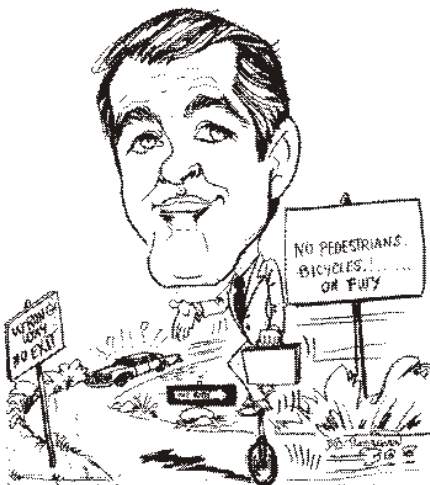
Epilog Laser recently unveiled a new & improved website. Check it out! www.epiloglaser.com. You'll find the latest driver (7.01) for the Mini, Helix & EXT and the latest firmware release under the technical support section.

NOTE: If you'd prefer to receive this newsletter in electronic format, please email jeanette@brewersales.com.



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