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CADKEY Promotes Larry Boardman to Director of Government and National Accounts

Scott Wilkman, National Sales Manager, announced the promotion of Larry Boardman from Regional Manager for the Mid-Western and Southeastern Regions to Director of Government and National Accounts. The promotion is effective November 1, 1989.

Larry's promotion indicates a change in CADKEY's sales organizations: Government Sales is now part of National Sales. A customer or prospective customer who offers the potential of installing 100 or more CADKEY® or DataCAD® systems represents a national account. Larry's charter is to pursue aggressively sales opportunities at the highest appropriate level within the customer's organization. He will help coordinate dealer efforts to maximize penetration within the target accounts.

"CADKEY's Regional Managers and CADKEY and DataCAD dealers will be involved in our new effort," Larry said. "Each Regional Manager will select one account with the potential for 100+ systems. CADKEY encourages CADKEY and DataCAD dealers to become involved in selling on a national scale."

"Regarding government sales," Larry added, "CADKEY also encourages dealers to pursue GSA-level business. Any dealer interested in actively participating in government GSA sales is invited to contact Kim Garner at CADKEY, (203) 647-0220, for this supplementary authorization."

Regional Managers Receive New Assignments

Accompanying Larry Boardman's promotion, Scott Wilkman reassigned territorial responsibilities within National Sales among Regional Managers.

Tom Landry has accepted responsibility for Larry Boardman's former territory: Indiana, Michigan and Ohio, as well as Delaware, the District of Columbia, Kentucky, Maryland, Virginia, and West Virginia.

John Principi has moved from Inside Sales to Regional Manager for Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, and Wyoming, as well as Alaska and Hawaii.

In addition to Canada, Chris Williams has accepted responsibility for sales in Arkansas, Kansas, Louisiana, Missouri, Oklahoma, and Texas.

Dale Arseneault, Jay Hirth, Stas Mylek, and Ron Weavil continue to serve as Regional Managers in their respective territories. Dale serves in Illinois, Iowa, Minnesota, Nebraska, North Dakota, South Dakota, and Wisconsin. Jay is

responsible for sales in Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont, as well as New Jersey and New York. Stas works in California. And, Ron serves in Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, and Tennessee.

Welcome New Dealers!

CADKEY takes great pleasure in announcing that five new dealers have recently joined us.

New CADKEY(R) Dealers

CAMAX Systems, Inc., Bob Stein, Regional Sales Manager.
Computer-Aided Drafting Services, Inc., Shawn Duchesneau, President.
K.J. Rabuck & Company, Ken Rabuck, Owner.
Northeast Wisconsin Tech, Inc., Bernie Starzewski, President.
Westfield Engineering, Inc., Dennis Frink, President.

We look forward to a long and mutually profitable relationship with each of you. And, if we can be of service to you, please do not hesitate to call us at (203) 647-0220.

Congratulations To Old - New Dealers!

CADKEY takes great pleasure in announcing that two existing dealers have qualified to sell and support new CADKEY product lines.

New CADKEY(R) Dealer

CADD Value Corp., Paul Zeman, President.

New DataCAD(R) Dealer

CNC Automation, Inc., Bob Duarte, Owner.

THIRD-PARTY NEWS

IMAGES-3D™ Evaluation For Finite Element Analysis

Editor's Note: Space in the October issue did not allow more than a cursory mention of this third-party product. Therefore, the complete article is included in this issue.

Celestial Software of Berkeley, California, offers CADKEY dealers a new tool for selling their FEA software: IMAGES-3D™ Complete Evaluation Version 1.62. Although limited to modeling only 50 nodes, the Evaluation Version includes all of the features of IMAGES-3D™ Professional Version 1.6: static, modal, dynamic, and seismic-analysis capabilities with 3-D graphics, complete with the Professional Version's tutorial and documentation. This is not a demonstration package. At a cost of \$49.95, the Evaluation Version represents an inexpensive way to offer engineers the opportunity to evaluate the \$2,000+ Professional Version before making a decision to buy.

IMAGES-3D and CADKEY 3™ interface through a translator supplied by Celestial Software. The modeling can be done in CADKEY 3, translated to IMAGES-3D for the analysis, and then brought back to CADKEY 3 to finish the design. Or, the modeling can begin in IMAGES-3D, and after the analysis has been completed, the model can be translated to CADKEY 3 for the design work.

Dr. Gene Crocker of Celestial Software estimates that the market for PC-based FEA software is substantial. "There are an estimated 600,000 design engineers in the U.S." he said, "with less than 7% currently using FEA software. Before Celestial introduced FEA software for the PC in 1983, FEA was done on mainframes."

For additional information, contact Celestial Software, Inc., 125 University Avenue, Berkeley, CA 94710. Telephone: (415) 843-0977. FAX: (415) 848-9849.

SALES FORUM

Quannon Computer Products finds that...

DRAFT-PAK™ Highlights CADKEY 3™

Quannon Computer Products, Inc., a CADKEY^(R) dealer in Minneapolis, Minnesota, serves customers with diversified CAD/CAM needs throughout the Twin Cities area. Jim Zink, Sales Manager at Quannon, reports, "DRAFT-PAK™ has helped us to differentiate CADKEY 3™ from other competing products. It has made CADKEY 3 a better product and easier to sell."

DRAFT-PAK is a third-party software product, produced exclusively for CADKEY 3. DRAFT-PAK enhances CADKEY's three-dimensional, mechanical-design capabilities by seamlessly integrating parametric features, such as drilled, tapped and counterboard holes, slots, pockets, fasteners, gears, racks, springs, etc., directly into CADKEY's menu. DRAFT-PAK also includes many detailing capabilities such as automatic labelling of holes, geometric dimensioning and tolerancing, surface-finish symbols, and more.

"Even though we work with several vendors," Jim continued, "for mechanical-design customers, we prefer that they buy CADKEY because they will learn the package more quickly; they will be happier with the product, and therefore happier with us." Jim added, "While many customers generally feel that CADKEY is the right product for them, they really have the idea reinforced when they see DRAFT-PAK working with CADKEY. DRAFT-PAK is one of the best third-party packages that we have ever seen. It does exactly what Bob Bean says it will do, and it does it well." (Bob Bean is President of Baystate Technologies, the manufacturers of DRAFT-PAK.)

Dale Hanson, Applications Engineer with Quannon Computer Products, described specific instances in which DRAFT-PAK highlighted CADKEY's capabilities, two of which are recounted here.

A department within Honeywell Inc. needed to translate quite regularly, through IGES (Initial Graphics Exchange Specification), not only geometric data, but also geometric-tolerancing symbols and specialized ANSI feature-control symbols, between CADKEY 3 and their CADDS4X mainframe system. Honeywell's designers had even created a special font in CADKEY 3 for these specialized detailing symbols. Due to the way the detailing symbols were implemented in the Honeywell customization of CADKEY 3, IGES translated these entities as text characters. Honeywell's designers were considering a project to create an IGES post-processor to identify these special text characters as dimension entities. Dale demonstrated how geometric-tolerancing symbols and detailing symbols generated through DRAFT-PAK in CADKEY translate directly as IGES dimension entities, producing a cleaner translation. Erik Koehler of Honeywell personally told this editor, "DRAFT-PAK solved two problems for us at once."

Another of Quannon's CADKEY customers in the Twin Cities sees DRAFT-PAK's automatic hole-creation feature, labeling feature, and built-in fastener library as aids in designing molds for the plastic-injection industry. The fact that all of DRAFT-PAK's features are compatible with CADKEY SOLIDS is an added plus.

Quannon Computer Products has not yet done a statistical analysis of how much DRAFT-PAK has helped to increase CADKEY sales. Nevertheless, because of its strong enhancements, DRAFT-PAK can help dealers sell CADKEY over competitive products. "It definitely helps," Jim Zink concluded.

For additional information about DRAFT-PAK, contact Baystate Technologies, 30 Westview Road, Worcester, MA 01602. Telephone: (508) 755-1172. FAX: (508) 795-1301.

TRAINING SCHEDULE AT CADKEY, INC.

We have Training dates at CADKEY's World Headquarters in Manchester, Connecticut, scheduled through January, 1990. Please call Lisa Varvelli in the Product Support Department to register, (203) 647-0220.

Course	Nov.	Dec.	Jan.
Introduction to CADKEY 3	6-8	4-6	8-10
Advanced Geometric Modeling	9-10	7-8	11-12
Introduction to CADL		11-13	15-17
CADKEY SOLIDS	20-21	14-15	18-19
CADKEY Déaler Training	13-15	18-20	
DataCAD Dealer Training	28-30		29-31

CADKEY^(R)/DataCAD^(R) TRADE SHOW UPDATE

See CADKEY 3TM and DataCAD^(R) at these trade shows in 1989 and 1990:

COMDEX / FALL '89, Nov. 13-17
Las Vegas Convention Center,
Las Vegas, NV, Booth #W0148.

NATIONAL ASSOCIATION OF HOME BUILDERS, Jan. 19-22, Georgia World Congress Center, Atlanta, GA, Booth #3850.

MTAG / IMIP '89, Nov. 27 to Dec. 1,
Washington Hilton Towers,
Washington, DC, Booth #327.

NATIONAL DESIGN ENGINEERING SHOW (NDES '90), Feb. 26 to Mar. 1, McCormick Place, Chicago, IL, Booth #218.

AMERICAN VOCATIONAL ASSOCIATION (AVA), Dec. 1-5, Orlando County Convention Center, Orlando, FL, Booths #1148-1153.

Call Danielle Cote, Trade Show Manager, for the availability of discounted admission tickets one month before the show.

Dealers Present CADKEY/DataCAD at Regional & Specialized Shows

NORTHWESTERN TECHNICAL INSTITUTE,
Nov. 7, Wausau, WI, CADD Professionals.

BUILD BOSTON '89, Nov. 15-17,
Bayside Exposition Center, Boston, MA,
CADDVision.

TENNESSEE INDUSTRIAL SHOW, Nov. 14-15,
Chattanooga Convention Center,
Chattanooga, TN, Booth # 1001-1002
Soft Touch Systems.

DAYTON INDUSTRIAL EXHIBITION,
Dec. 5-7, Dayton Convention Center,
Dayton, OH.

CADKEY/DataCAD at International Trade Shows

ROBOTICA/METROMATICA '89, Nov. 14-18,
Zaragoza, Spain, Fhecor.

SIMO '89, Nov. 17-24,
Madrid, Spain, Fhecor.

ACS '89, Nov. 16-18,
Wiesbaden, Fed. Rep. Germany, SOFT-TECH.

CONSTRUCTA '90, Feb. 1-7,
Hannover, Fed. Rep. Germany, SOFT-TECH.

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