



You'd Better Read Me News

March 2022

Here we are already in March of 2022! With Spring being a time for renewal and all things fresh, our next ATX meeting will be just the thing for spring!

This month our ATX meeting presentation will be from Xencelabs. Never heard of them? Well you should learn about them. Rick and one of the principals of the company have been friends for eons - way back when - from both Adobe and Apple.

We reached out because Xencelabs has a product that photographers and especially designers and artist need. Plain and simple.

Lynette was correct when she stated that Bill Lindsay and I have been friends for eons. Short story: Bill and I had known each other from various presentations of products for a few years. He is a terrific presenter. So when I would phone another friend, the North American manager for Adobe Systems, I would always ask him: *"have you hired Bill Lindsay yet?"* Well, one day I get a call from that manager and he asked me if I could get Bill Lindsay to come up to Adobe the next day. So, of course I had to ask; *"are you finally hiring him?"* He just answered: *"get him up here."* Adobe did hire Bill. Our long term relationship is now over 32 years. Bill worked for quite a while with Adobe Systems and later ended up with Apple Computer in their education department. Then one day I was talking with another company's sales manager who stated he was about to meet with a guy named Bill Lindsay who used to work at Adobe and Apple. I asked him if this Bill Lindsay was the same one I knew and he was. So I said to him: *"Forget the interview and just hire Bill!"* Well he took my advice and he hired Bill. Bill has now taken ALL of his combined knowledge and helped start Xencelabs to create a lightweight and reliable pen and tablet at an affordable price. Actually, Xencelabs includes two pens, and more.

I have been using a drawing tablet since 1986 and frankly, at this point, I cannot see how anyone can

create artwork by using a mouse and a computer that can even remotely compare with the speed and creative abilities of a Drawing tablet.

Mice and track pads work of course to click and browse and scroll. Do you use mice and track pads when you are editing photos, or selecting designs in Photoshop, or drawing????

Think of it this way: kitchen knives cut well, especially recently sharpened ones! However, if you are a surgeon, would you use a kitchen knife? Sure mice and trackpads work... like sledge hammers and bear axes!

Join us for the ATX meeting March 19, 2022, 9 am pacific time and learn from the manufacturer, Xencelabs directly. Will there be a raffle? Let's see what happens at our March 19, ATX Zoom meeting!!

Then for April's Zoom meeting, ATX will take you to the studio of a professional framer. Well, we won't take you there, the internet will! Ever wondered how quality frames are made or how the photo or print are properly put into a frame so they don't wrinkle? Or do you know the differences between the different types of glass or acrylic that can be used in frames - or when to use which? And what about mattes, double mattes, triple mattes, filets, raised mattes, floating mounts, archival processes and re marques?

Obviously there is a lot more to framing than Aaron Brothers!!! April's ATX meeting will be a learning experience for us all!

<https://us02web.zoom.us/meeting/register/tZ0ldu2qrTkpEtC47Re1FG4cLPQn0UOMKAwZ>

Regards and God Bless,
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