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**CADKEY Founders Among Finalists For ENTREPRENEUR OF THE YEAR!**

For the second consecutive year, the panel of judges representing the Arthur Young Entrepreneurial Services Group, Inc. Magazine, and William Raveis, Inc., a diversified financial-services firm, selected Livingston Davies and Peter Smith as finalists for the honor of ENTREPRENEUR OF THE YEAR. Joseph G. Mahler of the Arthur Young Entrepreneurial Services Group made the announcement in Hartford, Connecticut, on June 2, 1989.

"This is really an honor given to CADKEY as a company," Peter Smith said. "Every member of CADKEY shares in it. Everyone contributed to it. The judges needed to name individuals, so they named Livingston and me."

The ENTREPRENEUR OF THE YEAR Award, sponsored by Arthur Young, Inc. Magazine, and William Raveis, Inc., began in 1986 as a way to recognize formally that 40% of the United States' Gross National Product and 54% of total employment in the U.S. are contributed by closely-held growing companies. These companies create 8,000 new products and services each year. At the Awards Banquet on June 22, Mahler commented, "Entrepreneurs deserve a spotlight, and they so rarely get one. They create jobs and new products and services. And they open up business opportunities for others."

In 1988, the ENTREPRENEUR OF THE YEAR program included all of New England. The number of nominations last year led the sponsors to divide the 1989 program into two parts comprising Connecticut/Western Massachusetts and Central New England. Recipients of regional awards qualify for consideration by a national panel of judges for the national ENTREPRENEUR OF THE YEAR Award. Inc. Magazine will feature the winner of the national award on the cover of its January issue.

**CADKEY Welcomes Our New A/E/C Product Group**

CADKEY, INC. is pleased to welcome the members of our new A/E/C Product Group. Ted Heywood introduced the entire group at a breakfast at CADKEY's World Headquarters on July 26, 1989. People responsible for the following functions are:

- |                                  |                                      |
|----------------------------------|--------------------------------------|
| MARKETING<br>Lou Bodnar          | TECHNICAL SUPPORT<br>Clay Rogers     |
| PRODUCT PLANNING<br>Berry Taylor | THIRD-PARTY PRODUCTS<br>Mike Piekarz |

CADKEY, INC. plans to maintain the CADKEY and DataCAD products as distinct product lines, each focused on its own particular market.

## CADKEY Welcomes DataCAD Dealers!

CADKEY takes great pleasure in welcoming DataCAD dealers into CADKEY's network of dealers. There are so many of you that **focus's** four pages do not allow the entire group to be listed.

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

## CADKEY Invites DataCAD Dealers to National Conference

CADKEY's A/E/C Product Group will host the National DataCAD Dealer Conference at CADKEY's International Headquarters in Manchester, Connecticut, September 11-12, 1989.

This first meeting of DataCAD dealers as part of CADKEY's network of dealers will feature an overview of CADKEY, INC. and the company's product lines, with a special focus on the new A/E/C Product Group. The conference, coordinated by Lou Bodnar, will highlight CADKEY's approach to sales and marketing, dealer programs, CO-OP programs, seminars and trade shows, technical support, and educational programs.

## News From Marketing

The latest promotions for the fourth quarter are currently running. You can contact your Regional Sales Engineer for more details. But briefly they are:

1. The **CAD Software Trade-In Program** in which customers can trade-in their current CAD software for CADKEY 3.
2. The **CADKEY Save-A-Bundle Promotion** that gives your customers big savings on a bundle of CADKEY SOLIDSTM, CADKEY 3TM (Version 3.5) and CADKEY's IGES Translator.

These promotions are valid only in the U.S. Please contact the International Sales Department for current promotions running outside the U.S.

CADKEY also has several literature pieces in-house for your use. Product Information Sheets for CADKEY SOLIDS, CADKEY/UXTM, and CADKEY 3 (Version 3.5) are available **FREE** of charge in quantities of 200. In addition, a Targeted Marketing Mailer is also available for specific mailings targeted to geographic areas or companies. Quantities of 500 are available for \$150.00. Contact the Marketing Department for more details.

More next month!

## Training Schedule at CADKEY, INC.

We have Training dates at CADKEY's World Headquarters in Manchester, Connecticut, scheduled through November, 1989. Please call Lisa Varvelli in the Product Support Department to register, (203) 647-0220.

<b>Course</b>	<b>Sept.</b>	<b>Oct.</b>	<b>Nov.</b>
Introduction to CADKEY 3	25-27	9-11	6-8
Advanced Geometric Modeling	7-8	12-13	9-10
Introduction to CADL	18-20	31-2	
CADKEY SOLIDS	21-22	16-17	20-21
CADKEY Dealer Training		2-4	13-15
DataCAD Dealer Training	13-15	23-25	

## **New Dealer Space Advertisement Now Available!**

With the release of CADKEY 3™ (Version 3.5), CADKEY Dealers now have available a new advertisement, in black and white or in color, that spells out the CADKEY Advantage and has the latest hot photograph illustrating the system! Turn to page 4 to see it.

The materials include the ad film and proof, and the cost for each set very low, just enough to cover the cost of duplicating.

Black and White: \$30.00  
Color: \$65.00

To order, contact Mary Beth Staron, Marketing Communications, (203) 6470-220, ext. 7147.

## **Vertical-market Advertising To Begin This Fall!**

CADKEY is breaking a new advertising campaign this Fall in machining, plastics, automotive and other vertical trade publications. We shall develop a series of ads. Each ad will feature a CADKEY DEALER and a CADKEY USER. Each ad will appear in national publications, and each participating dealer will receive the ad film for local use. The theme of each ad will be how the local CADKEY DEALER was able to provide a solution to a company with the CADKEY Advantage.

Just a few descriptive paragraphs from the customer and a couple of part files are all that we need to get the ad rolling. We still have time to accept more companies. If you have a customer that would be interested in publicizing her/his company, contact Mary Beth Staron, Marketing Communications, (203) 647-0220, ext. 7147.

To those of you who have already submitted candidates for this new campaign, thank you again for your help!

## **THIRD-PARTY NEWS** **Expert Mold Designer™ Enhances Plastic Injection Mold Design**

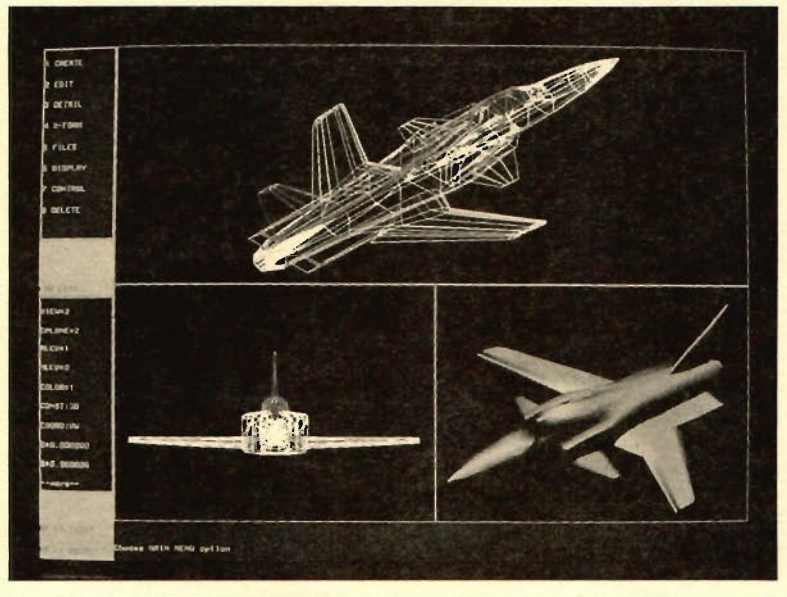
Cornerstone Technology, Inc. of Windsor, Ontario, Canada, has introduced Expert Mold Designer™, a computer program specifically developed to enhance the accuracy, quality, and productivity of CAD-generated plastic-injection mold designs. Integrated with CADKEY 3™ and CADKEY/UX™ through CADL™ (CADKEY Advanced Design Language), Expert Mold Designer functions as a transparent extension of CADKEY from a user's point of view.

In a CADKEY-like menu, the Expert Mold Designer prompts the user for standard title-block information such as: customer, part name and number, etc. The program then prompts the user to select mold parameters, such as: mold width and length, plate thicknesses, rail height, "O" diameter, and spherical radius. If the user enters the part height, the program automatically selects the correct rail height and leader-pin length. The program displays all the parameters for verification prior to execution.

Expert Mold Designer generates four separate complete drawings, two mold sections, and two plan views. All sections show the components properly drawn with clearances and with all the numbered balloons for the components. The finished drawings include completed title blocks and bills of material with DME catalogue numbers. It determines the weight of the mold and the required sizes for eyebolt holes. In addition, standard mold-base components can be easily added or deleted with no trimming of lines required.

"It is the most efficient, computer-aided mold-design system of its kind," said John Mateau of Cornerstone Technology. "How long does it take to generate a completed mold section, including title block, bill of material, and balloons? Less than a minute!"

For additional information contact Cornerstone Technology, Inc., either at 5225 Burke Street, Windsor, Ontario N9A 6J3, Canada, (519) 737-1970, or at 1034 Windermere Road, Windsor, Ontario N8Y 3E4, Canada, (519) 977-8850.



## With The CADKEY ADVANTAGE You Can Work Smarter!

You Can Use CADKEY 3 As Part Of A  
Total "Concept-To-Completion Solution."

- Design with CADKEY's true 3-D wire-frame modeling system including unlimited construction planes, conics, associative dimensioning, on-line text editor, and more.
- Save time and money by modeling your design before production with CADKEY SOLIDS. Features include Boolean operations, mass property calculations, and Phong and Gouraud shading.
- See actual 3-D design integration with analysis, prototyping, and machining programs from CADKEY's 175 + third party programs.

Get The CADKEY Advantage from the system awarded Product of the Year and Editor's Choice by PC Magazine (1988); #1 3-D PC-CADD System (Software Digest); Technical Scientific (Spain); and #1 3-D PC-CADD System (France).

**CADKEY®**

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