

Ashlar-Vellum Channel Partner Newsletter

July-August 2016



Introducing Linda Minton

Please join us in welcoming Linda Minton to the Ashlar-Vellum and AlphaCorr sales teams. She is quickly coming up to speed on all of our products, a daunting task. But Linda has a special advantage. She's married to packaging designer and long-time Ashlar-Vellum advocate, Mike Minton so she has special insight into customer needs and challenges. Linda is from the Ohio where she grew up and went to university. She is excellent with numbers, is attentive to details and has a delightful Midwestern personality, which makes us feel she'll be an excellent sales person. Like all new Ashlar-Vellum employees, she's spending some time in technical support, customer service and order processing, learning how her job interacts with and affect others. ❖



Welcome Natalia Kiselyk

We'd like to introduce Natalia Kiselyk. Natalia is part of our technical support and customer service team, but during training she's learning all kinds of jobs from sales to order processing. She grew up in Lviv, Ukraine and went to university in Kiev where she studied printing. She's a results-oriented person who likes to figure things out and complete tasks. With her strong English skills, we think she'll be an excellent asset to our customers. ❖

New Success Story

An active lifestyle left baby-boomer and industrial designer Robson Spiane with a number of injuries. As his body aged, Robson tells us, "After scaling vertical rock faces of 1000 feet, I couldn't get out of a chair after surgery." Being disappointed with the standard products available, Spiane designed and later decided to market the ProRise seat assist using Ashlar-Vellum GraphiteTM and XenonTM. Read the entire story and learn more about [Leveraging the Idea](#) here or see it next month in our user newsletter *The Design Explorer*. ❖



Upgrade Graphite v7 to Graphite v10

In September Ashlar-Vellum is looking to run a campaign encouraging Graphite v7 users to upgrade to v10 before their software is 10 years old and becomes obsolete. The typical Graphite v7 user loves the product, uses it every day and sees no need to upgrade until his or her Windows XP hardware goes kaput, leaving them in the lurch. Before their software goes obsolete and their upgrade path runs out, we'd like to make it easier for these users to join us on the current version. Robert Bou is looking for options that might facilitate this, such as offering a 3-year subscription, a particular short-term discounted price or pitching Research/Charitable/RetiredTM to those eligible. If you have ideas of how your customers might take advantage of this offer, let him know.