Hemard & Company

Client Connection

April-August 2026 **From the desk of Victor E Hemard Jr, President**

Why Not Break-Fix?

Before you can compare the offerings of Information Technology (IT) services companies, you must have an understanding of the consulting models available.

Break-Fix. This is a common term for billing for time and materials. In short, you pay an hourly rate to a technician when you have a problem or something breaks.

It may be a simple problem, like an email issue, or a complex hardware upgrade. There was a time when this was a popular model and other options were not available.

Software Sales and Support Services. Many software companies will offer IT support for their customers in the form help desk or remote support for an annual fee. This is quite a benefit but is designed to support a specific application (like Forest Products Accounting). It doesn't cover hardware or the network.

It's an important component of operating your business. However, if there's a hardware or network problem, the software company will honestly tell you it's beyond the scope of their offering.

Managed IT Services. This is the service model where the IT services company takes the role of your fully outsourced IT department. A wide scope of services are available. Installation and support of all computers and servers on the network is included. In addition, there's phone, remote, and on-site support covered under one flat monthly fee.

Because of the complex nature of security these days, cybersecurity, backup, system monitoring and a host of other managed services are necessary. They are designed to maintain the health, speed, performance, and security of your computer network.

When I first went into business, I exclusively offered the Fiber Procurement System (now renamed Forest Products Accounting). I provided support services to our clients for the software.

Later, in the early 1990s, most companies in the timber business lacked the proper computer hardware and networking to meet their system needs. I teamed up with Steve Yeager at Compunet to offer hardware sales and break-fix services. At that stage, we were a hybrid of Software Sales and Support and Break-Fix.

In 2007, I started offering Managed IT Services. It was a leap of faith, encouraged by marketing pros Robin Robins and Gary Pica. That decision and the decision to specialize and design our offering for the timber business were two of the most important choices I've made over the years.

Hiring employees and dropping the break-fix offering were other important decisions improving the experience for our clients and allowing us to grow.

We then became a Software Sales and Support/Managed Services company.

But I digress.

Let's look at break-fix and why it's less than ideal. First of all, it's in the best interest of the IT company if something breaks. Secondly, it's reactive, not proactive. If we wait until a computer, server, or network device breaks, there are huge costs involved.

It's not just the cost of



...See Page 3

making an unscheduled visit to your location. Perhaps a bigger and more damaging cost is downtime. That cost is often underestimated. What does it cost you per hour when the people in your office can't use their computers or their phones?

And then there's a human toll on the consultant's side, too. Two companies called me recently because they lost their break-fix guys. Both men were in the prime of their lives. One

(Continued on page 2)

News and Commentary:

Southern Poverty Law Center Exposed

Many years ago, Rush Limbaugh exposed the Southern Poverty Law Center (SPLC). In so many words, he said they were up to no good. It was covered up and ignored by the media and the Obama administration.

In April of this year, the US Attorney General's office issued an indictment. It explains what the SPLC has really been up to.

Between 2014 and 2023 the SPLC gave at least $3 million to 8 people. They were affiliated with the Ku Klux Klan, United Klans of America, National Socialists Movement, Arian Nation Affiliated Sadistic Souls Motorcycle Club, National Socialists Party of America (Nazis), and The American Front. The SPLC paid them to stir up trouble.

Meanwhile, the SPLC told their doners they were dismantling extremism while they were actually funding it. The Obama FBI chose, instead, to target Traditional Catholics and other religious groups, while the SPLC was allowed to sow hate and discourse at will. ■

Inside this issue:

Why Not Break-Fix?	1
News and Commentary	1
Where's Eddie Smith.... ?	2
People Who Have Influenced	2
Books I've Read Recently	2
Time Well Wasted	3
Current State of Hardware	4

Where's Eddie Smith When You Need Him?

It was during the afternoon recess at Meraux Elementary in 5th grade. We were playing touch football. I dove to touch Mike Chimento and accidentally caught him in the groin. Mike went down. Mike was one of the bigger kids in the class and quickly got up and kept on playing. He knew it was an accident. I apologized. That was the end of it for us.

Mike's friend, Curtis Blanchard, felt compelled to even the score for Mike. Curtis was about my size, but he had a mean streak. The bell had rung and almost everyone had gone back in the school house. Curtis cornered me behind some trees on the playground and started hitting me. I didn't have any skills at that point in my life, but I tried to defend myself. The effort was getting hopeless and I was losing the battle.

Out of nowhere arrives Eddie Smith. Eddie pushed Curtis aside, got between us, and said. "What do you think you're doing? This kid never did anything to you. You want to fight somebody? Fight me."

Of course, like all bullies, Curtis ran back into the schoolhouse with his tail between his legs.

Needless to say, I learned a few things that day. I learned how important it is to come to the aid of other people in distress. I learned that most bullies are paper tigers when directly confronted. And finally, I acquired a deep respect for Eddie Smith.

You see, Eddie Smith was as different from me as night and day. We had nothing in common. He had nothing to gain in this encounter. Yet, he came to my aid.

We were both in 5th grade, Miss Coats' class. I was one of the better students and I had a good home life. On the other hand, Eddie was repeating the 5th grade and I'm not sure he had a great home life. He never talked about it.

If there was anything we had in common, it was that neither one of us was popular. And maybe that's what triggered Eddie to intervene on my behalf. The same people who thought he was big and stupid also saw me as nerdy and vulnerable.

(Continued on page 4)

People Who Have Influenced Me: Steve Yeager

At a recent reception for MBA graduates at Centenary College, I was asked how our business evolved to its current state after graduating from the Frost School of Business. The question reminded me of someone who played a major role in that journey: Steve Yeager.

I started Hemard & Company in 1990 providing software consulting, sales, and support, with traditional forestry consulting helping pay the bills. In 1994, we entered phase two. We expanded into designing and supporting local ethernet networks specifically for timber companies.

Then, in 2007, phase three, we added proactive computer services that evolved into our current managed services; backup and disaster recovery; and Forest Products Accounting offerings.

That second phase would not have happened without Steve Yeager.

Steve and I never had a formal partnership—just a handshake and complete trust. We had different skill sets but shared values, a strong work ethic, and a commitment to growing our businesses together.

We first met in 1991 while coaching our sons' youth baseball team. By 1994, Steve had begun selling PCs through his family's A.B. Dick Office Supply business in Texarkana and wanted to expand into computer technology. At the same time, I had clients interested in the Fiber Procurement System (FPS) software but lacked adequate hardware. We realized if Steve handled the hardware and I handled the software, both businesses could grow.

We installed complete systems, allowing clients to use the hardware and software for 30 days with no obligation. Every client adopted the system, and most of those clients remain with us today.

Steve's technical expertise, especially in networking, was among the best in the country. That expertise helped us secure larger opportunities. The first of those for me was a Chesapeake Forest Products project in Virginia. We proposed replacing an IBM System 36 with a client -server ethernet network supporting 25 users plus. The project was a boost for both businesses.

Between 1994 and 2006,

(Continued on page 4)

Why Not Break-Fix? (continued)

(Continued from page 1)

died unexpectedly from a health-related issue after he installed their network. The second had a heart attack and decided to get out of the business.

I don't want to be one of those guys. I don't want to deal with break-fix issues day in and day out. Nor do I want that for my employees.

With managed services, your system is monitored and managed, protected, and backed up. We manage problems in the background with the latest tools.

We stay out of sight and out of mind, except when you need us. Those occasions include special projects and installations, routine maintenance visits, and any ongoing support by telephone, remote control, or Instant Messager.

This managed services approach puts us on the same side. If things run well, you have a happy and productive office and we make money. If there are problems, you lose productivity and we lose money.

I assure you, we are not in business to lose money. As a result, your computer system will run at its very best so we can all benefit.■

Books I've Read Recently

I read a novel by Dean Koontz I somehow missed. It is entitled ***Whispers.*** It was written in 1979 when Koontz was an obscure author trying to scratch out a living. The project drained him. It took him a year and he lost 20 pounds. As someone who lived under an abusive father, it was his way of working through those issues. It's a good book.

Atomic Habits, by James Clear, is a book to help you set and attain your goals, even if it means only a one percent improvement every day. The book is excellent, with real-life stories explaining how to break bad habits and build good ones.

I read a very long book, ***Atlas Shrugged***, by Ayn Rand recently. I also read two of her earlier works: ***Anthem*** and ***We The Living***. The second book is a love story but also explains the pain the Russian people suffered when the communists took over. She was the first to expose Communism as someone who actually lived under it. I am reminded of the COVID era. If some of my fellow Americans had read these books, they may have understood why I showed up in public and in church without a mask on my face. And, why I gladly withstood criticism in the name of common sense and personal freedom.■

Time Well Wasted: Audrey's First Communion, The Beach, and The World Cup















Top Row: Audrey received her First Communion on May 3, 2026 in Dallas, TX. Nancy and I attended the Mass and watched as Audrey received the Blessed Sacrament of the Eucharist. In addition to Audrey is a photo of her immediate family, the Dallas Hemards, and then one including family from the Bernhard and Hemard sides of the family in attendance. Second Row Left: Six of our eight grandchildren ranging 5-11 years. Second Row Right: On our trip from Gulf Shores to Texarkana, we stopped in Slidell to have lunch with my sister Sandra and cousin Ricky. Here, we are outside of Phil's Marina Café in Slidell. The food and service were excellent. Bottom Row Left: Our children, grandchildren, Nancy and I were at Gulf Shores for a week at the beach. Bottom Row Right: Daughter Laura and husband Greg with our other 2 grands at the World Cup that week, mixed with West Coast travel. ■

Hemard & Company

4601 Woodstock Ln
Texarkana, TX 75503

Phone: 903-832-5819
Fax: 903-831-5730
E-mail: ask@hemard.com
Web: www.hemard.com

Mission and Purpose

To provide software and computer networking systems for effective management of forestry and forest products companies. We offer a complete system of implementation, management, and security of these systems. Excellence is achieved by using the best of breed technology, hands-on training, and user-friendly support. As a result, we help clients expand their capacity for success.

Who We Serve

Our clients include wood dealerships, chip mills, timberland service organizations, sawmills, paper mills, and consulting forestry firms.

Primary Offerings

Forest Products Accounting

Managed Services

Backup and Business Continuity

Cybersecurity Services

FPA Supplemental Training

DNA Router Service

IT Co-Management

Zoom In A Box

1099s Done For You

Where's Eddie Smith When You Need Him? (continued)

(Continued from page 2)

Amicus meus, inimicus inimici mei is Latin for "my friend, the enemy of my enemy."

From that point on, whenever other students talked about Eddie behind his back, I defended him. I explained how you can't judge someone by appearances. How all the big mouths in the classroom were full of hot air. How if I had to pick sides for a game, Eddie would be my first pick because I could count on him.

Eddie passed the 5th grade and advanced with the rest of our class. He also went to Junior High at the same school. We played on the basketball team. Eddie got kicked off because he was caught smoking a cigarette. I believe in redemption. Eddie was a good guy who just made a mistake. It didn't matter to the coach. It was a school rule.

Eddie often talked about teeth. He commented on my braces when they came off and told me he had an abscessed tooth. That was some indication of what our lives were like outside of school.

I lost track of Eddie when I entered high school. His family must have moved out of St. Bernard Parish because I would have re-connected with him, even if he had been held back a grade. Try to do a search on Eddie Smith and see how much luck you have.

If you're out there, Eddie, I haven't forgotten you. You taught me some valuable lessons by example. I've tried to live up to that example.

Fast forward to present day. My daughter tells me my granddaughter was bullied at school. Not with pushing and punching but with words scribbled on a bathroom stall. Words meant to take a girl down a notch who is pretty, smart, and talented.

My first thought was: Where's Eddie Smith when you need him? I wished he was at her school.

The perpetrator was another girl student who had it in for her and hid under the cover of one of her parents, who was also a school administrator.

Where was Eddie Smith?

He arrived in the form of another teacher in the school, my daughter (way to go, girl), and my son-in-law, as it should be. As a rule, once the bullying behavior is exposed and the bully's parents are confronted, that behavior will stop.

So, if you see someone being bullied by word or by deed, then you must consider some form of action. If you can't intervene, at least say something to someone. You won't be sorry you did. You won't be sorry you acted like Eddie Smith when the moment presented itself. ■

The Current State of Computer Hardware

If you upgraded your desktop computers and servers in 2025, you not only followed my advice, you saved a lot of money. If you waited until earlier this year, you still saved a bundle.

Companies are building new data centers and implementing AI agents across the globe. This has skyrocketed demand and prices for processors, memory, and storage. Anyone close to the AI supply chain will tell you the industry is nowhere close to satisfying demand.

If you're due for an upgrade, then doing it sooner will not only improve your system but will save you some serious cash. ■

People Who Have Influenced Me: Steve Yeager (continued)

(Continued from page 2)

we worked together on Chesapeake and other projects across Arkansas, Louisiana, and Texas. We helped dozens of timber companies implement multi-user networks and wood procurement systems. They still ask about Steve and remember his expertise.

Beyond the work were the intangibles. We shared values of honesty, integrity, and client service. Steve introduced me to new dining experiences during our travels—from sushi and teppanyaki to prime rib to seafood beyond my usual Louisiana and Texas tastes. We also had simpler moments, like eating several Whataburger cheeseburgers on late-night drives home.

Steve was generous as well. One Christmas week we were putting a proposal together. He was building computers, so he built an extra one. He gave that computer to me. I was floored by his generosity. That desktop computer was invaluable for demonstrations and sales the next year.

Many people have asked, "What happened to Steve?"

Good things.

Eventually Steve pursued other big opportunities. He designed and implemented modern networking at Horseshoe Casinos. He launched Texarkana's first internet service provider, TXK.net. He also completed a bachelor's degree he always wanted to finish.

He moved to Little Rock and started working as a corporate network engineer with Science Applications International Corporation (SAIC). He then moved to Ennis, Texas and worked for Leidos Holdings after SAIC split into SAIC and Leidos.

He has retired from Leidos… for now. He has renewed his Christian faith. He's living a good life.

Steve's work ethic, technical ability, reliability, and integrity influenced me greatly. And, in turn, helped build the foundation for our company's future success.

Thank you, my friend. ■