

PWA UNIVERSITY FALL SEMESTER IS IN SESSION!



PWA is proud to announce the following companies have posted their online training lessons on PWA University (www.pwauniversity.com).

For more information on this program please contact PWA at (760) 346-5647.

AIRAID FILTER COMPANY
 AUTO METER PRODUCTS
 B & M RACING & PERFORMANCE
 DESIGN ENGINEERING
 EDELBROCK CORPORATION
 EXEDY GLOBAL PARTS
 FLEX-A-LITE CORPORATION
 H3R PERFORMANCE
 HUSKY LINERS
 INJEN TECHNOLOGY
 K & N ENGINEERING
 MAGNAFLOW PERFORMANCE
 MR. GASKET
 PERCY'S HIGH PERFORMANCE
 STAGE 8 LOCKING FASTENERS

The following companies are currently working on their lessons to post in the future:

AEROMOTIVE
 BARRY GRANT
 COMPETITION CAMS
 CRANE CAMS
 FRAGOLA PERFORMANCE SYSTEMS
 GLOBAL WEST SUSPENSION
 HEDMAN / TRANS-DAPT
 IPCW / IN PRO CAR WEAR
 MEZIERE ENTERPRISES
 PROFESSIONAL PRODUCTS
 RANCHO
 SPECIALTY AUTO / PROFORM
 SUPERCHIPS
 TRUCK COVERS USA
 ZOOM PERFORMANCE

E-MAIL SIGNATURE LINES

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your main source of promotion, but simply another way to keep upcoming events fresh in your customers' minds.

Keep it fresh.

If you use the same signature line for too long, your correspondents will likely stop noticing it altogether. However, if you regularly change your quotes, slogans or promotional blurbs, this will keep their curiosity and interest piqued. Most e-mail providers will give you the opportunity to save multiple signature lines and then select the one that you want to automatically appear; Write a few and rotate your default signature every week or so.

As a small-business owner, you already know much of your success rests in the details. A good e-mail signature line can work like any other promotional tool-it can show the quality and care you put into everything you do.

For more information visit www.nfib.com.

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