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strong branding, no one will pay the new stabilized price. Manufacturers must pursue both price and branding together.

In an online market where the consumer has no store or salesperson to look to, a manufacturer's name is the indicator of quality. Just as you would not want your brick-and-mortar store to put your products in the bargain bin, you can't have your products in the online bargain bin.

Stabilizing online price goes a long way for promoting

the brand, but a manufacturer must remain ever vigilant in the fast evolving marketplace. As more sales go online, branding is only going to increase in importance. Five years from now I can guarantee I won't be standing here saying that wasn't it nice how growth in the Internet plateaued. The online market will only grow so you have to ask yourself are you prepared for that change or are you treading water

A Special Thanks

PWA would like to thank Wolf Block and Chris Finnerty for hosting a reception on Wednesday evening, October 31st at the Las Vegas Hilton, Ballroom D. This reception was held in conjunction with the PWA General Membership Meeting. All PWA Members were invited to attend. Chris Finnerty, attorney with Wolf Block, was the guest speaker for the 2007 General Membership Meeting. Several manufacturers continued their conversations with Chris, Bob Crowe and Morgan Nickerson of Wolf Block from Chris' earlier presentation on Unilateral Pricing. It was a great turnout and evening for all who attended. On behalf of our members, PWA again thanks Wolf Block for hosting a wonderful reception. Chris Finnerty can be reached at (617) 226-4029 or cfinnerty@wolfblock.com.

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2007 PWA HOLIDAYS

The PWA office will be closed on the following dates so the staff can enjoy some quality time with their families:
Christmas December 24-25 Monday-Tuesday

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