



We Have a New PWA Web Site! Easier to use - Quicker - More Information

by Richard Bennett

PWA is proud to announce the new PWA Website is live! PWA has been working on a new web site for the past year. And now it is up and running. John Towle, Executive Director, told us "The goal was to give our membership a web site that would offer the best information to help them be more competitive and in a better position to run their business. We also want to keep them informed of the latest benefits their association has to offer."

These "goals" were given to eTool Developers who designed the new site. "We wanted a site that would let you move from one information block to another with ease," stated Anne Graves, President of PWA. "So that our members could quickly find what they wanted, we made sure it was clean and straight forward," she added. Donnie Eatherly, President - Elect told us, "Just look at all the new benefits PWA has brought to their membership in the last year. In addition to all the latest information you also get the PWA Conference, Newsletter and Industry Directory."



WELCOME TO PWA UNIVERSITY

The purpose of the PWA University is to help the jobber/retailer's, warehouse distributors and manufacturers evaluate the product knowledge level of their key inside and outside sales people. The results of these lessons will show the administrator the areas for improvement of their workforce.

Each jobber/retailer, warehouse distributor and manufacturer will be able to watch and follow the advancements made by each and every employee who is authorized to take the lessons required by their administrator. The results will be kept private.

This PWA University is sponsored by the members of PWA and is free to all PWA & PAR members.

CONSUMER REFERRAL SERVICE PERFORMANCE AUTOMOTIVE RETAILERS (PAR)

is an organization of specialty automotive Jobber/Retailers joined together and dealing with management, financial and legislative matters.

PAR was formed in 1990 with the objective of helping you achieve success in a competitive marketplace. For less than 6 cents a day, you can direct consumers to your store. Once you are a PAR member we will direct consumers to your store.

DIRECT CONSUMERS TO YOUR STORE

- PAR membership connects you with consumers in your area. Consumers who show a definite interest in the product lines you sell.

PARLOCTOR

Performance Automotive Retailer (PAR) is a group of performance retailers sponsored by the Performance Warehouse Association (PWA). PWA

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...United We Stand