



sounding Off!

by Donnie Eatherly

From the desk of a concerned Industry participant:

I can't believe that in this day and age of government bailouts of Wall Street and the banking industry we in this industry are not paying attention and learning.

We've had major warehouses go broke and some manufacturers and specialty retailers on the verge of shutting their doors.

We've had some manufacturers see the light and put programs in place to help shore up the margin issues we face. Others have spent an enormous amount of money to put programs in place and faced huge pressure from large mail order and Internet customers to drop their programs.

It's my understanding that the MSD and Superchips MVP program, which has been on the street for a little over a year is in jeopardy. I know sales are down and it's no secret that times are tough for all us, but is dropping this program that has had so much money, time and energy invested across the board from MSD, W/D's signing people up and creating software to sell their customers at the correct pricing (we did not make anymore margins for that) and the retailers changing their structures, the correct thing to do at this time?

Is dropping it right, just because these people want to sell products at rock bottom prices and margins that do not make it worth the headache for mom and pop speed shops?

This industry spends the least amount of money and time on education and training across the board

from manufacturing to retail counter help and it stems from the high volume low margin mentality.

We are not selling milk and bread here, not every American or anyone else for that matter have to have our products!

Why would a young person want to come work in this business when there is no margin to educate, no competitive pay scale's and no ability to create a career path outside of the manufacturing side? Our products continue to get more and more complex, but our margins continue to be under attack from a lot of folks who do not have the sweat equity and only care about the return on investment and not the industries future.

We cannot let the greed and power hungry actions of a few tear down the ingenuity, innovation, brand equity and family heritage of this industry that has flourished for many many years.

Look what happened to Wall Street and the banking industry when the Fed's relaxed the regulations and oversight, those same greed and power hungry actions took place and here we are!

Sometimes we need protection from ourselves and these types of policies from the manufacturers help do that. These programs are not a cure all for the industry, but a darn good start.

It's not just the MSD program, it's all programs in place that could be in trouble of being dropped if we don't take a serious look and contact these people to let them know we value these programs and support them.

2009 PWA HOLIDAYS

The PWA office will be closed on the following dates so the staff can enjoy some quality time with their families:

Memorial Day	Monday	May 25
Labor Day	Monday	September 7
Thanksgiving	Thurs., Friday	November 26, 27
Christmas	Friday	December 25

Future PWA Conference Dates

2009 will be 9/12 - 9/16	2013 will be 9/21 - 9/25
2010 will be 9/25 - 9/29	2014 will be 9/13 - 9/17
2011 will be 9/17 - 9/21	2015 will be 9/26 - 9/30
2012 will be 9/08 - 9/12	

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