

WHERE ARE THEY NOW? *continued from page 9*

We must all work together to overcome the impact of the failing economy. But we do have a few things going for us, if we market it properly: And those are the enthusiasts and the enthusiasm. There'll always be car-lovers and avid hot rodders, drag racers and circle-track fans. As long as we have that and nurture it to the best of our ability, as an industry we'll always have a block of customers. And another lesson, one learned while I was at Hot Rod: Each year a new crop of driving-age enthusiasts joins the ranks. They deserve attention too."

And they'll probably know Dick Wells, too. Everyone does, indeed!

e-Bulletin Email Service

From time to time, we have been asked to send NEW PRODUCT information to the Brick & Mortar Jobber/Retailers and PWA Warehouse Distributors in our database. Well, we are pleased to announce that PWA can now offer this service, which is available to the PWA Member Manufacturers ONLY.

We currently have approximately 4,800 Jobber/Retailers with email address information. We are actively adding email address to our database, so the 4,800 number will continue to grow.

If you are interested in taking advantage of this New Member Service, please contact Roxanne at Roxanne@pwa-par.org or (760) 346-5647 for additional information.

PWAU Update

The Performance Warehouse Association is proud to report that as of April 6, 2009 there have been 7,344 Manufacturer lessons taken.

Thank you for posting your lessons. This brings our lesson total to 102. For additional information about PWAU, please go to the following links at www.pwauniversity.com:

- UNIVERSITY CURRICULUM
- HONOR ROLL
- TUTORIALS
- STUDENT TESTIMONIALS
- ADMINISTRATOR TESTIMONIALS
- SAMPLE CERTIFICATE

NOTE: If you are a manufacturer and you are not participating, please contact PWA at (760) 346-5647 for details.



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