

2009 PWA

What a difference

by Richard

Like last year, I didn't know what to expect from this year's attendees. I mean, it's been a whole year of a soft economy, high gas prices, soft sales, low inventory and a customer base that has low expendable cash to spend. Well, what I found was a great outlook for the coming year. Many of our members told me how they had gone back to basic business practices. A good balance of keeping costs in check, low inventory, putting any expansion plans on hold and improving customer service. "Things like this help us maintain a good customer base and get through a down year," Brad Blue of Warehouse West told us. "This year's Conference is one of the most important meetings we will have this whole year," Andy McJannett of Performance Improvement stated. "These type of business to business meetings help us set our plans for the coming year," Andy added.

PWA announced an expansion plan for the upcoming Conference. Beginning in 2010, non-member WDs of the automotive aftermarket parts will be invited to attend the

Conference. "Here is a major change going on in the distribution of performance automotive parts and PWA is going to be on the cutting edge of these changes," John Towle, Executive Director, told us.

Joe Risch, VP of Merchandising for the Whitney Automotive Group was invited to attend the Conference and he told us, "I would like to thank John and the Board of Directors of PWA for inviting the Whitney Automotive Group to attend this spectacular Conference. It far exceeded my expectations and I never would have imagined that my team could accomplish so much in three days. Everything about the Conference was impressive from the logistics to the participants. It's events such as this that remind me what a great industry we are a part of. Thank you and congratulations for a great event," Joe said.

As I look back on this year's Conference, I think Donnie Eatherly, President of P&E Distributors, put it best. "This year's Conference was probably one of



Anne Graves, President of PWA, welcomes everyone to the Conference.



Donnie Eatherly (right), President-elect of PWA and Rick Rollins, Chairman of SEMA comparing notes.



The Pool Party... good food, good drinks and a lot of good conversation!



At each meeting manufacturers show what's new for 2010.



The banners just get more and more colorful each year! Our members are really proud of their companies.



There are always... That's how more... getting done...

Photos by Richard Bennett