

NEW MEMBERS

FULCRUM MARKETING R

748 Main Street
 Concord, MA 01742
 Ph: (978) 254-5305 Fax: (866) 431-1827
 mbolio@me.com
 www.fulcrummarketing.org

H + M MARKETING R

10 Wild Fern Lane
 Ormond Beach, FL 32174
 Ph: (386) 672-2996 Fax: (386) 672-4498
 hmelendez@cfl.rr.com

SPAL USA M

1731 SE Oralabor Road
 Ankeny, IA 50021
 Ph: (800) 345-0327 Fax: (515) 289-7004
 tbalistrieri@spalusa.com
 www.spalusa.com

TRADE SHOWS 2009 - 2010

November 14, 2009: Engine and Performance Warehouse, Dallas, TX. "AERA/EPWI Tech & Skills Regional Conference," 9761 Clifford Drive, Dallas, TX. Contact Roger Borer (214) 637-4361.

February 15 - March 13, 2010: Meyer Distributing, Jasper, IN. "eMeyer Mega Show", Contact Nick Gramelspacher (888) 615-9267.

February 27-28, 2010: Competition Specialties, Auburn, WA. "Mega Show", Contact Bill McConnaughey (253) 833-6211.

February 28, 2010: P&E Distributors, Goodlettsville, TN. "12th Annual Open House". Contact Dave Ehols (615) 851-8060.

March 6-7, 2010: 1st Performance Warehouse, St. Charles, IL. "3rd Annual Race & Performance Expo", Contact Tom Stockenberg (815) 727-1208. Visit RPEXPO.com.

April 11, 2010: Speed Warehouse, Hayward, CA. "Northern California Automotive Show", Alameda County Fairgrounds, Pleasanton, CA. Over 200 manufacturers! Contact Michele Javedas (510) 786-3555 ext, 332.

April 12-13, 2010: Lordco Parts Ltd, Maple Ridge, BC, Canada. "Lordco Trade Show", 2010 Pacific Coliseum, Vancouver, Canada. Contact Sarah Durant (604) 466-4167.

May 7, 2010: Time Automotive Distributors, Salt Lake City, UT. "Time Open House and Products Show", Salt Lake City Warehouse. Contact Debbie Hilton or Trent Lowe (801) 973-6842.

Is Social Networking Right for You?

If you are in business, you've got to communicate with customers and prospects. It used to be enough for a small business to market its services with either e-mail, advertising and public relations. Now an increasing number of customers turn to social networking tools. Should you?

To help you decide, here's a guide to social networking sites as they relate to small business.

Twitter. Twitter's the Internet darling of the moment, allowing users to send very short messages (limited to 140 characters) know as "tweets". It's a good way to keep your name in front of people who have some connection or interest in you or your business.

LinkedIn. Unlike all the other major social networking sites, LinkedIn is aimed specifically at business. It's useful to search for consultants and contractors, and identify people in companies you might hope to do business with. It has also become a major source for posting job openings. If you are a consultant, headhunter or sell business services you definitely need to check out LinkedIn.

Facebook. The heavyweight of social networking in the U.S., Facebook is great for keeping in touch with people you care about and finding people you are out of touch with. Plenty of companies in the automotive industry have Facebook pages.

MySpace. Once the leading social networking site, it's lost ground, but still a huge draw for teenagers. It's good for building support for certain types of business.

YouTube. Businesses have discovered this is a great way to provide information to prospects and customers. Why not make a video of the products you sell or of you describing your services (or video testimonials) and easily upload them to YouTube? Then you can direct prospects to YouTube to check it out.

One is for sure: Social networking is here to stay! Get connected!

2009 PWA HOLIDAYS

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

Thanksgiving	Thurs., Friday	November 26, 27
Christmas	Friday	December 25

PWA Newsline

Editor/Publisher Dick Van Cleve
 vca@pwa-par.org • 818-763-1920 Fax: 818-763-6964
Art Director Tom Burger • 213-389-4850
 myredbike@gmail.com