

PWA UNIVERSITY FALL SEMESTER IS IN SESSION!

PWA is proud to announce the following companies have posted online training lessons on PWA University (www.pwauniversity.com). For more information on this program please contact PWA at (760) 346-5647.



AIRAID FILTER COMPANY
 AUTO METER PRODUCTS
 B & M RACING & PERFORMANCE
 CENTERFORCE / MIDWAY INDUSTRIES
 DESIGN ENGINEERING
 DIABLOSPORT
 EDELBROCK CORPORATION
 EXEDY GLOBALPARTS
 FLEX-A-LITE CONSOLIDATED
 H3R PERFORMANCE
 HUSKY LINERS / WINFIELD
 HYPERTECH
 INJEN TECHNOLOGY
 K & N ENGINEERING
 MAGNAFLOW PERFORMANCE
 MR GASKET
 PAINLESS PERFORMANCE
 PERCY'S HIGH PERFORMANCE
 STAGE 8 LOCKING FASTENERS
 TRUCK COVERS USA

The following companies are currently working on their lessons to post in the future:

AEROMOTIVE
 BARRY GRANT
 COMPETITION CAMS
 CRANE CAMS
 FRAGOLA PERFORMANCE SYSTEMS
 GLOBAL WEST SUSPENSION
 HEDMAN / TRANS-DAPT
 IPCW / IN PRO CAR WEAR
 MEZIERE ENTERPRISES
 PACESETTER PERFORMANCE
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 SUPERCHIPS
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Small Business Survival Guide

by Cliff Ennico

Fueled by outsourcing, downsizing and well-educated baby boomers, entrepreneurship is the new millennium's American dream.

Small business and entrepreneurial start-ups are at an all-time high with thirty million Americans classifying themselves as self-employed. However, the U.S. Small Business Administration reports that 80 percent of small businesses fail within their first five years.

From the host of the PBS series MONEYHUNT, and one of America's leading experts on small business, comes SMALL BUSINESS SURVIVAL GUIDE: This is the first book to provide struggling entrepreneurs with successful and affordable strategies for coping with - and conquering - small business predators including creditors, crooks, and competitors. These are some of those strategies:

- Focus on a niche that's not being adequately served by rivals and saturate it before the competition catches on.
- Use your business name everywhere-letterhead, business cards, marketing brochures, and website.
- Trust your instincts in choosing customers. If your nose says, "this person's a problem," move onto the next customer.
- Hire a lawyer right away. Small businesses that don't are making a big mistake-once served resolving the matter can be extremely costly.
- Find out about and comply with state and local regulations that apply to your business. Not doing so could lead to serious trouble.

Creator's Syndicate calls Cliff Ennico "the Ann Landers of the business world." Best known as the former host of the PBS series MONEYHUNT, he is the author a weekly national business advice column, "Succeeding in Your Business," which appears in dozens of major newspapers.