

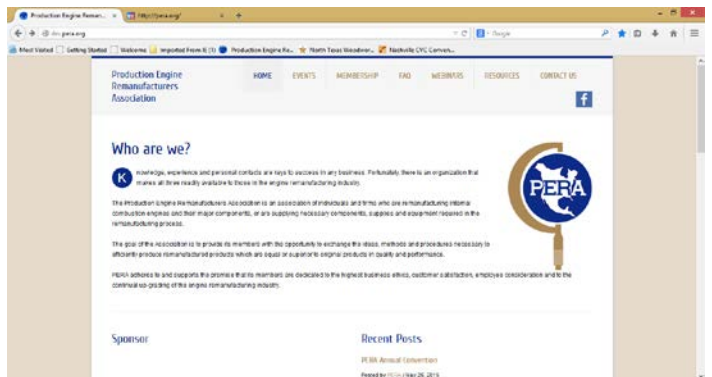
# WE'RE LIVE – new PERA.org

June 2015

Vol. 28 Issue 3

## All New PERA.org Website

To say the PERA website has been revised would be like saying the Chicago Cubs will win the pennant this year! A quick visit to PERA.org will make you think you've been redirected to the wrong site. Babcox Media Group has spent months taking direction from the Website Redevelopment Committee to not only give it a fresh new look, but to bring it up to today's Internet standards.



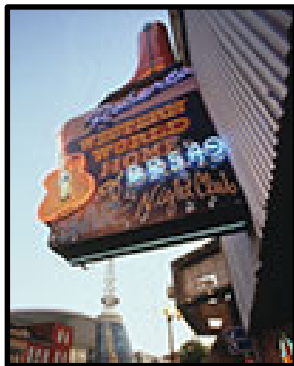
One of the great new features is the addition of a secure shopping cart. You'll be able to make your payments directly online for convention registration, sponsorships and even your dues in coming years.

On the Home Page, you'll find a section devoted to Sponsors. Convention sponsors who have selected the webpage listing option will be listed here. We'll also have the convention sponsor form located here as both a downloadable file and as an online fill-in form that you can pay for using the secure shopping cart.

Currently scheduled webinars will be listed on the home page giving you the details of all upcoming webinars. By clicking on a webinar, you can register for the webinar directly from PERA.org.

There are four webinars remaining on the schedule with the next on June 24<sup>th</sup> featuring Bill McKnight of Mahle Aftermarket giving us the low-down on MAP controlled thermostats, how they work and most importantly, why they are being used in today's vehicles.

The Webinar tab has a list of all past webinars presented after June 1, 2013. Recordings of these webinars are available 24/7 and you can view them as many times as you'd like. You must submit a request for a link to the recording through GoToWebinar. Just save the link GoToWebinar sends you or you'll need to request a new link each time you want to review it. See page 2 of this newsletter for a complete list of upcoming webinars OR, of course, visit the all new PERA.org.



One of Nashville's Famed Honky-Tonks



## Webinars & Sponsorship

The 2015 PERA webinar series is coming together with the first webinar on **May 13<sup>th</sup>**. King Engine Bearing will present "Selecting the Right Racing Bearing." In this webinar, Ron Sledge will talk about how materials and geometric design features should influence your choice of bearings in a racing application.

This will be followed up by Bill McKnight of Mahle Aftermarket presenting "Understanding the function of MAP controlled automotive thermostats. How they work, what they do and why are they being used." This webinar is scheduled for **June 24<sup>th</sup>**.

In October, Bob Dolder of Sunnen Products Company will present an updated program on honing. Details are pending, but you can bet this will be a first class presentation as always. The date will probably be **October 14<sup>th</sup>**.

Randy Neal of CWT has been busy researching new developments and technologies in the balancing arena and will update his highly successful program from last year. This webinar is scheduled for **November 11<sup>th</sup>**.

Nervous about how to use GoToWebinar? Don't worry about a thing. We schedule practice sessions to get you good and comfortable so the presentation goes off without a hitch.

There are at least four other companies working on their programs for 2015 and we'll announce them as soon as we get their commitment.

The E.R.I. Group in Canada will be one of our sponsors for 2015. We're still looking for another sponsor so if you have an interest in helping out please contact me as soon as possible. The support of these sponsors is what make these webinars free to the presenting company as well as to the attendees.

Please take some time to consider doing a webinar in 2015. You can use them to provide training or product education and if you need more than an hour, we can break it down into multiple webinars.

Contact:  
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## All New PERA.org Website (continued)

The Events calendar is all new and greatly enhanced. If you want more details on a given event, just click it and the details popup in a new window. You can now save an event or even a whole month of events to your Google or other calendar such as Outlook. Just click the buttons and follow the onscreen instructions.

Not only are membership application available online, they are fill-in forms that are tied to the secure shopping cart. Prospective members can fill out the application online, pay the appropriate dues and submit the application for review by the Membership Committee.

Speaking of dues, when it comes time for dues renewal for 2016, you should be able to pay online through the secure shopping cart. Details will be forthcoming when we're nearer that time.

The Resources tab has the links to member websites for those members who elected to include this option with their 2015 dues payments, but it's not too late to get your company website listed. Just contact me and we'll get you included in no time. The annual fee is just \$225.00.

Also on the Resources tab are the past newsletters starting with the February, 2014 newsletter. Just click on the desired date of the newsletter and you'll download the pdf.

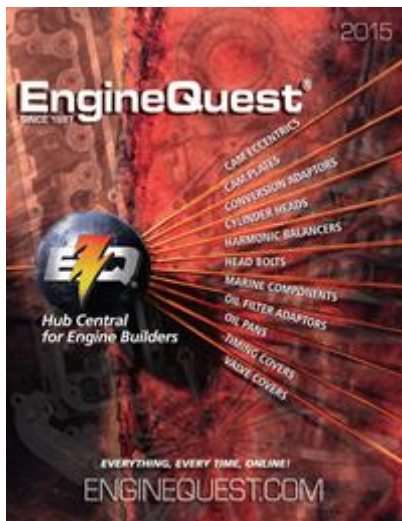
Attached to this newsletter email is a two page Release Notes document giving you a quick look at all the new features and how you access them. Give it a quick glance or just jump right into the new site and start your new adventure.

As you navigate through the all new PERA.org website please document any problems or questions you might have and send them to me so we can get them addressed right away. You can call me at 817-243-2646, email me at [joepolich@pera.org](mailto:joepolich@pera.org) or you can use the handy comments form on the Contact Us tab or at the bottom of each page. It's that simple.

Thanks go out to committee members Frank Owings, Adrian Long, Skip Hartley, Bob Stanley and Ron Thomas for all their help in bringing this new site online. And a special thanks to Jeff Phillip and Cecilia Locke with Babcox for their bringing their tremendous skills to bear on this most important project for PERA!

## EngineQuest® Releases 2015 Catalog

Finding the right engine components for your race car, street rod or daily driver and now marine, forklift and industrial engines just got easier with the EngineQuest® (EQ) 2015 parts catalog. EQ's new catalog is packed with new and hard-to-find parts for many domestic and foreign applications and also contains detailed product specifications that will help you select the right part for the powertrain you're working on.



EngineQuest 2015 Catalog

Whether you're a professional engine rebuilder or tackling a project for the first time, EQ's 28-years of automotive knowledge combined with their comprehensive line of cylinder heads, crankshafts, timing covers, oil pans and many other high-quality products are contained within the pages of their new 2015 catalog.

To download your copy of the 2015 EQ catalog, visit [EngineQuest Catalog](#) on the web or click on the catalog image above (Hold the Control key down, then left mouse click). A printed version will be coming soon

## Federal-Mogul Motorparts Launches "Parts Matter" Digital Campaign

Developed in partnership with award-winning global digital marketing agency iCrossing, the new "Parts Matter" campaign will combine powerful imagery, safety and service reminders, special offers and user generated content to demonstrate why choosing high-quality replacement parts from a trusted source is always the best choice.

"'Parts Matter' reduces an often complex buying experience to a powerfully simple, fact-based message that will resonate with professional technicians and vehicle owners," said Jessica Wynn, global director, digital marketing and strategy, Federal-Mogul Motorparts. "When it comes to choosing any replacement product, whether a brake pad, control arm, wiper blade, spark plug, headlamp or head gasket, that choice can ultimately affect the vehicle's safety, performance and reliability. Parts matter because the wrong choice can have serious consequences."

## FM's Tech First goes hand-in-hand with Parts Matter campaign:

In addition to the "Parts Matter" digital campaign, Federal-Mogul Motorparts recently launched a "Tech First" initiative comprising on-site, on-line and telephone-based technical training and product support available at no charge to technicians, repair shop owners and parts professionals. (*AftermarketNews.com*)



## Goodson Tools & Supplies Named Exclusive Distributor For Radiac Automotive Aftermarket Abrasives

Goodson Tools & Supplies for Engine Builders and Radiac Abrasives Inc. have announced that Goodson has been named as the exclusive distributor of Radiac's line of Automotive Aftermarket Abrasives, effective June 1.

Ross Blumenthal, Radiac VP of Sales & Marketing, said that Radiac will continue to concentrate on the OE and Industrial markets. "Goodson earns most of the available shop supply business. With their knowledge of the automotive aftermarket and abrasives, this unique partnership will be of benefit to both companies," he said.

Dave Monyhan, Goodson sales manager, echoed Blumenthal's excitement about the opportunity to offer quality Radiac Abrasives to the automotive aftermarket. Monyhan added, "Our job at Goodson is focused on providing the best quality shop supplies, tooling and abrasives to our valued customers."

A Radiac Abrasives specific catalog is being produced and will be mailed in early June 2015. All products will also be available online at [goodson.com](#). (*AftermarketNews.com*)



## MAHLE Aftermarket Introduces More Than 80 New Part Numbers In April

MAHLE Aftermarket Inc. recently introduced 84 new part numbers in April for various types of bearings, gaskets, piston rings, thermostats and cylinder components, now available for a range of light vehicle and heavy-duty applications.

New part numbers are available for the following products: piston rings, cylinder head gasket sets, rear main seals, timing cover seals, engine pistons and pin bushings, O-ring kits, cylinder sleeve assemblies, spark plug tube seal gaskets, vacuum pump mounting gaskets, supercharger mounting gaskets, oil pump pickup tube gaskets, water pipe sealing ring gaskets, thermostat O-ring gaskets, connecting rod bearing sets, exhaust system gaskets, water pump gaskets, integral thermostats and valve cover gasket sets.

For a complete listing of new part numbers introduced in April, visit [mahle-aftermarket.com](http://mahle-aftermarket.com) or contact your MAHLE Aftermarket account manager. (*AftermarketNews.com*)

## Send Me Your News!

If you have any changes with personnel or news releases you'd like us to print, just email the info and it'll get in the next newsletter.

## Federal-Mogul Motorparts Receives NCMA President's Awards

Awards recognizing the best examples of automotive aftermarket paper catalogs, Web catalogs and mobile catalog applications were presented at the National Catalog Managers Association (NCMA) Knowledge Exchange conference in Orlando, Florida. Volunteer judges evaluated more than 60 submissions against established criteria to select winners in several categories.

FM Motorparts received the Gold Level award for its SmartChoice mobile app.

Their FP Diesel division was also recognized by NAPA for being NAPA's supplier with the best electronic management and distribution practices in electronic catalog and product information.

## Greater Houston and South Texas BBB Recognizes PERA Member Impaco's Thunderbolt Products

On May 13th, the Better Business Bureau Education Foundation honored BBB Accredited Businesses and Charity Partners that maintain a superior commitment to ethics, overall excellence, and quality in the workplace at the 2015 Awards for Excellence event. Detailed information about the event and winners can be found on the BBB's website at [www.bbbhouston.org](http://www.bbbhouston.org).

Congratulations to Skip and his entire company!

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