

AUGUST NEWSLETTER

Issue 31

August 1st, 2012

IPAD 2 CONTEST

Congratulations to Luke Speck of Speck Sales and Ben Geiger of Capital Tire on winning the IPAD 2 contest.

The IPAD 2 was chosen in July, off of invoices submitted from the Pace Tire Supply flyer sent out.



Luke Speck-Speck Sales

We had a tremendous response to the flyer and a lot of companies who entered to win. Due to the demand, we decided to give away two IPAD 2 instead of one.

We appreciate everybody's business and special congratulations to Ben and Luke on winning the prize.

Thanks for everybody who entered.



Ben Geiger-Capital Tire

TIRE REPAIR BILL-NEW YORK

The purposed Tire Repair Bill for the state of New York has been tabled. The bill did not pass, and has been tabled until next year.

The Tire Repair Bill was a purposed legislation that would make proper tire repair a state law.

Although the state law did not pass, it is still a good idea to get all of your people

trained on proper tire repair. Pace Tire Supply would be happy to help you with training your people. Now is the time to train, before there is a problem. Please let us know if you need training.

Important Dates in August

- 5th, Sister Day
- 11th, Sons Day
- 15th, Relaxation Day
- 18th, Bad Poetry Day
- 22nd, Be an Angel Day
- 22nd, Brian Grill Birthday
- 30th, Otto Grill Birthday

INSIDE STORY HEADLINE

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're

finished writing your newsletter, convert it to a Web site and post it.



Caption describing picture or graphic.

INSIDE STORY HEADLINE

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for

your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business.

Sales figures or earnings will show how your business is growing.

Some newsletters include a column

that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

"To catch the reader's attention, place an interesting sentence or quote from the story here."

INSIDE STORY HEADLINE

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands

of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the



image.

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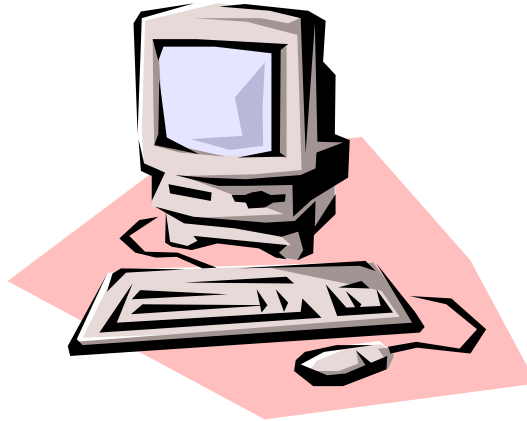
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Excellence*

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This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

BACK PAGE STORY HEADLINE

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

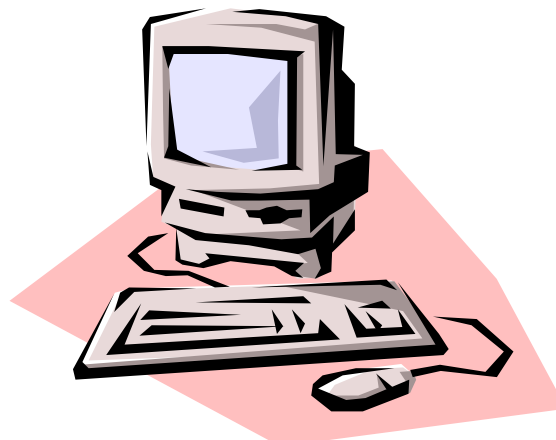
A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing

of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



Caption describing picture or graphic.