

Huila Welcomes New Advertisers

Dear Members,

You'll notice that this months HUILA contains an ad for my store. This came about after I returned from my recent trip to be a worker at a couple of mainland races . During my visit, I noticed how the San Diego Region's newsletter contained many advertisements by all types of businesses and professionals. I assume that most of these are operated by members of that SCCA Region.

I made a note to check with Scott Schulte (the HUILA editor) about the possibilities of advertising in HUILA when I returned. It has been my pleasure to be able to assist many members over the years with their car stereo and alarm needs. I think of all of you

as my friends and am grateful for your business. Just the same, I'm sure that advertising in HUILA is a great way to reach out and be able to offer my products and services. And I was pleasantly surprised to see how reasonable the ad rates actually are. I do a fair amount of advertising anyway, so here's an inexpensive way to increase my business while offering my friends a money-saving discount, and most importantly, generating revenue for the club at the same time. It's a win-win-win situation and I urge other members who are business owners or who offer professional services to join me in helping out the club by advertising in HUILA to promote their businesses and services.

Art Sonen



*** CAR AUDIO * CAR ALARM * INSTALLATIONS
* ACCESSORIES * PAGERS * CELLULAR
* LASER DETECTORS * DJ MIX CD'S**

420 Ward Avenue
Honolulu, Hawaii 96814

Tel: (808) 593-8884
Fax: (808) 593-8885

**Show your SCCA membership card & receive an extra 10% discount*

Editor's note: Art Sonen has been a long-time SCCA Hawaii Region member and strong supporter. I encourage you to reciprocate the loyalty the next time you are shopping for car audio systems, alarms, cellular phones, or other accessories. He is correct in his observation of Huila's low-cost advertising rates. It has a relatively small circulation of only several hundred each month, but hits a very specific target market—folks that share your interests! If you are interested in placing an advertisement in Huila please contact the editor at the number listed on the last page of this edition. Huila would also like to welcome Eurosport as a new advertiser.