

PAS SOFTWARE
web design and development

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PASMonthly

Call us about our new and exciting services. Ask how we can help you!

HELLO AND WELCOME TO PAS SOFTWARE...

We know that it has been a long time in the making but we finally have a newsletter ready for you! This will be a monthly event as to ensure that we are providing you with the best possible service and stay current on any new trends, offers or requests. Please take some time to read through and let us introduce ourselves...

I believe a 'Hello!' is in order. Many of you know that PAS Software acquired SBWS Inc. in January of 2008 and have since then been managing all your websites. The new owner is Steven! While he isn't enjoying a good race he is here handling all your questions and quips. PAS was founded in mid-2006, steadily growing and striving to provide excellent customer service at all times.

Lets take some time to get know those voices on the phone. First of all the owner and president, Steven Purcell, is a proud father of a new baby girl, Mallory Kate, and on weekends he races on oval tracks and owns his own race team. Steven gained his degree in Business Administration from Colorado Technical University. He also worked as head of sales for two major technology hardware companies before founding PAS Software.

Next we have Cullen Frazier the head of web development. He graduated from University of California, Santa Barbara with a degree in Applied Design (concentration in 2D Graphic Design). While at his desk working hard he enjoys a fresh cup of gourmet loose leaf tea!

Then we have Matt Kern the man behind the all your updates, keeping your sites working wonderfully. Matt graduated from University of Dallas, and is currently working on his second degree in Web Development. Also he will be wed in early September to his lovely fiancee, wish him luck!

Finally our newest addition to the staff is Rob Apodaca, our tech savvy computer programmer. He started as an aircraft specialist for the Air force and served in specialist for the Air force and served in the Gulf War.



Steven Purcell

"Rest assured that we are working hard on the challenges that come with integrating both companies together."

MORE TO COME!

We are currently working on some new and exciting services, read more in upcoming newsletters!

Although he has only been here since April he has already increased productivity.

Now that you have met the team, lets get to the good stuff!

New Services...

- **Advanced Javascript**

We can now provide you with features like interactive galleries and slideshows.

- **Flash work and design**

We'll design and program new and exciting flash work to help add flare to your site.

- **Advanced Design / Redesign work**

Now we offer more rich and feature full design work.

- **Shopping Carts**

Ask today about how we can implement one on your site!

- **Dynamic content**

Want it updated on the fly? No problem with dynamically changing content.

- **More Ready-Made templates**

There are a lot of new and feature rich Ready-Mades! Call to see them all!

- **Custom design work**

Full redesign and design with step by step help!

- **SEO**

Ask how we can Search Engine Optimize your site.

- **Stock photo viewing**

Visit our [new online stock photo gallery!](#)

Deals for the month!

This is a new and exciting portion of our business, every month we will be offering great


deals and advice to help with your business and needs.

This month we have a great deal if you refer a friend to a ready-made or any other service PAS has to offer then you get two months free hosting.* You can sign up as many people as you want, and if your lucky enough you could get the whole years of hosting for free!

Help us help you!

This section of the newsletter will always be devoted to help our communication with our customers, hopefully giving advice that will give better customer understanding and also help us do our job better and faster.

When sending in updates to our help desk be as descriptive as possible! Be very detailed! Include as much instruction as you can, this will paint a better picture for us. When adding photos, use files names, its hard for us to look through hundreds of photos a day. It is very important to send updates to support@passoftware.com and not to send them to any personal emails, it helps us keep track of them. Remember to send text ready to go on the site, we will not edit or proof read, the text will go in exactly the way you send it to us (you could be using a play on words, and we don't want to change what you've perfected). If there is a typo in the original it will be on the site.



**Ask about
Search Engine
Optimization!**

In an effort to keep work flow as fast as possible and finish your updates / designs / redesigns in the most time efficient manner we will only be programming and optimizing sites for Internet Explorer (IE). Firefox, and Safari (sorry no more Opera, AOL, or any other third party web-browsers).

Finally we noticed that many customers were frustrated with the help desk sending a confirmation email when any update was made to a ticket (many said it was confusing and/or cluttering there inbox) so we have turned that feature off. So whenever you send in any new updates, you wont be receiving that confirmation, rest assured that we have it and will be promptly working on it (and you can always email support@passoftware.com for any questions you may have).

Moving Offices...

On June 10-13 we will be moving offices, most of the move will be done after hours, so the effect will be minimal. However if for any reason you notice our phones temporarily down or any other bumps in the road, don't worry it'll be fixed soon! This move is to help us better serve all of our customers.

Server Issues

- Email down?
- Site unresponsive?
- No site at all?
- Or any other funny buisness?

Don't worry we are upgrading

Inheriting SBWS server came along with old server issues! We are in the process of acquiring new technology!

PAS SOFTWARE

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questions, comments or concerns?
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