

SEMA Hall of Fame Inductees

Three industry leaders are being inducted in the SEMA Hall of Fame: **Russ Deane**, SEMA general counsel for more than 30 years; **Ron Funfar**, president and COO for Hedman Heddors and Trans-Dapt; and **Nate Shelton**, chairman of B & M Automotive Group.

"Hall of Fame inductees are all leaders who have made huge contributions to shaping the industry," said SEMA President and CEO Chris Kersting. "Looking at the history and significance of the SEMA Hall of Fame, it's clear that the original purpose and intent of the program have stayed the same. This coveted award is reserved for an elite few without whom our industry would not be where it is."

Russ Deane: As SEMA's longtime general counsel, Russ has worked with local, state and federal governments to ensure a healthy and cooperative business environment for SEMA members and the industry. His efforts have been instrumental in helping to protect the legal rights of automotive specialty-equipment businesses. Deane has also been active on a variety of SEMA committees and task forces to help lead the association to its current size and stature in American commerce.

Ron Funfar: Ron has been equally active in contributing to the industry's growth. The president and COO of Hedman Manufacturing in Whittier, California, gradually worked his way up in the industry. In addition to volunteering on a variety of SEMA committees - often as chairman - Funfar was elected to the SEMA Board of Directors in 1987 and served three consecutive two-year terms until 1992. He also served as SEMA's secretary/treasurer and was a focus group leader for the National Management Conferences.

Nate Shelton: Nate, too, served several terms on the SEMA Board of Directors, including one term as chairman of the board. Having begun his career in the industry in 1969. A significant portion of his career was spent at K&N Engineering. He later started S&S Marketing, a rep business, in 2002. By June of 2005, the company bought B&M Racing and Performance, followed by subsequent purchases of McLeod and Hurst. Today, Shelton serves as chairman of the B&M Automotive Group that is headquartered in Chatsworth, California.

The hall of fame inductees were officially introduced at the SEMA Installation Banquet & Gala Fundraiser, Friday, July 27, at the Hyatt Regency Irvine, in Irvine, California.

AN OPEN LETTER

SPEED WAREHOUSE INC.
HAYWARD, CA.



For years there has been a lot of talk and interest in some kind of formal training for the sales people involved in the performance parts aftermarket. There have been local and regional sales and technical seminars and while extremely valuable they only reach a small percentage of the people that need the training. Webinars are again a good supplement but subject to the time availability of the student.

Our salespeople and our registered customers have been involved in a program put together by the Performance Warehouse Association. It is called PWA University and it brings lessons on manufacturers and their products to our salespeople through the PWA web site. It allows our people to view the lessons, as their time allows, and take a short quiz to test the knowledge retained from the lessons.

The response has been extremely gratifying as the participation and comments have been positive throughout our company. Our employees have all voiced their support as they are able to learn something and do it in a timely manner within their schedules. We have set up an incentive program to reward the salespeople who maintain a level of participation on an ongoing basis.

We encourage all vendors to take advantage of this valuable tool. The more you support it the more you are creating support for sales of your products in the aftermarket. A knowledgeable salesperson is many times more effective than one who is unaware of why the customer should want or need a particular product. Your help in educating the frontline sales force creates value for all of us and for our industry.

For information on how you can get started, contact the PWA office.

Mike Montgomery

PWA Scholarship Award to Travis Cozzie

PWA is proud to announce the 2007 PWA Scholarship winner, Travis Cozzie of Zoom Performance Products.