

The Finalists Are...

2007 Person of the Year



Daniel R. Gresham is an operating executive with over 30 years of management and investing experience. He earned a BA in economics from Davidson College in 1968 and served as a Captain in the U.S. Army, including a tour in Vietnam. He then obtained his MBA from Tulane University in 1973. After leaving graduate school Dan joined Allied Signal. From there he moved to Continental Can Co. where he served in a variety of staff and operating positions. In 1987 Dan and the previous Chairman of Continental formed a leveraged buyout firm. In 1996, Dan and his partners at NCI joined with Fremont Partners in the acquisition of Kerr Group, Inc., a publicly-traded specialty plastic closure company. Following his work on Kerr with Fremont in 1996, Dan and his partners purchased Dynojet Research, Inc. In 2000, Dynojet was sold and Dan retired to his home on the Chesapeake Bay in Maryland. In early 2004 he failed retirement and reentered the performance world. He and his new partners purchased MSD Ignition where he currently serves as CEO. Dan has been married to Judy for 39 years and they have a son who is an F18 pilot in the Navy.



Ray Notes Having attended my first race when I was in the sixth grade, I knew that racing was what I truly wanted to do. By the eleventh grade I was sneaking away from home to race my stock 49 Ford. With the desire to go faster I eventually ended up driving Top Fuel and Funny Cars. In 1968 while racing at KCIR, a gentleman by the name of Dwane Smith approached me with a job offer of franchising speed shops throughout the Midwest. Smith stated he could not pay much, but I could steal all the race car parts that I needed. My reply was, sign me up. From that point on I never looked back. This year marks my 39th consecutive SEMA show and I cannot believe that the company is still paying my expenses to attend. I have actively supported PWA during my 22 year tenure at Taylor Cable Products and being involved in the performance industry combined with a Hall of Fame and World Champion racing career has been a dream come true. The people this career has brought into my life is what has made the dream. It is an honor to be considered for this award.



Rick Rollins As Vice President of Sales for Superchips, Inc. for the last 8 years, Rick has 40 years in the automotive aftermarket industry. From a 15-year old mechanic, through the jobber, W/D and repair shop owner channels, to owning and driving Formula / Open-Wheel racecars, Rick's experience is all "Hands-On". Rick has a strong love for all motorsports and the industry, which has helped him while serving six full terms (totaling 12 years) on the SEMA Board of Directors and he is currently the new SEMA Chair-elect. Rick was the 1993 and 2004 PWA Person of the Year.

2007 Manufacturer of the Year



MSD Ignition Like many companies in the performance aftermarket, MSD Ignition was started in a garage by a man who needed a better ignition. Today, MSD is the leader in performance ignition technology and is used on the fastest and quickest engines in everything from NASCAR to powersports and top fuel dragsters. MSD Ignition now encompasses over 125,000 square feet of manufacturing and developing space in El Paso, Texas. The company employs over 400 employees including an excellent core of highly trained engineers, technicians, assembly specialists and a host of performance enthusiasts. Together this group designs, develops, tests and manufactures a diverse line of performance electronic components ranging from ignitions and magnetos to alternators and fuel injection. MSD products have revolutionized performance and racing ignitions in virtually every form of motorsports!



Painless Performance Founded in 1990, Painless Performance has grown over the years from a manufacturer of a single street rod wiring harness to become the recognized leader in performance automotive electrical systems. Today its diverse and still growing product offering of over 500 products provides electrical solutions for street rodders, hot rodders, off roaders, drag racers and automotive enthusiasts everywhere. One of the most respected companies in the industry, Painless has received three Best New Product awards from SEMA, seven

runner-ups and was recognized as the 2002 PWA Manufacturer of the Year. In 2006 Painless was named the "Shining Star" Small Business of the Year in Fort Worth. With a strong commitment to engineering and new product development Painless is making pioneering contributions to the development of performance enhancing electrical products for fuel injected engines and has entered the diesel market with its new Striker brand of performance modules.



Superchips was started in England in 1983 and was one of the first companies to exclusively reprogram car computers for more performance. Due to a program of up-loading car computer information by dealers, then sending that information to Superchips' main computer in England, Superchips was able to tune cars through their dealer network in several different countries. In 1992, Superchips opened Superchips, Inc. in the USA in Longwood, Florida and with the vast experience of reprogramming for automakers from all over the world, they soon had the widest product line in the world. Now with 66 employees located in Sanford, Florida, Superchips is a member of the MSD Performance Group - family of companies and was the PWA Manufacturer of the Year in 2004.