

2007 General Meeting

Each year the PWA General Membership Meeting gets bigger and better and this year was no different.

A crowd of 300 members attended a buffet breakfast at 7:30 am with the General Membership meeting starting a little after 8:00 am. John Towle, Executive Director, opened the meeting by thanking everyone for attending. John introduced Gary Light, President of PWA. Gary thanked the PWA members and PWA Board of Directors for their support. Gary was presented with a plaque for outstanding service as PWA President for 2006 - 2007. Gary thanked and presented plaques for their services to Larry Pacey as 2006 - 2007 PWA Treasurer, Trent Lowe and Paul Van Woensel as PWA Board of Directors. He also introduced re-elected board members, Lyle Moore Jr., Larry Pacey and Van Woodell as well as new board members Kevin Dundas and Donnie Eatherly.



Gary Light

Chris Kersting, President of SEMA and Scooter Brothers, joined Gary Light on stage. PWA presented them with a check for \$2,000 for the SEMA/PWA Scholarship Fund. The SEMA Yen Committee, Bianca Hennings, Greg Parker and Dave Williams, also presented a check for \$6,000 from funds raised at the Silent Auction held during the PWA



Chris Kersting, left
Scooter Brother, right

Conference for the Scholarship fund. Gary then introduced the 2007 SEMA/PWA Scholarship recipient Travis Cozzie to all members.

Don Smith

took to the stage to present the 2007 PWA Honorary Achievement Award. Don pointed out that this special award has only been presented 8 times in 40 years. The award was given to Wally Parks and the NHRA Motorsports Museum for his guidance and leadership to the performance industry. Dick Wells accepted the award on behalf of Wally Parks and the NHRA. Dick stated that Wally Parks was aware of receiving the award and was deeply moved to be selected.

Photos by Peter Rogers

Trent Lowe and Paul Van Woensel as PWA Board of Directors. He also introduced re-elected board members, Lyle Moore Jr., Larry Pacey and Van Woodell as well as new board members Kevin Dundas and Donnie Eatherly.



Trent Lowe, left
Paul Van Woensel, right

SEMA Scholarship Chairman, joined Gary Light on stage. PWA presented them with a check for \$2,000 for the SEMA/PWA Scholarship Fund. The SEMA Yen Committee, Bianca Hennings, Greg Parker and Dave Williams, also presented a check for \$6,000 from funds raised at the Silent Auction held during the PWA



Left to right: Bianca Hennings, Scooter Brothers, Chris Kersting, Greg Parker, Gary Light and Dave Williams.



Wally Parks (left), accepting the award from Don Smith (right) in 1994 for his brother Kenny.

Next, Gary Light introduced the finalists for PWA Person of the Year and PWA Manufacturer of the Year awards. Dan Gresham (MSD Ignition), Ray Motes (Taylor Cable Products) and Rick Rollins (Superchips) vied for Person of the Year. The award, handed out at the SEMA Banquet went to Dan Gresham. It was a double victory for MSD Ignition as it beat out Painless Performance and Superchips for Manufacturer of the Year.

The last award was the 2007 PWA Pioneer Award. Don Smith, Chairman of the Pioneer Award Committee, gave resonance to the three finalists, Ralph Accinno, Brad Blue and Ron Coppaken. The award was presented to Ralph Accinno. Ralph was very moved and thanked everyone.

Chris Finnerty of Wolf, Block, Schorr and Solis-Cohen, LLP's was introduced as the keynote speaker. (Chris's talk, "Brand Equity and Unilateral Pricing" follows this article). His presentation was so well accepted that many members stayed afterwards to speak with him. What a great meeting!

"The 2007 General Membership Meeting was one of the best we have ever had. I hope we can match it in 2008", stated John Towle.



Don Smith, left
Ralph Accinno, right



Brand Equity and Unilateral Pricing!

by Chris Finnerty



Chris Finnerty

Gary Light introduced the Keynote speaker Chris Finnerty. Chris is an attorney in Wolf Block's Boston office. Chris represents clients in antitrust, distribution and intellectual property matters. He serves as antitrust counsel to both national and international corporations, advising on both legal and practical aspects of distribution. He founded Wolf Block's International Online Brand Equity Group. Chris routinely advises corporations in the electronics, golf and automotive industries. The following is an overview of Chris Finnerty's presentation on Unilateral Pricing.

I have been discussing price erosion, the Internet, MAP policies, and Unilateral Policies for about three years now. When John asked me to speak here this