

## SEMA Memorial Scholarship Fund

The SEMA Memorial Scholarship Fund was founded in 1984 to foster leadership in the specialty equipment marketplace and to support educational goals for students pursuing careers in the automotive aftermarket.

SEMA scholarships are awarded annually and have been distributed to hundreds of students in support and encouragement of their educational ambitions.

### Scholarship Awards

SEMA Memorial Scholarships are available to students who are attending college full time.

- Graduate level studies at an accredited university or college;
- Four-year accredited university or college having completed a minimum of 50 credit hours;
- Two-year accredited community college having completed a minimum of 25 credit hours; and
- Vocational/technical school having completed a minimum of 25 credit hours.

### Student Requirements

- Minimum 2.5 grade point average.
- Must be enrolled in a full-time program of study at an accredited university, college or proprietary program in the continental United States or Canada.
- Must be pursuing studies leading to a career in the automotive aftermarket or related field.
- Expected graduation date must be 12/01/08 or later.
- Must remain enrolled as a full-time student for the full academic year of the award.

### Selection Process

All applications must be postmarked by April 20, 2008. (Scholarship awards will be announced in July 31, 2008.) Scholarship funds will be issued in August 2008 and distributed directly to the students' account at the school listing on this application. You can download an application by going to [www.pwa-par.org](http://www.pwa-par.org) and clicking on Benefits.

## Mainstream Consumers Lean Toward Street Performance Customization

In November 2007, mainstream consumers were asked in a random telephone survey what form their vehicle would take after modification.

According to SEMA research, 27% said they would opt for street performance products followed by restyling (23%), off-road (17%) and restoration (12%).

This is a significant shift from the previous month's survey in which 43% of mainstream consumers indicated a preference to restyling products, with street performance a distant second (13%).

## 2008 PWA HOLIDAYS

The PWA office will be closed on the following dates so the staff can enjoy some quality time with their families:

Memorial Day	May 26	Monday
Independence Day	July 4	Friday
Labor Day	September 1	Monday
Thanksgiving	November 27-28	Thurs.-Friday
Christmas	December 25-26	Thurs.-Friday

## Future PWA Conference Dates

**2008 Conference deadline for registration: April 1**

<b>2008</b> will be 9/20 - 9/24	<b>2012</b> will be 9/08 - 9/12
<b>2009</b> will be 9/12 - 9/16	<b>2013</b> will be 9/21 - 9/25
<b>2010</b> will be 9/25 - 9/29	<b>2014</b> will be 9/13 - 9/17
<b>2011</b> will be 9/17 - 9/21	<b>2015</b> will be 9/26 - 9/30

## TRADE SHOWS 2008

**February 24:** P&E Distributors, Goodlettsville, TN. "11th Annual Sho-Nuff Trade Show", Municipal Auditorium, downtown Nashville, TN.

**February 29 - March 2:** Vehicle Specialties, Hammond, IN. "Hot Rod & Restoration Trade Show", Booth #100, Indianapolis, IN.

**March 1-2:** Competition Specialities, Auburn, WA. "Mega Jobber Show", CSI Headquarters, 2402 West Valley Hwy N, Auburn WA.

**March 2:** Karbelt Speed & Custom, Ajax, Ontario, Canada. "56th Anniversary Trade Show"

**March 2:** Earl Owen Company, Dallas, TX. "Full Throttle II", Texas Motor Speedway.

**March 15-16:** 1st. Performance Warehouse, Joliet, Ill. "Inaugural Race & Performance Expo", Pheasant Run Resort, St. Charles, IL.

**April 27:** Performance Warehouse, Portland, OR. "NW Jobber Trade Show", Expo Center.

**December 6-8:** Vehicle Specialties, Hammond, IN. "PRI Trade Show", Orlando FL, Peninsula #1125.

## Web Site Statistic Update: Parlocator Web Site

It is important to note that our PARLOCATOR web site has really taken off. We had over 26,382 hits in 2007 from 14,569 in 2006. This is an increase of 11,813 consumers looking to buy our members products. We should be proud of that.

If you have any questions, please email me at [vca@pwa-par.org](mailto:vca@pwa-par.org).