

A HUGE THANK YOU TO ALL OF OUR 2008 CONFERENCE SPONSORS!

Without their special involvement our Conference would not be as successful (and enjoyable) as it is! Again, *THANK YOU!*

OPENING RECEPTION SPONSORED BY: **SEMA**

WATER PARK PARTY BEER SPONSORED BY: **DEALERTRACK**

GOLF SPONSORS:

Golf Breakfast: BUSHWACKER
 Golf Refreshment Cart: TCI / COMP CAMS
 \$25,000 Hole-In-One: HOLLEY PERFORMANCE
 Golf Closest to the Pin #4 Trophies: CRANE CAMS
 Golf Closest to the Pin #11 Trophies: BOB COOK SALES
 Golf Long Drive #6 Trophies: WES-COAST MARKETING
 Golf Long Drive #12 Trophies: TRUXEDO
 Golf Straightest Drive #5 Trophies: AUTO METER

STAIRWELL REFRESHMENTS:

Monday: PAINLESS PERFORMANCE
 Tuesday: SPECIALTY AUTO / PROFORM
 Wednesday: CONSIDINE SALES & MARKETING

MFG'S REP LOUNGE REFRESHMENTS:

Monday: MICHAEL KUNZMAN & ASSOCIATES
 Tuesday: SS SALES & MARKETING
 Wednesday: R & R MARKETING CONSULTANTS

PWA Pocket Directory: ALL MIDWEST SALES
 PWA Planner: BOB COOK SALES
 PWA Participant Handbook: SPECIALTY AUTO / PROFORM

TEES SPONSORED BY:

ALL-MIDWEST SALES
 AUTO METER
 BALLARD & ALLEN MARKETING
 BILL PERRY & ASSOCIATES
 BOB COOK SALES
 CEQUENT TOWING PRODUCTS
 CRANE CAMS
 CVR
 ENERGY SUSPENSION
 HT & R INSURANCE / HT & R PERFORMANCE
 HUSKY LINERS
 MARADYNE HIGH PERFORMANCE FANS
 MSD IGNITION
 N.A. WILLIAMS COMPANY
 NATIONAL PERFORMANCE WAREHOUSE
 PERMA-COOL
 REMFLEX EXHAUST GASKETS
 STAGE 8 LOCKING FASTENERS

GM Hits Breaks on Motorsports Budget

General Motors is going after what was a sacred cow in auto marketing: motorsports.

As General Motors continues its cost cutting mission, the automaker says it will cut back motorsports advertising, putting in jeopardy its sponsorships of teams, tracks and all the ancillary marketing that goes with racing.

Expected among the biggest losers is NASCAR related spending of an estimated \$120 million to \$140 million a year.

Last week, GM announced a program of "self help" to save and raise cash needed to survive the current car market downturn. The \$15 billion plan through 2009 includes cutting salaried jobs, slashing production, eliminating the dividend and trimming marketing budgets, which include race promotion.

"Like all areas of the business, these areas have not gone without a certain level of scrutiny and there will be modifications and changes in our promotional foot-



print," Troy Clarke, president of GM North America, said in a conference call on the plan. "We're not going to talk about the details today, and specifically

NASCAR, but all those areas have been reviewed and will continue to be as we work these action plans through."

One consideration may have been that NASCAR began a transition in 2007 to a so-called Car of Tomorrow. In place of body shapes loosely based on a carmaker's product, all race cars would have the same generic body, differentiated with stickers depicting headlights, taillights and grille, as well as the car number and source of the engine. The goals were safety, lower costs for race teams and an even playing field for drivers.

Source: NASCAR vehicle Robert Laberge, NASCAR / Getty Images