

The Winners Are...

2008 Person of the Year

The Person of the Year Award is in recognition of Bob's outstanding contributions to the warehouse distributors and in appreciation of his conscientious dedication as an individual member of the specialty equipment industry.



Bob Cook

"I've always liked cars," Bob recalled, "and when my brother got out of the Navy, he came home with a primed '51 Mercury that we took to the drag races. Of course, a Flathead Ford engine with a two-barrel carburetor was not very fast, but it got us started. My job at the time was to take the street tires off and put the slicks on. I was the pit crew."

Bob Cook has been deeply involved in the automotive industry since 1962. From 1962 until 1967 he gained experience at the jobber/wholesale level as a retail counter salesman, phone salesman and finally as a buyer. In 1970 Bob joined the Holley Carburetor division of Colt Industries as one of four technical specialists in the USA. From 1972-1974 Bob served as a District manager for Colt and left in 1974 to form Performance Marketers Inc. (PMI) with 13 other Colt associates.



From left: Anne Graves, Bob Cook & Donnie Eatherly

This group represented leading automotive manufacturers until June of 1979 when Bob left to form his own agency, Bob Cook Sales. And what he may have lacked in capital he made up for with his first two clients - Vic Edelbrock and Bob Vandergriff.



"This is mine and you can't have it back!"

Despite representing two of the pioneers of the specialty equipment industry, it was still an uphill battle to keep the new agency afloat. The perseverance eventually paid off, however, as his company grew from just himself to a two man and finally a 14-rep business. In appreciation of the many mentors and colleagues that contributed to his success, Cook began to give back by helping to foster the industry. When he wasn't on the road or working at his own company, he devoted himself to SEMA and PWA projects. Bob Cook Sales has won SEMA's Rep of the Year award three (3) times (1986, 1989, 1992). Bob served three consecutive terms (six years) on the SEMA Board of Directors and became a member of the SEMA Hall of Fame this year.

2008 Manufacturer of the Year

The Manufacturer of the Year Award is in recognition of Edelbrock's outstanding contributions to the specialty equipment industry and in appreciation of their conscientious efforts in support of the warehouse distributor of merchandise distribution.



Edelbrock Corporation

The Edelbrock story begins with Vic Edelbrock Sr. By age 14, he was contributing to his family by working at an auto repair shop. In less than five years, Edelbrock Sr. took his newly acquired skills and moved to California where he opened a repair shop on Wilshire Blvd. Vic Edelbrock Sr. would continue to grow his business until the early

age of 49, when he succumbed to cancer. The year was 1962 and the Edelbrock Equipment Company was handed over to Vic Jr. and a group of loyal employees.



Vic accepting the award.



From left: Vic Edelbrock and Chris Kersting, President of SEMA.

Edelbrock, a leader in the industry for over 59 years, is dedicated to proven performance. With a product line that includes engine, exhaust and suspension components, Edelbrock's markets reach virtually every sector of the aftermarket... from sport utilities to race cars. Innovative product design is an Edelbrock trademark and the new Performer IAS shock absorbers follow this tradition. Their revolutionary and totally unique design offers the best of both worlds: maximum comfort and superior handling. The Edelbrock Total Power Package continues to deliver proven performance for customers worldwide.

Photos by Peter Rogers Photography & Steve Campbell