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Helping Manufacturers and Distributors Improve Sales Performance & Profitability

Putting Ideas Into Action

Many managers know their salespeople don't spend enough time selling. Some turn to financial incentives and technology to solve this problem. But other managers are going a step further and finding ways to give their salespeople more time to sell.

In November 2006, the results of a 14-month Time Study that confirmed what many salespeople already knew and some managers suspected. On average, salespeople spend just eight percent of their time prospecting and qualifying new customers. Yet they spend 23 percent of their time dealing with problems and mistakes, searching for information and expediting orders.

Overall, they spend 62 percent of their time on "non-revenue-generating" activities and just 38 percent of their time selling.

The study was widely discussed by trade associations and business media, including *Selling Power*, the *Sales and Marketing Management Newsletter* and *The Washington Post*.

They expanded on their study findings in a popular report *5 Common Barriers*. They also used these insights to develop their *Peak Sales Performance Work Session*, which helps companies find ways to improve sales performance.

More Time = More Sales

The study strongly suggests that companies can grow sales by giving salespeople more time to sell. It's a low-cost, low-risk way to quickly get a higher return on investment (ROI) from your salespeople. It's also more cost-effective

than hiring more salespeople – especially when qualified people are hard to find.

And the best part is that it's easy to get started. Even small, inexpensive steps bring results. Several companies have already realized this and have taken action.

Faster, Simpler Quoting

For example, at one mid-sized manufacturer in the filtration industry, salespeople struggled with a time-consuming, inefficient quotation process. To get pricing as quickly as possible, salespeople were sending the same RFPs to three different people in the company. Then they had to follow up with multiple phone calls to keep the process

moving. This cumbersome quotation process squandered time and kept salespeople from achieving their true sales potential.

When the Industrial Performance Group held a *Peak Sales Performance Work Session* with this manufacturer, the company saw how serious this problem was. They retooled their quotation process and put a central contact person in charge of getting pricing to the salespeople. This led to shorter turnaround times and a 20 percent reduction in departmental costs.

The company estimates that this freed up three hours per week for each salesperson. Three hours per week for 40 salespeople means about 6,000 more hours of selling time each year. Would your company's top line go up if you had 6,000 more hours of selling time?

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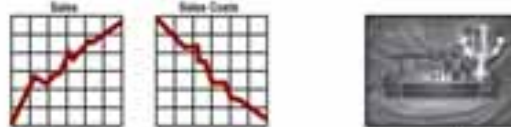
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Which States Have the Most V8s?

California, Texas and Florida lead with the highest gross total of eight-cylinder engines. Wyoming, North Dakota and Alaska have the highest proportion of eight-cylinder engines in the United States. Hawaii, Rhode Island and Connecticut have the lowest.

For companies keen on focusing their marketing and distribution towards specific products, it pays to know where your customers are located. If you cater to the V8 crowds, are you targeting the right markets?

According to data received from Experian Automotive, nearly 1 out of 4 registered vehicles has an eight-cylinder engine. The data is archived from 1967 to the most current registrations and can be broken down by vehicle make, model and general features. While Volkswagen has a few V8 engines in their Passat and other inline- and flat-8 engines do exist, the majority are in the standard V configuration.



In total, nearly 55 million eight-cylinder engines are currently registered in the United States. These do not necessarily include the totals for crate engines, remanufactured blocks, off-road and racing engines or those used in engine conversions to modernize older vehicles. To obtain those figures would be extremely difficult.

Nevertheless, the information supplied here is based on the reported files from registration agencies and do represent the overall market from a bird's eye perspective.

Does engine size and configuration correlate to vehicle population on a state-by-state basis? The short answer is no. Some states have higher proportions of larger engines while others have similarly disproportionate numbers of diesels, compact cars, light trucks and a host of other characteristics.

Since the V8 is a staple among high-performance enthusiasts, off-roaders and practically every specialty equipment segment (with few exceptions), it may be beneficial to refocus attention on areas of the country with higher amounts of engine density.

In other words, if you manufacture or supply parts for large displacement powerplants, exploring these markets could be fruitful.

Additionally, as vehicle manufacturers continue aggressively addressing fuel economy and vehicle emissions standards they will more than likely downsize their engine portfolios. In some cases, manufacturers are already beginning to consider turbocharged six-cylinder engines that will supplant eight-cylinder ones. The areas with the highest V8 concentrations may face the most dramatic cultural shifts as they adopt these newer engines.

Currently, Wyoming, North Dakota and Alaska have the highest proportion of eight-cylinder engines in the United States. Perhaps their rural nature lends itself to needing pulling power for towing and crossing rugged terrain. Conversely, Hawaii, Rhode Island and Connecticut have the lowest proportion of large displacement engines.

Along the same lines, California, New York, Massachusetts and the District of Columbia all share large urban areas as geographical influences. Their metropolitan nature prescribes some amount of efficiency for vehicle choices, either in size, emissions or fuel economy.

Source; Experian Automotive/SEMA

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With the proper tools, workshop, and information, you can rebuild any automotive engine. Rebuilding Any Automotive Engine: Step-by-Step Videobook will expertly guide you through each step of the entire job. Automotive industry insider and former

editor Barry Kluczyk explains each procedure in exceptional detail with clear photos that reveal vital information, so the novice builder can confidently build a reliable and strong-running engine. This engine-building journey covers engine removal, disassembly and inspection, machine work, short-block and top-end assembly, start-up, tuning, break-in, performance upgrades, and more. With 400 photos, in-depth text, and captions, you can rebuild almost any engine, foreign or domestic, cam-in-block V-8 or overhead cam. Information in electronic format, please e-mail marier@cartech-books.com or call 1-800-551-4754.



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Tradeshow Mania Continues

The Week After...

by Tom Marx, The Marx Group

It's two weeks after exhibiting in the most important trade show of the year. You've had your post-show sales strategy in place for weeks, even months. You've already been in touch with the prospects you met at the event. The sales funnel is full and you're working hard to mine the gold! So, what's missing?

There's usually one item that gets left out in this post-event frenzy of activity - memorializing those lessons that were learned during the planning and execution of the tradeshow. Without a powerful checklist of what worked and what didn't work, what's preventing the same mistakes from happening the next time? Why reinvent the wheel?

Allow us to offer an effective and proven, results-tracking structure.

Have a meeting: We're not talking about a casual conversation over coffee. We're talking about a sit-down conversation with key players - from marketing, sales, media, communications, event planners and anyone else involved with the design and production of the exhibit and event.

Some examples of the topics you could talk about include:

Qualified Leads: Make an honest assessment of the value of the people who stopped by the exhibit. Were they the ideal buyers, or did they stop by for the free pens and candy? Were they mostly sales reps, existing customers, suppliers, or were they serious buyers?

Lead Generation: How did the pre-event lead generation program work? Did it generate traffic, or would those buyers have stopped by in any case?

Media Relations: Did you get the right media to stop by? If live interviews were available, did you get your fair share? How was your coverage in the show dailies?

Exhibit Effectiveness: Did the exhibit itself work? How was traffic flow? Was the exhibit highly visible from the aisles? Was your branding prominent and clearly demonstrated? Was there a sufficient conversation area or meeting space?

Exhibit Logistics: How effective was the timeline for exhibit design, creative, production, drayage and shipping?

ROI: What was the ROI? This could be anywhere from "our presence at this trade show gives us a year's worth of leads" to "we really don't get new business, but we have to be there because our competitors are" to "this is the best venue for keeping a positive relationship with our customers" and so on.

Create Your Metrics: Create a metrics chart and grade each one of the topics stated above "A-F" on one axis and "1-5" on the other axis. The "A-F" axis is where you grade the production performance of each

topic, with "A" being outstanding and "F" indicating total failure. Use the "1-5" axis to evaluate the strategic importance of each topic, with "1" being extremely important and "5" being unimportant.

Each of the topics mentioned above has its own strategy. For example, let's study Media Relations. What were some of the breakdowns and some possible remedies? What would have happened that would have lead to a more satisfying result?

Breakdown: New product press releases were sent too late.

Remedy: We'll need to study the publisher's schedule and develop a timeline.

Breakdown: We didn't get our fair share of media interviews.

Remedy: Let's be in contact with key editors and writers with valuable news and invite them to meet with us at our exhibit at a specific time.

Breakdown: Our competitors were in the show dailies and we were not.

Remedy: In our budget planning, let's decide on the strategic importance of being in the show dailies. (NOTE: Don't expect it to happen if additional funds don't become available - they almost never do!)

These are examples of straightforward fixes that could make a big difference. Your metrics chart will enable you to make grounded assessments. Use the metrics table show-after-show or year-after-year and see if you are improving.

Once you make your assessments and take a step back, you'll see what's most important for your future trade show focus. If Media Relations got a "C" for production performance and a "1" for importance, as compared to Exhibit Logistics getting an "F" for production performance and a "4" for importance, where you'll need to put your focus will be much clearer. Because of its priority, improving your media program would take priority over improving the logistics of getting the exhibit to the hall and back.

After you have the meeting, circulate the report and the event metrics chart. In order for the key players at the meeting to remember the lessons for the next event, we recommend they place a reminder in their calendar and attach the documents to the reminder. Our competitors were in the show dailies and we were not.

Tom's Tip: REMIND YOURSELF: Hang your trade show evaluation metrics chart on your wall and add a big date for when you need to start work. Tomorrow is not soon enough.

HELP IMPROVE SALES... *continued from Front page*

At another manufacturer in the electronics industry, the Peak Sales Performance Work Session revealed that salespeople were battling with a difficult database for pricing information. Every time they prepared a quote, they had to update the database on their laptops – a very time-consuming process, even with a high-speed Internet connection.

The software was hard to use and salespeople weren't adequately trained to use it. Salespeople estimated they spent four to six hours a week searching for pricing information. They lost valuable selling time and they also lost deals because quotes were late.

To solve this problem, the company developed a Web-based system that's easier to use and no longer requires downloading data.

Quicker Customer Information

At a manufacturer in the construction supply industry, management had required salespeople to e-mail call reports back to headquarters after every sales call. Management needed this valuable customer information for forecasting and planning.

But many salespeople just weren't finding time to compose and send the e-mails. And those who sent them spent an average of 2 1/2 hours a week on the task.

The company made a small adjustment: they asked salespeople to just call the information into a voice mail system. Clerical staff then transcribed the information for management.

Now management gets the information they need, and salespeople have more time to sell. The average time spent reporting this information fell to about 45 minutes a week. This may seem like a small improvement, but with roughly 30 salespeople, this freed up approximately 2,700 hours a year.

Fewer E-mails

Sales teams are bombarded with e-mails from headquarters, and this eats up valuable selling time. A Fortune 500 health care company noticed how their district managers were swamped with company e-mails and voice mails. This prevented them from spending more time in the field.

To solve this problem, sales management appointed a "gatekeeper" – a staffer who condensed the e-mails into one easy-to-read weekly update. They now estimate that this improvement alone freed up as much as two hours per week for each district manager. They've also seen evidence that this extra time has led to an uptick in sales.

Easier Proposals

Proposals are important, but many salespeople spend too much time on them and not enough time looking for new customers. To solve this problem, one media company decided to have their salespeople provide key proposal information to the marketing department, who then developed the proposals.

Now salespeople can concentrate on prospecting. The result: With more time to sell, at least one regional

salesperson more than doubled annual revenue for her territory.

Boosting Sales and Profits

If you're a salesperson, these stories may not be news to you. You probably know demands on your time keep you from selling more.

But some managers may still think salespeople just aren't working hard enough... or that they need better incentives... or that hiring new salespeople is the answer.

However, this study strongly suggests that freeing up time is a cost-effective way to grow revenue and profits.

How Much Could You Gain?

We've created a sales calculator that estimates the revenue you could gain for each hour you free up for your salespeople.

To see the dollars-and-cents impact on your business, go to the Sales Performance Calculator.

Want To Learn More?

If you're interested in putting this information to work, go to learn about our Peak Sales Performance Work Session. This informative work session will help your company give your salespeople more time to sell – with low risk and no additional sales and marketing costs. This lively, interactive session may be just the thing for your next sales meeting.

For more information, call us at 1-800-867-2778

Aspirin by your bedside?

What you should know about heart attacks.

There are other symptoms of a heart attack besides the pain on the left arm. One must also be aware of an intense pain on the chin as well as nausea and lots of sweating, however these symptoms may also occur less frequently.

Note: There may be no pain in the chest during a heart attack.


The majority of people (about 60%) who had a heart attack during their sleep did not wake up. However, if it occurs, the chest pain may wake you up from your deep sleep.

If that happens, immediately dissolve two aspirins in your mouth and swallow them with a bit of water.

Afterwards:

- Phone a neighbor or a family member who lives very close by
- Say "heart attack!"
- Say that you have taken 2 aspirins.
- Take a seat on a chair or a sofa near the front door and wait for their arrival and...
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Electric Cars: The Next Big Thing for Specialty Equipment Industry!

Hybrid Electric Vehicle Sales by Year:

- Nearly 1.2 million electric vehicles have been sold between 2005 and the first part of 2009.
- AC Propulsion is converting gasoline powered production vehicles to electric powered.
- AC Propulsion has tested their electric car components among other vehicles at an inaugural alternative fuel vehicle race.

Is your company ready for the electric car? Ready or not, electric cars are poised to take the automotive market by storm. CAFE, stimulus bill tax credits, rising fuel costs and climate change fears are all converging to push car companies and consumers alike toward electric cars.

Expect to see at least 20 new electric vehicles introduced during the next four years alone. The auto industry's goal is to have one million plug-in vehicles on U.S. roads by 2015.

Think that is impossible? Consider then that there have been more than a million hybrid electric vehicles sold in the U.S. in the last four years (and notice that sales have not dropped off as other new vehicle sales have).

Stimulated by incentives, automotive manufacturers are racing to turn plug-in electric vehicles into reality and be the first to quench thirsty eco-drivers. Some of those are already available in the U.S. Most others have set a 2011 deadline.

As far as infrastructure is concerned, start-up Better Place plans to build plug-in stations, buy electric batteries and offer mileage plans to car owners, similar to minutes for cellphone users.

The scenario is typically like this: As electric cars continue to gain momentum, Pininfarina and Bolloré's electric Bluecar is finally being released in Europe. Able to go 100 kilometers for about the cost of \$1, the 50 kW (68hp) motor can take passengers up to 250 km (155 miles) on a single charge.

Planned production rates are for 10,000 cars in 2010, double that in 2011, and 30,000 in 2012.

The car will first be available in six European countries: France, Italy, Germany, United Kingdom, Spain and Switzerland. U.S. and Asian drivers will have to wait a little longer.

Part of the car's hood is covered with high-performance solar panels which help power some of its equipment. Consistent with an ecologically responsible

overall approach, all the materials employed for construction, the battery and interior trim have been carefully selected for their low environmental impact and are recyclable or reusable.

The Bolloré group is also looking into the design of photovoltaic cell panels to be installed in private or public places to allow partial or total recharging of the batteries through solar energy alone.

What this means to business:

- No longer mutually exclusive, cost and eco-conscious consumers are looking for new ways to get around.
- Cutting-edge greenies finally have an opportunity to ditch the hybrid for a more purist approach.
- Evolutionaries like the problem-solving skills and pioneering spirit of companies that build roads through new territory. These early adopters will follow a charismatic industry leader into the new world.
- Talk is cheap. Fixing our oil dependence and the environment is not. Action attracts Evolutionaries like a magnet.

How will this affect the automotive specialty equipment industry? Existing firms in the industry will have a number of options, which include, but are not limited to:

- Continue to produce, sell and install products for gasoline-powered vehicles.
- Develop accessories and performance parts for electric vehicles.
- Develop conversion kits and products for transforming gasoline-powered vehicles to electric.

The U.S. fleet will not become electric-drive overnight. It will take time, but the momentum is building and the tipping point is fast approaching, so automotive specialty product industry firms need to be thinking about how they will respond.

Think back to the '30s and the early days of our industry. It was all about making cars go faster, taking production vehicles and making them better. Then it was all about flat-head engines, which over time evolved to V8s. Here we go again! Now the cycle is about to repeat itself, this time with an electric engine at the core. It will be exciting seeing the automotive performance parts and accessories industry go to work on electric vehicles, but I must admit I will personally miss the sound of a well-tuned internal combustion engine through a throaty exhaust.

Source: SEMA

Race Proven! The Mallery CT-Pro Dual Ignition System is used exclusively in the ARCA Re-Max Series and has proven itself well with Zero In-Race failures. In 100 consecutive races, the CT-Pro has been used for 657,475.45 miles (560,828 laps) without any failures. In 2005, the ARCA Re-Max series mandated the use of this unique dual-ignition setup to level out the competition. (*Mallery is a subsidiary of Mr. Gasket Company.*)

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California Bill to Require ANNUAL Emissions Tests for Vehicles 15-Years Old and Older Dies in Committee

Legislation (A.B. 859) in the California Assembly to require annual Smog check inspections for vehicles 15-years old and older was held in the Assembly Appropriations Committee and is essentially dead for the year. The bill would also have required that funds generated through the additional inspection fees be deposited into an account which could have been used to scrap older cars. Pre-1976 motor vehicles would have remained exempt under A.B. 859.

Thanks and congratulations to all who participated in this effort to defeat A.B. 859!

Two of the Industry's Most Prestigious and Coveted Awards will be Presented at the 2009 SEMA Show Banquet.

Congratulations...

to the following for making it to the first round ballot for PWA's 2009 Manufacturer of the Year and Person of the Year awards. As you know, the winners will be announced at the SEMA Industry Awards Banquet which is being held on November 5th.

The Manufacturer of the Year Award

is in recognition of outstanding contributions to the specialty equipment industry and in appreciation of conscientious efforts in support of the warehouse distributor concept of merchandise distribution.

PWA Manufacturer of the Year Nominees

- AIRAID FILTER COMPANY
- DEE ZEE ENGINEERING
- EXTANG CORPORATION
- FLEX-A-LITE CONSOLIDATED
- FLOWMASTER
- HEDMAN / TD PERFORMANCE
- K & N ENGINEERING
- MR. GASKET
- PAINLESS PERFORMANCE
- TAYLOR CABLE PRODUCTS

The Person of the Year Award

is in recognition of outstanding contributions to the warehouse distributors and in appreciation of conscientious dedication as an individual member of the specialty equipment industry.

PWA Person of the Year Nominees

- LUANNE BROWN, *eTool Developers*
- RON FUNFAR, *Hedman Manufacturing*
- ADRIAN MURRAY, *Painless Performance*
- RICK SPARKS, *Competition Cams*
- CHRIS THOMSON, *Airaid Filter Company*
- BILL WAGNER, *Husky Liners*

These awards are voted on by the active members of PWA, not just a committee. All of your business partners will have the opportunity to select this year's winner. Good luck!

2009 PWA HOLIDAYS

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

Labor Day	Monday	September 7
Thanksgiving	Thurs., Friday	November 26, 27
Christmas	Friday	December 25

PWA UNIVERSITY SUMMER SEMESTER IS IN SESSION!

PWA is proud to announce the following companies have posted online training lessons on PWA University (www.pwauniversity.com). For more information on this program please contact PWA at (760) 346-5647. A total of 7,613 lessons have been taken so far. Are you one of them?

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Miscellaneous Ramblings.....

Another irreverent interlude from my office to yours. John Julis



I guess I ignited a firestorm about the SEMA Hall of Fame selection of Smokey Yunick. Since I am not part of the selection committee, I can only comment from the outside. I only wish that they keep our behind-the-scenes industry pioneers in sight, before they feel that they must induct racing innovators, drivers, or other notables of dubious distinction.

Some casual observations by Clint Smith director of Thunder Ranch, a firearms training facility:
Two most important rules in a gunfight: always cheat and always win.

- Incoming fire has the right of way.
- You can say "stop" or "alto" or anything else you think will work, but a large bore muzzle pointed at someone, is pretty much the universal language.

As a reader of Hot Rod Magazine (along with 7 million others), I was very interested in their "bucket list" of 101 car-guy things to do before I died. Some were very far-fetched, but in the end, I've already done 26 of them! How did you do?

Did you know, that in 1851 a machinist in New York patented a hydraulic jack capable of lifting 60 tons? Today, Richard Dudgeon Inc., a company started by the inventor, still manufactures a hydraulic "pancake jack" capable of lifting 50 tons, but is only two inches thick!

Pass the butter, please. This is interesting...
Margarine was originally manufactured to fatten turkeys. When it killed the turkeys, the people who had put all the money into the research wanted a pay-back so they put their heads together to figure out what to do with this product to get their money back. It was a white substance with no food appeal so they added the yellow coloring and sold it to people to use in place of butter. Margarine is but ONE MOLECULE away from being PLASTIC! This fact alone was enough to have me avoiding margarine for life and anything else that is hydrogenated (this means hydrogen is added, changing the molecular structure of the substance).

How the fights start at home...
Wife asks, "What's on TV?" "Dust", I replied.
Wife wanted something for our anniversary, that would go from 0 to 200 very fast... I bought her a scale.
When I got home last night, the wife demanded I take her someplace expensive... I took her to the gas station. That's when the fight started.

I see from articles in our local newspaper (while it's still operating) that some African-American folk in Chicago are attempting to only purchase goods and services from other black businesses. One wonders what kind of uproar it would cause if all of the ethnic groups attempted to do the same?

The bumper stickers are getting better. Here are some recent ones:

- The problem with socialism is that you eventually run out of other people's money.
- Don't spread my wealth, spread my work ethic.
- If you think health care is expensive now, just wait till it's free.
- Government doesn't work. Please return my taxes.

Did you know:

The words race car spelled backwards says race car.
Eat is the only word that if you take the first letter and move it to the last, it spells it's past tense ate.

And have you noticed that if you rearrange the letters in "illegal immigrants" and add just a few more letters, it spells out: "Go home you free-loading, benefit grabbing, kid-producing, violent, non-English speaking buttholes." How weird is that?

The latest news from the Surgeons International is that politicians are the easiest to operate on. They are gutless and heartless, have no balls, no brains and no spine. They also have heads and asses that are interchangeable!

A child's prayer: "Dear God, please send clothes for all those naked ladies in daddy's computer."

By now, it's common knowledge that the Indianapolis Convention & Visitors Bureau and some local businessmen, are attempting to resurrect a December trade show for the racing industry. Just what we need in these economic times... another trade show to further fractionalize the industry buyers. The rumored plans to sell admission tickets, means that it will just end up being a show for local racers and sponsor seekers. From the advertising so far, I know Speedy Bill and Tony Stewart will be in attendance. Can't wait!

That's it for this time.

John Julis



The opinions presented here may not reflect the thinking of PWA and are only presented for your reading enjoyment.

Four and Five Cylinder Engines Top Ten

Two of the top-selling engines, one from Toyota and one from Volkswagen, account for nearly half a million units per year each.

4-Cylinder Vehicles Top 20 Models

Top products purchased address daily driving, comfort and mild performance upgrades.

4-Cylinder Vehicles Top 20 First Models

Cold air intakes reign supreme for the bang-for-the-buck market of small displacement engines.

Six of the top 10 best-selling engines are four- or five-cylinder engines. According to Ward's Auto, these engines are included not just in some of the top-selling vehicles in North America, but are also spread across models without many significant changes.

For specialty-equipment manufacturers, this level of consistency over a wide range of products helps reduce costs downstream as well.

For 4- and 5-cylinder vehicles, the most numerous engines come from Asian and German manufacturers, many of which are relatively unchanged between models. There are always variations, but the foundations are highly related.

Honda's K-series engines, for example, have been used in models ranging from the Honda Civic to the

Element as 2.0-liter through 2.4-liter iterations. The architecture and characteristics come in a multitude of varieties but their similarities often allow for engine modifications to be shared within the engine-family.

Lumped together, the primary units used in Toyota, Volkswagen, Honda and Nissan vehicles were available in over 2.6 million vehicles in 2008 and many have been carried over for 2009. Domestic engines from General Motors, Ford and Chrysler do make the top 10 in units and accounted for about 600,000 units in 2008.

Both the GM 2.4-liter and Chrysler 2.4-liter engines were crammed into the engine bays of half-a-dozen models each.

It is not always just about engine modifications, though. Market research collects enthusiast data for vehicle modifications and always builds in a provision for engine-size classifications. From the annual surveys of 3,000 or more enthusiasts, the most common and first modifications purchased help underscore the primary motivations for those within the hobby.

The most common upgrades were performance tires (54.93%) and 15 of the top 20 products purchased were not directly related to engine modifications. Perhaps the initial purchase of a small-displacement vehicle

continued on page 15



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More info!

In our last issue we ran a story on John Simmons. Some people have asked how to contact him. Here is his email address: johnsimmons2004@comcast.net. Also... David Nelms is alive and well.

PWA



Major Endorsements for PROJECT 1320

Traci Hrudka, Chairman of Quarter Mile Entertainment LLC (QME) has announced several organizations and individuals have endorsed the PROJECT 1320 effort.

"We have started to receive endorsements from several major trade associations and prominent individuals and sanctioning bodies in the sport and the industry," she said. "These endorsements at such an early stage are very heartening and help to validate the importance of the project's efforts."

To date, PROJECT 1320 has received support from the Specialty Equipment Market Association (SEMA), the Performance Warehouse Association (PWA), the Petersen Automotive Museum, ProMedia Publishing LLC C.E.O. Stephen Wolcott (National Mustang Racers Association - NMRA; National Muscle Car Association - NMCA), Don Garlits and Mike Lewis, Sr. Vice President, Don Schumacher Racing.

Richard G. Messer, Executive Director, Petersen Automotive Museum stated, "The Petersen Automotive Museum would like to endorse Project 1320 and its educational mission."

Big Daddy" Don Garlits said, "In my humble opinion the Quarter Mile Project has got to be one of the most important projects to be undertaken since I formed the Drag Racing Museum in 1976."

From Don Smith, Chairman Emeritus, speaking for the PWA, "I want to congratulate the Quarter Mile Entertainment team for launching this very important project. Too many of the drag racing and industry founders have passed away, leaving us with fewer of these pioneers to tell this very important story. Project 1320 has seized the moment and the industry, which owes its very existence to these pioneers, and needs to step forward and support the effort in every possible way."

From Chris Kersting, SEMA President, "This great industry has been built by hard working entrepreneurs. We are pleased to see programs like PROJECT 1320, a celebration of our founders' innovation and accomplishments."

The project has received historic photographs and movie footage from several sources. These materials are being digitized and archived for future use. Following digitizing, the materials are being returned to their owners, with a DVD of the digitized materials for their personal use.

Filming and production plans are being finalized, with production to start by late-Summer 2009. For more information go to www.Project1320.com.

PWA

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TOP SELLING ENGINES *continued from page 9*

lends itself to approaching vehicle customization differently than the V8 crowd. It also speaks towards the overall perspective of vehicle ownership, regular use ("daily drivers") and affordability.

Many of the most common items purchased by this crowd address vehicle handling and comfort: polish/wax, suspension, lighting, mobile electronics and brakes.

Source: Wards Report

Future PWA Conference Dates

2009 will be 9/12 - 9/16	2013 will be 9/21 - 9/25
2010 will be 9/25 - 9/29	2014 will be 9/13 - 9/17
2011 will be 9/17 - 9/21	2015 will be 9/26 - 9/30
2012 will be 9/08 - 9/12	

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Auto Parts Suppliers' Plea for More Aid Turned Down!

The Obama administration has turned down a request by auto suppliers for up to \$10 billion in additional federal aid to help the parts companies deal with the bankruptcies of General Motors and Chrysler.

The Treasury Department said in a statement that an existing \$5 billion support program for auto parts suppliers was playing an important role in stabilizing the nation's auto supply base. "No changes have been made to funding, but will continue to monitor the situation," the department said.

The Original Equipment Suppliers Association (OESA) and Motor & Equipment Manufacturers Association (MEMA) were lobbying for \$8 to \$10 billion in loan guarantees that they said were necessary for them to get the financing they require to keep producing parts without interruption and to help them cope with the bankruptcies of General Motors and Chrysler.

The associations met with members of the Obama administration's auto task force and lawmakers.

They warned 49 major suppliers would close in 2009, with another 60 likely to follow in 2010. The collapse of GM and Chrysler, along with the general slump in U.S. auto sales, has left U.S. vehicle production near an annual rate of eight million vehicles, down 32.5 percent from last year.

"There are a number of parts manufacturers that are virtually on the edge of being pushed into a Chapter 11

(bankruptcy) situation," says Bob McKenna, president and CEO of MEMA. "And on the other hand, when business picks up, you've got to have money to invest in building those products to satisfy the market. But in an environment where nobody is lending money, particularly to the automotive industry, it's pretty tough."

The supplier groups said while the \$5 billion support program was helpful, they only directly benefited direct suppliers to the automakers, with many smaller firms needing additional money to survive.

Neil De Koker, president and chief executive of the OESA, said the task force indicated that the administration didn't feel that the prospect of more supplier bankruptcies in coming months posed a systemic threat to the auto industry. He said the administration felt that only in the case of chaos or a disorderly situation resulting in assembly-line shutdown due to lack of ability to get parts, would it take a re-look at the situation, but that at moment they believe everything is working fine.

Lawmakers from auto states are seeking other ways to help supplier companies. Sen. Sherrod Brown, D-Ohio, was expected to announce a plan on Wednesday to provide a new funding source to help small and midsize auto suppliers revamp their facilities to create clean energy jobs.

Source: Aftermarket Business

Four High School Teams Being Sent to National Engine Challenge Championship in Las Vegas

Michigan held it's 1st "Hot Rodders of Tomorrow Engine Challenge" Championship Playoffs. Eight local, five student automotive High School teams were pitted against each other and the clock competing for the Michigan Championship. Their goal, to tear down and rebuild identical high performance 350 cubic inch Chevys "Dressed Out" with all the goodies, the same high performance motors found in powerful muscle cars and hot rods at shows and race events across the country in the fastest time and the least amount of penalty minutes.

The field is now set for the Hot Rodders of Tomorrow Engine Challenge National Championship to be held at the 2009 SEMA Show, November 3-6 in Las Vegas, NV. Van Buren Tech Center from Lawrence, MI sponsored by Edelbrock won the Michigan Championship with the best time of 65 minutes and 18 seconds and will compete against Joliet Central High School (Joliet, IL), sponsored by Speed Pro/Fel-Pro, the Hot Rodders of Tomorrow Engine Challenge winner from the Race & Performance Expo, who qualified with a 55:20 time, Loara High School (Anaheim, CA), sponsored by

Hedman Heddners/Trans-Dapt who won the California Championship with a time of 82:20 and Elkhart Tech Center (Elkhart, IN) sponsored by Hedman Heddners who came in second in the Michigan Event with 73 minutes, 22 seconds.

Started at the inaugural Race & Performance Expo in 2008 under the supervision of Tim Freeman, The Hot Rodders of Tomorrow Engine Challenge is quickly growing into a nationwide engine challenge with more schools and sponsors supporting this exciting event.

For further information visit:

www.raceperformanceexpo.com/EngineChallenge.htm



We Salute Our Troops!

Please submit your stories about people you know who are serving our country. Send your article to vca@pwa-par.org.

SEMA Wins Protection for Collector Cars and Parts!

SEMA persuaded Congress to place a 25-year limit on trade-in cars and expand recycling opportunities under 'cash for clunkers' legislation. Under the controversial bill, consumers will receive a voucher to help buy a new car in exchange for scrapping a less fuel-efficient vehicle. SEMA was able to mitigate the program's effects by convincing lawmakers to include a requirement that the trade-in vehicle be a model year 1984 or newer vehicle. The provision helps safeguard older vehicles that may possess 'historic or aesthetic value' and are irreplaceable to hobbyists as a source of restoration parts.

The measure also allows all parts to be recycled except the engine. Lawmakers were convinced to permit the drive train to be recycled if the transmission, drive shaft or rear end are sold as separate parts. The vehicle scrappage legislation was passed by the U.S. House of Representatives by a 298-119 vote. President Obama has backed the plan and passage in the Senate is expected in the near future.

Proponents claim that the so-called "Consumer Assistance to Recycle and Save Act (CARS)" may spur an estimated 625,000 vehicle sales. The program will last for one year.

Under the program, consumers who agree to scrap a trade-in car that gets 18 miles per gallon or less (15 mpg or less for heavy pick-ups and vans) will receive a voucher to buy a qualifying new car. The voucher will range from \$3,500 to \$4,500 based on the new car's fuel efficiency. The program primarily targets SUVs and pickups since most passenger cars manufactured during the last 25 years get more than the 18 mpg combined city/highway requirement. Vehicle mpg ratings are listed at www.fueleconomy.gov.

Source: SEMA

Source Interlink Files for Bankruptcy; Will Privatize

Source Interlink, the publisher of Motor Trend, Hot Rod and Street Chopper magazines, controlled by billionaire Ron Burkle's Yucaipa, sought bankruptcy protection as it moves to become a private company.

The company, which also distributes newspapers and other publications, listed debt of \$1.9 billion and assets of \$2.4 billion as of April 24 in Chapter 11 documents filed yesterday in U.S. Bankruptcy Court in Wilmington, Delaware.

Source Interlink publishes 75 magazines, mostly about cars and motorcycles, putting it at the nexus of two struggling industries. Iconic Motor Trend is in bankruptcy as Chrysler LLC and General Motors Corporation face a similar fate this month.

U.S. magazine advertising revenue in the first quarter fell 20 percent from a year earlier, according to the Publisher's Information Bureau, an industry group. U.S. auto sales tumbled 37 percent in March. Source Interlink hasn't reported a profit since the second quarter of 2007.

The company bought the automotive magazines, as well as Surfer, Lowrider, Power & Motoryacht and Snowboarder, from Primedia Inc. in August 2007 for about \$1.2 billion. It also acquired Soap Opera Digest and Soap Opera Weekly.

Under an agreement with lenders, about \$1 billion of existing debt will be canceled and about \$100 million additional liquidity will be provided, Source Interlink said. The company said a lender-approved plan of reorganization will be filed.

Source: Dawn McCarty in Wilmington, Delaware at dmccarty@bloomberg.net.

Andy Needs Your Help!

Andy Granatelli is looking for the following items for his Hall of Fame Museum, which will open late this year in Auburn, Indiana. They need information on anything speed equipment or cars built by Grancor Automotive Specialists (Granatelli Corporation) like Ford Flathead motors, heads, manifolds, etc. Also, looking for any racecars that Andy owned or built, including Indy cars, street rods, Bonneville cars or a Fordillac. He would like to have any information on the whereabouts of any of the above. He will consider a loan, a donation or will purchase the items. No matter what, Andy would like to know what's out there.

Contact Andy at: mrindy500@yahoo.com

Superchips Releases FREE Dealer & Warehouse Information Center Software Tool

Superchips is proud to announce the release of the Superchips Information Center software, an interactive information source for all things Superchips. The software is free to download for all dealers and warehouses and is designed to answer your customer's questions about our products, tuning and help facilitate the closing of sales. One of the more unique features is the ability to work in a desktop, laptop or in a kiosk environment. This is made possible through 'Auto Update.' Every time you run the software it will check for an internet connection and communicate with Superchips looking for vehicle coverage and feature updates. When an update is available, the software automatically downloads and installs the changes to the software. You don't need to do anything and it all takes less than a minute! www.superchips.com

Have you checked out the PWA Dealer Locator web site lately?
www.FINDFASTPARTSFAST.com

Speed: The Last Ten Years

"Here come da judges!" SCD presented the first annual SEMA Show/Babcock Awards for Best New Product and Best New Packaging. Eelco Manufacturing was the best product winner. Els Lohn accepted the trophy for his "Titan" chromed plastic VW air cleaner. Aaron Fenton accepted the Best Packaging award for Fenton Company's shifter kit package. . .

In 1969

"There Went Da Judge!" Pontiac Motors introduced a specially designed 344-hp, 400 cu. in. V-8 Ram air supercar called "Here Come Da Judge" . . .

Roger Huntington reported that the NHRA expanded their "Super Stock" division for the 1969 season. . .

Joe Shackelford reported that the SEMA Show (held in Fall of '68) had more than 300 booths and had become a professional trade show, with many new product ideas and sophisticated display booths to encourage sales. . .

STP sold its first 100 shares of stock on the American Exchange. . .

Mr. Gasket's Joe Hrudka, president, announced the company would post \$16,000 in contingency awards for the NHRA '69 season. . .

APAA held its first industry trade show in Chicago. . .

Eelco, founded by Els Lohn, acquired an additional 25,000 square feet. The new building housed a chrome-plating facility. . .

Bigger! Superior Industries opened its 175,000 square-foot facility for manufacturing and development. . .

In May, SCD covered the "traditional jobber" in the high performance market. Was he ever missing?

Hurst and Schiefer were discussing a merger in the spring of '69. . .

Valvoline Oil supplied a big share of the fuel at Indy 500. . .

Weber Speed Equipment enlarged its facilities in California. . .

And so did Inglewood Tire (Pos-A-Traction). . .

Permatex expanded its racing program to include the 300-mile race at the new Talladega International Speedway, Florida. They were already involved with the Daytona 300, late-model sportsman races. . .

The Mr. Phone organization, then under the guidance of the inimitable

Herbie Goldstein, held an open house for manufacturers. . .

Don Smith, of Champion Speed, opened High Performance Distributor's warehouse. . .

Stewart-Warner introduced an "image-making" display vehicle based on a Dodge A100 series van for showing off racing instruments.

Pacer Performance expanded its facilities to 20,000 square feet.

Firestone, after many years in the racing business, finally jumped into drag racing tires. . .

Performance Warehouse of California held one of the first jobber clinics to receive coverage in SCD. . .

SCD did another story on Jeg's and got the name right this time. . .

Villem B. Haan's emergency alarm system set off the cast and crew of the Steve Allen show. Bob Shayne, a station exec, thought it would be amusing. . .

Darrell Dumont was named director of marketing at Lakewood Industries.

In 1970

SCD began writing a "Rumor Mill" column every month. Since rumors often become fact, the column was dropped in the name of good reporting. . .

John Scafidi became national sales manager at Hurst. . .

Hayden Trans-Cooler became a major AHRA sponsor and an associate sponsor in the NHRA.

Reynolds Metal's marketing/research department reported that

aluminum would be a major source material for the production of custom wheels. Wheel business nearly doubled by mid-year. . .

The Performance Warehouse Association was formed in 1970. Jack Harris of Rush Sales was its first national director. The first meeting of the distributors was held at Chuck Bobbins C.B. Sales, in Chicago. . .

Warehouse seminars again made news, as Detroit High Performance Warehouse held a series of seminars in conjunction with several manufacturers. . .

During the same year, manufacturers began to show greater interest in regional warehouse shows. . .

Harvey Crane, then a southern regional representative for SEMA, told audiences at the Southern Automotive Show that pollution controls concerned them; "Let's prove to the world that we support pollution abatement rather than avoiding our responsibilities," he urged. . .

Fenton Company developed a racing department in order to coordinate drag racing programs. . .

Edward S. Babcox, founder of Babcox Publications, SCD's parent concern passed away at the age of 84. . .

Rite Autotronics Corp. was awarded the Paperboard Packaging Council Gold Award for excellence in packaging. . .

Chris Gans, co-owner of K & G Speed, said that G & M High Performance was "the fastest growing WD on the Eastern seaboard."

Speed and Custom Dealer
A Babcock Publication, Part 2



The Mr. G gang, celebrating another expansion. Left to right: Joe Hrudka, Herbie Goldstein, Dennis Holding and Tom Hrudka.