



We Salute Our Troops!

Cherry Bomb Supports US Army Troops in Afghanistan.

The iconic Cherry Bomb brand has built a global following, and now it has even made its presence known in Afghanistan! Jessica Alderson, a member of the 3rd Brigade Special Troops Battalion, of the US Army, now serving in her second tour there, shared with her mother how frigid the temperatures were in the mountains of Afghanistan. Because mothers are mothers, she sent Jessica a care package for Christmas and included a Cherry Bomb Beanie so she could wear it under her helmet in the sub zero weather. As a member of Cherry Bomb's HR Department, her mom, Beverly Adams, threw in a couple of Cherry Bomb stickers for good measure.

"When I was first spotted sporting my Cherry Bomb Beanie among the troops, the murmurs of recognition and remembrance were instantaneous," says Jessica. "I cannot tell you how many guys had a Cherry Bomb story to tell, most revolving around the hours they spent in the garage with their Dad, rebuilding his old muscle car to its original glory, adding Cherry Bomb Glasspacks and sticker as the finishing touch."

Jessica says that it is the simple reminders of home that make the arduous days and nights of service more bearable. "On behalf of all of us at Cherry Bomb, we ask that not only Jessica's division, but all of our US troops remain in the thoughts and prayers of all you gearheads out there," Beverly stated.

Source: Cherry Bomb Corporation



Open Letter

Jim Bingham
Winner's Circle Speed & Custom

I believe that the 2010 Auto Performance Aftermarket is going to boom in the spring. Our sales have consistently been up compared to last year for the last three months. The only thing I'm worried about is that the manufacturers are going to have a short supply of inventory, so I am beginning to load up on inventory now so we won't miss any sales come spring.

In 2010, we will continue to promote our Race & Performance Expo at the Pheasant Run Resort in St. Charles, IL. on March 6 & 7. The Expo is unique in that it brings together both the Consumer and the Manufacturer besides the Jobbers that also attend. Manufacturers can get a good feel for what consumers are wanting by talking face to face with them. Last year a lot of the manufacturers said that this show brings back the "Grassroots" of racing. We agree, plus we all have a great time doing it!

Also, a fantastic event has blossomed from the Race & Performance Expo called the "Hot Rodder's of Tomorrow Engine Challenge." This event pits competing high school auto-tech students against each other in a timed race of engine teardown and rebuilding. It gets our kids involved in our industry, which is something I feel we desperately need to do. The 2009 field is set for the Hot Rodders of Tomorrow Engine Challenge National Championship to be held at the 2009 SEMA (Specialty Equipment Market Association) Show, November 3-6 in Las Vegas NV.

Make sure you stop by and enjoy the excitement as you watch these young mechanics frantically working together to be the best.

All In all, I believe that we will continue to grow this coming year.

Treasurer Election Results



Please join us in congratulating our newly elected Treasurer, Trent Lowe, Time Automotive Distributors.

Trent has been elected by the Active Members of PWA and his term in office will be January 1, 2010 through December 31, 2011.

Trent brings outstanding credentials to his elected position. And on behalf of the PWA Board of Directors and its Members, we again congratulate Trent and look forward to working with him.

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Since banks depend on the secondary markets for liquidity, a local community bank may now be more willing to lend to a business because it will have confidence that the U.S. Treasury will be a ready buyer of the loan in the secondary markets.

For more information on elements of the ARC program, or how to apply, visit the SBA's web site www.sba.gov and click on (or search) "Economic Recovery," then click on "Local Resources" to access a host of resource partners, including participating lenders.

Source: Small Business Administration