

WHERE ARE THEY NOW? *continued from page 4*

space. It's a three-story structure that also includes a library of automotive journals and manuals.

Never one to overlook an opportunity, the Speedway Motors plant now has a section dedicated to the production and distribution of replacement parts for antique pedal cars. And, since Speedway has become the largest purveyor of street rod parts and accessories, it follows that the company also offers a new street rod. How about an all-new 1932 roadster; you can have any color as long as it's red. And Speedway recently acquired Mickey Lauria's company, so now there's an impressive lineup of new T-roadsters as well.

Bill and Speedway's future looks to be in good hands, thanks to his sons, who are all involved either in Speedway Motors or Bill's extensive real estate holdings in Lincoln. The sons are: Carson, Craig, Clay and Jason. Craig is mostly real estate; Clay is the financial wizard; Carson runs the Speedway extensive computer system; and Jason runs the warehouse and mail order operations.)

Where are they now? principals such as Speedy Bill Smith and his counterparts are the "here and now" of the specialty aftermarket. And everyone who comes in contact with them has benefited by learning the "how" to get things done. Are Bill and Joyce Smith among the most successful? Yes, they are. And they've earned it through hard work and unmatched determination. The work has not gone unnoticed: Bill will need another wing of the museum just for the awards he's garnered, including the PWA Pioneer Award in 1986 and being elected to the SEMA Hall of Fame in 1984. Here's just a small sampling of some of Bill's other accolades:

- 2009 Robert E. Petersen Lifetime Achievement Award
- 2008 Hot Rod Industry Alliance Business of the Year
- 2008 National Rod & Custom Car Hall of Fame Lifetime Achievement Award
- 2007 Rod & Custom Magazine Lifetime Achievement Award
- 2007 Big Car Racing Association Hall of Fame
- 2006 Hot Rod Industry Alliance Hall of Fame
- 2005 Model T Ford Club of America Speedster and Racer Hall of Fame
- 2004 Honoree at NHRA Hot Rod Reunion
- 2000 National Sprint Car Hall of Fame
- 2000 NSRA Lifetime Achievement Award
- 1998 Top 100 Hot Rodders, Hot Rod Magazine
- 1998 Nebraska Auto Racing Hall of Fame
- 1996 Classic Car Hall of Fame, Auburn, Indiana
- 1995 Stroker McGurk Award
- 1995 Key to the City, Lincoln, Nebraska
- 1991 NSRA Man of the Year

No matter where your travels may take you, a stopover in Lincoln to see Speedway Motors and the Smith Collection is a must. Even if you're traveling from Boston to Miami, the detour is well worth it.

Contact Speedy Bill through Speedway Motors via e-mail: Sales@speedwaymotors.com or snail mail: Bill Smith, c/o Speedway Motors, P.O. Box 81906, Lincoln, NE 68501.

PWA Expands 2010 Annual Conference



Due to economic, legislative and technology issues, the global automotive aftermarket will experience more change in the next 10 years than it has in the last 50. Already, the landscape of the distribution channel has shifted dramatically. In an effort to fulfill its mission statement, and to be inclusive of ALL companies in the business of wholesale distribution of performance, automotive, truck and SUV accessories and equipment, PWA has announced that its Annual Conference will be made available in 2010 to more than just its members.

The PWA Conference is an exclusive opportunity for manufacturers and warehouse distributors of specialty products to meet in a private, businesslike environment to discuss sales and marketing policies and programs. This is the time when the governing body gathers feedback from attendees to meet its main objective of developing the best possible understanding of all facets of the industry. By opening it up to all distributors of automotive aftermarket parts, they will be able to not only accomplish that goal more effectively, but provide better business opportunities for all attendees.

Invitations will be given to any brick and mortar distributor that stocks and redistributes performance, automotive, truck and SUV accessories and equipment, including those selling via mail order or the internet. If the distributor is a SEMA member also serving as a SEMA council member, attendance will be accepted. If not, the prospective distributor must be sponsored by three (3) PWA member manufacturers. PWA will handle details of this requirement.

The 2010 PWA Conference is scheduled for September 25 through 29, held annually at the Arizona Grand Resort in Phoenix, AZ. For more information, visit www.pwa-par.org.

FROM YOUR PEERS

Jeep Worthan: *Auto Meter Products Inc.* "As a long time participant and total supporter of the PWA Conference, I am truly excited about the opening up of attendees to the conference. Adding new companies will not only add to the enjoyment of the event, it will also bring new business opportunities to both the manufacturers and distributors that are in attendance."

Adrian Murray: *Painless Performance Products* "It is encouraging to see PWA continue to take a true leadership role in shaping our industry's agenda. Expanding the 2010 conference to include distributors and other resellers of auto-related accessories will open manufacturers up to potentially unexplored or undeveloped markets. PWA is to be commended for this move."