



## 2004 Person of the Year

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



### **Rick Rollins**

Director of Sales & Marketing for Superchips, Inc. for the last 5 years, Rick has 36 years in the automotive aftermarket industry. From a 15-year old mechanic, through the jobber, W/D and repair shop owner channels, to owning and driving Formula / Open-Wheel racecars, Rick's experience is all "Hands-On". Rick has a strong love for all motor sports and the industry, which has helped him while serving five full terms (totaling 10 years) and is currently serving another two-year term on the SEMA Board of Directors along with various other committees including the Executive and Long Range Planning Committees. Rick currently serves on the Nominating and Show Committees and is the 1993 Co-Recipient of the PWA Person of the Year.