



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. 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.



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.