



2006 Pioneer Award

In recognition for outstanding contributions to the development of the Warehouse Distributor in the Specialty Equipment Industry.



Eldon Larson

Eldon has been in the performance industry since 1970, spending the first seventeen years with Reliable Automotive. He started Automotive Performance Wholesalers (APW) in 1987 in Kansas City. APW grew to a group of eight locations employing 100 people. In March, 1999 Keystone Automotive Operations, Inc. acquired the APW operations. Eldon was with Keystone Automotive Operations until November 1999. From December 1999 until January 2002 Eldon was the Vice President of Sales & Marketing at Taylor Cable Products in Grandview, MO. In January 2002, Eldon rejoined

Reliable Automotive as Director of Marketing. In September 2002, Eldon joined his son Davin at Renegade Racing Components and subsequently developed "Motorville." Motorville is a Wholesale Distributor specializing in Engine and Powertrain components located at 10 Shawnee, Kansas City, KS 66105. The other entities of Selco, Inc. are Renegade Racing Components, Bandit Accessories and Automotive Liquidators.



Jim and Linda Stewart

Linda and Jim met while attending high school. After high school, Linda had an opportunity to go to Dallas to become a flight attendant. Jim worked in auto body shops and helped build oval track race cars to fulfill his life long dream of being a car designer. They were married in 1963. They were planning to move to California but after much deliberation and with a baby on the way, they decided not to move but to go into their own business. They saved enough money to start buying, rebuilding and selling muscle cars. In 1966, after rebuilding several Corvettes, they were inundated with repair work from several major insurance companies. They obtained a larger building and specialized in Corvette repair, sales and salvage parts. By 1968, we opened a retail showroom for custom wheels, tires and Corvette accessories. Jim went to the 1970 SEMA Show in Anaheim to seek out more Corvette accessories, but was so impressed with the vast array of merchandise available that upon returning they expanded their retail area and became a Performance Retailer. In 1972, their performance sales were overwhelming their facility and they were contemplating adding new retail locations. At that time TG&Y, a very large mass merchandiser, wanted to be in the performance business. They were approached to set up a feeder warehouse to supply all the TG&Y's automotive departments with performance parts and accessories. They started Custom Parts Distributing with only one customer. They produced a catalog containing all of the products that each store would be allowed to offer for sale. Their own fleet of trucks delivered all shipments. What A Deal! Even though they never intended to become a WD, they were sent jobber inquiries from suppliers and quickly built a customer base that covered several states. In 1980, their good friend Don Hampton, convinced them to join PWA. The benefits were immediately evident, especially the ability to learn from and share ideas with the leaders in our industry. Jim was elected to the Board of Directors in 1982. Linda was elected to the Board of Directors in 1991 as the first woman to serve in that position. She served on the Board until 1996.