



## **2000 Person of the Year**

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

### **Mike Rao, R & R Marketing Consultants**

Mike, like many of us in the Performance Industry, has parents that feared he was wasting his education selling "car parts." Starting from the grassroots level at Auto-Plane in Tucson, Arizona, Mike joined Holley Carburetor Company as a "Race Rep" and worked with racers whom he had read about all of his life. In 1974, Mike and a group left Holley to start a national rep agency, Performance Marketers, and in 1979 he and Dick Roy formed R & R Marketing Consultants.