

Bob West

RE-ELECTED TO SEMA BOARD OF DIRECTORS



BOB WEST

Senior Vice President of Sales & Marketing for Westin Automotive Products, Inc.

Over the past four years as a board member, Bob has had the opportunity to visit with many of you to discuss various topics that have been before the board as well as many of your specific concerns.

"I am honored to serve another term on the SEMA Board of Directors. First, I would like to thank you for your support and pass along to you how challenging and rewarding this time is" Bob says. "There are many issues today that influence all of our business from competition, legislative

and environmental issues to health care and the economy. I feel that the main function of an organization is to provide information, representation and guidance to its members. I will continue in my next term on your behalf".

Bob's experience in this industry began over 35 years ago with Chief Auto parts while attending college. From that point on, he was hooked! Throughout his career he has been associated with performance parts, under car parts, collision replacement parts and accessory products as a buyer, a manufacturer's rep, a WD business owner, national sales manager and now serves Westin Automotive Products, Incorporated as Senior Vice President of Sales & Marketing.

Bob is actively involved in a wide range of customers from Truck Accessory Specialists, Performance WD's, Retailers and Jobbers which gives him a broad and unique perspective when evaluating industry issues. In addition, he has owned and operated his own automotive small business and understands and appreciates the difficulties you have in competing in today's complex market.

In addition to having a well-rounded knowledge of the industry, Bob has a terrific personality that works well in a team environment. He presents his ideas clearly and thoughtfully considers those of others. Combined, these traits enable Bob to effectively represent your company's concerns and objectives.

Congratulations Bob!

EMPLOYEE HIGHLIGHTS
Westin Automotive Products, Inc.
www.westinautomotive.com