



Industry Chooses

First EVER SEMA Idol - Alicia Castillo!

*At the 2006 SEMA Industry Awards Banquet
held at the Hilton, Las Vegas, November 2, 2006
- An event attended by nearly 4000 industry members*

“ Performing in front of so many
people is truly amazing...
especially when followed by an
unbelievable roar of cheers.
It was a priceless experience. ”

ALICIA H. CASTILLO

This year's SEMA theme was "Celebrating the Stars". To enhance and emphasize the "Star" factor, SEMA invited its members to show their talent in an industry wide competition like that of "American Idol". Of those who submitted audition videos, five finalists were selected to perform at the 2006 SEMA Industry Awards Banquet.

The show was kicked off with the introduction of the five SEMA Idol finalists; each singing the National Anthem a cappella. Finalists included: Larry Henry of Taylor Cable, Marc Baca of Spectre, Tracey Teuscher of The Buzz Maker, Stormy Steinhauer of TAS Racing and **Alicia Castillo of Westin Automotive Products**. Each brought a unique style of musical performance to the competition, which is what made the show so great. From their response after each of the performances, the audience loved it as well. Judging was based on audience response to each performer. After an initial round of judging, two participants were eliminated, Larry Henry and Tracy Teuscher. Before the final round of judging, each of the performers gave a final performance. Marc Baca performed "Walking in Memphis" fabulously and received an amazing response during his performance and during the judging. Stormy Steinhauer performed "New York, New York" in the traditional Frank Sinatra style that received an outstanding response. Unfortunately for Marc and Stormy, **Alicia Castillo** performed "Black Velvet" in a sultry voice that received an overwhelming response, which ultimately won her the title of SEMA Idol! **Congratulations Alicia!** We look forward to your future appearances throughout the industry.

Following the SEMA Awards ceremony and Idol competition was the featured entertainment of the evening, Dana Carvey, actor and comedian. Overall, the 2006 SEMA Awards Banquet was a successful evening for the award winners and performers. It will be tough to beat next year!

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