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# 2009 SEMA Wrap-Up





Las Vegas, NV. Nov. 3 – 6, 2009 The Valspar Automotive Group once again put together one of the most popular booths at the 43rd annual SEMA show by offering something for everyone.

# Everything you know and love...



Experienced SEMA attendees have come to expect show stopping custom cars and bikes from the House of Kolor booth, and no one was disappointed at this year's selection. Kal Concepts / Air Syndicate of Bakersfield, CA, proudly displayed their 1975 Chevy Monte Carlo, which was nicknamed the "Microphone Fiend" and featured almost every kandy kolor in the House of Kolor arsenal, stopping attendees in their tracks. On the other side of the booth stood the "Zoot Zooter," a custom 1937 Packard Roadster presented by "Bones" Noteboom and the team at Joe Lopez Enterprises. The House of Kolor Organic Green and Ice Pearl White paint job on this beast was truly eye-popping. Not to be outdone, owner Jim Hunt and the team at Caccia Custom Cars proudly displayed their concept Chevy Camaro, nicknamed "Gheperdo," that had people scratching their heads wondering where the body style came from, and how they achieved such a brilliant custom gold kandy paint job.

After re-charging their cameras, attendees were treated to a stunning variety of bikes and choppers. The "Lucky 7," a custom Airplane bike painted by JoAnn Bortles, sat proudly at the front of the booth, complimented by her step-by-step brochure on how to use House of Kolor's MC01 Kosmic Krome to create a brilliant brushed aluminum effect like the one featured on the bike.

Duane Ballard's custom bike, dubbed the "Pink Taco," was a showstopper in itself and proved that real men look good on pink. The guys at Bam-Ink pushed the envelope of innovation with their unique custom bike body style, complimented by the kandy paint job that looked good enough to eat. Eightball Rods & Choppers and painter Steve Vandemon showed us the darker side of an artistic mind with their custom chopper, nicknamed "Welcome 2 My Nightmare." The SEMA show always brings out the best an artist has to offer, and this year's cast of custom cars and bikes offered more jaw dropping, mouth watering options than any buffet in Las Vegas.



## Famous

This year, House of Kolor hosted its first annual Hall of Fame induction ceremony, which took place on stage at the front of the Valspar Automotive Group booth, and drew a tremendous crowd of fans and media alike. House of Kolor's founding father and Hall of Fame inductee, Jon Kosmoski, emceed the ceremony and introduced this prestigious cast of inductees. The innovation and dedication to the custom automotive industry is what sets this group of stars apart from the crowd, and there is still no sign of slowing down for any of these gentlemen. As the legendary Gene Winfield spoke on the topic of "retirement," Jon Kosmoski summed up the mentality of the group: "When people ask me when I'm going to retire, I tell them 'my tires are still good!'"

Immediately after the induction ceremony, the new Hall of Fame inductees sat together as a group to autograph their limited edition House of Kolor Hall of Fame poster, designed and printed by Airbrush Action. Never before has such a legendary group of gentlemen been assembled together at once, and the media and attendee crowd showed their respect and admiration for what these gentlemen have contributed to the custom paint industry. House of Kolor proudly honors its inaugural induction class, and looks forward to expanding its roster of Hall of Fame members.



## 2009 Inductees



## ...and then some.

But, cars and bikes were just the tip of the iceberg at this year's SEMA show. The Valspar Automotive SEMA booth was also packed with eye-catching custom painted nostalgia items, musical instruments, and other everyday objects you'd never think could be painted. Steve Vandemon's custom mannequins, the "Angel Chick" and "Devil Chick," greeted attendees as they entered the booth under the Valspar arch. Kal Concepts/Air Syndicate dared us to take a chance and go for the "Big Deal" with their custom throwback 1977 Williams Pinball Machine (the last of the analog pinball machines). Steve Driscoll's beautifully-blended bar room style dartboard tempted us to aim for the bulls-eye. Daredevils delighted at the "Evel Kneivel" tribute dirt cart, another Kal Concepts/Air Syndicate masterpiece. Music lovers were treated to an entire rock show set up, including a complete custom painted drum set, a flamed out upright bass, a mind-blowing custom electric bass, and a vicious Steampunk Fender Telecaster electric guitar. This wicked collection of instruments, brought to us by Kal Concepts/Air Syndicate and Steve Vandemon, would have any band pawning off their favorite music makers. And deep sea fishermen marveled at the stunning assortment of custom painted giant fishing lures, presented by artists Yrr Bladurs, Eddie Davis, Jason Haskin, Steve Driscoll, Tom Prewitt, Steve Sutton, Mike Lavallee, Dion Giuliano, and Craig Fraser.

Coast Airbrush held their second annual Skate Deck painting contest this year, sponsored by House of Kolor, and The Valspar Automotive Group was proud to display the three winning boards in our booth once again. Congratulations to Jim "Hetz" Hetzler, Johnnie Grez, and Daniel Esparza, respectively. These boards decorated the booth nicely, as did the crazy custom



painted snowboard by Yrr Baldurs of Tattoobike, Iceland. Eat your heart out, Shaun White!

Mike Lavallee of Killer Paint in Snohomish, WA, has developed quite a reputation for his custom themed 1950's style GE refrigerators over the last few years, and House of Kolor has been proud to display them in our booth. This year's "Hellboy" inspired fridge raised the bar yet again, and left everyone speechless. From it's flawless, flowing exterior to the custom etched glass shelves on the inside, Hellboy never looked as good in the comic books or on the big screen. Lavallee could've stopped there, but he didn't. This year, he proudly unveiled his custom painted Liberty gun safe, featuring a special tribute dedication mural with a few surprises that had onlookers doing a double take.

After taking in all of the amazing custom pieces in the Valspar Automotive SEMA booth, attendees found themselves tired and thirsty. Valspar was more than accommodating with our expanded customer appreciation area, featuring 4 custom painted Osim iSqueeze calf and foot massagers (paint by Eddie Davis), and our tricked out water coolers, courtesy of Coast Airbrush, "Ryno" Templeton, and Tom Prewitt (Department of Customz). While relaxing and refreshing, attendees got lost gazing at the fine art pieces by Noah, perused the library of new literature and technical guides from Valspar Refinish, De Beer Refinish, and House of Kolor, or watched their favorite custom artists in action.

## Special guests / giving back

The Valspar Automotive SEMA booth once again featured live airbrushing and pinstriping demos by some of the best custom painters in the business. Industry celebrities Craig Fraser, Mike Lavallee, Steve Vandemon, "Ryno" Templeton, OG Abel, Steve Driscoll, Yrr Baldurs, Gary Jensen, Eddie Davis,



*Innovators and Legends (left to right) Jon Kosmoski, Joe Bailon, Gene Winfield, Darryl Starbird, John Barris (on behalf of Sam)*

**Joe Bailon**  
AKA "Candy Apple Joe" was the creator of the "Candy Apple Red" paint color, and is a charter member of the National Rod & Custom Car Hall of Fame. His 1941 Chevy, Miss Elegance, established him as a top-ranked customizer. Among cars he has done are Zsa Zsa Gabor's Rolls-Royce, Danny Thomas' Continental, a Cadillac station wagon for Dean Martin, a Vega wagon for Sammy Davis, Jr. Joe also built the Olds Toronado-powered Pink Panther car, which has appeared in several movies and made many public appearances.

**Sam Barris**  
Co-creator of a club for owners of custom vehicles (with his brother George) called the "Kustoms Car Club." Sam Barris, a World War II Navy veteran, is attributed with the 1951 "Hirohata Merc", which established the early 1950's Mercury as possibly the classic base for custom car design, a status it retains today. Barris Kustoms is still one of the premier custom automotive institutions of the world.

**Kenneth Howard**  
AKA "Von Dutch" or J.L. Bachs (Joe Lunch Box), was a motorcycle mechanic, eccentric, artist, pinstriper, metal fabricator, knifemaker, and gunsmith. His father, Wally Howard, was a well-respected Los Angeles sign painter; and, by the age of ten, the young Kenny Howard was able to paint and letter at a professional level. In the 1950's Von Dutch started pin striping vehicles and created the world famous "flying eyeball" and is considered today as one of the fathers of Kustom Culture.

**Jon Kosmoski**  
House of Kolor's founding father, Jon Kosmoski began his passion for cars and paint in high school. Dissatisfied with the nitrocellulose lacquers and alkyd enamels of the time, Jon teamed up with a brilliant chemist to create his own line of custom kandy paint. Today, House of Kolor paint is featured on the finest show cars and bikes, and Jon continues to share his wisdom and passion for the industry through instructional books, DVD's, and House of Kolor clinics.

**Darryl Starbird**  
Owner and operator of "Darryl Starbird's National Rod & Custom Car Hall of Fame," Darryl Starbird is known for his innovative and futuristic space-age car designs, often featuring bubble tops. Some of his best-known cars include the Predicta, the Electra, the Cosma Ray, the Big T, and the Lil Coffin. In the 1950's and 1960's, Starbird served as a design consultant for the Monogram hobby corporation, which reproduced many of his cars as plastic model kits.

**Gene Winfield**  
2008 Motorama Builder of the Year, among his many other honors. Winfield's work has been seen on TV series such as Bewitched, Star Trek, and Get Smart, as well as on the big screen in Blade Runner, Robocop, Back to the Future II, and Sleeper. His unique body styles and amazing candy blends have cemented his reputation as one of the premier customizers and car builders in the world.





### Brushwork

Live demonstrations by well-known artists were held regularly throughout the show. On Friday, their work was auctioned off, with proceeds to benefit Victory Junction.



### Book Unveiling

Craig Fraser grins slyly while promoting his new book "Automotive Cheap Tricks & Special FX II"

Stuart Vimpani (Australia), pinstriper Armando, and Jim "Hetz" Hetzler stunned the crowd as they turned simple white metal panels into desirable works of art before their very eyes. The meet and greet counter was a hot spot throughout the show, and Valspar did its part to keep the Sharpie® corporation in business as special guests and booth artists burned through markers signing autographs for eager fans. On Tuesday, Craig Fraser proudly unveiled his new instructional book, "Automotive Cheap Tricks & Special FX II," published by Airbrush Action and was present for autographs throughout the show.

For the first time ever, Valspar and House of Kolor held a silent auction of nearly all artwork in our booth to benefit the Victory Junction organization. The Victory Junction Gang Camp is a non-profit organization based in North Carolina dedicated to enriching the lives of children with chronic medical conditions or serious illnesses by providing life-changing camping experiences that are exciting, fun, and empowering, in a safe and medically sound environment. From concerts to NASCAR® inspired shops and fantasy experiences, Victory Junction provides unforgettable memories to thousands of children and their families. For more information on how you can get involved with this incredible organization, please visit their website at [www.victoryjunction.org](http://www.victoryjunction.org).

## United

This year at the SEMA show, the Valspar Automotive Group continued to tie together the three major brands including Valspar Refinish, De Beer Refinish, and House of Kolor. New Valspar Refinish packaging designs were displayed, new refinish sales tools were introduced, and the entire library of literature and technical guides for all brands was given a complete overhaul. House of Kolor also demonstrated the new Shimrin2 product line, a complete line of Shimrin2 base colors and effect additives that will be coast to coast compliant and eliminate the need to move to a water borne product line, even in areas of strict VOC regulations. The new Shimrin2 line is set to hit the market by summer of 2010.

Attendance at the 2009 SEMA show may have been down from years past, but interest in the Valspar Automotive Group's booth was greater than ever. The booth truly offered something for everyone, and the attendee traffic inside showed that our customers are excited about the products we have to offer. This year's SEMA show was a huge triumph, and the Valspar Automotive Group looks forward to continued success in 2010.

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