



SPECIALTY EQUIPMENT MARKET ASSOCIATION

CHAIR-ELECT CANDIDATE QUESTIONNAIRE 2019 ELECTION YEAR

JAMES LAWRENCE

Part 1 – Personal/Professional History

1. Please provide a history of your professional background and education (including professional development). Feel free to attach your résumé and/or bio. Describe the specifics of your current job responsibilities:

I have been involved with the automotive performance industry for 25 years in a number of senior leadership roles. I am the CEO of Power Automedia, an automotive-focused digital media company I co-founded in 2006. I am currently serving a three-year term on the SEMA Board of Directors and am the acting Chairman of the PRI Task Force, a major project underway that is currently developing a future roadmap for PRI as a leader in the motorsport community. Previously to Power Automedia, I co-founded and operated ProMedia—an automotive event production company.

I have been in love with cars my entire adult life. When I was 16 years old, a friend of mine purchased a '65 Mustang, and persuaded me to help him modify it. Since then, I have devoted my life to the automotive industry. I have founded three automotive performance companies; am an avid car collector and active automotive enthusiast; and have won two NMCA championships in 2016 and 2018. I have an advanced E.T. license from NHRA. I also have three years of Circle track racing experience.

From my core, I believe in the magic of the automobile.

I am an entrepreneur first and foremost, with a passion for building and growing organizations, innovation and technology. I believe that when running a team, the building blocks start with vision and values. An effective leader must start by laying out a clear agenda: the entire company or organization, and each member—from senior leadership to an entry-level employee, must completely understand why. Values provide the compass for that strategy.

2008–2019: Power Automedia. President and CEO. Power Automedia is a leading digital media company with digital publishing, video production, automotive TV shows and live broadcast divisions. I'm responsible for the

leadership of the organization: implementing a strategic vision, building the right team and allocating the right resources.

1998–2008, ProMedia Publishing: President. Responsible for strategic direction, marketing, event, magazine product divisions, financial management.

1997–1998, Petersen Publishing Company: Editorial. Responsible for editorial content for Ford Performance Group (*5.0 Mustang Magazine*).

1995–1997, Ford Performance Solutions: Founder/owner of Ford engine builder/parts retailer. Early adopter of internet and online sales, web technology.

1994–1997, Trinity University (San Antonio, Texas) and UCLA (Los Angeles, California): Business administration and management.

2. Indicate your historic and/or current involvement with automotive industry initiatives specifically, as well as other professional and philanthropic associations, societies and organizations you have been actively involved in. Please be specific about other boards (if any) on which you have served or are currently serving:

I am proud to have been involved with SEMA on a number of levels, including currently serving a three-year term on the 2017–2020 SEMA Board of Directors, current (2018–2019) PRI Task Force Chairman, SEMA select committee and council-level task forces. I have been a significant driver of innovation in drag racing at many levels, including serving as the chair of the NMCA Technology Committee and advisor to leading sanctioning bodies.

2017–2019: SEMA Board of Directors. Serving a three-year term on the SEMA Board of Directors.

2018–2019: PRI Task Force Chairman. Current Chairman of the PRI Task Force.

2018: SEMA Board of Directors Nomination Committee Member, SEMA Person of the Year Task Force

2008–2014: NMCA Technical Committee, Chairperson

2010–2012: SEMA Young Executive Network, Select Committee

2010–2012: SEMA YEN Select Committee, Communications Task Force, Chair

3. Please highlight specific career accomplishments including, but not limited to, patents received, product innovations, awards and recognitions, publications, marketing or business programs, presentation to business and/or industry symposiums. Share any and all significant or notable accomplishments:

In my role as CEO of Power Automedia, I have had leadership roles in marketing strategies and strategic business development programs for everything from Fortune 500 companies, major OEMs, to mom-and-pop manufacturers. I have been highly involved in technology and innovation in the automotive industry, accelerating the adoption of digital media. From a technical and product standpoint, I have a deep understanding of engines, powertrain, EFI, tuning, control systems and suspension. I have consulted with many leading manufacturers on product development projects.

I have been published or featured in a wide variety of automotive industry magazines, digital/websites and business publications, including *SEMA News*, *Performance Racing Industry Magazine*, *California CEO Magazine*, *PRI Magazine*, *Fastest Street Car*, *Hot Rod Magazine*, NHRA/National Dragster and the *San Diego Union Tribune*.

I have been a presenter/panelist at numerous seminars on youth engagement, digital media and emerging technology for SEMA, PRI and leading industry companies. Recently was a featured speaker at the 2017 SEMA, 2018 SEMA, 2017 PRI and 2018 PRI shows, on PRI Motorsports Media, Youth Engagement, The Future of the PRI, and PRI International Motorsports Business Innovation.

- SEMA Media Person of the Year Robert E. Petersen Award
- SEMA YEN Member of the Month
- ProMedia Distinguished Service Award
- 2016 NMCA Limited Street World Champion, seven-time Race Winner and ET Record Holder
- 2018 NMCA Radial vs. the World Champion, four-time Race Winner, ET Record Holder

4. Please mark each of the skill categories where you believe you possess a level of expertise:

<input checked="" type="checkbox"/>	Manufacturing	<input checked="" type="checkbox"/>	Motor Sports/Racing
	Distribution/Logistics	<input checked="" type="checkbox"/>	Vehicle Shows/Auctions/Exhibitions
	Supply Chain	<input checked="" type="checkbox"/>	Financial Planning/Management
	Engineering		Accounting
	Vehicular/Product Design/Innovation	<input checked="" type="checkbox"/>	Human Resources Management
<input checked="" type="checkbox"/>	Product Management	<input checked="" type="checkbox"/>	Business Management/ Development
	OEM Design/Technology	<input checked="" type="checkbox"/>	Sales
<input checked="" type="checkbox"/>	Brand Management	<input checked="" type="checkbox"/>	Business Technology
<input checked="" type="checkbox"/>	Advertising		Data Management
<input checked="" type="checkbox"/>	Marketing	<input checked="" type="checkbox"/>	Internet Utilization
<input checked="" type="checkbox"/>	Strategic Planning		Other (specify):
<input checked="" type="checkbox"/>	Public Relations		
<input checked="" type="checkbox"/>	Crisis Management		
	Regulatory Compliance		
	Legislative/Lobbying		

Part 2 – Personal/Professional Attributes

5. What are your specific areas of expertise? What unique skills or perspective do you think you could bring to the leadership of SEMA? What business or life experience do you have that prepares you to help shape the direction of the industry? What industry issues are you particularly passionate about?

In our lives we each have the opportunity to do things that make the world a better place. I think the opportunity to lead SEMA into the future is an area where I can offer a unique contribution to our community that loves the automobile and automotive performance. I am committed and serious about the prospect of the chairman-elect position, including dedicating the time and energy needed to be successful in the role.

There are a number of excellent candidates who will have a résumé that checks the boxes to be the chairman-elect for SEMA's Board of Directors.

Taking nothing away from these very well-qualified people, I think the next chairman-elect must have more than a strong resume.

I believe our next chairman-elect must have a strong vision for the (new) challenging reality that we face in the performance aftermarket, a strong hand to facilitate action and movement in the SEMA association and in unifying our community, and the passion and energy to recruit, harness, and motivate new and existing SEMA Board members, SEMA staff, SEMA volunteers and SEMA members to accomplish these goals.

I believe we are in a great time of change, and the strong leadership of SEMA is uniquely qualified to alter the future of the automotive performance industry. I believe my history of business experience, relationships and connections in this industry, my life experience, and my passion for the love of the automobile demonstrates that I can and will succeed at preserving, innovating and growing this beautiful automotive community that we all care so much about.

I believe that my passion for the car and for motorsports will shine through in the difficult situations that we will need to face during the stewardship of SEMA. I believe that what connects us is a deep love and passion for the car, and we have to get serious now about protecting that right. There are a lot of factions that would and could, if allowed, take the steering wheel out of our hands.

The difficulty isn't identifying what issues are challenging to the performance automotive industry: the decline in youth automotive interest, the graying of motorsports fans, the EPA and emissions issues, electrification and autonomous. The difficulty is developing effective solutions to proactively address them.

Over the next years, we must be willing to put our foot in the ground and push toward new solutions to these challenges. Identifying a priority list, developing a plan, and then getting everyone on our team—the SEMA Board, leadership and staff, plus the thousands of SEMA members, race fans, teams and builders—to put our shoulder into addressing these issues. It is my belief that while we should take the time to craft a good plan, the urgency of this situation will require substantial, creative and definitive action.

The issues that I am passionate about:

1) **Youth Engagement:** Recent efforts are encouraging. That being said, I believe we must prioritize, invest, and grow our youth engagement initiatives substantially. We must tap not just SEMA's resources, but that of the entire industry, and our SEMA members and PRI community must be called to action.

2) **Motorsports:** As the owner of the Performance Racing Industry trade show, SEMA has a tremendous opportunity in motorsports to organize, harness and grow this community and provide value to it. With the risks facing the street performance market, the growth of the global motorsports market is more important than ever.

3) **EPA/Emissions:** I agree we must continue to pursue a three-tier plan, but we need to consider a more active approach in the future: (1) Working with government affairs and agencies to help them understand how to intelligently and fairly regulate and enforce existing laws; (2) more aggressively informing and assisting SEMA member companies with emissions and street performance-compliance; (3) continuing to smooth the path for getting parts approved — quickly and in a cost-effective manner, for EPA/CARB-legality.

4) **Harnessing the Power of the SEMA/PRI Membership/Community:** We have a community with hundreds of thousands of members, builders, racers, and fans, that love the car and enjoy modifying and enjoying its better performance and appearance. We must leverage and harness this community to make a difference by voting, communicating to our political representatives, growing motorsports and increasing young engagement activity. It takes a village, and we have one. We must unify our community and get them on the field.

5) **Trade Shows:** At our core, SEMA operates two very well-run trade shows: the SEMA Show and PRI Trade Show. I'd like us to continue to invest in our number-one asset and consider growing and expanding the operation of automotive-related trade and consumers shows. In producing an industry trade show, SEMA has a tremendous opportunity in motorsports to organize, harness and grow this community and provide value to it. With the risks facing the street performance market, the growth of the global motorsports market is more important than ever.

6. What would you say is/are your most notable achievement(s) to this point in your career? What are you most proud of?

I'm proud of my family, and also of our racing accomplishments.

While some may argue that the word "career" has nothing to do with your family life, I think that a loving, healthy and stable family is the bedrock behind a good career and a good leader. I'm very proud of my wife Melissa and our kids, and we are a motorsport family. We race together, and we enjoy the car together. Our kids—Taylor, Jordan and Bradley—love being at the track and love cars.

We have won two championships in the last three years in NMCA, and have won 16 races and been in more than 20 final rounds the last four years. I spent a lot of years being a bad racer, so it's nice to hoist the trophy every now and then.

Professionally, my work isn't done. I want to continue to make an enduring mark on the automotive industry and engage the next generation so that we have something to be proud of for the next 25 years. While I feel like I've earned external respect for what I've done professionally, I'm focused on the future at this point.

Part 3 – Industry Perspective

7. What do you consider to be the top opportunities or threats facing the specialty parts aftermarket over the next five years? Try to be specific to industry trends. You may comment on macroeconomic issues (inflation, unemployment, health care, etc.) but only if they are relevant to your perspective on industry issues.

Opportunities:

The automotive aftermarket has achieved several years of impressive growth, and the majority of SEMA-member companies have enjoyed strong sales in 2018 and into 2019. Ironically, a positive side effect of the aging of the automotive enthusiast is that the core of the customer base finds itself with more disposable income and in a better economic situation to purchase collector vehicles and/or performance vehicles, and then install aftermarket products. I believe the **near-term opportunity** is to continue to take advantage of the strength in the economy to invest and leverage growth opportunities.

The long-term opportunity with the biggest potential to impact the aftermarket industry is technology adoption. There is a substantial gap in technology use within the SEMA membership roster. Technology and innovation improvements are available in all facets of business operations from leading-edge sales/CRM automation, customer service technology, the latest web/digital platforms, digital marketing, engineering digitization, distribution/warehouse management, to artificial intelligence (AI). Many could help SEMA members drive revenue gains, increase efficiency, gain new customers and engineer better

products more quickly. **Technology** is one thing that we can universally leverage to drive improvement across the entire SEMA membership base.

Threats:

The automotive aftermarket has several major long-term threats, and identifying these has become relatively simple. The big three (in order of long-term importance) are the lack of youth engagement/youth driving, EPA/regulatory issues and the adoption of autonomous vehicles/ride sharing (Uber, Lyft, etc.) as an alternative to owning and driving a vehicle. **There is near-universal agreement that these are our common threats**, so I won't go into significant depth on each topic. Regardless of who is the chairman of SEMA, these threats will change the automotive aftermarket in dramatic ways (and in ways that we don't yet fully understand.). Since we generally agree on the problems, I believe that our industry's response to these existential issues poses the biggest threat.

#1 - Not acting decisively or powerfully enough to address youth engagement, EPA and regulatory issues. Action is needed, and we must respond proactively and strongly to make traction on these issues before they become impossible to counteract. A decade ago, the motorcycle industry was riding a high. Now, a snapshot of this same industry is telling: in the midst of steep decline brought on by the aging of the powersports customer, lack of youth interest, uninspired marketing, and Uber/ride sharing. SEMA and our industry must act decisively and powerfully while we have the resources and strength at our disposal.

#2 - Not harnessing the power of the current automotive enthusiast base. As of 2019, we have millions of automotive enthusiasts, racing fans, and tens of millions of drivers who absolutely love the feeling of a steering wheel in their hands.

Hot rodding and customizing today has a huge and impactful following, yet SEMA (and our industry) has no reliable way of reaching or activating this entire collective consumer base. Being able to get the individual and passionate automotive enthusiast to work on behalf of the automotive industry on these threats to achieve a common goal is critically important.

Without being able to harness the power of enthusiasts, we are faced with the frustrating status quo of knowing we have a fanatical group who loves the car, but no way to actually leverage or utilize this group. We must find a way to cohesively motivate this large group to protect our industry and influence politicians, regulations and encourage youth interest. As this (currently) large group ages out and becomes thinner in number, our collective power decreases, and with it, our ability to enact change in the future becomes muted.

#3 - Assuming we fully understand the youth markets, specifically Generation Z. SEMA member companies (and SEMA's network and councils) now include a significant number of Millennials. However, **Gen Z is the next tier of customers**, and they are just turning 23 years old. This generation remains a mystery to a significant percentage of companies in our industry. Gen Z's collective interest (or lack of interest) in cars is by far the most significant threat facing our industry.

It is important that we increase engagement with Gen Z as part of our youth engagement efforts—in focus groups, education sessions, and in hiring environments. We must develop a greater understanding of what makes them tick, what products and upgrades they want to add to their vehicles, and how we can motivate them to fall in love with owning and modifying their cars. Unlike Millennials (most which were at least raised by car-loving baby boomer parents), Gen Z's love affair tends to be closer aligned with their phone, Siri, and social media. It is quite literally not just our *future* customer, but our **next** customer as Gen Z is now coming into significant buying power as it enters the workplace.

8. Of the issues you identify above, which ONE concerns you the most as to how it will impact the industry's future? What would you do to initiate change to either expedite a positive outcome or prevent a potential disaster?

The EPA and regulatory issues are the most pressing. However, the way the question is worded, the **lack of youth interest and engagement will certainly impact our industry the most in the future**. A slow air leak in your tire is not a pressing problem until one day you come out of your house and your wheel is sitting on the ground. Until the next generation becomes the primary buyer in our industry, we may not feel it. Unfortunately, by the time we see the full impact, it may be too far gone to address.

The answer to the youth engagement problem is a multi-faceted one. I'd like to suggest we consider the following approaches.

- First, **a commitment to gaining a deeper industry-wide understanding of the Gen Z and Millennial buyers**: the products they want to purchase; how they consume media; how we can more effectively reach them; and identifying the factions and tribes that may be most likely to purchase and customize vehicles and products.
- Second, **deploying a modern digital-first consumer outreach program targeted to Gen Z and Millennials**. We need to communicate to the next generation in the manner, cadence and style that they are accustomed to: a heavy use of rich and digital media; experiential media and events; and shorter video snacks that appeal to shorter digital-first attention spans.
- Third, **we should leverage motorsports and event experiences** to give the next generation a first-hand, immersive feel of what racing and vehicle customization is all about. The smell, sights and exciting audible can be very addictive. We need to attract the next generation to the racetrack and to the experience.
- Finally, **I believe we need to harness our passionate base of existing automotive enthusiasts as promoters and advocates** to reach the next generation. We have a tremendous amount of passion in our industry, and that spirit can be inspirational and influential to younger potential enthusiasts.

Ultimately, I believe to create a positive outcome, we must act decisively and significantly to impact youth engagement.

Part 4 – Association Specific Observations

9. Do you feel that the Board of Directors and SEMA are currently pursuing the initiatives that are critical to our business segment? What would you place more emphasis on? What would you discontinue? What would you add?

As a member of the SEMA Board of Directors, **I believe that strides have been made to focus on initiatives that are important to our collective business.** I do believe SEMA leadership and SEMA staff are focusing on the right issues and that we understand their impact thoroughly. We are in a far better place today in terms of having the clarity of knowing what the automotive aftermarket is facing.

At the SEMA Board level, **I think there would be significant value in placing more emphasis on being more decisive and acting with more scale and significance** to ultimately counteract the forces that put our industry at risk.

There is a popular saying “paralysis by analysis.” Even great organizations like SEMA can struggle with the balance between strategic analysis and action. At times, this great responsibility we have to get things right can cause too many cycles of research, study, and discussion. If I were to be elected SEMA Chair, I would like to place more emphasis on generating action and activity, even if we have to refine or optimize programs as we go.

Currently, I am working on the PRI Task Force project which is guiding the expansion of PRI and proposing enhanced member benefits that are motorsport- and racing-related. **I believe we need as an association to place a greater emphasis on motorsports and related opportunities.** As the street-performance marketplace is expected to face greater headwinds, there are growth opportunities in motorsports for a wide array of SEMA-member companies, as well as to expand the membership base to new member companies, racetracks, sanctioning bodies and even to individual racers, engine builders, and service providers. There are opportunities in other related-trade events and shows such as UTVs, karting, off-road and e-gaming. We must keep an eye out for how SEMA can grow and expand opportunities in motorsports for our member companies

Hiring additional staff with automotive and motorsports experience: I believe adding additional SEMA and PRI staff that have a background and experience in automotive customization, selling aftermarket parts and racing would provide a benefit for SEMA and for SEMA members. Both automotive enthusiasts and association professionals are vitally important to a successful SEMA. I'd like to see the hiring process optimized around automotive intangibles where they could be an indicator for success. Speaking plainly, the tribal knowledge that comes along with hands-on automotive and motorsports experience could improve association communication and projects.

I would like to discontinue the practice of automatically continuing SEMA member programs year-over-year based on inertia. SEMA has a lot of programs. Some highly effective. Some good, and some that are not producing results. It's hard for staff or a council/network to get a program killed or even suggest it. It's politically risky. I believe that SEMA should focus on adding resources to programs that provide the most benefit and the maximum value for membership. By its very nature, that means discontinuing programs that aren't working. **To do that, SEMA would need to institute a culture and practice of reviewing and evaluating programs with the willingness to stop doing what's not working.**

10. As a SEMA Board member how do you feel you would be uniquely qualified to help address the issues you identified above?

All of the chair-elect candidates are top-flight individuals who are intelligent, experienced, and well-qualified for consideration based on their professional business background.

But that's not enough.

The most effective SEMA Chairman possesses critical intangibles: a careful balance of strategic vision and innovation, the ability to cohesively pull together different groups with often varied goals, and a drive to push through what could be significant headwinds.

I believe that I meet the criteria, and have the business experience, industry knowledge, and intangibles to be a successful SEMA chairman. I am uniquely qualified because:

- I am a lifelong automotive enthusiast who believes in the magic of the automobile. I have won two NMCA championships and have competed in more than 100 motorsport and automotive events including drag racing, oval track, dirt track and autocross.
- I've built many performance vehicles in my career, including a wide array of builds. I have a high level of technical knowledge, from engine building, transmission, chassis, suspension, electronics and more. For the last five years, I have managed EFI tuning on our 2,500+ hp racing engines.
- I've founded and operated three diverse and successful businesses, including ProMedia (NMRA and NMCA event series), Ford Performance Solutions (mail order, engine building, retail) and Power Automedia (digital media, publishing, video production).
- I am a proven leader who understands how to develop strategy, how to motivate and transform organizations. I have the ability to work with the SEMA Board of Directors and SEMA leadership to develop a strategic vision and innovation roadmap for SEMA and PRI, working with networks, councils and staff to unify goals and create bridges between groups.
- I have a high level of expertise in helping businesses grow and sell products more effectively. As an expert in automotive marketing and technology, I understand the latest trends in digital marketing, digitization trends, and platform development.
- I am not afraid of hard work and will ask others to elevate their contribution levels and work quality.
- I have nine years of event management and promotional experience, and I have been involved in a wide range of programs across all SEMA segments.
- I have experience in leading large-scale, collaborative projects (working with a wide variety of clients, from smaller businesses to nine-figure OEMs). It's vital that our SEMA chair-elect have the ability, charisma and capabilities of persuasion to weave together the efforts of our passionate groups into a cohesive unified force.

11. What do you see as SEMA's weaknesses?

Speed: I feel SEMA for many years operated with a slower, measured sense of urgency. Given the climate and issues facing the automotive aftermarket, I would like to see us work with a great sense of urgency. I believe that over the last two years this has gotten markedly better as SEMA has better responded and developed the ability to be more responsive. However, I believe putting an emphasis on cutting red tape, and facilitating quicker action (internally and externally), and operating with a stronger sense of purpose, would generate improved results for the industry.

Lack of Ability to Reach and Galvanize Consumers and Enthusiasts: SEMA currently has both a limited ability to reach and galvanize consumers and enthusiasts, and no strong vehicle to create or enact change or political direction. I think it's vitally important that SEMA have the ability to create influence through enthusiasts and to develop that muscle via media, email, social and technology on both a local, regional and national level.

12. How about its strengths?

- SEMA has a fantastic, loyal and strong membership base.
- SEMA has two strong trade shows which provide a durable platform for growth.
- SEMA has a diverse, strong group of member companies.
- SEMA has a strong financial base from which to work.
- The work of previous SEMA leaders has established a history of service and financial pragmatism that will work to the association's favor.
- SEMA is an incredible organization filled with passionate staff.

13. If you were chosen to chair the Long-Range Planning Committee, which topics or issues would you want your committee to be deliberating on?

- **Technology:** What technologies can be leveraged by SEMA-member companies? How can we facilitate their adoption, not simply education seminars, but research applications and drive these technologies into SEMA-member companies in a more powerful way?
- **Youth Engagement:** How can we accurately measure youth engagement in the automotive aftermarket? How can we develop large-scale programs that could alter the course of the automotive aftermarket? What are the biggest friction points with younger enthusiasts, and how could we address those?
- **Motorsports:** How can we grow and better support motorsports and racing initiatives? How can SEMA via PRI become a stronger factor in the growth and preservation of motorsports in the United States and in the world?
- **Horizontal Opportunities: New Shows, New Media.** What automotive, truck, and racing-related trade shows exist that are acquisition or partnership opportunities? What forms of media could SEMA partner with, acquire, or leverage, to reach a new group of enthusiasts or potential enthusiasts? What similar (smaller) automotive organizations and groups are out there which could provide value via acquisition or partnership?
- **Communication Strategies to Enthusiasts:** How can SEMA and PRI develop a significant pipeline of communication capabilities to reach consumers in a powerful and impactful way? If we had the pipeline, how could we use it to protect and grow the industry? How could we work hand in hand with other groups, manufacturers, racing series and SEMA members to grow this pipeline and use it for our collective benefit?

Part 5 – About You

14. Questionnaires can be very limiting. In the space below, share with us anything we didn't ask that you believe will help the Nominating Committee develop a better understanding of you as a candidate:

I have a young family: Bradley (2), Jordan (6) and Taylor (8). My wife Melissa and I want to pave a future for them where they can grow up to share this passion that we have for the automobile. They are already spending weekends at the track, racing go-karts and dreaming about the Junior Dragster in their garage. As I think about the automotive aftermarket and racing industry as a whole, I'm driven by the fact that I believe we each have a responsibility to protect and preserve that future.

I have a great deal of respect for what SEMA has accomplished. I have been a passionate supporter of SEMA since my early years in the industry. At this time, I believe we are facing unprecedented threats: First, with our youth problem, and second, with regulatory controls. SEMA is the only organization equipped to address the youth-engagement problem, which requires SEMA to recognize that while it's not a 'today' problem, it's a real 'tomorrow' problem. It's hard to see any significant action today among the SEMA-member companies on youth engagement because revenues are positive. While our customers are aging, they just happen to have more disposable income. It's not hitting our industry in the revenue stream yet. A look at the motorcycle industry foreshadows this concern.

In order to attract youth in significant numbers, SEMA and its member companies are going to need to invest in a broader youth engagement effort with significant resources: adding additional skilled staff dedicated to youth engagement and providing financial resources. While my kids may not need to be introduced to the love of the automobile, for each family like mine, there are 20 families that haven't experienced the thrill of a NHRA Top Fuel car, of a Sprint dirt track race, or watching a Formula Drift event.

I share this viewpoint or perspective not to paint a black picture, but rather, to candidly state what my perspective is. We need to literally build our future, youth by youth. There should be no greater focus from SEMA.

I believe by working together, collectively identifying common goals, and by intelligently investing our capital and resources, SEMA and its member companies can work together on engaging youth and preserving a beautiful future. I'm counting on it, because I am planning on sharing the love of the automobile with my family for a very long time.

Thank you for considering me for SEMA chair-elect. It is a great honor and I appreciate it.