



## SPECIALTY EQUIPMENT MARKET ASSOCIATION

### **BOARD OF DIRECTORS CANDIDATE QUESTIONNAIRE 2019 ELECTION YEAR**

# **KEN SCHUCK**

#### **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 am a 1980 graduate of Temple University with a BBA in marketing.

My career in the aftermarket includes 32 years of experience all as a manufacturers' representative starting in 1983.

In 1991, I joined KIM Inc. as a sales associate and became more focused on SEMA product lines as KIM Inc. business was oriented toward performance and truck accessory manufacturers. KIM Inc. merged with PK sales to become KAM Marketing in 1995. I have been with KAM Marketing since its inception.

In 2001, the opportunity arose to become the account manager at Keystone Automotive for KAM Marketing. I currently manage a team of sales, tech and service people responsible for the Keystone account. Our team is responsible for working with their category management, marketing, sales and supply-chain departments. Our team maintains strong relationships with these departments and provides value-added services helping our manufacturers maintain a leadership position.

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 member of the MRN select committee and began my second term in 2018. I have been in charge of the MRN Rep Match program since my term commenced in 2016. I also served on the 2015 SEMA Person of the Year committee. I have strived to help our industry grow as a result of the success I have had as a manufacturers' rep that started out making jobber calls and working my way up calling on the largest performance and truck accessory distributor in the world. I have had the opportunity to represent some on the greatest and most successful manufacturers in the

automotive aftermarket. My contributions are more generic than specific, and they are based on the work experience I have derived through my interaction over the years with people on all levels of the automotive aftermarket.

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:

On my second term serving on the MRN Select Committee  
Edelbrock individual Manufacturer Rep of the Year award winner three times  
Powermaster individual Manufacturer Rep of the Year award  
MagnaFlow Manufacturer Rep Firm of the Year award winner four times  
SEMA Manufacturer Rep of the Year award 2014  
Served on the SEMA Person of the Year Committee 2015

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

My overall understanding of the industry and the ability to have a unique perspective on how the SEMA industry works from a grassroots perspective. Expertise gained from

working with industry leaders on the manufacturer and WD side and the interaction I have with every facet of the business from jobber to WD to leading manufacturer. Leading a successful team of sales and service people that has broadened the reach of the aftermarket. Making sure that regulations are not put in place to inhibit innovation and the personal rights to enjoy all motorsports.

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

Winning the SEMA Manufacturer Rep of the Year award in 2014 after being one of the three finalists the previous two years.  
Working my way up from an entry-level position to now managing our business with the largest performance and truck accessory WD in the world

### 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.

- The aging of our core legacy traditional performance consumers and our ability to attract new entries into the marketplace.
- Overregulation of the aftermarket threatening consumers' comfort level and/or their ability to purchase aftermarket parts.
- Regulations that restrict enthusiasts' access to roads and trails for recreational use.
- Investment in scholarship and educational opportunities.
- Continued access to inexpensive fuels as it relates to the continued growth of our domestic economy.
- Effects of tariffs on the affordability of our product lines and how it relates to continued investment by manufacturers, WDs and retailers in their business.
- The threat and use of CARB and EPA fines.
- OEM recommendations against the installation of accessories other than the genuine OEM accessories because of safety reasons.

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?

My main concern is the overregulation of the aftermarket threatening consumers' ability and comfort level in purchasing aftermarket parts. I would continue to lobby and educate our legislators to the benefits of our industry and how it adds value to the economy and our society. We need to step up our investment in this part of our SEMA

activities from a grassroots level to the halls of Congress. It is important to defend consumers' lifestyles that are being threatened to help push our cause.

#### 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?

I think our most important mission is helping our member firms to help grow our collective business with initiatives ranging from grassroots events that our members participate in to the SEMA Show. Help encourage consumer demand, and make it easy for member companies to reach and sell to our consumers without any additional or unfair barriers is key. We need to make sure our initiatives and our mission statement are communicated and reinforced at all times. Reevaluation and reinforcement of our strategic plan should be communicated and touted to our members. More emphasis should be placed on broadening our consumer base and adding new entries into our marketplace.

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

My strengths as a leader and the ability to manage projects from beginning to a successful end will help me excel on the SEMA Board. The experience I have gained during my terms on the MRN select committee and my daily management of our sales staff and principals have prepared me for a term on the SEMA BOD. I have always prided myself on a high level of participation in a group discussion situation and will always be willing to give an honest and candid opinion, even though it may be unpopular or against the majority.

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

- The SEMA Show has become is too congested with non-industry and consumers who are more interested in autographs and celebrities. It detracts from the industry professionals who are trying to conduct business.
- Better ways to communicate with members.
- Need new ways to motivate volunteers to donate their time and expertise to help our industry through SEMA.
- Educating SEMA members on what role SEMA plays in the aftermarket.

12. How about its strengths?

SEMA has a diverse cross-section of our industry that encompasses innovators, pioneers and icons. SEMA brings together this pool of resources and talent to allow our industry

that we all are passionate about to move forward and prosper. We also defend our rights and abilities to maintain that industry by fighting unjust and unfair government interference.

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?

- Impact of e-commerce on our collective business.
- New consumer and manufacturing entries into our marketplace cultivating the next generation.
- Investing to grow our consumer base.
- Protecting and nurturing IP.
- Cultivating and strengthening relationships with vehicle manufacturers.
- Helping the traditional brick-and-mortar retailers thrive in the face of the powerful competition from e-commerce retailers.

#### **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 was not an enthusiast growing up, but as a result of an opportunity from a friend I was able to make automotive aftermarket sales my profession. Through my sales position I have able to gain experiences in motorsports from a spectator and participant standpoint. As I began working diverse events from NHRA and Circle Track to hardcore diesel events, I was able to gain firsthand knowledge of the passion of participants and industry professionals alike. Now I know that passion firsthand. Over the years I have been able to meet and spend time with innovative and special people in all areas of our industry. Serving on the Board is an opportunity for me to broaden my horizons, learn more about our industry and give back to the industry.