



SPECIALTY EQUIPMENT MARKET ASSOCIATION

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

KIM PENDERGAST

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 owner, chairman and CEO of Magnuson Superchargers, responsible for daily operations as well as overall corporate infrastructure, including engineering, testing, product development, manufacturing, international business, marketing, sales and distribution. I am the key driver for strategic planning and business development. Based out of the Magnuson Superchargers' corporate headquarters in Ventura, CA, I also spend time in their Detroit facilities.

My automotive career started in NASCAR, running the daily operations of a business building race engines and providing R&D for Dodge Racing.

Before I was 45, I founded, funded and built 5 companies, 2 reaching \$70m and \$100m in sales respectively each in less than 12 months. Earlier in my career I was part of small team who developed AT&T's consumer strategy.

I have worked in manufacturing and distribution in the U.S. and in Germany.

I received a BS and MBA from Indiana University with honors in finance, and studied at the Universidad de Madrid.

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:

Industry Service SEMA

- Member and supporter of SBN
- SEMA Chair, 2017 Person of the Year Task Force
- SEMA Chair, 2018 Scholarship Committee (3-year term)
- SEMA PAC Board Leader

Scholarship committee initiatives include providing over 100 scholarships to high school and college students interested in automotive careers. The committee kicked off a campaign at the SEMA award banquet \$5 for our Future to engage more members in the future of our youth, headed by Carey Redman and supported with a mentoring program spear-headed by Mike Malloy with more to follow.

Board Member – Non-profit

- Waters Global Forum
- National Art Museum of Sport
- Learning Spring Elementary School (for Children K-8 on autism spectrum)
- Alcohol and Drug Abuse Council

Company Boards (SEMA Members)

- Magnuson Superchargers
- Arrington Inc.

1997 selected as a Henry Crown Fellow, one of 20 successful leaders under 40 in the U.S. to a 2-year program at the Aspen Institute (Henry Crown Fellowship after Henry Crown of Chicago) to study values-based leadership and the importance of embracing philanthropy early in your career. In 2001, one of four in a parent group, founding a K-8 school for children on the autism spectrum in Manhattan growing from 29 to 108 students with a new building. Published in the *Indiana University Business Journal*, ranked 16th in the United States in Tornado Class (an Olympic-class sail boat). Currently lead a global forum whose heritage stems from WWII when European schools were decimated, and students were offered the chance to study at Universities in the U.S. The forum meets annually in different cities around the globe to complete, effectively, a college level seminar on that country's history, literature, culture, economics and their global implications. Cities include – Mallorca, Kyoto, Istanbul, Shanghai, Cordoba, Kiel, St. Petersburg, Sicily) with participants from all over the world.

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:

- Operated engine building company producing 300 NASCAR engines a year, won NASCAR Truck Championship and provided Dodge engine R&D for Sprint Cup.
- Built and launched the No. 1 Dodge/Hemi aftermarket website
- Magnuson Supercharger achievement - Tier 1 automotive quality certification 7 years in a row
- Speaker / Section head CSMCP serving \$3.4 trillion industry. SEMA equivalent for logistics companies.
- Published - *Indiana University Business Journal*.
- One of small team to develop AT&T's consumer strategy
- Founded and funded 5 business by 45, two achieving revenue of \$70 and \$100 million respectively

- Selected for 2-year values-based leadership program by the Aspen Institute
- Selected as mentor for “Woman in Power” - a program developed to support and encourage young successful New York-Based woman

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 checked="" type="checkbox"/> Human Resources Management |
| <input type="checkbox"/> Product Management | <input checked="" type="checkbox"/> Business Management/ Development |
| <input type="checkbox"/> OEM Design/Technology | <input type="checkbox"/> Sales |
| <input type="checkbox"/> Brand Management | <input checked="" type="checkbox"/> Business Technology |
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Data Management |
| <input checked="" type="checkbox"/> Marketing | <input type="checkbox"/> Internet Utilization |
| <input checked="" type="checkbox"/> Strategic Planning | <input checked="" type="checkbox"/> Other (specify): |
| <input type="checkbox"/> Public Relations | Quality (IATF certification) |
| <input checked="" 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 degree and business experience began in finance. My passion and interest are in building small companies and developing the people within them. I chose the automotive aftermarket because I love the people in this industry and the complexities of the powertrain in particular. I’m interested in helping create a robust marketplace for small businesses in the automotive aftermarket to focus on their business—creating better and more innovative products for vehicles.

The powertrain is at the heart of some of the most difficult questions facing the aftermarket.

- How to balance relationships with OEMs.
- How to access calibration software to calibrate hard part changes to vehicles.
- Collaborative work with government to gain support for and understanding of our industry.
- It’s a new world: Next-generation relationship with automobiles, self-driving cars and electric cars.

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

- Inaugural Class of Henry Crown Fellows at the Aspen Institute (1997). Established to develop the next generation of community-spirited leaders.
- Co-founded and built a school for children with autism in Manhattan in one year. Opened in Manhattan September 2011. The school currently has more than 100 students.
- Building two businesses with revenues of \$100 and \$70 million, respectively.
- Owning, operating and building Magnuson Superchargers with superior power, durability, and drivability for race, street and off-road and around the globe.

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.

- **Next generation's relationship with vehicles** leading to electric cars, self-driving cars and shared vehicle usage.
- Relationship with OEMs—**Managing OEM risk**. OEMs see the aftermarket as a partner, other times as a competitor, and even—at times—a threat to the safety of their vehicles and brands. Access to calibration software, early access to vehicles and vehicle specifications carry unexplored risks as OEMs add self-driving features due to the potential for cyber-attacks on vehicle systems. There remains the age-old trade-off to support customers who want fast, highly modified cars and the concern and cost of additional warranty and product liability. How do OEMs support and distance themselves from the aftermarket at the same time?
- **Government and political apathy** for the automotive aftermarket. Government regulation often mirror underlying societal trends. **Global warming:** CAFE standards are becoming tighter. This causes automakers to downside vehicles and make the very cars our customers want less available. The EPA is taking a stronger position on exhaust gases. **Safety:** In our domestic market, safety has taken on an almost religious fervor. **Freedom:** For our youth, cars are becoming less sexy than a cell phone. Consumers are questioning whether we should even drive our own cars.

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?

Without question, it is the next generation's relationship with vehicles. Is a \$1,000 iPhone more valuable to our youth to access the world than a car? Will we as a nation naively move to electric cars without calculating the carbon footprint and cost of making electricity from fossil fuels because we want to appear socially conscious?

This question, I believe, drives our relationship with OEMs and our regulatory fate.

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 have a far greater appreciation for what SEMA is doing than I did a year ago. Certainly, technology sharing and a CARB testing location and support are excellent examples of help that directly benefits members.

I would invest in activities that would help us understand and prepare us for our future (market research and education on how to thrive in a very different aftermarket).

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

1) Breadth of experience 2) keen listener 3) creative and 4) strong team player.

I have had the benefit of working in very large companies at a senior level (AT&T) and have owned and small companies both within in the automotive aftermarket (13+ years) and outside its borders. I have worked domestically and worked and lived overseas. I have a good understanding of long-term strategy and the underlying economic impacts. At the same time, I know what it takes to put meat on the table for employees each week.

My colleagues and friends will tell you I am an excellent listener and creative problem-solver.

I am a team player and have no problem stepping into a leadership role when required. My education is financial, but my experience is strategy, business development, and as a serial entrepreneur founding and leading companies.

We are facing a significant business disruption in our marketplace that will have far-reaching consequences. I have had direct experience in three industries and have seen how this can play out. I hope that these lessons will help direct the outcome and our future.

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

1. The inability to engage the Democratic Party in the support of our industry.
2. Inability to target communications so that member companies take advantage of the ones most useful to them. Perhaps this is a strength—there are so many.
3. A potential weakness (or untested strength), the ability to re-invent itself and thrive in a very different marketplace.

12. How about its strengths?

1. The caliber, dedication and energy of its staff, leadership and Board.
2. Its size and diverse membership across all aspects of the automotive aftermarket.
3. Its ability to convince OEMs to participate vigorously.
4. It's warmth, passion, compassion and inclusiveness.

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?

- The impact on SEMA members on the relationship between consumers and their vehicles.
- What does the aftermarket look like in 10 years, and what does that mean for SEMA members? Where are the opportunities?
- How do we embrace both sides of the political aisle?
- How can we help SEMA members develop scale?

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 enjoy working with people from all walks of life. I am a problem solver. I am very passionate about whatever I do. I care more about people than things.