



SPECIALTY EQUIPMENT MARKET ASSOCIATION

BOARD OF DIRECTORS CANDIDATE QUESTIONNAIRE 2018 ELECTION YEAR

Tom Deery

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 more than 40 years of experience in motorsports events, series and operational administration. I have a comprehensive knowledge of the motorsports industry, including sanctioning, sales and marketing, and operations. I have served as a corporate officer with responsibilities of multiple business units.

I am currently president and COO of World Racing Group Inc., which includes the World of Outlaws Craftsman Sprint Car Series, World of Outlaws Craftsman Late Model Series, Super DIRT Series and DIRTcar Racing, which sanctions more than 5,600 races a year, in addition to ownership of a racetrack in Volusia County, Florida.

I joined World Racing Group in February 2006 and was named Interim CEO in May of 2006 and held the position until January 2008 when I was named president and COO.

Previously, I was senior vice president–motorsports of Rand Sports and Entertainment Insurance. At Rand, I developed specialized insurance programs for race tracks, teams and sanctioning bodies growing the company to one of the top companies in motorsports insurance.

I also served as the vice president, Weekly Racing and Regional Touring Series for NASCAR from 1996–2001. In that period, NASCAR experienced tremendous growth and development. The department was responsible for 100 sanctioned tracks and 10 regional touring series operating 2,000 sanctioned events a year.

Prior to NASCAR, I was the general manager of Rockford Speedway and Deery Companies in Rockford, Illinois.

I am a graduate of the University of Wisconsin–Platteville and earned a Bachelor of Science degree in Business and Economics.

Over my career, I have promoted and organized nearly 3,000 race events, developed and operated traveling sanctioning bodies and consulted on track construction and business management for facilities.

I have also been a featured speaker at more than 30 industry conferences covering topics from concessions to rule development.

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:

- Currently president/COO of largest grassroots motorsports sanctioning body; World of Outlaws and DIRTcar Racing.
- Assembled industry stakeholders, in three dirt racing divisions, creating collaborative developments in technical rules, event procedures, safety initiatives and industry awareness. Represented all sides of the motorsports community throughout my career.
- Served on Rockford Area Convention and Visitors Board, serving as Board chairman when relocated to Florida.

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:

- Speaker, panelist, moderator at multiple RPM Promoters Workshops.
- Speaker, panelist at Race Track Business Conference (RTCB).
- Founding member/president of Illinois Motorsports Society (IMS)– legislative advocacy group.
- Member of the SEMA Race Track Council (circa '90s).
- Recognition of event promotions by RPM, Speed Sport, IMPA.

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

<input type="checkbox"/> Manufacturing	<input checked="" type="checkbox"/> Motor Sports/Racing
<input type="checkbox"/> Distribution/Logistics	<input checked="" type="checkbox"/> Vehicle Shows/Auctions/Exhibitions
<input type="checkbox"/> Supply Chain	<input 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 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 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):

- Public Relations
- Crisis Management
- Regulatory Compliance
- Legislative/Lobbying

Insurance

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?

- A deep understanding of the motorsports side of the industry from the sanction/event/participant/facility perspective. Forty years of experience in the industry and executive positions for industry leaders; NASCAR, World of Outlaws and DIRTcar.
- An ardent advocate for the grassroots and the vast universe of casual to professional motorsport participants and consumers.
- I would bring a creative and unique perspective to the Board, building a link between the motorsports enthusiast, the industry leadership organizations and the manufacturers.
- PRI and other initiatives have opened a large segment of the performance industry for membership and representation. It is appropriate and serving to include a motorsports representative's voice on the Board of Directors.
- Engage the motorsports community and organization, sanction bodies and stakeholders in bridging the message of SEMA, including communicating the SEMA mission, legislative/regulation efforts and resources to the motorsports community.

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

- As a leader in the racing community, building successful series and events.
- Spearheading the assembling industry leaders and creating a collaborative environment advancing technical and competition industry direction.
- Presenting meaningful events for participants and fans with professional approach without losing the grassroots nature.

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 automobile, notwithstanding the mechanics of how it works, remains one of, if not the most important asset a person owns. Their automobile defines them.

Creating that personal definition is the most important part of the vehicle industry, certainly defined by the manufacturers, however the personal stamp, and what the consumer can do is what drives the industry. The search to create that definition remains the greatest opportunity for the industry.

People love their vehicles and love to have fun with them. The love survives all roller coasters; economic, social, and personal.

As production vehicles take new paths in design, power source, and use, the opportunity remains huge for the vast market of the enthusiast; who will modify, accessorize, personalize and race.

The elusive youth —Millennials to Generation X, Y and Z are a challenge to engage, however, cars are still cool. And what the SEMA membership does makes them cool!

Connecting the opportunities with the consumer is the challenge for all businesses in the rapidly changing communication universe. As an organization, learning, teaching and demonstrating communication processes and how to impact the business remains a priority.

Most importantly, a strong and focused collective organization is the best prevention of an aggressive legislative attitude. The watchful eye and powerful membership is critical monitoring regulatory agencies and our own government's threat to our business.

Challenging the membership to get involved, becoming proactive is the priority.

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?

Engaging the membership and using their resources to advance the principles of the organization. SEMA captures the full attention of the industry with the SEMA and PRI Trade Shows. Using those platforms to rally the membership to an active role.

The power in numbers is there. The organizational mechanics are in place. It's time to amplify the SEMA voice in the legislative world and communicate to the enthusiast.

Personally, sharing the resources and value of the organization to an untapped market within the motorsports universe.

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?

The motorsports world is fragmented, is parochial and lacks a common voice. Government regulations (like the RPM Act) could cripple the industry. Using the ownership and management of PRI as the base, it is natural that SEMA/PRI becomes the motorsports voice of the industry.

Competition with a vehicle has been a constant since the first horse vs. motorcar events, and it will continue.

The PRI Trade Show has opened a large segment of the performance industry for membership and representation, and it would be a personal priority to engage the motorsports industry as the bridge to the organization.

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

A strong board performs when all perspectives are seated at the table. I would bring a unique perspective from business and a deep perspective of the broad-base motorsports world. With management experience from a Wall Street public company to a family-owned business creating a deep understanding and outlook, I possess a "hands-on" and "dig-deep" nature that offers a bottom-up perspective.

The issues, whether identified above or as they appear, require a broad perspective, challenging the status quo and asking; "what if?"

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

- Fully utilizing the ownership of PRI.
- Firing up the membership to protect our industry.

12. How about its strengths?

- A dedicated staff and an unbelievably diverse membership base that shares the love of the vehicle.
- Two incredible industry trade shows that dominate the market.
- A treasure of member resources.

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?

- State and federal laws and regulations and their impact on the freedom of the vehicle, competition, customization and operation.

- Trends and utilization of communication process to the membership and the automobile enthusiasts.

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:

- A plain speaking, get it done career.
- Thoughtful principled leadership.
- A passion for motorsports and its history.
- Experience from a family business to a Wall Street public company to private equity.
- An ardent advocate for the grassroots and the vast universe of casual to professional motorsport participants and consumers.
- I would bring a creative and unique perspective to the Board, building a link between the motorsports enthusiasts and the industry leadership organizations and the manufacturers.