



SPECIALTY EQUIPMENT MARKET ASSOCIATION

BOARD OF DIRECTORS CANDIDATE QUESTIONNAIRE 2018 ELECTION YEAR

BRIAN LOUNSBERRY

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've been in my current position as CEO of Motovicity Distribution since 2016. I am responsible for leading the company in vision, leadership and managing the corporate operations and resources.

My career started in 1995 sweeping a shop floor and customizing cars. That consequently began my career path in the aftermarket industry. I've spent a decade working as a technician installing, managing, selling and troubleshooting many of the products Motovicity offers today. Of the four companies I had worked at, I always ended up being the shop manager and was fortunate enough to get to work on incredible projects, some being SEMA Show cars.

In 2005, I took a risk and moved into the corporate side of this industry. Being an outgoing person, I started the next phase of my career as Motovicity's new business developer. Since my start, I have been hands-on with just about everything this company has done. My titles may have changed from new business developer, sales manager, vice president of sales & marketing, and CEO, but my passion for this industry has not. My role at Motovicity has been so much more than my titles can describe. I have enjoyed building this company and its infrastructure immensely while working with incredible professionals and building sound relationships with suppliers and customers that will last a lifetime.

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:

In addition to holding a seat on Motovicity's board of directors, my involvement in automotive industry initiatives have been primarily support roles of trade associations and shows, as an advocate for our industry and as a relationship builder and advisor for manufacturers and business colleagues alike.

As part of a past SEMA Congressional District Site Visit Program, we hosted U.S. Congressman Sandy Levin's tour of our warehouse and discussed our mutual eagerness and efforts to see the industry thrive. Our involvement in 2016's SEMA Cares Pinewood Drag Races began as a company event with derby race eliminations and ended with one of our very own derby cars taking 2nd place in the Unlimited Class at the SEMA charity event and recipient of the People's Choice award. It was a fun and rewarding experience that I look forward to participating in again.

Most recently, I served on SEMA's Rep Agency of the Year Task Force and participated in SEMA Education's youth engagement activities involving local middle students who attended the 2018 Detroit Autorama where SEMA staff and industry volunteers encouraged their involvement in and exposure to the aftermarket industry as we know it.

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:

2007—Key driver and creator of Motovicity's second B2B website.

2008—Designed and revolutionized Motovicity's order entry software system.

2008—Established a successful sales and marketing strategy that assisted a major suspension company in becoming accepted by a wider mainstream audience and significantly increased sales for that category. This accomplishment helped me gain a fundamental understanding of what consumers want. I've tailored similar versions of this program multiple times since with equally positive results.

2009—Established a successful company growth plan that we utilized over the next few years based on its transformative results.

2012—Created, developed and managed Motovicity's entrance into the modern musclecar segment. This includes the build of a demo vehicle, highlighting the brands that helped usher us into this new direction, and personally drove it in 2012's *Hot Rod Power Tour*.

2013—Motovicity won SEMA's Warehouse Distributor of the Year award.

2014—With BMX legend Bob Haro, oversaw and assisted in the design of Motovicity's new logo and company branding.

2014—Established a successful sales and marketing strategy that transformed an iconic brand's suspension category in the North American market. Program went from a handful of coilover kits sold annually to more than \$500,000 in revenue in the first year of the new strategy implementation. Now, the category for the company is postured as a main staple in the market.

2015—Established and oversaw a new division of Motovicity, called Mport Group, dedicated to special projects and overseeing imported brands. Provides sales and service for the imported brands and offers a unique manufacturer type of experience inside of our B2B environment for companies who lack a North American footprint.

2015—Key creator in the production and management of the HKSUSA website and Facebook page to reach consumers and provide additional brand awareness.

2016—Established Motovicity's first ever annual time attack racing event—SpeedRing! The race embraces retailers, consumers, media, manufacturers and racers who support our industry's track circuits.

2016—Drove in the hottest *Hot Rod Power Tour* ever, from Kansas to Louisiana.

2017—Nominated and made it to the final round for a seat on the SEMA Board of Directors, losing only to an industry peer that I respect and admire.

2017—Recognized long hauler of the *Hot Rod Power Tour*, driving my '65 Plymouth Fury 3.

2017—Developed new company mission, core values, vision and strategic goals for Motovicity's next five-year plan.

2017—Led the overhaul of Motovicity's product information database in our ERP. Established a user interface that allows approved staff the ability to change information instantly.

2017—Created version three of Motovicity's B2B website with multiple features never before seen in a B2B website in the aftermarket industry, setting the bar even higher for satisfying the customer experience.

2018—Onboarded and oversaw the implementation of an advanced supply chain software installation.

2018—Created Motovicity's first ever NeverLift half-mile racing series.

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 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 checked="" type="checkbox"/>	Accounting
<input type="checkbox"/>	Vehicular/Product Design/Innovation	<input checked="" type="checkbox"/>	Human Resources Management
<input checked="" type="checkbox"/>	Product Management	<input checked="" 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 type="checkbox"/>	Advertising	<input type="checkbox"/>	Data Management
<input checked="" type="checkbox"/>	Marketing	<input type="checkbox"/>	Internet Utilization
<input checked="" type="checkbox"/>	Strategic Planning		Other (specify):
<input checked="" type="checkbox"/>	Public Relations		_____
<input checked="" type="checkbox"/>	Crisis Management		_____
<input checked="" type="checkbox"/>	Regulatory Compliance		_____
<input checked="" 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?

Creative problem solving and strategic visioning are, I believe, my most valuable skills that could help SEMA shape the direction of our industry. Coupled with a lifetime of consuming the products offered in this industry, I have developed a skill for helping companies connect customers with products. I have advised dozens of small- to medium-sized manufacturers as they navigate the complicated process of product acceptance and consumer satisfaction.

I am most passionate about helping the next generation find influential leaders and aspiring roles in our industry. Additionally, helping manufacturers understand why data is so important in today’s changing market. I believe my straight-forward communication style and keen ability to relate with manufacturers and consumers can help alleviate some popular misconceptions.

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

Becoming the CEO of the company I love so much has been the most enjoyable and rewarding achievement so far in my career. It provides the challenges I enjoy and thrive on. While incredibly fun and at times difficult, it’s sometimes surreal just how a small-town car fanatic like me could become the leader that I am today.

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.

While there are many opportunities and threats facing the specialty parts aftermarket, there are specific opportunities to be considered:

1) Assisting talented young business members in connecting with industry leaders and vice versa. Helping connect these groups can ensure the longevity of this industry, encourage collaboration in vehicle builds, media efforts, job creation and development, and in finding solutions to industry challenges, such as governmental safety and emissions compliance and regulation.

2) Helping SEMA members and manufacturers understand the rapidly changing shopping experience younger business owners and consumers are becoming accustomed to and now demand. Having accurate product data/media available online is an important key to success in today's information age. Not making this a priority has the potential of allowing others to be the first to market with this information; the same information buying decisions are based on. Success is not about being first to market a product alone; the product information must be available at the same time as its release. If not, there is an increased level of risk that includes having the product replicated by someone else who sees and takes advantage of that missed opportunity.

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?

Assisting talented young business members in connecting with industry leaders and vice versa is where I see SEMA could make a considerable impact in the direction of our industry's future. And this is one area where my expertise and network could be of value. I would help facilitate bringing these groups together and emphasize why this is an important priority. To expedite a positive outcome, I would assist SEMA in determining who the respected influencers and leaders are for both groups. Then give them the platform to voice what their group's interests are, what they see as opportunities and threats, and explain the realities that are important for their businesses all to enhance collaboration efforts. If we cannot get the younger people involved and assist them on moving up the ladder, it could deter these people from starting and staying in the industry.

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 know that the Board is pursuing many initiatives, with the RPM Act being front and center of one of the most important issues facing this industry. I have personally seen SEMA's congressional community in action, and feel that they are on the correct path and armed with the support of many. We need to remain vigilant and continue placing emphasis on this issue and maintain the engagement of its supporters. I am proud to see SEMA and its membership contest the current and potential restrictions placed on the automotive aftermarket in an effort to preserve its history and its future.

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

I am uniquely qualified to help address the issues identified above by way of experience, dedication, passion and my ability to identify and remove roadblocks that stand in the way of meeting an objective. I also have a direct line to Motovicity's customer base which is composed primarily of Millennials. They have been a missed target of the efforts by many to reach, connect with and get participation from. I am prepared to utilize my professional experience and network to support SEMA Board members and their initiatives to keep SEMA moving forward.

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

SEMA's weakness is in market participation. Our evolving industry is enjoyed by many, and as the key lobbying group in our industry, SEMA could benefit from expanding its membership to include everyday enthusiasts. The larger the membership, the better we can influence key decision makers to understanding why our industry is crucial to the nation's economy.

12. How about its strengths?

SEMA has a great opportunity to help direct the future of the specialty parts industry with its large, global membership base, widespread media partners and political network. SEMA has influential power that helps to preserve this industry that is so important to all of us.

Additionally, the SEMA Show is a great way to encourage business development by way of new introductions and expanding existing networks that are key to business prosperity and longevity.

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?

1) Strategies to build relationships between the young newcomers and older business community.

2) Bring forward resources and connections that will benefit manufacturers in creating and updating product data and media.

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 am inspired by our industry leaders, and I hope to leave behind a similar legacy. Our leaders share common traits that are admirable, which I strive to possess: the highest level of integrity, passion and drive; innovation; and persistence. I've enjoyed the road my professional development and growth has taken me on, and I've become a better, more improved version of myself in the process. As a steward of the aftermarket community, there is nothing more fulfilling than to see the fruits of our labor show itself in the form of membership growth, satisfaction and development.