



SPECIALTY EQUIPMENT MARKET ASSOCIATION

BOARD OF DIRECTORS CANDIDATE QUESTIONNAIRE 2018 ELECTION YEAR

JON PULLI

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 graduated from Franklin & Marshall College in 2004 with a Bachelor of Arts in Accounting and Finance. In 2002, during college, I co-founded JSC Speed, an e-commerce performance part retailer that specialized in sport compact. I managed operations, purchasing, HR and sales. In 2007, I sold the company. After the sale in 2007, I immediately co-founded Turn 14 Distribution—a 100%-wholesale-only performance part distributor. Today, I continue to serve as CEO with direct control over purchasing, operations and planning.

In my current role, I split my time equally between strategic planning, differentiation development and current operations management. My specialty is combining entrepreneurial drive and systematic operation to sustain long-term growth.

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 regards to SEMA, I served as a YEN select committee member from 2013–2015 and most recently served on the 2017 Show Committee. In 2015, I hosted a SEMA Town Hall at Turn 14 Distribution, and I have been a SEMA member since 2002. I have been to all but one SEMA Show since 2002, as both a buyer and exhibitor.

I was a member of and supported Performance Warehouse Association from 2008–2016.

Philanthropically, I donate regularly to Philabundance (local food pantry), Stand Up to Cancer (cancer research), Childfund International (supports children in need) and Toys for Tots (supports children in need). Annually, Turn 14

Distribution holds donation drives for various charities. In 2017, more than \$10,000 was generated and donated.

In addition, I am a Kappa Sigma member and an avid car enthusiast.

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:

I have a humble nature and prefer to highlight the accomplishments of my colleagues, partners and team; to that end I often decline person recognition. The following are achievements I am proud of:

- Named a *SEMA News* 35 under 35 award recipient.
- Started two successful companies with zero investment, literally zero.
- Co-founded Turn 14 Distribution in 2007 with Chris Candido and helped the company become 2016 SEMA WD of the Year in under 10 years from its inception.
- Employing more than 200 people with high-quality jobs that have career potential, strong pay and strong enough benefits to support having a family.
- Successfully running a company with a healthy work-life balance, not only for myself, but for my employees.

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 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 checked="" type="checkbox"/> Business Technology
<input checked="" type="checkbox"/> Advertising	<input checked="" type="checkbox"/> 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	_____
<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 expertise revolves around the planning required to reach long-term goals, and my track record speaks to my success in this area. I bring the perspective of the industry's youngest national wholesale distributor; Turn 14 Distribution's sheer existence means we are doing things differently, and I believe the board could use that perspective. My concerns revolve around the industry's ability to adapt to the future; emissions regulations and electric vehicles are areas where the small business that make up our industry need help to evolve. Additionally, the dynamic shifts that have taken place in sales channels over the past decade also warrant focus. In both of these areas I have been centrally located as a wholesale distributor to witness how each manufacturer and retailer has adapted. I'm passionate about our industry having a prosperous future. I believe the perceived lack of youth involvement is a symptom—not a root cause that should be treated. The root cause of waning youth interest, in my opinion, is surrounded by our industry's unclear path forward.

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

See answer to #3 above.

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 rapid evolution of e-commerce continues to force companies to change their roles to remain competitive. The companies that focus on creating value in their sales channels will continue to find opportunities, while those who don't are left behind.

Consolidation—which is prevalent now and will continue to be for the near to mid-term—creates both opportunities and threats as dramatic shifts continue to take place in the sales channels. Often backed by external capital, these mergers have changed the core values of longstanding organizations for both better and worse.

Electric and self-driving cars have materialized as a definitive upcoming obstacle, threatening the growth potential of those focused exclusively on traditional power plants. As 50% of the moving parts are eliminated from vehicles, there is clearly a

threat to all of our current models. However, it is our job to mitigate this threat, innovate, and find the opportunities it provides.

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?

Electric, alternative-fuel and self-driving cars have the potential to have the largest impact on our industry's future. Devoting time and resources into understanding these technologies in order to help SEMA members navigate these changes is a primary goal of mine, otherwise we'll all be blindsided.

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 appreciate the current Board's emphasis on transparency and engagement, and would seek to maintain it. Additionally, I would focus on emerging vehicle technologies, and I would add more resources for SEMA members in the areas of brand equity and best business practices.

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

I started my first SEMA-member company at the age of 20. Being part of the industry for all of my professional career has given me a unique blend of youth and experience. Starting in retail and transitioning to wholesale has afforded me insights into all the levels of the sales channel, and I have had the opportunity of doing business with some of SEMA's most prominent member companies and individuals. I represent the demographic of business owners who started with the birth of e-commerce in the early '00s; I started in a basement, and now I have a multi-state wholesale distribution company.

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

A diverse member body makes it increasingly difficult to service all members equally; size inherently creates bureaucracy. Beyond business focus, i.e. manufacturing, distribution, retail and representation, there are market differences, i.e. classic vehicles, modern truck, muscle, etc., and regional differences, i.e. East vs. West Coast that compound some of the differences. SEMA objectives that focus on West Coast musclecar restoration don't necessarily speak to a Subaru specialist in Connecticut.

12. How about its strengths?

Focused leadership and the size and scope of the organization make it a meaningful representative body that stands as a unifier in our industry

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?

Understanding emerging vehicle technologies and vehicle standards and the industry's ability to meet and live within those standards.

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 a pragmatic leader capable of seeing a variety of perspectives and coming up with creative and unique solutions. For this reason, I believe my input would be a worthy addition to the Board. I have a business background and over a decade of on-the-job learning from growing and organizing my own businesses to collaborating with other companies to grow theirs.