



SPECIALTY EQUIPMENT MARKET ASSOCIATION

BOARD OF DIRECTORS CANDIDATE QUESTIONNAIRE 2018 ELECTION YEAR

STEVE WHIPPLE

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:

History:

- I started in this industry 40-plus years ago and never left or had a break in service.
- May 27, 1976, I went to work for Garden Grove Racing located in Garden Grove, California, at 17 years old. In 1978, at 18, I became the store manager running a \$2.5-million-a-year business. The business name changed to Super Shops Inc. later that year.
- At 21, I became regional manager supervising 12 speed shop stores.
- At 25, I moved to district manager responsible for four regional managers supervising 58 stores.
- At 28 became west states sales manager responsible for all operations west of the Mississippi. After 22 years, I left the company prior to its demise.
- In 1997, I went to work for Hooker Headers as director of sales and marketing, was there a short time until the company was sold to Holley.
- Two days later I went to work for Nitrous Oxide Systems Inc. (NOS) as director of sales and marketing responsible for all sales and marketing functions. I was there up to the day NOS was acquired by Holley.
- The next week I started working at Edelbrock as the national sales manager; six months later was moved to vice president of sales.
- As the vice president of sales and marketing, I'm one of four senior executives that form the executive team at Edelbrock.
 - The team:
 - Makes all operational decisions.
 - Develops operational policies.
 - Manages overall financial budgeting for my area of responsibility.
 - Approves requests for investment.

- Approves hiring and firing requests.
- Recruits key people to fill core roles and responsibilities.
- Takes responsibility for talent development.
- Ensures clarity around priorities and goals.
- Sales management of all accounts, including GM, Ford, Chrysler, John Deere, all performance distributors worldwide as well as industrial accounts.
- Drives the brand strategy with the marketing team.
- Drives new product idea generation focusing on the next new exciting break through.
- Responsible for all advertising and marketing functions.
- Responsible for all warehouse and logistic operations.
- Works with other senior executives to develop short- and long-term strategic plans.
- Establishes measurements to gauge success.
- Attends all board meetings interacting weekly with board members and private equity owners.

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 have been a select committee member of MPMC since 2014. I chaired many task force initiatives as well as participated on several task forces. I've really enjoyed volunteering on the MPMC committee; it feels like I'm making a difference. It's been a feel-good thing for me.

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:

- 2015 Performance Warehouse Association (PWA) Person of the Year 2016 MPMC Chairman's Award
- 2017 MPMC Chairman's Award
- Many business accomplishments, too many to list.

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 |

- Product Management
- OEM Design/Technology
- Brand Management
- Advertising
- Marketing
- Strategic Planning
- Public Relations
- Crisis Management
- Regulatory Compliance
- Legislative/Lobbying

- Business Management/ Development
- Sales
- Business Technology
- Data Management
- Internet Utilization
- Other (specify):
- _____
- _____
- _____

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?

I'm a car enthusiast at heart; I understand what that means. I also understand what the speed shop or installation center challenges are. I understand the challenges of the various distribution channels. I understand the challenges that manufacturers have. I see the opportunities and I see the hazards and threats. Having this unique experience gives me the perspective to help guide and shape the direction of the industry. Being that car enthusiast, I'm concerned about the aging consumer, the ratio of consumers exiting verses the entry of the youth. I'm also passionately concerned about the regulatory threats and the strain it can put on so many SEMA members. It's now my responsibility to give back to the industry and help these issues and make a better place for those that follow.

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

I am most proud of the men and women who work for me. I would like to think I contributed to their success and helped mold them into the professionals they are today. Nothing gives me more pride than the people I've had a chance to positively influence over the last 40-plus years. Being nominated for PWA Person of the Year was very humbling and an honor to receive. Being involved in SEMA's MPMC has been very rewarding. And being part of a small management team that pulled Edelbrock out of near disaster in 2009 during the second great depression was an experience I'll never forget. I'm very proud of helping the Edelbrock family survive through those dark days as well as the 500-plus employees.

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.

Opportunities:

- Aging consumer demographic, consumers exiting faster than the youth coming in.
- Regulatory issues threatening our industry. Chance to educate SEMA members on guidelines to operating in compliance of EPA, CARB, Prop 65 etc.
- Challenges companies have hiring skilled people to fill important roles within their organizations.

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?

Regulatory issues threatening our industry, figure out ways to educate SEMA-member manufactures on regulations that violate regulation. Many of these companies are small and just don't know the regulations. Sending these people email or sending them to a website isn't going to get the job done. Their needs to be some face-to-face in their place of business. These small companies are giving the industry a black eye. The effort put forth is not equal to the extent of the threat.

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?

Other than what's discussed above, I think so. Engaging the youth has been a priority and engaging consumers at SEMA via SEMA Ignited has worked, however, we still don't have an official consumer SEMA day.

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

My 40-plus years in this industry working in the trenches everyday keeps me relevant to today's industry needs. Being passionately engaged in the everyday business at all levels has allowed me to have a well-rounded background that can contribute in industry conversations.

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

Engaging membership face-to-face, learning the challenges that member businesses have. Collecting data and forming short-term and long-term solutions, when applicable. I don't see enough engagement from the association and the members it serves.

12. How about its strengths?

- SEMA Show, website with endless resources.
- Councils that cover so many areas.

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?

Most of those issues are listed above, others would come from listening to members.

Part 5 – Personal/Professional Attributes

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:

Very focused, goal-orientated individual wanting to give back to the industry I love.