



SPECIALTY EQUIPMENT MARKET ASSOCIATION

**BOARD OF DIRECTORS
POTENTIAL CANDIDACY QUESTIONNAIRE – Round 1
2026 ELECTION YEAR**

NAME: Albert “ Mike” Anderson	TITLE: President
COMPANY: Collision Advice	ADDRESS: 6715 Oak Drive Alexandria, Va. 22306
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EMAIL ADDRESS: mike@collisionadvice.com	MEMBERSHIP CATEGORY: Consultant – Training

Mark one:

If selected, I will accept a nomination as a candidate for the SEMA Board of Directors.

Thank you, but I cannot accept a nomination at this time.
(If declining, it is not necessary to complete the survey portion, simply return this page)

To be considered by the Nominating Committee as a potential candidate for the Board of Directors’ election, you must complete the following survey in its entirety and return it via e-mail to Staci Bostock at StaciB@SEMA.org .

Deadline to Return Questionnaire: January 9, 2026

CANDIDATE QUESTIONNAIRE

Understand the Requirements and Your Commitment to Serve

As a volunteer SEMA board member, there will be significant demands on your time:

- The term of office for board directors is three years. [Limit is 2 consecutive 3-year terms after which you may be eligible for re-election following a minimum break in service of 2 years].
- Mandatory attendance at four (4) in-person BOD meetings along with 3 virtual board teleconferences per year that include a long-range planning session that can take up to 2½ days. Your first board meeting after you get elected will be in July 2026.
 - Airfare (coach), hotel and travel expenses are covered for board members to attend board meetings. SEMA will reimburse up to \$100 per day for ground transportation as well as up to \$100 per day for meals while attending board meetings. Receipts will be required.
- All potential board candidates must be willing to travel outside the U.S. border, if required to do so, to fulfill their SEMA board duties.
- Support and attend industry functions.
- Be prepared to be a member of working task forces or committees as a volunteer and/or as appointed. These task forces and committees require teleconferences and/or in-person attendance and will require some work between meetings.
- Your company must support you 100% in your commitment and obligations to run and serve on the Board of Directors.
- To qualify as a candidate for the elections, **your company must be a voting member of the Association in good standing. We have renewed our membership. We should be in good standing.**

Always remember that Board members represent the association.

It is the Nominating Committee's responsibility to choose individuals whom they feel are truly committed and would take the position very seriously. With that in mind, please articulate your commitment to the issues below:

- If you are selected as a final candidate, would you agree to run for a seat on the Board?

Yes, I would be very interested and willing to run and if elected serve on the board and fill a position.

Part 1 – Personal/Professional History

1. Please provide a history of your professional background and education (including professional development). Feel free to attach your resume and/or Bio. Describe the specifics of your current job responsibilities:

I have attached my resume and Bio.

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:

I served in various capacities on the board of directors for the Washington Metropolitan Autobody Association when I owned my Collision Centers. I founded the Virginia Automotive Legislation Committee. I served on the Potomac Yards AND Del Ray Civic Association Boards in Alexandria, Va. I served on the Alexandria City Civic Association. I served on the board of my Church First Baptist Church of Accokeek. I oversee the Alex Ingagliato Recovery Foundation. I served as the Collision Director for ASA. I am a member of CIC (Collision Industry Conference) SCRS (Society of Collision Repair Specialists), CIECA, NABC (National Autobody Council), and numerous other Autobody Collision Center Associations which I can provide additional references for.

I volunteered for 22 years whereas I dressed up as the Easter Bunny and Raised money for Children's Hospital in DC for over 20 years. I have also been a guest speaker on Fox news, CBS news, other affiliates. I testified before Congress on the Hispanic worker's summit. Other references and sources can be shared. I also serve on the ASE test writing committee for Collision repair and ADAS.

3. Please highlight specific career accomplishments including, but not limited to, patents received, product innovations, awards and recognitions, publications, marketing or business programs, presentations to business and/or industry symposiums. Share all significant or notable accomplishments:

When I owned my Collision Centers, we were selected the top Autobody shop in the DMV (DC, Maryland, Virginia) area for 33 years in a row. We won the Heart of Alexandria Award. We won the Del Ray Business of the year award. I have won numerous awards from SCRS, I-Car, ASA, ASE, Greco Publishing, and other industry organizations. I can provide documentation. I have received over 82 awards in the Collision Repair Industry. We have been selected as the vendor of the year for training for Infiniti, Nissan Toyota and Lexus. I travel over 300 days a year across the USA,

Australia and Canada conducting training for all Collision Industry Stakeholders such as OEM's, Collision repairers, Insurers, Equipment companies, Refinish companies, distributors, software companies etc. We do training on behalf of 11 OEMs. We do the estimate training for Toyota, Lexus, Porsche, Nissan, Infiniti, Acura and Honda. We have built Glass training for Stellantis; we built and conduct training for Nissan and Infiniti on ADAS and Diagnostics. We deliver training for Rivian for ADAS, HV and repair planning training. We also do training for BMW, GM, Subaru, Lucid, and assist other OEMs with anything specific to Collision Repair. I also publish a state of the industry on a quarterly basis for the Collision Repair Industry. I was the chairperson and spokesperson for Keynote at NACE on three different occasions when it was in existence. I have spoken at hundreds of Autobody trade associations and conferences. I have supported SCRS with their collision repair education at SEMA for over 10 years. I can provide an extensive list of organizations that I have spoken to and support this as well as provide articles, press releases, etc. I have had my own Podcast and been featured on other podcasts as well. I was chosen to have a pilot for a Spike TV show produced by Matador Productions called Autobody Avengers. I have worked as an advisor for other Automotive Related TV shows. I am also currently writing for five different industry trade publications.

4. Please detail other boards (if any) on which you have served or are currently serving:

I have served as the Collision Director for ASA (Automotive Service Association). I have served in numerous positions for the Washington Metropolitan Autobody Association (President, Secretary, Treasurer) I founded and was the President of the Virginia Automotive Legislation Committee. I currently serve on I CAR's membership council. I have served on over 10 different business and local community boards and committees. I am on the board for a Non-Profit the Alex Ingagliato Recovery Foundation. I have served on editorial boards for trade publications such as Fender Bender and Autobody News.

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

- | | |
|--|--|
| <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Motor Sports/Racing |
| <input checked="" type="checkbox"/> Distribution/Logistics | <input checked="" type="checkbox"/> Vehicle Shows/Auctions/Exhibitions |
| <input 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 type="checkbox"/> Human Resources Management |
| <input checked="" type="checkbox"/> Product Management | <input checked="" type="checkbox"/> Business Management/ Development |
| <input checked="" type="checkbox"/> OEM Design/Technology | <input checked="" type="checkbox"/> Sales |
| <input checked="" type="checkbox"/> Brand Management | <input checked="" type="checkbox"/> Business Technology |
| <input type="checkbox"/> Advertising | <input checked="" 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 | <u>ADAS and diagnostics</u> |
| <input type="checkbox"/> Crisis Management | <u>Any area specific to Collision Repair</u> |
| <input type="checkbox"/> Regulatory Compliance | <u>Software OEM Procedures ESMS</u> |
| <input type="checkbox"/> Legislative/Lobbying | <u>Wholesale parts business for OEM's</u> |

6. Please mark each of the specialty industries where you believe you possess a level of expertise:

- | | |
|---|--|
| <input type="checkbox"/> Off-Road | <input type="checkbox"/> Mobile Electronics |
| <input type="checkbox"/> Autocross | <input type="checkbox"/> Tires |
| <input type="checkbox"/> Drag Racing | <input type="checkbox"/> Wheels |
| <input type="checkbox"/> Dirt Track | <input checked="" type="checkbox"/> Collision Repair |
| <input type="checkbox"/> Asphalt Oval Track | <input type="checkbox"/> Other Racing |
| <input type="checkbox"/> Street Performance - General | <input type="checkbox"/> |
| <input type="checkbox"/> Imports | <input type="checkbox"/> |
| <input type="checkbox"/> American Muscle | <input type="checkbox"/> |
| <input type="checkbox"/> Classic Truck | <input type="checkbox"/> |
| <input type="checkbox"/> Modern Truck | <input type="checkbox"/> |
| <input type="checkbox"/> Overlanding | <input type="checkbox"/> |
| <input type="checkbox"/> Powersports | <input type="checkbox"/> |
| <input type="checkbox"/> Accessories | <input type="checkbox"/> |
| <input type="checkbox"/> Restyling | <input type="checkbox"/> |
| <input checked="" type="checkbox"/> Restoration | <input type="checkbox"/> |
- Other (specify):
- ADAS and
Diagnostics

7. Help us understand your experience with SEMA and PRI:

Have you attended either or both shows? Please explain: I have attended SEMA for over 15 years however I got heavily involved when SCRS partnered with SEMA in 2010.

- b. Have you exhibited at either or both shows? Please explain I have not exhibited at either show, however last year we wanted to exhibit at SEMA for our very first time, but we are unable to pull it together in time due to our late request and we would have been in the North Hall as opposed to the south hall with Collision Vendors. We fully anticipate being there this year.
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Part 2 – Personal/Professional Attributes

1. 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?

I believe that as someone who travels over 300 days per year and has done so since 2010 except for Covid, that I can be an ambassador for SEMA in markets and areas where I am speaking at that they may not always reach at a Grass Roots Level. I am very organized and able to assist in connecting the dots due to my collaboration with all Collision Industry stakeholders and more importantly the OEM's that I work with and interact with their various "Silos" and departments. I also served heavily in my community in the past prior to my traveling. I have a deep knowledge regarding accounting and financials with automotive repairers. I am passionate and willing to speak up in a respectful and professional manner if I disagree with something. I am always seeking to connect the dots in our industry of the various stakeholders. For example, in Collision Repair I am working to connect business owners with a better understanding of towing and diversification such as ceramic coatings, etc.

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

The men and women who have granted me the privilege of working with their families and being a part of their life's journeys. I have been blessed to have been recognized and presented with almost every award that our industry offers, however the awards and accolades are not my "Why" my father was injured in the military due to someone not packing his parachute properly. He became a disabled vet, my driving "Why" is not money, nor awards but my "Why" is ensuring that automotive repair facilities are educated and allowed the proper training and equipment to repair vehicles safely and properly. That is my moral compass. So, my most notable achievement is the opportunity to carry on my father's legacy. He taught me that every time we repair a vehicle mechanical or collision we are packing the consumer's parachute.

3. What industry issues are you particularly passionate about?

Following the OEM repair procedures. Being a consumer Advocate, Ensuring and leading the way regarding safe and proper repairs. Ensuring that independent Collision Repairers have a voice and are given the support that a National Consolidator may have.

Albert Michael Anderson

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Alexandria, VA 22305

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DOB: 11- 02-1962

Email: mike@collisionadvice.com

Website: www.collisionadvice.com

Mike Anderson is a former multi shop owner, based out of Alexandria, Virginia. Mike's shops had many OEM certifications, including Audi, VW, Porsche, Nissan GTR and many others. In addition, his staff was Toyota and BMW factory trained as at that time a Collision Repair facility could not be certified unless owned by a dealership.

Mike is an Accredited Master Automotive Manager (AMAM) through The Automotive Management Institute (Ami). He also participates in the development of the Collision ASE testing for technicians and estimators in the USA. Mike also is fully certified in all Collision categories for ASE.

Mike has served on numerous industry advisory committees. Mike is the past director of the ASA Collision Operations Division and has served on the ASA Collision Operations committee. Mike was also one of the longest serving members on the board of directors for The Washington Metropolitan Autobody Association (WMABA) and the VA Automotive Legislative Committee. He has been a member of CIC, SCRS, and the National Auto Body Council and previously served as the State of Virginia Skills USA/VICA Contest Chairman for over 15 years.

Mike has facilitated 20 groups for Collision Repair facilities for over 25 years.

Mike has presented to groups across North America, including Chicago, Seattle, Denver, Boston, Washington, DC, California, Hawaii, Texas, and every other state in the U.S., as well as Australia, Canada and Mexico. Mike travels over 300 days a year working with all stake holders in the Collision Repair Industry. Participants in Mike Anderson's seminars consistently rate them as exceeding their expectations and highly recommend his seminars to others.

Mike also produces a quarterly summary of the latest trends and statistics in the US for the Collision Industry, as well as conducting quarterly surveys of over 28,000 Collision Repair Professionals in regard to Insurer reimbursement. These surveys are called, "Who Pays for What."

Speaking with passion as well as firsthand experience, Mike will not only teach you cutting edge management techniques, but he is guaranteed to leave you laughing as well.

Awards

Mike has received the following awards to include but not limited to:

- NABC's exclusive PRIDE Award for service to mankind above and beyond his business
- City of Alexandria, Virginia's "Heart of the Community Award"
- Awarded and recognized by the Governor of the State of the Virginia for his contribution to the Virginia State Education System
- Disruptive Innovation award from Verifacts
- ASA's Chairman's Excellence Award for Industry Involvement and Contributions
- SCRS Exceptional Service Award

- Process Management Award from Assured Performance Network
- Axalta's Joe Jackson Award
- I-CAR Sustaining Partner Award
- ASA Phoenix Award
- MSO Symposium Award
- AASP SCRS ASA Outstanding Contribution Award
- I-CAR Robert Author Award
- AMI's Training Provider of the Year Award
- Verifacts Guild 21 Stakeholder Award
- The Hopkins House Community Award
- Fairfax County Education/Business Partnership Award
- SCRS March Taylor Award
- Infiniti – Nissan Vendor of the Year award for the last three years.
- Mike's collision repair facilities – WagonWork Collision Centers – were voted #1 overall collision repair facilities in the Washington DC, Maryland and Virginia areas overall for 33 consecutive years.
- Numerous awards in the US Air Force
- Along with over 70 awards in total.

Employment History

- US Air Force 1981 – 1985 Active Duty. Served as security detail for Minute Man Missiles at Whiteman Air Force Base as well as on the Security Detail for Air Force One under the President Regan Administration.
- Wagonwork Collision Centers and Wagonwork Collision Consulting
November 1985 – April 2010
- Second Generation Shop owner became a partner with his father in 1989.
Purchased company from his father in 2000.
- Wagonwork Collision Center II second Location was opened in 2002.
- Collision Advice Consulting Services April 2010 – Present

Industry Memberships and Consulting Accreditation:

- Longest Serving member of the Washington Metropolitan Autobody Association (WMABA)
- Founding member of the Virginia Automotive Legislative Committee (VALC)
- Longstanding Member of CIC (Collision Industry Conference)
- Longstanding member of Committee member of CIC's estimating committee.
- Longstanding Member of SCRS (Society of Collision Repair Specialists)
- Longstanding Member of NABC (National Autobody Council)
- Current and longstanding Member of Mitchell's Advisory Board
- Current and longstanding Member of CCC/Motor's Advisory Board

- Former Collision Operations Chairmen of ASA (Automotive Service Association) the Largest Automotive Association in the United States
- Former Current Subcommittee chair for ASA's Estimating Committee
- Former I-CAR Instructor
- Current and Longstanding member of ASE B Series Test development workshop team 1990 – Present
- Onsite Consulting Services and Financial Analysis provided for over 400 Collision Clients since 1997
- Guest Speaker at the NACE, Northeast, and SEMA trade show
- Guest Speaker, Educator and Facilitator for over 50 various Trade Association Events.
- Panelist at PBES (Paint Body Equipment Supply Conference)
- Facilitator for numerous Twenty Groups of Collision Repair Facilities from around the country.
- Chairmen of the Skills USA contests for the State of Virginia and five other local regional contests since 1986 to Current
- Former Chairperson of the Maryland Skills USA contests
- Former Skills USA National Committee member
- Facilitator for Axalta Performance Services Business Councils for the U.S and Canada from 1998 – 2021
- Facilitator for the Collision Advice Spartan 300 20 groups currently with 200 members
- Member of SAE Society of Automotive Engineers
- Numerous OEM advisory Councils
- Other memberships not listed.
- Featured Speaker at Numerous OEM Conventions and meetings
 - Porsche National Parts Manager's Meeting
 - Audi
 - Toyota/Lexus
 - BMW
 - Honda Acura
 - Nissan/INFINTI
 - GM
 - Subaru
 - Lucid
 - Rivian
 - Volvo
 - Stellantis
 - others
- Financial Expert on Collision Industry KPI's (Key Performance Indicators)
- Represented Collision Repair Facilities during Audits with local and Federal State Tax Officials,
- Worked with the EPA to develop the 6H ruling for Collision repair facilities.
- Collision Industry Consultant for GLG the Gerson Lehman Group Consulting Company to Possible Investors into the Collision Repair Industry
- Collision Consultant to Independent Collision Repair facilities as well as numerous Dealerships and large automotive Consolidators.

- Consulting Services as a Quality Control Inspector to over 300 Collision Repair Facilities in the US.
- Consulted and provided input and developed the Self Certification program for Virginia Collision Repair programs for the DEQ – Department of Environmental Quality.
- Presenter to over 8,000 Collision Repair shops from the US, Canada, Mexico and Australia. (References and statistics may be provided upon request)

OEM's Relationships

Collision Advice works with 11 OEMs to include but not limited to the following:

- Audi
- BMW
- Volvo
- Porsche
- Polestar
- Lucid
- Rivian
- Toyota/Lexus
- Nissan/INFINITI
- Presenter at the OEM Round Table on numerous occasions
- GM
- Stellantis
- Subaru
- Honda – Acura
- Others.
- References available upon request.

Trade Publications

- Featured Author of articles in ABRN (Autobody Repair News)
 - Featured Author of articles in Autoinc (ASA's National Trade Publication.)
 - Featured Author of articles in Hammer and Dolly
 - Featured Author of articles in Fender Bender
 - Featured Author of articles in Body shop Business
 - Featured Author of articles in Collision Insight
 - Featured Author of articles in Autobody News
 - Featured Presenter on Numerous Web casts and Blogs sponsored by Autobody Trade Publications.
 - Numerous other Industry Articles
 - Have been interviewed and quoted in over 500 Collision Repair Trade
 - Featured in financial magazines Market watch, Wall Street Journal, etc.
- Publications. Sources can be provided upon request. Back Issues can be scanned and emailed upon request.

Trade Associations

Michael Anderson has been a guest speaker for State Collision Repair Associations including, but not limited to, the following:

- South Carolina ASA of South Carolina
- Virginia WMABA
- Maryland WMABA
- Washington DC WMABA
- Washington State ASA of Washington
- Pennsylvania AASP
- North Carolina ASA of NC
- Texas TRC
- Kansas SCRS MOKAN
- Missouri SCRS MOKAN
- Connecticut CRA
- Massachusetts MRA AASP
- Montana MCRS
- California Multiple chapters
- Hawaii HAA
- Arizona ASA
- Illinois Casscalades
- Wisconsin WACTAL
- Colorado ASA
- Nevada Reno Collision Repairs Association
- Georgia ASA of GA
- Florida
- Oregon
- Tennessee
- Iowa Collision Repair Specialists
- Other Association References Available upon Request

TV/Media

- Featured Collision Repair Expert on Fox Morning News
- Featured Collision Repair Expert on CBS Evening News
- Featured Collision Repair Expert on Good Morning America
- Featured Collision Repair Expert of WJLA's 7 on your side
- Featured Collision Repair Expert on NBC evening news
- Additional Local Radio and TV specials as well provided upon request.
- Video clips can be provided of above content upon request.
- Featured on Katie Couric CBS Evening News
- Featured on Canadian Cable TV stations.
- Featured on Autobody Avengers on Spike TV

Education and Training

- Ga Military College Institute studied for 2 years and transferred to CMSU.
- CMSU (Central Missouri State University) Studies in Accounting with a minor in Economics one year did not graduate.
- AMI Certified AMAM (Accredited Master Automotive Management Degree)
- ASE Certified

- I-CAR Instructor
- Audi Factory training for Collision Repair
- Porsche Factory training for Collision Repair
- Toyota Factory training for Collision Repair
- Nissan/Infiniti Factory Training
- Car O Liner Training
- Be Tag Flatliner Training
- Dataliner Frame\Unibody School by Reliable Automotive Equipment
- Celette Frame\Unibody School by Reliable Automotive Equipment
- Chief Frame\Unibody School
- Other training references can be provided.

Mike is well versed in both the Technical – Production aspects of Collision Repair as well as the soft skills side i.e. estimating, accounting, Customer service, etc.

Testimonial/Trials/ Court Cases:

Michael Anderson has been an expert witness in numerous trials on behalf of insurers, Collision Repair Facilities, and Consumers. Michael has also testified in the Hispanic Workers summit with the US Senate, Testified in regard to Federal Regulation with Aftermarket Parts, Insurance Regulation and many other subjects.

Personal References

Available upon Request

For written or emailed documentation concerning Michael Anderson of Collision Advice's consulting experiences, biography claims, proof of prior training or awards received, please submit your request in writing either via postal mail or email. Please allow up to two weeks for a response.



SPECIALTY EQUIPMENT MARKET ASSOCIATION

**BOARD OF DIRECTORS
POTENTIAL CANDIDACY QUESTIONNAIRE – Round 2
2026 ELECTION YEAR**

NAME: Mike Anderson	TITLE: President
COMPANY: Collision Advice	ADDRESS: 6715 Oak Drive Alexandria, Va. 22306
OFFICE PHONE: 703 898 0715	CELL PHONE: 301 535 3333
EMAIL ADDRESS: mike@collisionadvice.com	MEMBERSHIP CATEGORY:

To be considered by the Nominating Committee as a potential candidate for the Board of Directors 'election, you must complete the following questionnaire. Please return it via e-mail to Staci Bostock at StaciB@sema.org

As a condition of advancing to the next round of consideration to be on the slate for the SEMA Board of Directors, I hereby acknowledge and consent to SEMA having the discretion to perform a verification of my criminal/civil/government compliance record, education, driving and/or employment background. The results of any such background check will be limited to use by the Nominations Committee. After the election is conducted, any information obtained will be disposed of. This Consent can be rescinded by written notice to SEMA.

Deadline to Return Questionnaire: February 3, 2026

CANDIDATE QUESTIONNAIRE

You have already completed Parts 1 & 2 in the first round. Please complete Parts 3 to 5 as follows:

Part 3 – Industry Perspective

1. What do you consider to be the top opportunities for 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.

SEMA has an opportunity to position themselves with the OEM's and Auto industry specific to technology. I feel that the OEM's should be delivering that information and content at SEMA versus other automotive shows or platforms. I see an opportunity for SEMA to position themselves as the "Premier Automotive Show" whereas SEMA would be the "show" to gain insights into supply chain challenges, Tariffs, technician shortage, ADAS, new vehicle features, and so much more. Data is critical in today's world and that SEMA has the expertise and platform to provide key data insights specific to the collision repair industry and mechanical service sector. For example, the OEM's require specific inspections to be performed on a vehicle after a collision. These inspections are very invasive, and drive up the price of insurance premiums, however they are necessary. There is a huge void in our industry for the manufacturers of for example "collapsible steering columns" to share insights as to why, when, and how these steering columns should be inspected for damage. This opens the opportunity for the equipment companies to provide more advanced and less invasive procedures. SEMA can be the hot bed for more advanced and modern testing. Sema can impact the intersection of safety and technology for all industry stakeholders. Becoming the "Go to Resource" for the mainstream media anything Auto related. To gain a higher level of presence and support from the executive leaders – C Suite from the OEMs. (Telematics, Connected Vehicles, futuristic trends & features, technology) I would love to see SEMA be the conveyer to the consumer on new futuristic Automotive technologies as opposed to a conference like CES. I also believe that SEMA can position themselves with any Chinese made vehicles entering the USA for their launch.

2. What do you consider to be the top 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 impact of ADAS on all aspects of the Auto Industry. I am concerned that there are Federal Initiatives that chase the wrong objectives, such as Autocare creating a rift with OEM's rather than seeking collaborative opportunities. SEMA is positioned for collaboration and working to meet Automakers with a shared interest in safety, rather than competing with automakers to "own" a space. SEMA has the potential to be at the forefront of technological innovation, if the Show were to be a hotbed for technology introduction, and expand past modification, customization, etc. In addition, regarding legislation, I feel that SEMA should be the organization that brings all stakeholders together for solutions to take forward to government officials for solutions regarding ADAS challenges, the need for calibrations as a maintenance operation, as well as more information regarding self-driving vehicle services like Waymo and Zoox.

3. 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?

As someone who is established in my segment of the industry. I feel that I could contribute to discussions and Collaborations with the automakers to better define safe outcomes – especially in the face of technological advancement. This goes beyond making cars cool, to making safety and compliance cool. I have been extremely fortunate to build a large network of connections in the industry which I believe I could utilize to "COLLECT the dots, to CONNECT the dots" I feel that I can also bring an objective perspective in conversations to find solutions. My biggest concern is the impact of ADAS on any customization of vehicles without input to the vehicle manufacturer or government officials.

Part 4 – Association Specific Observations

1. Do you feel that the Board of Directors and SEMA are currently pursuing the initiatives that are critical to the success of the automotive aftermarket? If so, what specifically? If not, what would you place more emphasis on and/or discontinue?

The Show seems like it is gravitating to a stronger sense of connection to technology. From the outside looking in, it appears that the board still has a feel that embraces the art of restoration and modification. From my perspective there are opportunities to strike a balance between hobbyist automotive activities and

activities that really put SEMA in the forefront of the technological evolution.

2. If elected to the SEMA board, what unique qualities, experiences, connections or characteristics are you able to activate during your 3-year term?

The Relationship that I have with automakers, and connectivity to how they train, how they expand their networks within the industry, and the ability to potentially look at ways in which SEMA education can expand past a Show deliverable. Discussing ways to stay connected with attendees throughout the year.

3. What do you see as SEMA's strengths? How do you suggest we better capitalize on them?

The Garage. The media outlets and ability to push communication. SEMA is a marketing engine. How can that be leveraged so that Auto makers, suppliers, etc. view SEMA as the way to get their messages to consumers, repairers, etc.?

4. What do you see as SEMA's weaknesses? How do you suggest we address them?

SEMA does not have the mainstream media attention that other shows have. If there was a broader network of coverage, SEMA could attract higher profile presentations being seen in other venues, and more technology releases. NVIDIA, OEMs, etc. Why are they at SXSW / CES and not doing those same types of things at SEMA? Often times when I am reading other trade publications Automotive News, Ward, others, they mention other conferences such as CES in a large way, yet they have minimal mention of the SEMA show.

5. Knowing the SEMA Show is a big component of the association; how do you see the evolution of the show in the future?

The SEMA show has an opportunity to be the platform for training for all areas of the automotive industry. To tap into the needs of technicians, not just owners and managers of auto facilities. In addition, there are a lot of companies including my own that facilitate twenty groups whereas owners and managers get together on a quarterly basis to benchmark performance. These groups exist in the towing

industry, glass, autobody, service, PDR, etc. There is a huge opportunity to partner with these groups to grow attendance at SEMA. In addition, SEMA also has the opportunity to bring in other segments of industry such as Glass, Towing and PDR. Even though they have their own conferences, I see huge opportunities for bringing them for a true automotive show.

Part 5 – About You

1. Why do you want to join the Board of Directors?

I am 63 years old. I came into the industry in 1985 after serving in the Military. It is my desire to leave the industry better than I found it. To give back to an industry that has given so much to me. I am blessed in that I have accomplished a lot in the Collision Repair space in helping and supporting men and women who keep the American public on the roads in safely repaired vehicles. With that said, I feel that SEMA would allow me the privilege and honor of supporting, encouraging and assisting others in the automotive industry in other aspects of the industry that I have not had the opportunity to serve. To continue to serve and give back to others. In addition to bring a perspective of towing, glass, PDR, Collision Repair, and ADAS.

2. 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:

My father was one of nine kids in a poor family in Virginia. My dad faked his birth certificate and went into the military at age 16. While serving in the Military, my father was on a mission jumping out of an airplane and his parachute did not deploy properly due to someone ***“not packing his parachute properly”*** he was injured and spent two years in Walter Reed hospital recovering. His life and his body were never the same again. When my father brought me into the autobody industry. He taught me that my compass was not and should never be about money, but it should be kept top of mind that when we repaired a vehicle we were in essence ***“packing their parachute”*** and we had a responsibility of returning the vehicle back to them to perform as intended. I have always embraced that during my entire career. In our industry so many men and women every single day repair vehicles so that the American public can be confident that their vehicle will perform as the OEM intended. This is my why, this is my moral compass. To do everything in my power to educate shops as to what a safe and proper repair looks like according to the OEM procedures. Lastly, as a member of the military, I learned early on you must serve as a team member before you can lead a team. I am willing to earn my stripes and put in the work. In addition, when I owned my collision repair facilities, we were less than

three miles from Washington DC. I had the opportunity to share insights on a regular basis with the local news media, national news outlets, as well as politicians. Lastly, I credit any success I have achieved to the teams I have worked with while owning my own collision centers and now collision advice.
