



# UNITING

ADVENTURE | PERFORMANCE | STYLE | UTILITY

## WHO IS TORA?

Through programs and networking events, TORA provides its members with a platform to address challenges and find solutions.

## MEMBERSHIP BENEFITS

### INCREASE YOUR INDUSTRY KNOWLEDGE

- Close collaboration with SEMA Garage services to gain access to valuable vehicle data.
- Forum for addressing issues facing the light-truck and off-road accessory industry.
- Dealer education in the form of workshops and seminars held throughout the year.

### EXPAND YOUR NETWORK/NETWORKING

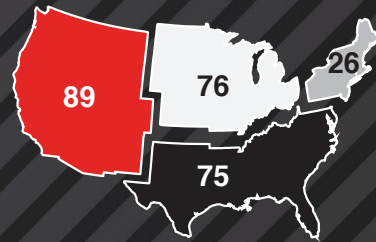
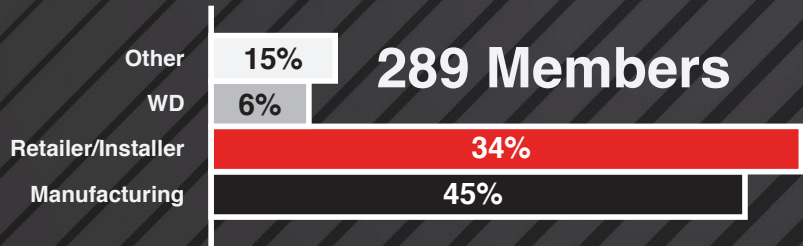
- Join TORA members at regional networking events throughout the year, including the TORA Awards Reception at the SEMA Show.

### SENSE OF COMMUNITY

- TORA members receive niche email updates based on what is going on in their industry.



## QUICK FACTS



266 Domestic Members



We encourage you to reach out to TORA SEMA Council Director, Denise Waddingham if you're interested in joining. She can be reached at: [deniselw@sema.org](mailto:deniselw@sema.org) or 909-979-4144.

[SEMA.ORG/TORA](http://SEMA.ORG/TORA) @SEMA\_TORA [FACEBOOK.COM/SEMATORA](https://www.facebook.com/SEMATORA)





**TORA**  
TRUCK & OFF-ROAD  
ALLIANCE



# GET INVOLVED

## BECOME A TORA VOLUNTEER

### WHY VOLUNTEER?

Volunteering with TORA provides members with an opportunity to connect with other aftermarket professionals in the industry, advance their career, and feel good about giving back to your community. Most volunteer opportunities have a time commitment of two to three hours or less per month.



### HOW CAN I VOLUNTEER?

#### COMMITTEE POSITION

- Serve as a subject matter for one of TORA's committees (Member Recruitment, Member Retention, Regional Events & Networking, Feature Vehicle, SEMA Show Programs, Communications).

#### IN-PERSON EVENT VOLUNTEER

- Greet attendees and facilitate conversation among attendees.

#### CONTENT CREATOR

- Volunteer to create content for TORA social-media platforms and newsletter articles.

#### SOCIAL MEDIA WARRIOR

- Engage with, promote and share posts of the official TORA social-media channels.



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