



UNITING

NETWORK | AWARENESS | INFLUENCE | IMPACT

WHO IS PRO?

PRO is dedicated exclusively to addressing the challenges facing the restyling segment of the automotive aftermarket and developing effective strategies for dealing with industry-specific issues.

MEMBERSHIP BENEFITS

DEALER AWARENESS

- Educating dealers about the benefits of vehicle accessorization and the vital role restylers play in ensuring the success of any dealership accessory program.

MARKETING TOOLS & RESOURCES

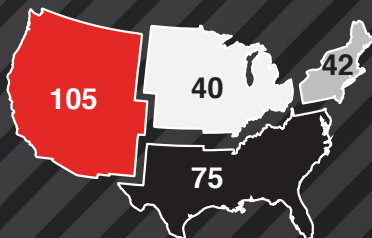
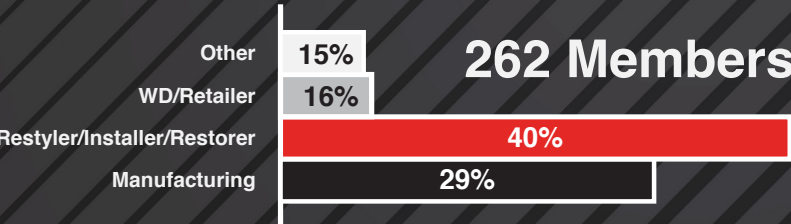
- Effective strategies and programs to help member companies improve their business practices and procedures.
- Seminars, special exhibits, and project-vehicle activities.
- Voluntary codes of recommended practices for manufacturers, distributors, restylers and installers.
- PRO Vehicle Accessorization Flyer, PRO Warranty Envelope, "PRO Sales Training Manual," PRO Warranty Envelope, SEMA Accessory Sales Professional (SASP) Exam, and annual PRO Cup Challenge program.

SENSE OF COMMUNITY

- Join PRO members at networking events throughout the year, including the PRO Awards Reception, PRO Happy Hour, and Lunch with the PROs at the SEMA Show.



QUICK FACTS



251 Domestic Members



We encourage you to reach out to PRO SEMA Council Director, Denise Waddingham if you're interested in volunteering. She can be reached at: deniselw@sema.org or 909-979-4144.

SEMA.ORG/PRO **@PRO_SEMA** **FACEBOOK.COM/SEMAPRO**



PRO
PROFESSIONAL RESTYLERS
ORGANIZATION



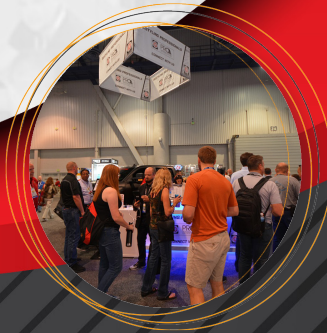
GET INVOLVED

BECOME A PRO VOLUNTEER

WHY VOLUNTEER?

Volunteering with PRO provides members with an opportunity to connect with other aftermarket professionals in the industry and represent the collective interests of all SEMA-member companies serving the restyling and accessory market. Most volunteer opportunities have a time commitment of two to three hours or less per month.

Through the exchange of ideas and by becoming actively involved, you—and your company—can play a vital role in determining and shaping the future of the dynamic restyling industry.



HOW CAN I VOLUNTEER?

COMMITTEE POSITION

- Serve as a subject matter for one of PRO's committees (PRO Cup Challenge, Reception, Communications, Membership and Seminar).

IN-PERSON EVENT VOLUNTEER

- Greet attendees and facilitate conversation among attendees.

CONTENT CREATOR

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

SOCIAL MEDIA WARRIOR

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



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