



SPECIALTY EQUIPMENT MARKET ASSOCIATION

BOARD OF DIRECTORS POTENTIAL CANDIDACY QUESTIONNAIRE 2022 ELECTION YEAR

Kathryn Reinhardt

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:

Fifteen years of experience in the aftermarket automotive industry in key positions, such as advertising, branding, experience marketing, PR, content creation, performance driving, trade show event organization, retail planograms, U.S. and international manufacturing, WD and omni-channel distribution, e-commerce and ambassador execution.

**Director of Retail Marketing
Compton, CA
March 2020–present**

- Oversee and manage company brands, marketing materials, GTM strategies, retail placement and wholesale advertising.
- Direct marketing strategy for 4WP Factory Pro Comp, Rubicon Express and G2house brands.
- Curated coop menus for third-party vendor opportunities in omni-channel advertising mediums for trackable conversions.

**Vice President of Marketing Pilot Automotive
City of Industry, CA
2019–2020**

- Designed creative product marketing campaigns targeted at consumers in digital, social, TV and mobile platforms.
- Created strategic promotions with WDs, retailers, popshops and direct e-commerce distribution channels to expand sales performances.
- Controlled consumer databases, relationship development, public

relations, media outreach and ambassador management.

- Implemented planogram programs for product positioning and custom packaging to produce long-term market-share media.
- Established and maintained key relationships with industry influencers, celebrities and strategic partners for cross marketing non-cost promotions.

**Director of Marketing
MagnaFlow
Oceanside, CA
2012–2019**

- Created and managed a \$10-million marketing budget for events, advertising, research and social media.
- Established and maintained key relationships with industry influencers, celebrities and strategic partners for cross marketing non-cost promotions.
- Accumulated market data, created consumer profiles and produced strategic plans for growth patterns and long-term sales goals.
- Worked with manufacturing to create new product launches based on consumer surveys and market insights.

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 started volunteering almost 15 years ago during a SEMA Gala to help build pinewood derby cars. It was with the great John Menzler. He taught me and so many others how important it was to give, but also to share. As a result, I began volunteering for SEMA on LTAA and not long after on the SEMA Cares committee.

Current SEMA Cares Chairwoman
Current SEMA Board of Directors
Women in AutoCare member

Committees:
SEMA POTY
SEMA WD
SEMA Hall of Fame
YEN Launch Pad
CBLC Vice-Chair

Task Forces/Working Groups:
SEMA eNews
TORA awards

TORA SXS
SBN awards
YEN awards
SEMA International Ambassador
SEMA Scholarship judge
HRIA Board Resource
MARCOM
Awards Working Group

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:

Awards:

Light Truck Accessory Alliance (LTAA) 2012–2019
SEMA News 35 Under 35 award winner 2013
SBN Woman of the Year recipient 2014
LTAA Chairman's award recipient 2014
YEN Vanguard Award recipient 2015
SEMA Person of the Year recipient 2015
Manufacturer of the Year 2017
LTAA/ TORA Chairwomen 2017–2019
Polaris Star Award 2020
Jessi Combs Ambassador Award 2021
SEMA Board of Directors 2019-2022

LIVE Interviews:

FOX5 News Las Vegas
CBS Vegas
Cars Yeah Podcast
Truck Show Podcast
SBN FB Live
IG Live Quarantine Cruise
Rebelle Rally Live show
4WP Factory Bronco unveiling
Ford Performance Bronco Unveiling

Published:

The Shop Magazine

Adventure Rigs
Sport Compact Magazine
PWA Magazine

Memberships:
Women in Auto Care (scholarship and marketing committee)
YEN
SBN
SEMA Cares chairwoman

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 type="checkbox"/> Supply Chain | <input checked="" type="checkbox"/> Financial Planning/Management |
| <input type="checkbox"/> Engineering | <input type="checkbox"/> Accounting |
| <input checked="" 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 type="checkbox"/> OEM Design/Technology | <input checked="" type="checkbox"/> Sales |
| <input checked="" type="checkbox"/> Brand Management | <input type="checkbox"/> Business Technology |
| <input checked="" 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 type="checkbox"/> Other (specify): |
| <input checked="" type="checkbox"/> Public Relations | _____ |
| <input checked="" type="checkbox"/> Crisis Management | _____ |
| <input checked="" type="checkbox"/> Regulatory Compliance | _____ |
| <input checked="" 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?

Areas of Expertise:

I have spent my entire career in the automotive aftermarket, spending time in various roles, learning the industry while climbing the leadership ladder. I have been in several segments of the industry, including tradeshow, sales, digital marketing, manufacturing, new-product engineering, public relations, lobbying, data management, racing and strategic planning.

I have spent the last two and half years working diligently on a variety of task forces and committees where we have improved programs, added value to existing and sunseting programs that were not being activated. I have been hands on in my Board tenure where I have been super engaged and active on a variety of projects and I have led task forces and committees that have improved membership value.

Perspective:

I also bring a youthful, female, consumer-minded viewpoint that provides new perspectives and unique thoughts to the Board dynamic. I have a sport-compact and off-road segment viewpoint with a strong pulse on next-generation inclusion and growth. I am extremely passionate about youth involvement and direct marketing our industry to the next generation of consumers.

Business Experience:

I have experience in retail, e-commerce, wholesale and international conversions with a track record of successes in web development and channel partnerships. This will be valuable to the Board as we move in a consumer-facing direction, expand the SEMA Show and create consumer memberships where communication and marketing are key. I have a strong marketing background where I currently work with staff on a number of task forces that help message the membership in a clear and transparent way as well as communicate to the SEMA volunteer leadership.

- 15+ years of automotive aftermarket experience
- Strategic thinker and tactical achiever
- Off-road racer
- Fiscally budget responsible
- Creative marketing and advertising
- Expert GTM creator and leader
- Experience in manufacturer, distributor, retailer and media roles

Industry Issues:

Regulation/Legislation

I am deeply invested in working with law makers and our Washington, D.C., staff to lobby and fight for our ability to continue our industry. Whether it's being on every RPM Act lobbying call, hosting electees at member companies or rounding up members to create a collected voice on specific topics, I am whole-heartedly invested in being a driving force to push back on regulations and legislation that adversely affect our industry. I am excited to help the SEMA Political Action Committee (PAC) fundraise and engage our membership to stand up and fight legislation.

Next Generation

I am extremely passionate about youth involvement and marketing our industry to the next generation of consumers. I spend a large part of my time working with volunteers and staff to consider new ways to connect with consumers in a diversified way by tactic, region, messaging, application and strategy. Our ability to connect with the next generation is frequently changing, as is the automobile. Our association and leadership must adapt quickly and create paths for generations to not only become aftermarket consumers but also join as industry professionals. My experience in this area has been reflected in my volunteer leadership with TORA and SEMA Cares as well in my career with MagnaFlow, RBP and now 4 Wheel Parts. My past experience gives me a forward-thinking mindset that allows for new ideas and new ways to reach the next generation.

Electric/OEM Relations

I have engrossed myself into the electric and new-technology realm where this is something our industry and membership need to focus on and make a strategic priority. My personal connection with the EV OEMs has allowed my learning curve to become shorter and also become directly engaged with the SEMA membership. This is a segment of the industry that is growing and should be an opportunity for more aftermarket inclusion. This is the time to embrace change and engage with the OEMs to avoid future data ownership and repair rights.

Marketing Communications:

There is always room for improvement and SEMA is ready. There are some new digital services SEMA can be offering to the membership. These opportunities will allow SEMA members to grow their businesses, reach new consumers and modernize the association for the future of communications. This area of SEMA can develop into a reoccurring resource and make the SEMA programs an easy spotlight for messaging.

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

The achievements I have made over the years are extremely important to me and the companies I have represented. One of my favorites is winning the person of the year award. It's a moment and an experience that I will cherish for the rest of the life. Being

the SEMA Cares chairwoman for the past two years and raising nearly \$100,000 inside 2021 is one of my proudest triumphs ever. Our 2020 fundraising efforts were diminished by COVID and massive uncertainty. This 2021 fundraising amount is the largest the committee has ever raised.

While the awards are symbols of wins and feats being accomplished, one of beloved honors has been serving on the SEMA Board of Directors. I have spent the last two and half years working in so many different roles, on so many different task forces, strategic priorities, program reviews and industry-saving activities. I know we are making a difference at the Board. I know we are helping companies prosper and succeed even when so many obstacles are in place and still coming. I am proud to know my seat on the Board has been used to further our industry and provide an association where members know collectively, we can move towards a future of growth and resilience. I would be honored to continue to serve.

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 automotive aftermarket has seen a lot of change over the years. The continual threats range from marketing communications and new legislation with added regulations to electric vehicles with OEM strained relationships.

Coming from a marketing background, it's been a struggle to connect SEMA the association with its membership and potential members. We need to show the SEMA member benefits beyond the SEMA Show, including the 130+ member programs and resources. The SEMA Show is one of the biggest assets the association has; however, there are many programs that benefit our members and somehow get lost in the messaging. As a current Board member, I have personally worked with staff to update digital communications, modernize the *SEMA eNews* emails and expand member engagement. With the changes in SEMA staff, this is a crucial time to have experienced Board members who can navigate the ever-changing digital world and work with staff on delivering the member benefits.

New legislation and added regulations continue to attack the automotive aftermarket community. Whether it's the RPM Act, preservation of off-road trails, California electric vehicle (EV) requirements, ADAS lockouts or emissions requirements; all of these are daily battles that happen with legislators and our SEMA staff. We need a Board that is willing to have the tough conversations, create direct opportunities and seek quick resolutions. Time is of the essence, and we need a team that is going to get our needs

across the finish line. I have the personal experience to help steer towards SEMA-favored outcomes with my extensive lobbying history, my Washington Rally knowledge and family connections.

OEM relationships on the surface seem to be doing well if you walk the SEMA Show floor. However, beyond the Show floor is an opportunity for SEMA to open the conversation on tech transfers, aftermarket warranties, ADAS lockouts, the Detroit Garage and strategic partnerships. In order for our industry to have a future, we need to create meaningful and strategic relationships with the OEMs in a variety of capacities beyond the SEMA Show

Over the next five years I would like to have clear goals set for each opportunity the Board would like to pursue. Such as an outline of achievements, with communication tools in place and metrics that the entire membership can see continual growth. I would like to ignite the Board in ways where we can create business opportunities that allow for growth and prosperity and clear added value.



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?

The issue I see where we can make change, prevent tragedy and create a positive outcome is by branding the SEMA name with consumers. The SEMA Show currently provides access to B2B attendees and some consumers on Friday and Ignited. There is current consumer outreach, such as SEMA Ignited, the SEMA Battle of the Builders, SEMA Launch Pad and SEMA consumer-hosted events at existing events. But what if we took it a step further and made the brand recognizable with consumers that, in turn, becomes a messaging campaign to excite customers about the industry? We can touch the next generation of users, engage the next-industry professionals and create passion for automotive aftermarket builders. SEMA has an opportunity to create a strong brand that will become a useful tool for the membership to be aligned with and tap into for direct sales. The market, the people and the media are quickly changing, and with competitive digital devices and consumer-savvy users, we can be armed for instant results.

I would like to see SEMA become more invested in branding the name in the minds and hearts of the next generation and current consumers. This can come to fruition with the expansion of the SEMA street team, exhibiting at consumer events, data collecting with consumers, expanding segmented car builds, or even expanding the motorsports branding, including PRI. Without the enthusiast's interest in our industry, our customers and next generation of employees could be at risk.



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?

As a current Board member, it's easy to see the Board initiatives and the progress that is being made. However, it can seem that things aren't progressing fast enough or there's too many initiatives to tackle at once. I know the chairman has eight strategic initiatives that he is pursuing over the next year, and I believe in every one of them. I would like to see some added emphasis on the items we deem to be the highest priority and quarterly updates shared with the entire membership. The association currently offers 130+ member programs and while the Board just took an entire year to review each one and make decisions that continued and sunset some, we haven't improved the communications to the membership. The programs are only valuable to the people who use them, and some aren't being used to their fullest. I don't believe we need more programs; we need to be able to maximize the users of the current ones. This starts with the staff and Board's ability to connect with membership utilizing a current database of users, segmented and curated by factual information on each member and company. The SEMA membership database needs an overhaul that allows for individual tailored messaging, previous attendance, current interests, and content that allows their business to take advantage of all member programs. Having this internal alignment will allow the strategic initiatives to have added faces and helpful voices.



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

I have 20 years' experience in the automotive aftermarket industry. I have been actively marketing brands, creating new products and building vehicles with achieved sales and engagement targets. Whether it was my time at MagnaFlow, Pilot or 4 Wheel Parts, I have led teams to engineer products, create brand awareness and company achievements that resulted in SEMA New Product and Manufacturer of the Year awards. My time in the aftermarket has allowed me to grow in leadership positions in various roles. I have been able to create high-functioning teams where opinions can be curated into agreeable actions. I know the SEMA membership very well because I spend time attending every council networking reception, attending Zoom happy hours, asking for member feedback, checking in on companies who are struggling, engaging with past SEMA leadership and working diligently with the SEMA staff. I care an immense amount about our ability to have a future industry and create long-lasting effects for our future members.

I have spent the last 20 years attending events around the world where I have met attendees at off-road, road-course, dragstrip, trade, consumer and specialty events. Some of these events I have created, hosted, sold, marketed or exhibited. I have exceptional experience to expand the Show and take it to the next level. At these events you can find the next generation of builders and consumers who don't know what SEMA or PRI are, and some who do who aren't interested, because they don't see where SEMA can be an ally for their business. They don't know there is an association providing opportunities for careers, new customers or a collection of businesses that together can be the driving force for this culture change. The Board and the staff have to find alignment to work cohesively for the betterment of the industry, and with my experience on this topic, with staff and with the current Board, I know I can lead the Show into the future.

I also served on the TORA select committee for 10 years, including becoming the chair. I led this council through a lot of transformation, including changing the council's name from LTAA to TORA to match the membership needs and make it inclusive for future members. TORA is the largest council within SEMA with yearly increases in membership, and it represents the largest and most diverse aftermarket segment. This experience allows me to be an advocate in the Board room for these businesses, spot trends, create new membership and expand the SEMA brand within new and emerging segments.

One of my unique qualifications would include my current membership and my current leadership in The Auto Care Association. I can help bridge the gap with my contact base within the association and, as a council member for the Women in Auto Care Scholarship committee, I can connect our associations in ways we haven't been able to before. I am a current member of the Auto Care Marketing group, YANG group and the WIAC group.

My last unique qualifier is my service to SEMA Cares. I have spent 10+ years attending pinewood derby days, pre-running cars, seeking celebrities who will sign cars, working with strategic partners on vehicle car auctions and raising as much money as possible. This past year (2021) the SEMA Cares committee raised an astounding \$250,563. This is the most amount of money SEMA Cares has ever raised in a 12-month period. I have a never-give-up attitude that drives me to do the very best and, as a result, children across the United

States will have their first experience with the aftermarket by building pinewood derby cars and the money raised will give them hope and inspiration into a future that they can achieve.

My experience within the SEMA organization, my professional aftermarket experience and my tenacity to continue to fight for the automotive aftermarket industry make me uniquely qualified for this Board seat.



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

I know there are tons of opportunities for SEMA to do better.

I see the biggest weakness being the lack of messaging and simple communication of SEMA-member benefits. SEMA has created unique and strategic opportunities for companies to use data, market research, tech transfers, measuring sessions, SEMA Garage(s) and plenty of other programs that most of the membership doesn't have a full understanding of. I would like to work with staff and recommend deployment plans that segment SEMA-member data by type, location and interest. I have attended town halls, council open meetings, receptions and SEMA international trips where I have become an ambassador to multiple SEMA-sponsored programs purely based off my experiences and the ability to communicate these programs to members one on one. Communication platforms are ever-changing and evolving, but SEMA hasn't been able to lead the charge to reach current or new membership in an effective, meaningful way. SEMA has done a great job at creating new programs that will help business's succeed, but if they don't know about them, the programs become unusable.



12. How about its strengths?

Member companies are consistently innovating new products to meet the demands of a consumer that, frankly, doesn't need our products. The biggest strength of the SEMA association is the show itself. One of the qualities I appreciate about the SEMA show is the platform it provides for its membership to showcase new products, connect with media, create new relationships, build a community and reward the winners.

The SEMA show is one of the largest events in the trade business, but it's also a show that attracts SEMA members, consumers and crashers. It's been incredible to see the show grow, expand, bring in new opportunities, celebrity faces and create media that attracts the next generation. The show has an enormous impact on the industry and an intense support from the membership.



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?

There are so many topics that should be at the top of the list for a long-range planning meeting. I have outlined a few that should be considered:

- Consumer awareness of the lifestyle, vehicle platforms, individual membership and next generation inclusion
- Data tools, services, partnerships and platforms to sell more parts
- Vehicle technology, electrification and ADAS roadblocks
- OEM communications, relationship building and strategic partnerships
- Digital marketing opportunities, engaging content that drives membership and providing member resources for added growth

I would like to see how we can refocus on topics that drive our industry from \$40B in revenue to \$50B in revenue.



Part 5 – About You

I am a true automotive enthusiast. I fell in love with the aftermarket automotive industry when I went to my first car show. Technically, it wasn't even a car show, but it was a hangout of kids with cars with some aftermarket parts. The scene of people coming together to share their modifications of their vehicles sparked an interest that catapulted me into becoming a drag racer, a road racer, a vehicle builder, a car shower, and off-roader and a motorcyclist. I remember my first SEMA show and I was in awe of the sheer size of the event and the passion from the attendees. It transformed me to leave my home, my family and my job in Georgia and take the ultimate risk of moving across the country to find a job in the aftermarket automotive industry. I am proud to say I have built a life that allowed me to capture industry skills, create lifelong relationships, engineer products of achievement and find a path to give back more than I received.

I want to be part of the SEMA board because I have a lot to give. With the current and future membership in mind, I can provide executive insights and strategic alliances with other automotive associations and new segments in ways SEMA isn't connecting with now. I am also thoughtful and passionate about where the industry is going and what can be done to improve our relationships with the OEMs and our ability to inspire the next generation. This isn't a resume building opportunity, this my investment into the growth of our industry and our future.

I am committed to the time, the energy and the focus needed to be an effective participant on the SEMA board of directors. My family has also given their commitment, because this board seat is much more than attending some meetings. It's a daily communication and a constant connection with the staff, the board members, the task forces, the board reports, the feedback, reading the board book and the meetings before the meeting. This board isn't a rubber stamp group, there is a ton of research, mini meetings and time that needs to be committed to. I am willing to put in that effort and more. I hope my application resonates with the nominating committee and my reasons, experience and passion are all acknowledged in this submission.

