



## SPECIALTY EQUIPMENT MARKET ASSOCIATION

### **BOARD OF DIRECTORS POTENTIAL CANDIDACY QUESTIONNAIRE 2022 ELECTION YEAR**

# Mark Taylor

## 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:

My job responsibilities include calling on major accounts such as Turn 14, PartsID LLC/CarlID, Liberty Engine Parts, Extreme Diesel Performance, (XDP) and SK Speed. In that role I am responsible for the day-to-day information flow, including new product releases, sales and reviews with buyers at each of my more than 20 accounts. This includes training on new products and new lines when added at these accounts. Résumé/bio attached.

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 am very passionate about where our industry is headed, with the advent of EV and the internal combustion engine, diesel truck market resulting in further regulations from the EPA. I feel that SEMA plays a major role in the preservation of not only the aftermarket but also the right to repair and upgrade current platforms. I have not had much in the way of direct involvement in the industry initiatives to this point in my career; however, I am very motivated and eager to get involved. I currently am on the board of directors for the New Jersey League of municipalities. I am a past president and member for almost 20 years of the Florham Park Jaycees. As stated below, I am a three-term mayor of the Borough of Florham Park, New Jersey.

#### Footnote:

New Jersey league of municipalities is a board of directors that oversees new directives handed down from the state level to each of the 39 municipalities in the county that I serve, Morris County, New Jersey. This board consists of six members from president to members at large. I am currently a member at large and have been for three years.

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:

After many years in the aftermarket as a manufacturers' representative, I have earned many sales awards as far back as 1984. Cal Term was the first award for sales achievement. In 2000, I was awarded sales representative of the year from Shell Oil Company for their brands Rain X, Blue Coral, Black Magic and Gumout. In 2010, I was one of five sales representatives to be awarded a four-day class at Bob Bondurant driving school. This was for sales exceeding major forecast numbers. In 2014, and then again in 2015, I was awarded the performance representative of the year from Magnaflow. In 2018, I was awarded the sales representative of the year from Edelbrock.

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

- |  |  |
|--|--|
| <input type="checkbox"/> Manufacturing                       | <input checked="" type="checkbox"/> Motor Sports/Racing              |
| <input type="checkbox"/> Distribution/Logistics              | <input type="checkbox"/> Vehicle Shows/Auctions/Exhibitions          |
| <input type="checkbox"/> Supply Chain                        | <input type="checkbox"/> Financial Planning/Management               |
| <input type="checkbox"/> Engineering                         | <input type="checkbox"/> Accounting                                  |
| <input type="checkbox"/> Vehicular/Product Design/Innovation | <input checked="" type="checkbox"/> Human Resources Management       |
| <input type="checkbox"/> Product Management                  | <input checked="" type="checkbox"/> Business Management/ Development |
| <input type="checkbox"/> OEM Design/Technology               | <input checked="" type="checkbox"/> Sales                            |
| <input type="checkbox"/> Brand Management                    | <input type="checkbox"/> Business Technology                         |
| <input type="checkbox"/> Advertising                         | <input type="checkbox"/> Data Management                             |
| <input checked="" type="checkbox"/> Marketing                | <input type="checkbox"/> Internet Utilization                        |
| <input type="checkbox"/> Strategic Planning                  | <input type="checkbox"/> Other (specify):                            |
| <input checked="" type="checkbox"/> Public Relations         | _____  |
| <input checked="" type="checkbox"/> Crisis Management        | _____  |
| <input type="checkbox"/> Regulatory Compliance               | _____  |
| <input 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?

The performance segment of the aftermarket is where I excel the most, having been around race cars and race tracks for most of my life. I would say that this would be my

expertise. I am passionate about working with customers and growing their businesses, as well as the factories that we represent. On my personal side I have served my community for the past 16 years as first a councilman, and then in 2013 I was elected mayor; I have served in that capacity for three terms. I am currently entering my third year of my third term. I have in that capacity handled all aspects in a leadership role, HR, crisis management and budgeting also, including but not limited to, contract negotiations with our PBA, DPW and business administrator.

Achievements: I would include courting and then relocating the New York Jets training facility to our community. Bringing BASF Corporation to our community with their North American headquarters.

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 fact that I have been in the greatest industry for almost 40 years, and in that time I have never once had a day that I wished I had chosen a different path in life. My most recent achievement would be a promotion at KAM Marketing to vice president. I have been with KAM Marketing for 27 years and in that time I have worked with some of the largest manufacturers and customers in my territory past and present.

### 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.

**Threats:** I believe that further regulations concerning modifications to vehicles will become even more stringently regulated and or reviewed over the next several years. This, coupled with the fast-moving direction of the electric vehicle (EV) market on the national stage, will have a lasting impression as we move forward as an industry into the next five to 10 years. I believe that better or stronger relationships with lobbyists and/or lawmakers on both sides of the aisle is an imperative move to help to understand how the Environmental Protection Agency (EPA) and California Air Resources Board (CARB) will get their next rounds of direction and/or funding from these lawmakers. I also think that resources and further education for the industry to guide the members of SEMA on the latest of compliance issues and best-practice methods is a must. I am sure that there is currently a task force team of the SEMA Board members dealing with CARB and EPA to guide or project where SEMA's strategies should be focused on as we move forward. A streamline approach should be the guiding force in any and all legal actions taken to continue the fight concerning the RPM Act. I have been reading up on this issue and find that although

the bill and its latest provisions were withdrawn in 2016, this still remains a very important or hot issue for SEMA to deal with. I also reviewed the RPM Act (Recognizing the Protection of Motorsports) 2021 and I see that the 117 Congress 2021–2022 has 24 co-sponsors of this bill. I further note that none of the congress members from my state of New Jersey are on that list of co-sponsors.

**Inflation:** The greatest fear I see with the rate of inflation as we have seen it over this past year concerns our ultimate customer. We are all paying more for everything, and our customer may not have the extra money to upgrade or build that race car, truck, SUV, etc. The rate of price increases this past year has had my head spinning. The cost of goods continues in an upward trend with some manufacturers having to put through three or even four price increases in one calendar year. This coupled with supply-chain delays has further caused price changes. Where is the end to this?

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?

**Preserve Legal Pathways to Aftermarket Modifications–RPM Act.** These are the largest objectives I see. The largest automotive aftermarket group SEMA could offer pop-up meetings and/or general communications to all members to help involve more people in the fight to keep our industry growing so that future members and enthusiasts are able to enjoy modified vehicles on the street or at the track. In my other role as mayor, I am in contact with many other mayors of towns, state representatives, state assembly members, state senators, the governor's office and our congress person in my district on a regular basis. These relationships stand to improve the way of life in my small town but are very important as we move forward. That would be the plan on a much larger scale as I see it for SEMA. Working to mitigate the ultimate plan of the EPA and use the EV market as a growth area to offset carbon credits would be a plus. The EV segment is an opportunity that needs to be embraced fully by SEMA and its membership. Finding ways to support that area is the challenge. One of my customers, Turn 14, has a complete category management team working to find components and products to support the ever-growing EV market. I was able to provide them with some companies contact information that I am affiliated with to bring charging stations to the main office location and next to their warehouse locations. We must all think outside the box. EV should be a focus of the next Show season by all.

## 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?

**Emphasis:** The SEMA.org website is jam-packed with industry information. Great job! Building better, stronger and more productive relationships with the lawmakers with direct ties to the EPA, CARB and the legislators that will shape the next three to five years. I hate to be political, but the current administration is not on the side of our industry. We will need to fight the fight through this administration to get to the next plateau. The addition of stronger consumer advocacy is key. Some members do not realize what goes into the effort when working to obtain the Executive Order (EO) number. The standards needed for a new product entering the market must be mind-altering. This is a heavy lift for many companies as they navigate the next model-year applications. The addition of a team through SEMA to help manufacturers get over these hurdles is a great step. With upgraded certified testing facilities and a joint collaboration on many fronts to work with each manufacture as a team.

**Add:** I think that the car corral out front of the SEMA Show and and PRI Trade Shows should be all EV cars, SUVs and the like, with companies that have made mods for these vehicles the focus of display as the future for the next generation. PRI as well has traditionally focused on dirt racing and machine shop tools. A breakout of that model will bring different buyers and potential customers (Red Badges). Help with the trade schools and growth of young enthusiasts is a big deal. We must grow the younger generation with programs like Hot Rodders of Tomorrow and the engine build-off programs. I believe going into these schools and growing some grassroots efforts is key to younger voices getting into the aftermarket industry. I also believe that looking for other revenue streams to attract and grow the younger motorsports market has a great value. What is the latest with hydrogen-fueled power? I read some information on the SEMA website about this, and I am very interested in hearing more.

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

I do have background in dealing with large-scale development. In my role as mayor and as a manufacturers' representative for many years, I have fine-tuned my negotiation skills. This is a valuable part of my core competency.

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

Social media is a huge growth area for SEMA. Improvements to marketing and communication capabilities with a digital-first focus, including better use of social media, is key to continued viewership. Growth of SEMA-based influencers into the digital marketplace is a great opportunity.

I know it is all about the numbers and the members, but there has to be a way to grow back the Red Badge (buyers) visitors as we exit the pandemic age. Hopefully, this would be true for the SEMA Show and PRI Trade Show alike.

12. How about its strengths?

The legacy that follows SEMA is a strength in itself. People not even in the industry know the brand we call SEMA. With that said, the muscle behind the years of backing the industry will only further help to keep the industry intact as we move through the next generation of vehicles and technology.

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?

This is simple. The EV market and the power grid to support these vehicles is a huge opening and an opportunity. We must embrace this market as we see growth from many current and future car brands of EV vehicles.

**Part 5 – About You**

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:

I am a self-starter, and I have been my entire career. I have faced many challenges along the way, and I have grown through each of these. I believe my style of selling relates to great relationships with my customers and peers throughout my 27 years with KAM Marketing. In 2015, KAM Marketing was selected to be the winner of the SEMA Representative of the Year award. It was with great teamwork that this award was granted to our agency.

I always look to grow my existing base of customers and the search for new business models and that has always been my focus. I believe that I can work with the SEMA Board members as a team and work constructively towards a fix for the challenges our industry faces in 2022 and beyond.