



★ ★ ★ VOTE ★ ★ ★
MELANIE WHITE
FOR CHAIR-ELECT OF THE SEMA BOARD OF DIRECTORS

A PROVEN SEMA LEADER:

- Elected to the Manufacturer Seat on the SEMA Board of Directors in 2019, I was reelected in 2022 and have been active and engaged board member for the last 4 years.
- I have been a leading voice fighting for the rights and needs of SEMA member companies, and the small businesses that need the association's help now more than ever.
- A passionate volunteer, I have been dedicated to serving SEMA for nearly two decades. I was recognized as SEMA Person of the Year in 2018 and served as the Chair of the Light Truck Accessory Alliance (LTAA, now called Truck and Off-Road Alliance [TORA]), as a select committee member on ETTN (Emerging Trends & Technology Network) and is the current Chair of SEMA Cares.
- With deep industry connections, I believe I am an excellent representative of the small to medium sized businesses that make up the majority of our industry. I'm a strategic thinker and am committed to the continuous improvement of SEMA and the automotive aftermarket.
- With a strong expertise in manufacturing, I'm aware of the challenges SEMA member companies face manufacturing in the United States. My background is in marketing and sales, but I wear steel toe boots daily and have worked the factory line, forming a deep understanding of all aspects of manufacturing from sales, marketing, engineering, finance and operations.

“As the owner and operator of a fourth generation family-owned business, just like many other members of SEMA. I want to volunteer because I love this industry. I love SEMA and what it stands for. I love being able to help other SEMA businesses. And I want it to be healthy for the potential for my son to have a real career in the industry—as well as all the next generations to be able to come into this industry to succeed and prosper.”



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■ **EXPERIENCE**

Hellwig Products was started in 1946 by my great-grandfather, I'm a 4th generation owner and Hellwig Products is one of the oldest SEMA member companies that is still family owned and operated. We sell both directly to the aftermarket and as an OE supplier. As a small business owner myself, I understand the unique challenges that we are all facing in the current economic climate. Companies like Hellwig make up the majority of SEMA membership and are the first to feel the effects of supply chain issues, inflation, and government policies.

■ **LEGISLATION REGULATION**

My biggest focus is advancing SEMA's influence in Washington D.C. The industry is facing greater threats than ever before. There's a rush to push electrification by politicians who don't understand the implications or infrastructure needed. There are threats at the local, state and federal levels to outlaw aftermarket modifications and an individual's right to work on their own car, which could kill our entire industry as we know it. SEMA needs a serious candidate for these serious issues. Over the past 10 years, the industry landscape has changed dramatically, making recent board membership critical for addressing these challenges. Because of my extensive experience with SEMA, I'm uniquely suited to address these issues.

■ **A VOICE FOR SEMA MEMBERS**

I own and run a small, family-owned business, just like many other SEMA members. Hellwig Products just turned 77 years old, and I am a 4th generation owner/operator. I am here to be your voice. I take a proactive approach to our business's challenges and already speak to that in the boardroom.

■ **AN ADVOCATE FOR AMERICAN MANUFACTURING**

My values were forged working alongside my father and grandfather, who believed in integrity and American manufacturing. SEMA needs to protect and promote the industry, the lifestyle, the right to modify cars and promote career opportunities and get more young people interested in skilled trades. I see it in my very own factory, the lack of focus on vocational education makes hiring so much harder which is an existential threat. I want to make sure there's a new wave of young employees and young consumers and we need to build and support programs that do that.

■ **WHY I'M RUNNING**

SEMA was founded by a group of speed parts manufacturers whose only goal was to promote the industry and their hobby and to ensure future growth for all members. While the challenges we face are much greater than they were then, we need to get back to SEMA's roots. Many of you are small, independent businesses. I know your plight, I know your pain points, and I am on the board to represent you. SEMA is on an assertive path to address the biggest challenges in our industry, and we can't slow down now. This is why I'm running for Chair-Elect.



"Melanie White continues to successfully represent all members of SEMA while she serves as a SEMA Board member. I believe her work is not done and recommend you vote for her for SEMA Chair. She understands our industry and works diligently to connect with all SEMA members, then brings this knowledge to the boardroom. She is an active board member that participates, volunteers and has continued to step up to the plate to help keep our industry strong and moving forward during some challenging times."

AMY FAULK
CEO – Hypertech



"In the years I have known Melanie, she has grown from a volunteer that was constantly raising her hand and stepping up to help her council into a strong, focused leader and board member who puts the industry and association first. Family-owned multi-generational manufacturing businesses are the backbone of our industry, and as the 4th generation Hellwig to lead her business, I know her values are in line with the needs of our members. She is smart, honest and works hard. Having seen her in action in the boardroom, I also know she is a great choice for Chair of the SEMA Board of Directors."

DOUG EVANS
Senior Advisor – Radial Equity Partners