ELECT

RICH BARSAMIAN

FOR SEMA BOARD OF DIRECTORS

I have known Rich for over 20-years through various positions in the aftermarket where we have had the opportunity to work with each other. Rich has always displayed the highest level of professionalism and integrity in all he has been a part of. His passion for our industry is unmatched, and he attacks his profession with true joy. He has an uncanny ability to bring various folks together to address different challenges and opportunities, and I have had the pleasure of being parts of those conversations throughout the years. You can't help but want to work with Rich. His selfless nature and commitment to service make him the perfect candidate for the SEMA Board of Directors. And his passion and commitment to this industry ensures he has our industries best interests at heart.

BOB HARRELL
COO - Kunzman & Associates

VOTE

RICH BARSAMIAN

FOR SEMA

LEADERSHIP EXPERIENCE

I have been the Vice President of Sales and Marketing for Advanced Clutch Technology for 14 years. My experience has equipped me to understand the issues and challenges that SEMA Members face every day. I have worked with all facets of our industry, including Manufacturing, Warehouse Distribution, Jobbers, Online Resellers, Engine Builders, Installers, Tuners, Sales Reps, Motorsports, and Performance.

With over two decades of experience volunteering with SEMA, I am primed to serve on the SEMA Board. I was elected as Chair of the Motorsports Parts Manufacturers Council (MPMC) and of the Young Executives Network (now FLN). I support the Councils and Networks 100% and am grateful for the incredible amount of volunteer hours they provide to tackle the issues of our industry and to ensure its sustainability and growth.

WHY I AM RUNNING

Our industry is at a critical juncture in our nation's history. If we don't take action to curb governmental overreach, our industry will collapse. Our Board needs to be stronger than ever, and I am a leader and connector of people. My track record of leadership proves it.

INITIATIVES

SAVING INTERNAL COMBUSTION ENGINES

Internal Combustion Engines (ICE) have a long life ahead of them. Without ICE engines, we risk losing 75% of SEMA manufacturers. If elected to the Board, I will fight for the preservation of the ICE engine!

YOUR VOICE MUST BE HEARD

I have been listening to your frustrations and the daily challenges you face. You have seen me address your issues and find solutions over the years! If elected, I will ensure that *YOUR VOICE* is heard at the Board level. Together, we will turn tangible change into reality!

WASHINGTON DC RALLY

Rich has impressed me by always focusing on what is best for the industry. His active engagement in SEMA's educational initiatives, voluntary contributions to various councils and committees, and willingness to assist others demonstrate his dedication. Rich brings a realistic, big-picture perspective to discussions and isn't afraid of taking on challenging issues. His altruistic nature is shown by freely sharing his extensive expertise and insights. It's no surprise that Rich is a familiar face within the automotive aftermarket community—his genuine concern and distinctive personality set him apart.

GENE ZELEK
Senior Counsel - Taft Stettinius & Hollister LLP

I have known and worked with Rich Barsamian for over 30 years.

Professionally, for 16 years under the Grant Products banner (Grant was one of the founding members of SEMA). Rich worked for me and was responsible for all sales. He contributed sound strategies for continually increasing sales and played a key role in building and managing a team dynamic throughout the organization.

I feel the SEMA Board would gain a key asset with Rich. He is an excellent collaborator and has earned respect through his SEMA and Industry contributions serving on many focus groups, councils, networks, committees, and seminars. He is a visionary and driven by his ongoing passion for this industry.

I sincerely recommend Richard as a candidate for SEMA Board of Directors.

TOM POTEET
President - GT Performance Products LLC
Chairman of the Board - SFI Foundation Inc.

www.sema.org/2024-bod-candidates

SEMA ACHIEVEMENTS

- **Pioneered, created, executed, and enforced effective pricing policies to protect our industry for manufacturers, warehouse distributors, and resellers.**
- **Introduced the SEMA Vehicles in Operation (VIO) program, which was approved at the SEMA Council Summit.**
- **Hosted dozens of SEMA educational seminars and panel discussions for over 12 years to assist SEMA Members in growing their businesses.**
- **As Chair of SEMA Cares, created the Industry Cup Challenge for SEMA Cares, which has raised more money for the SEMA Cares Charity than any other program.**
- **Under my leadership as Chair of the Motorsports Manufacturers Parts Council, we accomplished the following:**
- **Expanded the Motorsports Parts Manufacturers Educational Seminars by actively listening to the needs and preferences of SEMA members. This effort resulted in MPMC hosting:**
- **State Troopers and Local Law Enforcement to discuss issues related to Motorsport Transportation Haulers, which vary by State and Local Laws. This facilitated member awareness of best practices, helping to mitigate challenges stemming from these varying regulations for SEMA Members.**
- **Created several seminars for Motorsport Athletes aimed at enhancing their understanding of effective communication with SEMA Manufacturers to secure sponsorships that benefit the industry. Noted industry veteran and author Alex Striler was featured in these sessions.**
- **Facilitated a panel discussion featuring major Motorsport Racing Contingencies and SEMA Manufacturers, focusing on addressing challenges related to increasing attendance, participation, and sustainability in our industry.**

INDUSTRY RECOGNITION

- **2020 SEMA HALL OF FAME INDUCTEE.**
- **2019 MOTORSPORTS PARTS MANUFACTURER HALL OF FAME INDUCTEE.**
- **2014 SEMA PERSON OF THE YEAR.**
- **2012 PERFORMANCE WAREHOUSE PERSON OF THE YEAR.**
- **2011 PERFORMANCE WAREHOUSE PERSON OF THE YEAR.**
- **2010 SEMA YOUNG EXECUTIVE VANGUARD.**
- **2001 YOUNG EXECUTIVE OF THE YEAR AWARD.**

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