



SPECIALTY EQUIPMENT MARKET ASSOCIATION

Board of Directors Candidacy Questionnaire 2025 Election Year

Mark Taylor KAM Marketing

NAME: Mark Taylor	TITLE: Vice President
COMPANY: Kam Marketing	ADDRESS: 6 Ponds Edge Drive Suite 2 Chadds Ford PA 19317
OFFICE PHONE: 302-658-7778	CELL PHONE: 215-603-4390
DATE: 12/22/24	EMAIL ADDRESS: Mark@Kammarketing.com

Please select nomination category:

_____ **Chair-elect**
_____ **Manufacturer**
XXX **Manufacturers Rep**

Part 1 – Personal/Professional History

1. Please provide a history of your professional background and education (including professional development). Feel free to attach your resume and/or Bio. Describe the specifics of your current job responsibilities:

My job responsibilities include calling on Major accounts in an area of our territories.

Turn 14

CarID

Liberty Engine Parts

Extreme Diesel Performance (XDP)

S&K Speed

CA Auto Parts (DNA Motoring)

OK Petroleum

These are just a few of the accounts that I work with.

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 to these accounts. New growth has been my goal throughout my many years of working in the performance industry aftermarket. Resume/ 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 119th Congress about to hold their reorganization meeting and conduct their first meeting under this new administration, it is my hope that the Internal Combustion Engine, Diesel Truck Market and the Race Car side of our business will get a new lease on life. Regulations are projected to be pulled back in this area and this is the perfect timing for the RPM Act to get the Bipartisan support needed to get this through the House of Representatives and the Senate. 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 am very motivated and eager to get involved. I am serving in my third full term as Mayor of the Borough of Florham Park NJ.

I also currently Serve as 1st Vice President on the Board of Directors for the New Jersey League of Municipalities.

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 manufactures representative I have earned

many sales awards as far back as 1984.

Cal Term Sales Award 1984. This was the first award for sales achievement I had ever received.

Grant Products 1996 Salesman of the year.

Shell Oil Company 2000 I was awarded Sales Representative of the Year from Shell Oil Company for their brands Rain X, Blue Coral, Black Magic, Gumout.

Steelhorse Automotive 2010 I was one of 5 sales representatives to be awarded a 4-day class at Bob Bondurant Driving School. This was for sales exceeding major forecast numbers.

Magnaflow 2014 and then again in **2015** I was awarded the Performance Representative of the Year from Magnaflow.

SEMA Rep Agency of the Year 2015 Kam Marketing

Edelbrock 2018 I was awarded Sales Representative of the Year.

SEMA Select Committee 2023

SEMA SBN Committee 2023

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 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?

The performance segment of the aftermarket is where I excel the most; having been around race cars and racetracks for most of my life. I would say that this would be my expertise. I am passionate about working with customers and growing the business at all levels as well as working to grow the factories that we represent. On my personal side I have served my community for the past 19 years as first a Councilman, and then in 2013 I was elected Mayor, and I have served in that capacity for three terms. I was re-elected in 2023, and I am starting my second year in this term. I have in that capacity handled all aspects in a leadership role. I was just involved in the Drone issue here on the East Coast. I appeared on several talk radio segments on this topic as well as a spot on CBS News CNN and Fox News. I was also part of the team members on my Council who courted and then relocated the New York Jets training facility to our community. As well bringing BASF corporation to our community with their North American Headquarters. We have many other major corporations that I have worked with to either relocate to our community or work with them on a way for them to stay in our community.

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 most of my adult life. In that time, I had never once had a day that I wished I had chosen a different path in my career. My greatest achievement would be my promotion at KAM Marketing to Vice President. I have been with KAM Marketing this coming February for 30 years. In that time frame I have worked with the greatest group of associates as well as some of the top manufacturers in the aftermarket. Kam Marketing receiving the covenant SEMA Rep Group of the year 2015 must be one of the most outstanding achievements as a group. I have been very fortunate to have worked with some of the largest manufacturers and customers in my territory past and present.

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 advancement of federal regulations and macroeconomic issues (inflation, unemployment, health care, etc.) but only if they are relevant to your perspective on industry issues.

In the past 5 or more years my personal feelings regarding the industry and the ICE (Internal Combustion Engine) battles have been in question. The discussions about EV and frankly the total ban on ICE engines has made me very upset. I have been working on cars and engines for the better part of my life. Street cars and Race cars have been my passion. Getting to my point, in the past several months I have witnessed a revitalization and a rebirth of the collective outlook on the next 5 to 8 years moving forward in this country for our industry. I believe that EV vehicles do have a place in certain areas of the US, however, most drivers will not be moving in that direction. Cost of the vehicle, availability of charging stations for EVs and long-term issues of maintenance would be a few of the barriers for most consumers. In the past few weeks, I have been encouraged by news reports discussing the economy and the changes in regulations of sectors such as the EPA. This all seems to me to be a growth pattern in the positive for our industry for the Internal combustion engines. SEMA has a real advantage at this moment to work with the 119th congress members on progress forward for the industry. The greatest fear seen over the last few years has been the rate of inflation. This includes the cost of everyday items such as food and shelter. I see this as a hit in our consumers' wallet and it has caused increased Credit Card debt and rates of interest not seen in several decades by most people. The point of that last statement is that at the end of the week how much money is left over to buy that Exhaust system or a set of Slicks to go to the track on Saturday is in question. We are all paying more for everything and our customers may not have the extra money to upgrade or build that Race Car, Truck or SUV Etc. That worries me.

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 first issue is that the interest rates and cost of goods need to come down. These two factors are “potential disasters” just waiting to come loose at the seams. The energy segment is the driver in the economy, and I have been feeling better each day on the steady growth of that industry again in the U.S. With growth we can expect a lowering of cost basis to transportation and hence a lower cost at the Pump and the delivery of goods to the Grocery store. That will aid in building back the confidence of our consumer.

Part 4 – Association Specific Observations

9. Given the 9 [Strategic Priorities](#) that the SEMA board and the association are focused on, which 2 do you think are the most critical and what can you do to contribute to the success of these initiatives?

2-Regulatory Issues: This is one of the top issues hanging over the heads of the “SEMA” industry manufactures. We are all aware of what has been done to the modified exhaust industry, Air intake category and computer turning etc. I believe that this has just been the steppingstone towards the outlawing of more of what can be modified on a streetcar / truck or off-road vehicle. Continued education is a major priority to the SEMA members and manufactures. **1-Emissions:** We have all seen what California, New York, and New Jersey, just to name a few states have done with the total ban on ICE engines over the next 5-8 years. The emissions issue is at the forefront of these restrictions and regulations. I have read several articles and watched documentaries on the collective number of Emissions and EV vehicle omits. This is from the cradle to grave issues of the battery as well as the tires. This along with the emissions of ICE vehicles need to have as much education from the aftermarket as possible to help the consumer and for the matter work with the EPA and federal authorities on listening and learning more ways to prevent higher numbers while keeping our industry growing and intact.

10. If elected to the SEMA board of directors what unique qualities, experiences, connections, or characteristics are you able to activate during your 3-year term?

In my role as Mayor for almost 12 years now I have made and developed many relationships with County, State and Federal legislators. This has helped me in many situations from the building of large-scale office parks to flood remediation money from the federal government through our congress representative. These experiences and connections are unique qualities that I possess that would come into play as an Elected SEMA board member.

11. What industry trends or opportunities is SEMA as an association and the SEMA Show missing out on currently?

I have heard from many people over the years that are not necessarily in the industry stating that they would love to go to the SEMA show and experience the weeklong event. However, having said that, I have to work while there at the show and it has become increasingly more difficult to walk down the aisles with just the SEMA members at the show. If I were to say that, more people at the show would gain more notoriety and it would also cause more traffic in the Isles.

Another idea has there ever been any conversation on advertising at the auctions? Such as Barrett-Jackson and or Mecum? I see that Gold Eagle has a huge presence on the Mecum auctions on TV, ads for SEMA during that same time with short clips leading people to the web site, I believe that would help grow viewership. Also, the use of influencers in that same space is a missed opportunity. Many SEMA members and guests use the SEMA & PRI shows to grow their own viewers or businesses, why not have more of that to grow SEMA and PRI.

12. If you get elected to the SEMA board of directors, what topics or issues will you spend your time focusing on and how will you gain support?

My thoughts with this question is that the regulations of the EPA and Federal Government would be an area to strike. I have experience in this area of dealing with state and federal authorities on issues in my small town. I have made relationships with many in our state Assembly and Senate. I feel it would be natural for me to contact others in the federal government, congress and or senators to keep pushing the 9 Strategic Priorities of SEMA and PRI.

I have been concerned over the last few years in my own state with the EV only mandate by 2032. I am working with one of the front runners for the Governor's race this year in NJ. This candidate, Bill Spadea, has openly said that when he is elected to be the 57th Governor his first job will be to repeal the EV mandates.

13. Where do you the association and show having an advantage over and edge over competitors in a similar space

My experience of being told "NO" so many times by a buyer and turning the "NO" into a "Yes" is a distinct advantage over the competitors in similar space. I am celebrating my 30th year with KAM Marketing this month. My role in our company has changed several times over the years. I have had to redefine my role from calling on retail accounts that are no longer in business to changing 180 degrees to the wholesale accounts and E-Comm customers that I call on today. That is also a show of experience and therefore an advantage.

Part 5 – About You

14. Questionnaires can be limiting. In the space below, share with us anything we did not ask that you believe will help the Nominating Committee develop a better understanding of you as a candidate:

As I worked to complete this 2nd round questionnaire, it made me think of anything I may have left out of my answers. Then I came to this question. Most of the questions in this 2nd round are amazingly easy to answer for me. Number 13 really threw me off. I even reached out to Staci to ask her if my answer was on the right track!

I am a big supporter of SEMA & PRI, and I respect all the members of the board. If there are any questions as to the nominating committee wanting a better understanding of me as a candidate, I would encourage a call from each of the members of the board, my cell is 215-603-4390. Just to let you know, I did not run this questionnaire through AI.

15. Why do you want to volunteer to be a SEMA board member?

I have been an automotive nut for most of my life. I am a staunch supporter of SEMA and PRI. The SEMA and PRI shows to me every year are a wonderful experience, and it is filled with growth and opportunities for our vendors that I work with as well as showing our customers new ideas and or products entering the market. I feel that being a volunteer on the SEMA board would be a great growth opportunity for me. It would give me the peek behind the curtain on how it all works. I have a thirst for knowledge and growth.

16. Understanding how our board candidates work significantly improves the selection process. Please provide us with the names and contact information for three people we can speak to in order to gain perspective about you.

Name: Armand Mancini
Company: Owner Liberty Engine Parts
Relationship to you: Customer
eMail: ajmancini@libertyengineparts.com
Phone: 215-266-7576

Name: Matt Mabry
Company: Turn 14 Distribution
Relationship to you: Divisional Purchasing Manager
eMail: mmabry@turn14.com
Phone: 610-585-2598

Name: Steve Whipple
Company: President & CEO PRW Power
Relationship to you: I have represented Steve for many years.
eMail: Steve@prwpower.com
Phone: 310-863-0569

Mark Taylor
Kam Marketing Inc.
6 Ponds Edge Drive Suite 2
Chadds Ford PA 19317

My name is Mark Taylor, and I am a Manufactures Representative in the Automotive aftermarket and have been for over 30+ years. My goal would be to help in whatever I can do to continue the great work of SEMA and all the integral groups.

Employment Summary:

Kam Marketing 1995-Present, Vice President

Stephen Lapidus Sales-1990-1995: Sales Manager- Limited Partner

Awards/ Achievements

- California Terminal: Outstanding sales award 1989
- Grant products Sales Excellence award 1996
- Reese Hitch: Sales Excellence award 1998
- Shell Oil Company: Salesperson of the year 2000
- Magnaflow salesperson of the year award - 2014
- Magnaflow salesperson of the year award - 2015
- Edelbrock: Outstanding sales award 2017
- SEMA Representative of the year Kam Marketing 2015

Other Achievements

- SEMA 2022. Ran for SEMA Board of Directors. Became a finalist with one other person.
- SEMA 2023. Severed on the SEMA Nomination Committee SEMA Chairman /Dist. / Retail Boad member.
- SEMA 2023 SBN Male Ally Committee.
- Mayor Borough of Florham Park NJ 2013- Present
- Numerous Public Speaking Engagements, Town Hall Meetings, Ribbon Cuttings, Corporation relocations.
- Board Directors Morris County League of Municipalities, 1st Vice President 2018- Present
- Board Of Directors Jersey 1St Coalition 2019-Present
- Board of Directors New Jersey Conference of Mayors 2021- Present
- SAL American Legion Post 43 member in good standing
- Past Florham Park Rotary Member.
- Florham Park Jaycees Member & Former President 2004

References:

- Steve Whipple: (310)-863-0569
- Armand Mancini Liberty Engine Parts (215)-266-7576
- Matt Mabry Turn 14 (610)-585-2598