



**SPECIALTY EQUIPMENT MARKET ASSOCIATION**

**Board of Directors Candidacy Questionnaire  
2025 Election Year**

**Norris Marshall**  
**BluePrint Engines**

<b>NAME:</b> Norris Marshall	<b>Title</b> CEO
<b>Company</b> BluePrint Engines	<b>ADDRESS:</b> 2915 Marshall Ave, Kearney NE
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<b>DATE:</b> Jan 1 2025	<b>EMAIL ADDRESS:</b> norris@marshallengines.com

**Please select nomination category:**

☒ **Chair-elect**  
☐ **Manufacturer**  
☐ **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:

See Separate attached resume

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:

Current Member SEMA Board of Directors, see history on attached resume

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:

See Separate attached resume

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

<input checked="" type="checkbox"/>	Manufacturing	<input type="checkbox"/>	Motor Sports/Racing
<input type="checkbox"/>	Distribution/Logistics	<input checked="" type="checkbox"/>	Vehicle Shows/Auctions/Exhibitions
<input checked="" type="checkbox"/>	Supply Chain	<input checked="" type="checkbox"/>	Financial Planning/Management
<input checked="" type="checkbox"/>	Engineering	<input type="checkbox"/>	Accounting
<input checked="" type="checkbox"/>	Vehicular/Product Design/Innovation	<input checked="" 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 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 and experience: Managing, growing a business similar in size to SEMA. I enjoy the political arena and have served as the SEMA PAC Board Chair. I would love to continue to help SEMA grow in its advocacy of the industry. I believe SEMA could create an advocacy for the industry second to none and become a powerhouse in the area of Legislation and regulation and not only protect our rights to modify and drive our autos, but also expand the rights we have now.

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

Most proud of helping my employees grow into leaders. We have a great team, and almost all of them started at the bottom. Helping and nurturing individual growth has been rewarding. Many of those people are now my partners at BluePrint.

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.

Legislation and regulations that hinder our members from conducting business and in a larger way take away Americans rights to modify and enjoy modified vehicles.

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?

Regulations that threaten our industry and members. Change is already in the works with what we are doing in DC. We need to continue to support that effort. We need to continue to educate our members and industry about the threats and the value of what SEMA can do to fight back. Most of that message is not heard or conveyed enough. We have started some outreach programs, but they are just in their infancy, we will continue that work and the great work that our association is doing in DC.

#### **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?

Regulations, non-emissions. Support the DC SEMA office. Expand the DC rally. Continue to host educational events to tell the story of our success and the on going need.

The shows, maintain and improve. We should be careful about following FADS, look at and benchmark against other great shows. Look at what they are doing. Some shows and industries have lost relevance, be careful not to bench mark against shows that are in decline, and instead look at great events. I think we sometimes fail to understand what makes the shows great, in my opinion it's the cars, the horsepower, the outlandish Builds. If we want the show to be better, let's have more of those.

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?

Leadership and experience leading a large organization. I founded BluePrint 42 years ago

and have grown it with the help of great people to a large company. Also, I have been fortunate to serve on multiple boards of organizations similar or larger than SEMA.

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

I think we are struggling to improve the SEMA show. Im not sure our direction for PRI is right on target. PRI represents an awesome industry, ie motorsports, I suspect we are just beginning to figure out our role.

We are just in the beginning of building an advocacy for SEMA that will rival the biggest and best in the USA. We can build a base of fans that will help us succeed in Legislative and regulatory arenas.

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?

Continuing to build on our success in legislative and regulatory. Continue to look at existing programs and make sure they fit what is needed today.

Ensure the organization has the best leadership through the advent of eventual and inevitable retirements of staff.

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

We represent companies large and small that help consumers personalize and modify their vehicles.

I don't think we have competition in that sphere. Rather, I think we have a duty as the sole provider to be really good at it.

## **Part 5 – About You**

14. Questionnaires can be 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 have a good vision for the future and tend to see the main thing. Also a big believer in helping people grow to be their best. "Great companies are made up of regular people who were give a chance to be great".

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

I want to contribute and give back to an industry that has been very good to my company and family. I have nothing to gain, and everything to give.

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

Name: Pete Ricketts  
Company: US Senator and shareholder in Chicago Cubs  
Relationship to you: Friend and hunting buddy  
eMail:  
Phone: 404-689-5271

Name: Scooter Brothers  
Company: Driven Oil  
Relationship to you: Friend  
eMail:  
Phone: 901-277-1202

Name: Dan Kahn  
Company: Kahn Media  
Relationship to you: Friend  
eMail:  
Phone: 818-300-8052

**Resume:**

Norris Marshall, Jan 1, 2025

**Personal:**

Born and raised near Elm Creek Nebraska. Grew up on a farm, cow calf, medium sized feedlot, row crop and alfalfa. My Dad was also in the auction business, had a livestock auction market, held farm equipment sales, and ag real-estate.

Married to wife Lori for 41 years, we have 4 kids and 9 grandkids.

**Professional:**

Marshall Engines Inc.

Founded company at 20 in 1982

Grown and evolved the company from a one-man machine shop to a production remanufacturer, to a new engine manufacturer. Currently 250 employees, 210,000 square feet. We design, test and manufacture new spark ignited engines that are somewhat clones of older automotive designs. These consist of 4 cylinder, V6 and V8 engines, from 3.6 liters to 10.3 liters.

We provide 2 brands of new engines to two different markets.

[BluePrint Engines - Crate Engine Manufacturer](#)

BluePrint Engines is our performance crate engine division. This brand is focused on the performance aftermarket and provides engines to enthusiasts and restoration shops. The BluePrint Division of our company is responsible for 70 million in sales annually. Currently partnering with Ford Motor Company to provide new Ford Engines retrofitted to be used in the production of new replica vehicles, such as older style Broncos, Mustangs and Cobras. These are not kit cars, but new cars for on highway sales.

[Origin Engines](#)

Origin Engines is a provider of off highway industrial product. These engines are installed in new OEM equipment. Uses include Generators, forestry equipment Agriculture and Oil and Gas Production. These are fully EPA and Carb certified engines. The Origin division of our company is responsible for 65 million in sales.

All engines are designed and manufactured in Kearney NE. Both products are distributed Globally.

**Prior Service and awards**

Served on numerous AERA (industry trade association) Committees

Served on PERA (industry trade association) board 1990 to 1996

Served as PERA chairman of the Board and President 1996

Lifetime Achievement award PERA 1992

SBA Small businessperson of the year, Nebraska 1994

2009-2019

Appointed by the Governor to Serve on the Nebraska Game and Parks Commission, the state Agency that runs the Parks system and outdoor recreation, served 2 terms, served as chairman. Part of a 9-member board responsible for a 75,000,000-dollar budget and all state regulations pertaining to the agency's work.

2018, Awarded House of representatives "Excellence in Economic development" award

2020 - 2024

Served as Governor appointee to The Nebraska Department of Energy and Environment.

2108 to Current

First National Bank of Omaha, Kearney region board member.

Served on multiple charitable boards and activities.

- Kearney Catholic Highschool Foundation
- Nebraska One Box Foundation
- Nebraska Cattlemen's Ball

2010, my wife and I hosted the Nebraska Cattlemen's Ball. This event is a fund raiser for cancer research that travels to a new location/host family in Nebraska each year. This event takes 2 years to plan and includes over 1000 volunteers. We had 4500 guests and were fortunate to be the first host family to raise over 1 million dollars. The money is donated to the University of Nebraska Med Center for Cancer research.

SEMA (industry trade association)

Elected by members to the SEMA Board of Directors. The industry SEMA represents has a 50 billion dollars in sales, and a 300-billion-dollar economic impact. My focus on the board is legislation and regulation. I work would our DC team and serve as Chairman of our Political Action Committee, (PAC)

**Philosophy:**

I am a firm believer in growing people. Great companies are made up of regular people who are pushed, encouraged, and mentored to be great. Throughout my career this has been my management style and philosophy. And it has been effective.

**Legacy:**

My wife and I have 4 kids, and 9 grandkids. No other family members are active in the business.. After much consideration, 3 years ago we sold 10% of the company to 13 employees. This was done solely to create a path whereby the company could continue long after I'm gone and stay true to its history and heritage.