

VOTE

RICH BUTLER

SEMA BOARD OF DIRECTORS 2025

PASSION • STRATEGY • TENACITY



INDUSTRY PERSPECTIVE



REGULATION

Strategic navigation of regulation threats are necessary to ensure a future for the aftermarket industry and enthusiasts.

RECRUITMENT

Engagement of the masses will be necessary to bring the gravity of attention to our industry and interests.

RESPONSIBILITY

This is critical to the survival of our industry and our ability to enjoy the hobbies we love.

RICH BUTLER
For SEMA Board of Directors
2025

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facebook.com/RB4SEMA
www.sema.org/2025-bod-candidates

LET'S FOCUS ON....

- Member Development & Engagement
- Regulatory Positioning (Emissions related and usage related)
- Event Growth (SEMA Show, PRI and more)
- OE Relationship Development
- SEMA Board of Directors Continuity
- Opportunities to embrace other emerging technologies and trends



ABOUT ME

This industry has been my life, beginning at a very early age. I began my professional career in the automotive aftermarket working as a counterman and machinist at a local jobber retailer and engine builder. I started with R&R Marketing in November of 2000 as a Service Representative and worked to earn new challenges and advanced positions. After having held various positions that exposed me to a diverse cross section of the industry across much geography, I now serve as Chief Executive Officer and Co-Chairman of R&R Marketing Consultants, Inc. I would like to express my gratitude for being selected as a candidate for the SEMA Board of Directors. If re-elected, I can assure you that you will get the very best that I have to offer in facing the challenges and tasks that lie ahead.

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