



SPECIALTY EQUIPMENT MARKET ASSOCIATION

Board of Directors Candidacy Questionnaire 2025 Election Year

RICH BUTLER

R&R Marketing Consultants

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2025 ELECTION OPEN SEATS (Please mark your category below):

- ☐ Chair-elect
☐ Manufacturer
☒ Manufacturers Rep

CANDIDATE QUESTIONNAIRE

You have already completed Parts 1 & 2 in the first round. Please complete Parts 3 to 5 as follows:

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:

I began my automotive career after a short stint at the University of Missouri in 1996 when I began working for Hight Automotive/VAMP Racing. I realized early on that Industrial/Chemical Engineering wasn't my path. I was introduced to RRMCI in 1999 and started a position as a service representative for them in late 2000. I worked my way up within the organization, holding various positions and serving a variety of territories and customers. I assumed the role of Vice President in 2011 when I was tasked with a turnaround and reorganization of the company. Along with my business partner, we created a purchase plan and agreement in 2013 and I assumed the role of acting CEO. Upon the completion of the purchase plan in 2016, I became Chief Executive Officer and Co-Chairman. Throughout the years I have studied business, financial principles and organizational development and how they apply to our business and industry. I have been fortunate to work with many amazing people and businesses as part of the operation of RRMCI, learning a great deal along the way.

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:

SEMA Board of Directors 2022 to Present
SEMA PAC Board of Directors 2023 to Present
2024 PRI Hall of Fame Committee (Inaugural)
Director-RRMCI Board of Directors 2013-2016
Co-Chairman-RRMCI Board of Directors 2016 to Present
Liaison-Performance Warehouse Association (PWA/CAN) Board of Directors 2017-2019
Director-Custom Automotive Network (former PWA) Board of Directors 2020-2021
Chair-Elect-Custom Automotive Network (former PWA) Board of Directors 2022-2023.
Director-Painless Performance Products Board of Directors 2019 to 2023
Co-Chairman-Sales & Marketing Opportunity Partners 2013 to Present
Chairman-BC Capital Investments Company 2014 to Present
SEMA Person of the Year Committee
SEMA Nominations Committee
SEMA Manufacturer of the Year Committee
Various MRN Activities
SEMA PAC Redline Key Holder Club Member
Parenting Children With Special Needs-Volunteer/Contributor/Advisor
North Kansas City High School Automotive Vocational/Technical-Volunteer/Contributor

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:

-Multiple SEMA Rep of the Year Awards
-Multiple Industry Awards for performance
-Multiple CAN/PWA Awards and Recognitions
-Successfully guiding RRMCI into a second generation and preparing it for a third.

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

<input checked="" type="checkbox"/> Manufacturing	<input checked="" type="checkbox"/> Motor Sports/Racing
<input checked="" 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 type="checkbox"/> Engineering	<input checked="" type="checkbox"/> Accounting
<input 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 checked="" type="checkbox"/> Business Technology
<input type="checkbox"/> Advertising	<input checked="" type="checkbox"/> Data Management
<input checked="" type="checkbox"/> Marketing	<input checked="" 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?

- I excel at working with people of varying opinions to find common ground.
- I have helped many businesses, RRMCI included, to strategically work through difficult transitions in environment and create sustainable, long term operating models.
- I am thorough and diligent in my research of topics or problems.
- I have broad exposure to many SEMA Member businesses. This access affords me perspective from many points throughout the industry.
- I have learned to be strategic, not reactive to even the most challenging or unforeseen situations.
- I have significant experience working with and within a broad array of company structures and sizes; from small, private startups to large, publicly traded companies.
- I won't be outworked.

Industry Issues that I am passionate about:

- Regulation and how we responsibly preserve and grow our enthusiast and business interests while facing it.
- Helping businesses within our industry thrive and grow.
- Representation of our industry in a positive light to non-industry people and regulators. We need to ensure that the few bad actors don't define how others view our industry. We are an industry of responsible people and businesses that serve a real purpose in the world and contribute significantly to our economy and society.
- Embracing new technologies and how those new technologies will help to form the future of our industry. History has proven that ignoring emerging technologies is not prudent.
- Engagement of the people who comprise our industry. How do we communicate effectively to everyone with a vested interest in the future of the Automotive Aftermarket? I believe that we have much work to do to involve more people to help them understand the issues that face our hobbies and industry and how they can contribute to shaping the future. We need to engage and mobilize the masses to ensure our future preservation, growth and success in all aspects of our industry. How do we do this effectively with the tools and resources we have?
- Education and Recruitment of youth. They are our future. How do we engage them?

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

-Guiding RRMCI through difficult times and reorganizing the company into a modern, sustainable model that provides a career for many people and serves to support many businesses.

-Operating businesses that foster success for all contributors. I take great pride in seeing my coworkers flourish and succeed.

-Helping many businesses develop strategic models for long-term success.

-I am humbled by the many opportunities that I have been afforded in my professional career. I am honored to have had the opportunity to work alongside some of the most brilliant and successful people in our industry. I am fortunate to have been able to learn from those people and their experiences. I am proud to have an opportunity to use these experiences to give back.

-I have deeply enjoyed my recent experience on the SEMA Board of Directors. While difficult at times, having the opportunity to work alongside some of the most talented people in the industry to solve critical, complex problems, is an awesome experience. It has been an honor to have that opportunity and I would be honored to be able to continue for a second term.

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.

1. Regulation: We have the opportunity to guide regulation in a direction that is inclusive of all technologies and allows for the innovation that has sustained our industry to continue. Much of our industry is composed of small businesses, so SEMA must advocate for policies that support a strong and growing small business environment.
2. SEMA Health & Sustainability: We must keep our primary product, the SEMA and PRI Shows, strong and profitable. SEMA must rebuild the endowment that suffered losses during the pandemic era and continue to grow the scale of financial resources to meet the ever increasing needs of our industry.
3. SEMA Membership: Membership owns SEMA. We need to engage, unite and strengthen our ownership group. Councils and Networks play a huge role in this area. SEMA has a large group of volunteer leadership that is committed, engaged and always willing to help the organization. This is very powerful and we must partner with Councils and Networks to better reach our existing membership and grow the membership base.

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?

SEMA Membership: Membership strength and engagement has an overarching impact on all other facets of the organization. A healthy and strong Membership is critical to our missions in all other areas, from Political Influence to strong Trade Shows. Many hands make light work.

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?

Regulatory: I have also served as a SEMA PAC BOD Member and consultant to the SEMA Super PAC and soon to be Super PAC BOD Member. I have helped to connect the PAC and DC Teams with other industries, such as the petroleum industry, to form alliances in DC and beyond to collaborate on common areas of concern. I am confident that we can build and strengthen alliances with other industries, such as transportation, energy and tire/rubber, to make us collectively stronger with a larger, unified voice.

Member Engagement: The nature of my career has afforded me the unique opportunity of broad and diverse engagement with Membership. I am committed to understanding the needs and priorities of all members and ensuring that SEMA is guided towards them. I have been a strong voice on behalf of Councils and Networks and have advocated for better communication, engagement and transparency with those Volunteer Leaders and Membership as a whole. As a SEMA Board Director, I am keenly aware that we are accountable to ownership-The Members. This guiding principle will help the organization strengthen our relationship with Membership and will drive continued growth.

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?

My business affords us great reach and access to a broad spectrum of SEMA Member businesses. I can leverage this to engage members at a higher level, recruit new members, spread our message and gain valuable feedback to help guide our decisions and measure our effectiveness. I have a proven history of working well in challenging situations, working with people to find common ground to facilitate positive outcomes and being politely honest. I have had successes and failures; I love to learn; I don't give up.

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

SEMA has historically been very good at understanding industry trends and opportunities. A better strategy to engage membership and interact more with the industry outside of the

SEMA and PRI Shows will likely present opportunities more quickly than they are currently realized and ensure that they are not missed.

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?

As I mentioned above, Regulatory Issues, Member Engagement and overall organization health are my top priorities. That being said, many different topics frequently come in front of the board for critical decisions. It is important as a board member to understand the topics and align with other board members to better understand varying positions. This is necessary for a board to make informed, sound decisions on a broad array of topics. Decisions made on the focal topics are usually, very straightforward.

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

SEMA is the established, dominant leader in the space. The SEMA Show is arguably the largest trade show in the world and is highly revered by most. Our membership is passionate and engaged. We need to continue with our mission of constant improvement in all areas to maintain and grow the strength we have today.

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:

In addition to my recent term on the SEMA Board of Directors, I have significant BOD experience in the private sector. I have learned much during my term on the SEMA BOD about how to mobilize and accelerate decision making at the board level so that we can be appropriately responsive to the needs of Membership. In the board room, we will not always agree, but I can respect the opinions and positions of fellow board members while holding strong to my position.

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

I have greatly enjoyed my first term as a SEMA Board Director. This industry has been very good to me and I want to ensure that opportunities are plentiful for future generations. I feel that I have contributed significantly during my first term and the BOD needs continuity to continue with the work and challenges ahead.

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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: Norris Marshall
Company: BluePrint Engines
Relationship to you: Long-time Customer, friend and fellow board member.
eMail: Norris@blueprintengines.com
Phone: (308) 233-4587

Name: Chuck Lenhart
Company: R&R Marketing Consultants, Inc.
Relationship to you: Business Partner, friend and Chief Operating Officer.
eMail: clenhart@rrmci.com
Phone: (913) 484-4900

Name: Kim Pendergast
Company: Magnuson Superchargers
Relationship to you: Client, friend and fellow board member.
eMail: kpendergast@magnusonsuperchargers.com
Phone: (917) 922-2278

Name: Steve Whipple
Company: PRW Power
Relationship to you: Friend, former client and former fellow board member.
eMail: steve.whipple@prwnetwork.com
Phone: (310) 863-0569