



SPECIALTY EQUIPMENT MARKET ASSOCIATION

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

**SHANE McNALLIE
Lippert Automotive**

NAME: Shane McNallie	TITLE: SVP Sales / Customer Care
COMPANY: Lippert Automotive	ADDRESS: 131 Bass Ln Kingston, TN 37763
OFFICE PHONE:	CELL PHONE: 715-456-9806
DATE: 01-06-2025	EMAIL ADDRESS: shane.mcnallie@lci1.com

Please select nomination category:

- Chair-elect ****Must have previously served on SEMA Board of Directors to be eligible.**
- 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:

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:

Trustee Chair Kingston United Methodist Church 2022 – 2024
American Legion Post 232 Harriman TN

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:

AAM Ambassador Award – 2018, 2019, 2022
Distinguished Service Award – 2010, 2011
Led innovation team from creation to 12 product launches including 4 patented best sellers like echo brake controller
Led Sales Organization from \$38m to \$500m growth in 15 years
Opening Speaker at Midstates Member conference 2019
United States Navy Veteran
Former Owner of Hitch Central Truck accessory center Newark, N.Y.
M&A Lead on 3 acquisitions
Offer of CEO Position in 2024

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 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 checked="" type="checkbox"/> Engineering | <input type="checkbox"/> Accounting |
| <input checked="" type="checkbox"/> Vehicular/Product Design/Innovation | <input 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 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 type="checkbox"/> Public Relations | _____ |
| <input checked="" type="checkbox"/> Crisis Management | _____ |
| <input type="checkbox"/> Regulatory Compliance | _____ |
| <input 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?

With over 30 years of experience across a broad spectrum of Automotive aftermarket areas I believe I have many benefits to offer as a Sema board member. I am passionate about innovation in our space and the constant need to move forward while preserving the integrity of our freedoms we enjoy. I am an expert strategist and play very well in a team environment to accomplish goals. I believe right to repair is big issue that we need to continue to champion. My personal issue is offshore knock off products, I have been working tirelessly to fight against these products and the damage they do to legitimate brands.

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

Growing Lippert Automotive from \$38m to \$500m based predominantly on relationships and always keeping the customer first. I am most proud of maintaining dozens of lifelong industry friendships while accomplishing my companies goals, the ability to stay true to self while winning at business is not always the easy path but it is the right path.

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.

- Offshore knock off's (copies) of U.S. designed and manufactured parts. The current trend has Amazon and other marketplaces allowing knock off's to use other manufacturers part numbers as key words to thereby "spoof" their products and fool the consumer. In many cases the parts create a safety risk as there is little to no testing done on the copy. The off-shore entities are only picking parts with high reviews and obvious large sales and quickly taking over the market on these parts. Legislation is needed to address this unfair business practice and to protect the consumer.
- Unfair competitive landscape from offshore products being stocked in U.S. marketplaces. Tied to the first point but separate, the offshore supplies have several advantages. From Nixon era postal subsidies that have no purpose in the modern era and have the U.S. tax payer footing the shipping bill on offshore manufacturers products going to U.S. consumers to marketplaces allowing the products to be stocked locally thereby given easy access to our markets on government subsidized and currency manipulated products that are reversed engineered from U.S. manufactures.
- Complacency in the U.S. consumer mindset to the above-mentioned practices and inferior /often unsafe and unregulated products. We have seen Gooseneck trailer hitches fail causing the trailer to let go. There is a safety standard which is not tested to and the consumer is blind and assumes the retailer is looking out for them.

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 mentioned as the rest tie into it. When I am in a trade show booth at any show especially Sema our booth is swarmed with individuals taking pictures and measurements of our parts. Their intent is almost always not to partner with us but instead to knock off our parts and then bring them into our market at a much lower price as they did not incur any of the design, testing, marketing and launch costs. I have met with the VP of Automotive at Amazon multiple times on the topic. In 2024 we lost \$12 million dollars in revenue alone and it is easy to track as they copies use our part numbers. Amazon refuses to make that practice against their rules. We have followed multiple instances of failures on hitch related products which becomes a DOT issue for any consumer on the road if a trailer simply lets use due to an product which is not tested or engineer to the correct safety standards. I have followed other brands and noticed what is happening to us is not unique and it has become a plague since the initial covid downturn happened to all domestic manufacturers.

–Legislation is needed as well as visibility to the problem at hand. When I talk to consumer about the issues they never are aware and it is eye opening for them. I would help to bring the issue into the light and coordinate an awareness campaign as well as work with governing bodies to legislate a solution.

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 issues non-emissions. This area falls perfectly into the passions I have discussed above and beyond those issues there are other very import issues that need diligent attention paid to. I drive modified vehicles and have personally experienced dealer bias and warranty refusal due to the modification even though there was no relative reason for the denial. I would fight vehemently to change this environment.
- Address complex vehicle technology & OEM relationships. We currently work with Toyota, GM, Stallantis, Mobis / Hyundai / Kia, Honda, Mazda, Ford. I meet with several of them annually that are more open minded like Toyota on developing products that consumers want / need and trying to get them to think in a more “after the initial sale” mindset. I believe even with the OEM’s purpose to protect its platform we can interact with them in a way to create more aftermarket opportunities through closer collaboration.

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?

- I am an off-road enthusiast so live that lifestyle on the weekends which helps to fuel my passion on the industry. I am also a lifelong racing fan and own a sportscar that I take to the track several time a year once again I am passionate about everything SEMA stands for. I have worked in the industry for 29 years and developed an amazing group of friends and broad network of relationships throughout the entire industry at all levels.

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

The main topic that comes to mind is fleet upfitting. I know this is NTEA territory but many attendees do fleet work. I believe it is an area for potential growth at the show has been a significant industry growth trend in recent years.

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?

- Professional installation, there is way too much focus on D2C in the current environment and I believe it is to the detriment of the consumer. As an industry we need to focus heavily on selling the parts through the professional jobber / installer. I know other manufacturers as well as the industries distributors feel the same and would

support initiatives in this area.

- Open platforms by OEM's. Access to CANBUS. They claim privacy requirements but at the same time are quick to sell a consumer's data without consent to an insurance company. As an aftermarket manufacturer we need CANBUS access to develop electronics and increasingly we are being locked out. I am confident both legislators and other manufacturers would be supportive of this need.

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

SEMA has shown to be preeminent. Always able to change and adapt better than any other organization. A good example is what has happened to draw the consuming public into the SEMA show over the last couple years the weekend after the show. It amazes me to think about how much just the November show has changed in the 23 years I have attended it. Also, no other organization offers the level of support in working with legislators to effect positive change on important topics like right to repair. SEMA garage is a wonderful tool etc.

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 am 54 now, have been married to my wife Lily for 34 years. We have two adult children and are expecting our first grandchild in March. I was raised on a farm in a small town and taught the meaning or work ethic at a very young age. The other thing I learned early was that your word was your bond so never lie. I have built my career looking customers in the face and being honest even when it was not comfortable. Given how fast ones career goes by I feel it is important to mentor those who ask for it and help the next generation of leaders and do everything you can to be a force for positive change both within your own organization and within your industry.

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

To effect change one must participate. I have never been one to sit passively by and hope things would simply work out in the worlds best interest. I truly believe I have a lot to offer SEMA and that my insights in the current struggles in Automotive aftermarket manufacturing would be useful.

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: Rock Lambert
Company: Chairman of Board Mastercraft
Relationship to you: Former CEO CURT Group
eMail: Rock@coreipfund.com
Phone:618-727-7624

Name: Bryan Fletcher
Company: Thetford recently retired
Relationship to you: Former President of Valley Industries / Mentor
eMail: Bfletcherwwg@gmail.com
Phone:209-482-4630

Name: Jamie Schnur
Company: Lippert
Relationship to you: Direct Supervisor
eMail: jschnur@lci1.com
Phone: 574-238-1018

SHANE MCNALLIE

131 Bass Ln.
Kingston, TN 37763
715-456-9806
shane.mcnallie@yahoo.com

Objective

To bring innovative and exciting products to market in a manner that maximizes profits while creating brand equity that consumers will demand. To continually find the next challenge that will not only excite me but will help those around me to grow while I achieve my goals.

Professional Achievements

Growth Strategy as EVP sales / Customer Service

Organic sales growth of 3.5x during tenor as EVP
Initiated M&A strategy resulting in 3 acquisitions
Primary presenter for Sale of Company and part of Integration team
Restructured Customer Service and Technical services

Sales growth as vp of retail sales

Added the First 5 multimillion-dollar retail accounts
Was an integral part of companies 5x sales growth during my tenor in this position

awards

Salesman of the year 6 times in my career
Ambassador award 3 times from AAM buying group
5 Star Award for Area Field Managers at U-Haul (National Recognition)

Product development

Idea generation for Echo brake control - \$5,400,00 annual revenue
Idea generation for Smart Trailer System - \$3,800,000 annual revenue
Idea generation for Crosswing 5th wheel - \$4,800,000 annual revenue
Idea generation for trailer mounted weight distribution - \$8,200,000 revenue

Skills

Interpersonal relationships
Negotiation
Team Management

Strategic Planning
Product Management
Marketing
Sales

Work History

EVP Sales & CUsomer Service, Lippert Automotive, Eau Claire, Wi
06/16-Current

VP Retail Sales, CURT Group, Eau Claire, wi
02/13 - 06/16

National Sales Manager, CURT Group, Eau Claire, wi
02/09 - 02/13

National Sales Manager, valley industries, lodi, ca
05/05 – 02/09

Regional sales manager, valley industries, lodi, ca
09/01 – 05/05

Territory Sales Manager, valley industries, lodi, ca
10/99 – 00/01

President, Hitch central, newark, ny
04/96 – 10/99

Area Field Manager, Uhaul company of central ny, Victor, NY
04/93 – 04/96

General Manager Long Pond Road center, uhaul company of central ny,
12/91 – 04/93

Electronics Tecnician, united states navy, groton, ct
11/89 – 11/91

Education

Electronics tecnician A school

02/90 – 06/90

Maple grove high school, bemus point, ny

Graduated 12th in my class with a 3.3 GPA and a Regents diploma. Lettered in Football, Basketball, Baseball, Tennis. High School Bowl team, All State Band.

References

Rock Lambert

Chairman of the Board Mastercraft Boats

618-727-7624

John debalso

VP Purchasing

The AAM Group

570-451-3337