



Timothy McCarthy

FOR SEMA BOARD OF DIRECTORS 2025

“Growing up as an entrepreneur in the automotive OEM and aftermarket industry has defined who I am today. I am founder and owner of two vibrant automotive businesses and face the same challenges that every member of SEMA confronts today. I will stand tall as a voice for all member businesses fighting for the issues that will allow our industry to thrive in the decades to come. I pledge to continue to represent, and hopefully assist, in growing our business membership as we pave an open road to prosperity. It is a humbling honor to be nominated as your Board of Directors representative and I ask for your vote.”

Timothy “Tim” McCarthy, Founder/CEO
HushMat & ZyCoat



My Service to our Great Industry

I began my automotive career in the late 1980s, acquiring and consolidating three parts suppliers, and expanding a Kansas City facility. Relocating my family there, I grew the automotive materials division from modest beginnings to over \$110 million in revenue. Despite initial OEM resistance, I launched HushMat in 2002—the first fully American-made sound deadening and insulation brand for the aftermarket. A SEMA member for over 23 years, my wife Connie and I now own HushMat and ZyCoat. Our children helped in the early days, packaging and shipping products. Passionate about the aftermarket industry, I value American manufacturing and enjoy sharing my entrepreneurial, branding, and financial expertise with customers and fellow entrepreneurs all over the world.

SEMA has been part of my story for 23+ years:

- ◆ Treasurer, SEMA 2023-2025
- ◆ SEMA Board Executive Committee Member 2023-2025
- ◆ SEMA Board of Directors Member 2023-2025
- ◆ Chair, SEMA Hot Rod Industry Alliance 2023-2025
- ◆ SEMA Hot Rod Industry Alliance Member since 2007
- ◆ SEMA & PRI PAC Member
- ◆ SEMA – Member & Exhibitor since 2002



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My Focus as a Member of the 2025 Board of Directors

● Challenges Confronting our Automotive Aftermarket Industry

We are under the constant pressure of political differences which will move to and from Washington DC to the state and local level depending on the party in power. This will require constant vigilance from SEMA leadership and the Board of Directors. We cannot allow our guard to drop just because a favorable party sits in the White House.

● Build Community & Networking Opportunities

We are a community that gathers for a few days each year in Las Vegas and Indianapolis. But there's a need for more coordinated engagement throughout the rest of the year. At HRIA we place strategic emphasis on creating networking and social events to bring SEMA members closer together throughout the year. Bringing more of these gatherings together outside of the SEMA show will make our community stronger.

● Continue to build SEMA's Financial & Operational Strength

The COVID era was a financial wake-up call. As Treasurer I collaborated with SEMA's executive staff to revamp financial reporting; enhancing clarity and consistency across business units. We accomplished this objective and this standardized approach now supports more effective strategic and operational decision-making.

● Preserve Right of Choice, Right to Repair & Modify

As a long term member of SEMA and the Hot Rod Industry Alliance, the right of choice and right to repair and modify is vital to the well being of our members and our industry. Allowing non-automotive bureaucrats to determine the life or death of our industry with a stroke of the pen is beyond comprehension and I will fight for our right of choice and right to repair and modify vehicles. The future of our industry depends on winning this fight.

● Serve the Members Mentality

My approach is to serve members first. Our members are businesses of which many are small and need to join other like-minded businesses to carry one voice. By fostering a servant-leadership culture, SEMA can attract more businesses and amplify its impact. Success in legislative and regulatory advocacy will further elevate SEMA as a hub for unified industry representation. As a small manufacturer, I support maintaining the SEMA Show as a trade-only event from Tuesday through Thursday. As most of the decision makers leave town on Thursday night or Friday morning during SEMA week, I am all in for the "SEMA Show Friday Experience," for enthusiasts to attend the greatest automotive show on earth.



Endorsements

Through the many years of my involvement in the restoration and hotrod industry, I have been very fortunate to work with some of the finest people you will ever meet. There are a few of those people that stand out above and beyond the rest. One of those people is Tim McCarthy. He is a true industry professional and a genuine car guy. Not only is he a driven businessman, Tim is also a driven volunteer. Tim has devoted countless hours to the HRIA council and other SEMA programs. He will be a tireless Board member that will always put the industry first and do what's right in representing all segments of the SEMA family. I hope you will join me in supporting Tim for the SEMA Board of Directors.

Rick Love, CEO Vintage Air / Former SEMA Board of Directors and SEMA Hall of Fame member



"I am delighted to offer my sincere endorsement of Tim McCarthy for the SEMA board of Directors. Considering everything Tim has already done for SEMA, from being Treasurer to chairing HRIA, his commitment is unrivaled. A perennial SEMA PAC member and a proven entrepreneur with two successful businesses in our industry, Tim is the definition of the kind of board member we need moving forward. Vote for a successful future. Vote for Tim McCarthy!"

Doug Evans, Former SEMA Chairman of the Board of Directors and SEMA Hall of Fame Member

