



SPECIALTY EQUIPMENT MARKET ASSOCIATION

**SEMA SERVICE
CANDIDACY QUESTIONNAIRE
2024 ELECTION YEAR**

**BILL BADER
SUMMIT MOTORSPORTS PARK**

1. Please provide a history of your professional background and education (including professional development). Feel free to attach your résumé and/or bio. Describe the specifics of your current job responsibilities:

Bachelor of science degree in accountancy and corporate finance. Graduated with honors (summa cum laude).

2024 marks the start of my 47th year in motorsports. During my time, I have worked in all facets of motorsports entertainment and am competent in all disciplines of business ranging from strategic planning to marketing, sales, human resources and facility management.

Strengths:

- Knowledgeable in all aspects of racetrack management
 - Operations
 - Facility Management
 - Sales
 - Marketing, Third-Party Activation
 - Hospitality
 - Media Buying
 - Food and Beverage, Merchandise
 - Track Preparation
 - CAPEX Project Management:
 - \$1.2M Facility expansion in 1994–1995
 - \$2.5M Facility expansion in 1999–2000
 - \$8.0M Facility expansion in 2006–2007
 - \$1.6M Track Rebuild in 2018
 - All Accounting aspects including GAAP, Best Practices
- Positive character traits:
 - Forward thinking
 - Aggressive
 - Motivating
 - Honest

- Transparent
- Innovative within the Industry
 - The Bader Family Guarantee
 - The Community Code of Conduct
 - Introduced a Guest Advocacy Program
- Results-driven
- Critical thinker
- Service-minded
- Synergistic
- Great judge of people and character

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:

In additional to Summit Motorsports Park, I operate a successful consulting business, Energize. Between Summit Motorsports Park and Energize, I have served in several roles as both an entrepreneur and consultant.

Highlights include:

- President, American Promoters Association (2009–2013)
- Board Member, Norwalk Economic Development Corporation (Three-Year Term)
- President, Drag Racing Leadership Team (2020–Present)
- President, Board Member, Huron County Development Council (2020–2023)
- Board Member, ISP–Industry Sector Partnership Launch/Erie, Huron, and Ottawa Counties, Ohio (2023)
- Served on a special SEMI/PRI Committee organized by James Lawrence (One Year)
- PRI Speaker (Multiple Years)

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:

Accomplishments:

- Received track of the year honors a record 24 times.
 - 10 times by the National Hot Rod Association.
- Multiple time Promoter of the Year.
- Founder of the APA, American Promoters Association.
- Grew sponsor sales at Summit Motorsports Park from \$180,000 to \$2,000,000.

- Solidified facility Naming Rights with Summit Racing Equipment, which is currently in second contract term.
- Hand-built a qualified and talented management team of 21 at Summit Motorsports Park.
- My wife Jayme and I have raised two terrific sons, Evan (30) and Garret Bader (20); both are fine human beings.

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

- | | |
|--|--|
| <input type="checkbox"/> Manufacturing | <input checked="" type="checkbox"/> Motor Sports/Racing |
| <input type="checkbox"/> Distribution/Logistics | <input checked="" type="checkbox"/> Vehicle Shows/Auctions/Exhibitions |
| <input 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 type="checkbox"/> Human Resources Management |
| <input 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 checked="" 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 | _____ |

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?

Core competencies:

- GAAP accounting/corporate finance/tax planning/forensic accounting/cost accounting.
- Marketing partnerships, third-party activation.
- Organizational development/team building.
- Strategic planning.
- Public speaking/motivational speaker.
- Strong Leadership competencies including:
 - Desire to lead; embrace the moment.
 - Honesty and integrity.
 - Fiery passion.
 - Conviction.
 - Discipline.

- Mental Toughness.
- Develop positive habits.

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

Personally:

- I have been married to my beautiful wife Jayme for 34 years.
- Jayme and I have two wonderful sons, Evan (30) and Garret (26). Both are fine human beings.
- I'm a Christian conservative that lives by my grandmother's one simple rule: "Be happy with the image in the mirror."

Professionally:

- Summit Motorsports Park is a 60-year-old beloved and respected brand in motorsports entertainment.
- I'm part of a management team and event staff that I love and respect.

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.

I certainly agree with SEMA's nine strategic priorities as detailed in the accompanying document. However, I think it's important to identify some of the changes in family dynamics/behaviors that serve to threaten the health of the automotive market.

Young adults of legal driving age without a driver's license

We have a record (or near record) number of young adults of legal driving age without a driver's license.

Single-Parent Households

Nearly 50% of children born in this country are born to a single parent, presumably a woman. The absence of the two-parent household inhibits dad's role as the automobile "ambassador" to his children.

The Advent of the Mobile Phone

As children, we viewed the automobile as our "key to freedom," to the world. By contrast, kids today don't need an automobile to experience freedom. Instead, they can simply role over in bed and turn on their mobile device. An entire world in the palm of their hand.

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 concerns identified in question #7 all contribute to young people's lack of interest in the automobile. My greatest concern! These are central focus in my business because these behaviors are negatively impacting the motorsports space and have been for the past several years. I don't have the answer, but I assure you I'm working on it.

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?

Let me be clear, all nine strategic priorities are vitally important. With that being said, I feel the following two strategic priorities are most critical to me:

(02) Regulatory Issues

- The creation of motorsports councils in each state made up of a cross-section of automotive-centric businesses.

(06) Improve Member Engagement

- We must empower, enable and educate at every level... From the board room to the classroom.

10. If elected to the SEMA Board of Directors what unique qualities, experiences, connections or characteristics are you able to activate during your three-year term?

During my 47-years in motorsports, I have worked in all facets of motorsports entertainment and am competent in all disciplines of business ranging from strategic planning to marketing, sales, human resources and facility management.

I am knowledgeable in all aspects of motorsports including:

- Operations
- Facility management
- Sales
- Marketing, third-party activation
- Hospitality
- Media buying
- Food and beverage, merchandise
- Track preparation
- CAPEX project management
- All accounting aspects including GAAP, best practices

Personal qualities:

- Forward thinking.

- Motivated
- Honest
- Innovative
- Results-driven
- Critical thinker
- Service-minded
- Synergistic

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

SEMA must become more proficient at heightening awareness for all the good work it does.

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?

It will be my primary objective to advance the SEMA mission tirelessly, dynamically and passionately.

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

I view SEMA as the industry leader in the automotive space.

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:

N/A

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

My family has dedicated itself to family-centric motorsports entertainment. First my father, then myself (for 46 years and counting) and then my son(s). The work of SEMA is vitally important! My commitment to this endeavor is to bring all my experience, passion, determination and vision to the SEMA Board and its membership.