

Johnson Valley's Epic Battle | State Caucus Alumni

DRIVING FORCE

Spring 2013 | semaSAN.com



**IGNITED
WE STAND**

**GREAT CAUSE TARGETS
EVEN GREATER EFFECTS**

New Methods of Pulling Maximum Power From Our Force



“Neither a wise man nor a brave man lies down on the tracks of history to wait for the train of the future to run over him.”

—Dwight D. Eisenhower

As many of you are aware, the SEMA Action Network (SAN) was established in 1997 to arm automotive enthusiasts with the resources necessary to create legislative solutions for the betterment of our hobby. The primary goal was to assemble a strong, informed, cohesive group of dedicated individuals and car clubs who together would serve as front-line combatants in the battle to keep our pastime free from unnecessarily burdensome laws and regulations. From humble beginnings, SEMA's Government Affairs team developed the SAN with coordinated efforts by phone, fax and mail to rally support for this grassroots endeavor. Now comprised of thousands of individual members representing each state in the Union as well as Canada, we have become acknowledged around the country as a formidable powerhouse. However, there is much still to be done to ensure adequate representation in an increasingly difficult legislative environment.

The diversity of the automotive tastes that members bring to the SAN can be a double-edged sword: while individuality is encouraged, it can often come at the price of a splintered whole. With the current state of legislative proposals coming our way affecting all segments of the hobby, we can do even better. We must continue to employ new and exciting ways of empowering enthusiasts with the tools necessary to affect public policy. The SAN's armament must evolve in order to appropriately fulfill the Network's mission and promote rapid growth. In the near future, you will see a refreshed brand consisting of all major elements, beginning with this very newsletter. Obviously, you can already see significant changes to the familiar layout and content of this award-winning publication. We are also launching a new and exciting promotional campaign—"Ignited We Stand"—to encourage additional members to join our ranks.

Like many of you, we are typically reluctant to employ technological gimmicks that often prove to be "fly-by-night." Yet it is undeniable that certain electronic-based technology,

Sneak Peek at SAN Improvements



Promotional Campaigns



Publication: Monthly to Quarterly



Reformatted Action Alerts



Social Networks:
Share Your Photos and Videos



New Bi-Weekly
Online Update

such as the Internet and its social media channels, are here for good. In fact, a recent SEMA Market Research report concluded that “the Internet is increasingly becoming a vehicle enthusiast’s primary research tool.” Beyond that, it is commonly believed that usage of Internet via mobile devices will eclipse desktop computers very soon. With these emerging technologies, we can mobilize our forces within seconds and continue developing resources to empower our agents for positive change. It just makes sense to fully utilize our given resources to their most effective capacity. For example, the next generation of “car club members” is already here. They gather not in person but on web forums and message boards. Similarly, tomorrow’s “classics” are being built right now. Only time will tell which new vehicles will make the cut. Increasingly, successful mediums incorporate engaging photography and video technology wherever possible. We aim to utilize those elements more often as well.

The opportunities to share car photos, stories and current events are greater than ever. If you are a social media user, please “Like” us on Facebook, “Follow” us on Twitter and get involved when future channels emerge. We’ll do our best to reciprocate by doing the same. Please feel free to share a photo of your ride or promote your automotive-related event using the SAN’s social media and utilize the event resources found at www.sema.org/events/industry. We will continue to look forward and find the best methods of spreading the good word about your great contributions to our hobby in the most streamlined way.

In order to give maximum impact to our legislative tools and trend analyses, certain content from our newsletter will be reserved for the new and more timely *Driving Force Online*, which will be transmitted to SAN members electronically every two weeks. For those of you who currently enjoy receiving a printed *Driving Force* as a recap of the current legislative landscape, you will continue to receive it on a quarterly basis.

Although it’s been said many times before, the SAN needs you now more than ever. Many are already doing their part to heed the call and defend the future of a pastime we all enjoy. Continue to spread the word and enlist the aid of your friends, family, co-workers, club members and anyone else with an interest. They can get involved at www.semaSAN.com/Join. In the near future, we will be unveiling more resources to aide your participation in creating a widespread groundswell for our cause. Stay tuned as details emerge. On behalf of all of you who make up the SAN, thanks for making us all so proud.

Saving Johnson Valley’s OHV Area

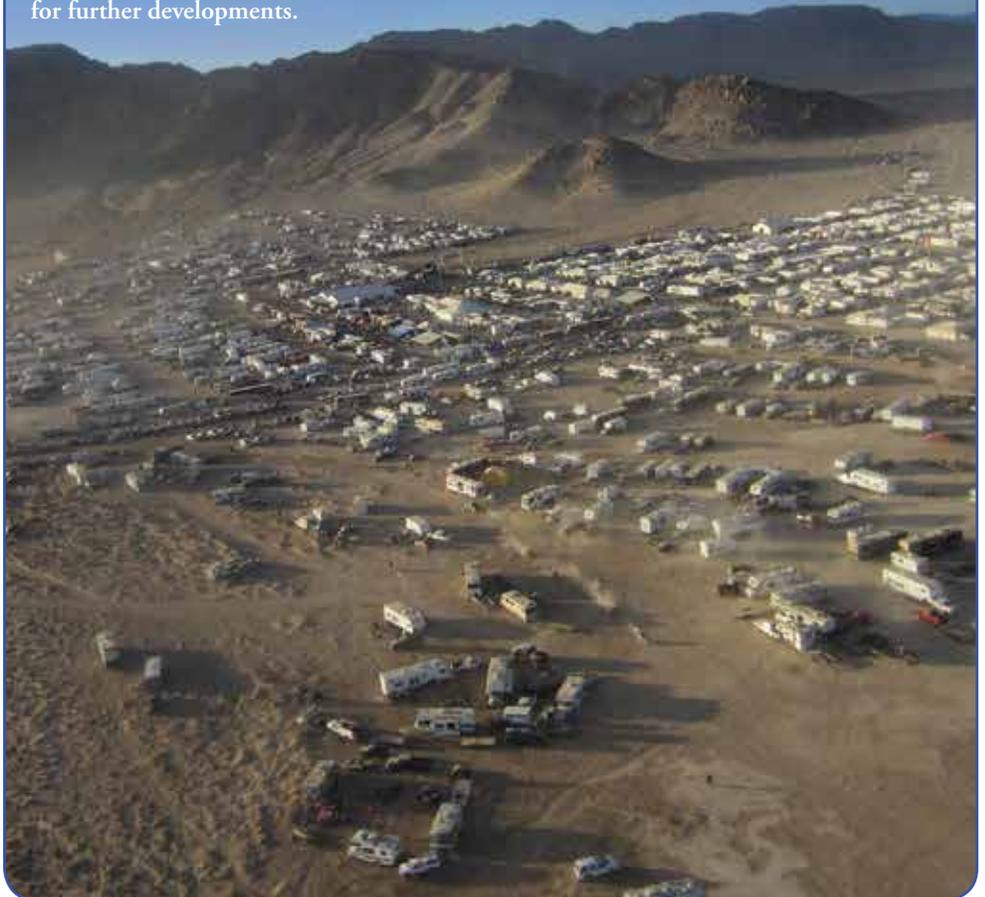
The SEMA Action Network (SAN) has been actively engaged in defending the Johnson Valley Off-Highway Vehicle (OHV) Recreation Area for future enthusiast use. The U.S. Marine Corps wants to expand its base at Twentynine Palms, California, in order to conduct large-scale training exercises for two months a year. The land has been controlled for decades by the Bureau of Land Management (BLM), which provides special-use permits for various motorized recreational activities. Thanks to the efforts of SAN members, the message to save Johnson Valley and find a reasonable solution is being heard from coast to coast.

SAN members were active in securing a congressional amendment to the 2013 Defense Authorization Act that requires the Marines to study alternative ways to share the area with the OHV community without taking ownership of the land. Unfortunately, the Marines have now issued a study that states there is no alternative.

The Marines are moving forward with plans to take ownership of 147,000 acres of Johnson Valley. Nearly 104,000 acres would be permanently closed to off-roading. Another 43,000 acres, including the unique terrain known as “Hammers,” would be available for dual-use purposes. However, this land could be closed in the future since munitions from live-fire training could make the area unsafe for recreational access. The Marines will ask Congress to approve the land transfer as part of the upcoming 2014 National Defense Authorization Act.

The fight to save Johnson Valley is not over. The OHV community has petitioned the White House for support of the special-use permit approach. SAN members were critical in helping gather more than the 25,000 signatures required for an official administration response in just two weeks. The community is now awaiting a White House response.

The SAN will continue to lobby Congress for continued BLM ownership of the land and issuance of special-use permits to the Marines, with no live-fire training. Stay tuned for further developments.



LEGISLATIVE FRONT LINES

States Spinning Plates

As state lawmakers convene to begin their 2013 legislative sessions, a series of single license plate bills have been introduced. This legislation is often an attempt by states to save money and conserve resources and represents a

growing trend. Those owning hobby cars, such as antique, street rods, reconstructed and replica vehicles, support these efforts. After all, vehicle owners are spared the burden of having to create mounting holes on some original and fabricated bumpers and

the aesthetic contours of collector cars are preserved. In addition, states have found that instituting specialty plates can offer reasonable and voluntary means to generating new revenue. To follow is an overview of a few of these bills:



California Legacy License Plates: Last year, legislation was enacted to establish the California Legacy License Plate Program. Under the new law, the Department of Motor Vehicles (DMV) will create and issue a series of specialized license plates that replicate plates from the state's past. The plates are now available for pre-order and cost \$50 for non-personalized or personalized plates. The law specifies that 7,500 applications must be reached by January 1, 2015.



Maryland Single License Plates: Legislation has been introduced in Maryland to require the issuance of only a single license plate for motor vehicles. The bill requires that the single registration plate be attached on the front of tractors and on the rear of all other vehicles. A second bill provides that for vehicles required to display two registration plates, the front plate may be stored inside the vehicle if the vehicle was manufactured without a means to secure and display a front plate.



Missouri Single License Plates: Legislation to require the issuance of only a single license plate for motor vehicles was introduced in Missouri. The bill also applies to personalized plates. If enacted into law, the measure would still accommodate registered owners eligible to receive a second plate (e.g., certain property-carrying commercial motor vehicle applicants can request two plates).



Montana Single Year-of-Manufacture License Plates: Legislation to allow the owner of a motor vehicle, trailer, semitrailer or pole trailer manufactured in the year 1948, 1949 or 1950 to display a single original Montana license plate that is affixed to the rear of the vehicle is moving quickly through the legislature. Under the bill, the original Montana license plate must be legible and must bear the year that matches the year in which the vehicle was manufactured.



Wyoming Single License Plates: Legislation has been introduced in Wyoming to exempt motor-vehicle owners from the requirement that they affix a front license plate to their vehicles. Under the bill, an application must be filed and an exemption granted by the county treasurer after a fee of \$100 is received. A front plate exemption sticker would be displayed in the front windshield of the vehicle for which the exemption was granted.

CAUCUS CONNECTION

Car Guys and Gals... Just Like You

Lawmakers Who Support the Hobby

Did you know that some lawmakers are big fans of collector cars, vehicle exhibitions and auto racing? Many of these U.S. representatives and senators have joined the Congressional Automotive Performance and Motorsports Caucus. Likewise, state lawmakers have joined the companion State Automotive Enthusiast Leadership Caucus. These caucuses help identify lawmakers with an interest in the historical legacy of the automobile. Many of these legislators have proactively sought to protect the hobby by improving existing motor-vehicle statutes and creating new programs to safeguard and expand it. These forums represent an important method to raise the hobby's profile on Capitol Hill, in state capitols and in the public's eyes. State Caucus members number approximately 600 legislators from all 50 states. The Congressional Caucus counts 70 U.S. senators and representatives among its ranks. Lawmakers who have served in the states often are later elected to represent their states and districts in Congress. Pictured are a few of the State Caucus alumni who are now serving in Washington and have joined the Congressional Caucus. For a full listing of caucus members, visit www.semaSAN.com



California Representative
John Campbell



Florida Representative
Bill Posey



California Representative
Doug LaMalfa

WEB RESERVES

SEMA Action Network Sponsors



The SAN is proud to welcome the Racers Against Street Racing (RASR) brand to its network. This long-standing effort is devoted to promoting safe and legal alternatives to illegal street racing. The message of this nationwide organization is simple: IF YOU WANT TO RACE, GO TO A RACETRACK. The goal of RASR is to provide resources to allow racing enthusiasts to participate in automotive-related events throughout the United States in a safe and controlled environment.

The reconfigured RASR website now includes newsworthy topics, a state-by-state race track locator, downloadable public service announcements, SEMA-model legislation and more.

“RASR’s mission aligns extremely well with the SAN’s general goal to protect the automotive hobby,” noted SAN Director Colby Martin. “By arming performance enthusiasts with the means to promote legal and responsible behavior on the street, RASR will help strengthen and expand the SAN’s impact on this exciting automotive niche.”

To learn more about RASR, please visit www.RASR.org.

A new video PSA featuring professional drag racer Tony Pedregon (top) and California state legislator Tony Mendoza was developed to promote RASR’s cause.



State-Level Surveillance

Automotive Legislation Tracked by Newest SAN Member

HARRISON OFF THE CLOCK



Favorite Band
Tame Impala



Favorite Automotive TV Show
Top Gear (British version)



Memorable Event
Attending 2012
Inauguration

My name is Bryan Harrison and I am currently working my first legislative session as research manager for the SEMA Washington, D.C., office. I am a native Washingtonian and a graduate of Wake Forest University in Winston-Salem, North Carolina. I am also a lifelong supporter of all D.C. sports teams, especially the Redskins and Capitals. My job is to sort through thousands of proposals being issued each year by the states and identify those legislative efforts that will have an impact on our hobby. Having grown up in Washington, I have a great appreciation for the practice of lobbying and understand how important a role legislative tracking is to the work of protecting the auto hobby and its industry. While my car history has been very eclectic, taking me from an old Volvo 740 to my cherished Ford Windstar and now to my present Acura TL, cars have always played an important part in my life. Thinking back on all the great road trips I took in my various cars always brings back great memories and makes me want to hit the road again. I look forward to helping the SAN move forward and protecting the passion of all the hobbyists out there. I can be reached at 202-783-6007 x38 or at bryanph@sema.org.

Images Courtesy Shutterstock.com

SEMA GOVERNMENT AFFAIRS OFFICE

Vice President of Government Affairs
Steve McDonald

Senior Director of Federal Government Affairs
Stuart Gosswein

Director of Congressional Affairs
Dan Sadowski

Government and Public Affairs Manager
Colby Martin

Research Manager
Bryan P. Harrison

Technical Consultant
Jim McFarland

PUBLICATION STAFF

Editor Colby Martin

Editorial Director John Stewart

Group Operations Manager Janet Francisco Lee

Managing Editor Carr Winn

Senior Graphic Designer Maricel Basallo Fuller

Web Content Manager Monique Dao



For more legislative and regulatory information,
visit semaSAN.com or call 909-978-6721.



**IGNITED
WE STAND**

**ENTHUSIASTS UNITED
TO ADVANCE AUTOMOTIVE FREEDOMS**

YOUR CALL TO DUTY

ENLIST NOW!

SEMASAN.COM



1575 S. Valley Vista Dr.
Diamond Bar, CA 91765



Spring 2013

Voice of the SEMA Action Network

DRIVING FORCE