



DAVE 4 SEMA

Shift Forward

“I’m not your typical SEMA Board candidate. Unconstrained by inherent bias, I’ll bring fresh ideas to help SEMA and the industry shift forward to capitalize on opportunities and better serve the needs of its members.”

Vote Dave Morton

FOR SEMA BOARD OF DIRECTORS

SENIOR VICE PRESIDENT & MANAGING DIRECTOR,
FIFTH THIRD BANK MOTORSPORTS AND AUTOMOTIVE
AFTERMARKET PRACTICE

EXECUTIVE MEMBER OF FIFTH THIRD’S CAROLINAS
REGIONAL LEADERSHIP TEAM

NORTH CAROLINA MOTORSPORTS ASSOCIATION
BOARD MEMBER AND TREASURER

WOMEN IN MOTORSPORTS NORTH AMERICA
WORKING GROUP MEMBER

MARRIED 33 YEARS, FATHER OF 2 DAUGHTERS,
OWNER OF 2 GOLDEN RETRIEVERS

PRIVATE PILOT AND OWNER OF
A VINTAGE CESSNA 172

SEMA
PAC
MEMBER

► OVER A DECADE AS A LEADER IN MOTORSPORTS

In 2012, working for Fifth Third, one of the largest banks in the U.S., I forged a partnership between the Bank and RFK Racing, the legendary stock car team founded by Jack Roush. The first several years was an eyeopener, as I realized the breadth of motorsports and how we could better serve the industry. At the end of 2014, I created a new position at the Bank to lead our motorsports practice, later adding automotive aftermarket to my role.

Under my leadership, Fifth Third Bank strategically grew its investment and commitment to the industry, adding racing partnerships with RLL Racing in open-wheel and Kalitta Motorsports in drag racing. I also spearheaded the Bank’s partnerships with SEMA and PRI, establishing Fifth Third as a SEMA member, and exhibitor and sponsor of the SEMA Show, as well as a PRI Founding Member and exhibitor of the PRI Show since 2016.

► EXPERIENCE AS A SMALL BUSINESS OWNER COMBINED WITH THE CHOPS OF MANAGING THROUGH THE COMPLEXITIES OF A LARGE CORPORATION

I founded and ran a small business so I understand the challenges of operating one and the critical importance that trade associations such as SEMA play in supporting those companies. You need SEMA Board members who will stand behind your small business, advocate for you, and implement initiatives designed to help you compete, innovate and thrive.

Conversely, effectively navigating a large, multifaceted company such as SEMA can be daunting unless you’ve had experience working for a complex, matrix organization. For over 17 years, I’ve had a successful career at Fifth Third — a Fortune 500 company with over 1,300 locations, a dozen primary lines of business, and 20,000 employees — collaborating, influencing and driving new initiatives that generate results.

► SERVANT LEADERSHIP MINDSET

I’m passionate about serving others in the community. For over a decade, I’ve served on the North Carolina Motorsports Association Board of Directors supporting the community of race teams, tracks and suppliers in North Carolina. I’ve also volunteered at various nonprofits such as Habitat for Humanity and Second Harvest Food Bank, and led Fifth Third Bank’s United Way campaign in the Carolinas for the last five years.

SEMA.ORG/2024-BOD-CANDIDATES

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ENDORSEMENTS



► **Daryl Sampson**
VP Marketing,
Turn 14 Distribution

"Since my first introduction to Dave many years ago, he's always impressed me with his ability to be relatable, forward-thinking, and embrace change. He brings a wealth of knowledge, experience, and perspective from the financial, marketing, and motorsports sectors he operates in, which will help shape the future of our industry."

► WHY I'M RUNNING

This industry is unlike any I've been part of. It's at the heart of Americana. It's about families building traditions and memories, creativity and innovation, and a community of passionate fans and enthusiasts. It's also about people and businesses making a good, honorable living. I'm excited about its future and want to be part of the solution that celebrates and protects the industry's heritage while shifting it forward to capitalize on emerging opportunities and the evolution of the automotive aftermarket.

I believe my unique position and relative newness to the industry gives me better clarity and an advantage of looking at challenges and opportunities with a fresh, unbiased perspective. In this role, I'll also be able to leverage the resources and financial expertise of Fifth Third to SEMA's benefit.

► INITIATIVES I'LL CHAMPION

Change is inevitable, foregoing our rights shouldn't be. Without question, SEMA should continue to aggressively advocate for our right to modify, however, SEMA needs to also embrace change and be on the forefront of advancing new technologies and leading the way with innovative solutions and programs that ensure the long-term viability of SEMA members.

Not your father's [fill in the blank]. This isn't the 50's, 60's, or 70's. We need to reframe how we think about today's youth. It's not that this generation is less interested in cars, it's how and where they engage with cars that's different. For many this may mean their love of cars begins with virtual racing instead of in shop class, for example. SEMA needs to lean into this transformation with new initiatives that attract the next generation of enthusiasts and racers.

Turbocharging motorsports. Racing has seen a resurgence, yet I don't think SEMA has fully capitalized on this nor played as significant of a role as it should. I'll advocate for more collaboration and partnerships with premier racing series as well as grassroots series to help drive growth.

A voice that reflects your interests. As a board member, I'll be an ally who listens and takes your concerns and ideas seriously. You can count on me to speak candidly in the boardroom and challenge the status quo.

► **Julian Gill**
CEO, Eibach



"I have enjoyed getting to know Dave over the last several years and I believe he would be a valuable asset to the SEMA Board. He will bring a unique perspective which will help serve in the best interest of SEMA's members."



► **Vaughn Gittin Jr.**
President,
RTR Vehicles

"Under Dave's leadership, Fifth Third has done a fantastic job helping my business grow. Dave and his team are rare in their commitment to motor-sports and the automotive aftermarket, and I believe he would be an excellent addition to the SEMA Board."

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