

Ellen McKoy
SEMA Senior Director, Dealer Relations
Executive Director, Specialty Equipment Warranty Alliance

Ellen McKoy joined the staff of SEMA, the Specialty Equipment Market Association, as director of council relations in January 1994 and currently holds the dual positions of SEMA senior director of dealer relations and executive director of the Specialty Equipment Warranty Alliance (SEWA), a SEMA subsidiary.

She previously served as SEMA's director of public relations, director of marketing and executive director of LTAA, the Light-Truck Accessory Alliance, a SEMA council.

An experienced in-house publicist, marketing consultant and journalist, McKoy began her automotive career in 1975 as co-owner of a Long Island, N.Y.-based restyling center. Prior to joining SEMA, McKoy served as head of EMK Marketing, and as editor and contributing editor for various trade journals, including *Auto Trim & Restyling News*, *Trucking Times & Pickup Accessory Magazine*, *Restyling & Accessories Marketing* and *SEMA News*.

McKoy's current responsibilities include managing the ProPledge™ warranty assurance program created by SEWA as well as SEMA initiatives to inform auto dealers about the value and benefits of vehicle accessorization. She is also responsible for the SEMA Installer Certification Program, which grants professional credentials to qualified technicians in the areas of accessories and custom wheels and tires.

A frequent industry speaker on the topic of vehicle accessorization, McKoy has conducted workshops and seminars at the SEMA Show, SEMA Spring Expo, Mobile Tech Expo, NADA Convention and Dealer 20 groups.

An advocate of enhancing career and networking opportunities for women in the specialty automotive industry, McKoy was instrumental, during the late 1980s, in forming the professional division of the SEMA Women's League, predecessor to the current SEMA Businesswomen's Network. In recognition of her service, she was named SEMA Woman of the Year in 1993. McKoy also served on the SEMA Board of Directors and as chairman of the Professional Restylers Organization (PRO), a SEMA council.

An award-winning journalist, she is the recipient of gold, silver and bronze International Automotive Media Awards presented by the International Automotive Media Conference. McKoy received the Mobile Tech Expo's Lifetime Achievement Award in 2007 and was presented with a Special Recognition Award from PRO in 2008. McKoy is a member of the American Association of University Women and the American Society of Association Executives, and keenly supports several community organizations, including Habitat for Humanity and the Southern Poverty Law Center.

A graduate of Goddard College with a Bachelor of Arts degree in comparative literature and philosophy, McKoy resides in southern California with her husband, Keith, and four cats.

SEMA represents the \$38 billion specialty automotive industry and is the authoritative source of research data, trends and market growth information for automakers and the specialty auto products industry. The industry provides appearance, performance, comfort, convenience and technology products for passenger cars, minivans, trucks, SUVs and recreational vehicles. For more information, contact SEMA at 1575 S. Valley Vista Dr., Diamond Bar, CA, 91765-3914; call 909/396-0289; or visit www.sema.org.