

July 16, 2013

The Honorable Rob Bishop  
Chairman  
Public Lands and Environmental Regulation Subcommittee  
U.S. House of Representatives  
Washington, DC 20515

Dear Chairman Bishop:

The Specialty Equipment Market Association (SEMA) welcomes the opportunity to support your efforts to develop legislation encompassing a collaborative approach for managing lands in central and eastern Utah. We also welcome the collaboration with the BlueRibbon Coalition (BRC) and Utah Shared Access Alliance (USAAL), groups we know are working with you on this project.

SEMA represents the \$31 billion specialty automotive industry comprised of 6,500 member companies nationwide. The industry provides appearance, performance, comfort, convenience and technology for passenger and recreational motor vehicles. Off-highway vehicle (OHV) recreation is one of SEMA's fastest growing enthusiast markets and many SEMA member companies provide the equipment necessary for enthusiasts to enjoy outdoor recreation.

SEMA also operates the SEMA Action Network (SAN), a nationwide partnership of vehicle clubs, enthusiasts and members of the specialty auto parts industry who want to protect their hobby. Founded in 1997, the SAN has over 65,000 individual and car club members throughout the United States and Canada and is in direct contact with at least several million Americans through electronic communication, publications and social media. A primary mission of the SAN is to support favorable legislation or oppose threats.

SEMA sits at the crossroads of the automotive performance business community and a diverse enthusiast group. We welcome partnerships with the local community and user groups to shape consensus approaches on specific land use designations. Once a consensus is reached, SEMA has the advocacy tools to help achieve common objectives. For example, SEMA has partnered with the Off Road Business Association (ORBA) and a number of other groups to help save the Johnson Valley Off-Road Recreation Area in California. Most recently, SEMA and ORBA helped prepare Jeff Knoll as a witness before your Subcommittee in support of Rep. Paul Cook's legislation to create a national OHV recreation area at Johnson Valley.

Headquarters: P.O. Box 4910, Diamond Bar, Calif. 91765-0910  
Telephone: 909/396-0289 • Fax, general office: 909/860-0184 • Fax, publications: 909/860-1709  
SEMA 1317 F Street N.W., Ste. 500, Washington, D.C. 20004  
Telephone: 202/783-6007 • Fax 202/783-6024



SEMA has also been active for years in Utah. For the past two decades, SEMA has helped lead the "Save the Salt Coalition" as it pursues salt replenishment initiatives at the Bonneville Salt Flats (BSF). The Coalition's efforts have translated into a program whereby thousands of tons of salt brine are pumped during the winter months from the potash evaporation mine to the BSF. The Coalition is now seeking approval from the U.S. Bureau of Land Management to undertake a dry salt laydown project since this is the only way in which salt levels will accumulate.

Thank you again for your vision and leadership toward creating a more inclusive process for land use decisions. We look forward to participating in the process. Please do not hesitate to contact us if we can be of immediate assistance or if you have any questions.

Sincerely,



Stuart Gosswein  
Sr. Director, Federal Government Affairs  
SEMA  
202/783-6007, ext. 30



Dan Sadowski  
Director of Congressional Affairs  
SEMA  
202/783-6007, ext. 19