

POWERSPORTS

BUSINESS

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INSPIRING SUCCESS THROUGH MARKET INTELLIGENCE

2023 POWERSPORTS BUSINESS HONOR AWARDS



40 UNDER 40

Young professionals leading success across the powersports industry



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Chopper Powersports of central Minnesota shares journey and growth

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ACCELERATE

growth and development of his team. He prioritizes others before himself and his passion for the industry is matched by his commitment to people. He prioritizes customers and strives to fulfill their dreams.

He left a comfortable position at a high-profile dealership to venture into ownership with his partner. His nominator shares that he bet on himself and won, he is entirely self-made and notes that every interaction with him has helped them improve.

LAURA MIDDENDORF

CFO, Horsepower Dealer Group

Laura led the transformation of a 15-year-old scooter shop into a fully furnished Harley-Davidson, Indian Motorcycle and Can-Am store, selling 15-20 units monthly in its first three months. She played a central role in the dealership's design, staffing and marketing, showcasing her versatility and leadership.

Laura leads by example and has an unwavering work ethic. She only asks others to do what she is willing to do and has an ability to captivate attention. She is a natural leader and a great listener who provides solid direction based on the best interests of all parties involved. Her logic is fact based and her goals are achievable. She is a celebratory leader when the team wins.

Laura is a CFO with an operator's energy. She is involved in every aspect of the business, from software development and call center setup to vendor management and executive leadership. She is described as the lynchpin that keeps the team thriving.

HEATHER WILSON

Owner/Chief Instructor,

High Gear Success and Motorcycle Ohio

Heather has made a significant impact on the riding industry through her dedication to training riders and motorcycle instruc-

tors. She is actively engaged in the riding community and advocates for motorcycle safety through public engagements.

With nine years of experience as a motorcycle instructor, Heather's leadership skills propelled her to the position of chief instructor for Motorcycle Ohio. She is supportive of riders and instructors at all levels, and she sets realistic goals that benefit both herself and those she trains.

Heather developed a virtual training for instructors to provide distance learning for riders. She is a passionate rider and consistently strives to improve and help others succeed. She is described as a woman who sets and achieves aggressive goals. She is known for her professionalism, infectious smile and dedication to the industry. Heather's commitment to motorcycle safety and rider success positions her as a standout figure in the riding community.

LINDSAY CARNEY

Data Services Account Manager, Lightspeed

Lindsay manages the company's distributor partners such as Parts Unlimited, Tucker and Western Power Sports, as well as many of its financial partners. She is detail oriented and displays strong project management skills. Her strong communication skills are apparent as she often works with contracts and agreements and articulates information to customers.

She is described as a rock star, day in and day out. She is a valuable team member who is always willing to help with any project that benefits the team. Her nominator describes her as a great person, who is fun to be around, and who cares about every person she works with. She greatly cares about her career while maintaining a balance between work and family.



Kim da Costa
fulfillment
and kitting
specialist,
Siren Marine

KIM DA COSTA

Fulfillment and Kitting Specialist, Siren Marine, Inc.

Kim has played a pivotal role in propelling the company to new heights through her contributions. As the person in charge of kitting, packaging and shipments, Kim navigates and documents highly complex shipping guidelines with expertise. Under her leadership, cycle count checks are over 95 percent accurate. Kim has earned certification in Dangerous Goods training and actively participated in workshops on international shipments over the past year.

Kim takes charge and is organized. All orders are shipped in a timely manner, a testament to her efficient communication skills with employees and managers. Kim demonstrates a proactive work ethic. She excels in her assigned responsibilities and volunteers to assist others. She takes the initiative to learn on her own before reaching out for assistance and takes great pride in her work.

ELIZABETH FOLKERTS

Marketing Lead, Klock Werks

Beth has significantly enhanced the quality of the company's marketing materials, earning praise for her leadership and vision. She is commended for her in-house creation of catalogs, emphasizing her pivotal role in representing the brand. She is a mentor and values input from everyone, actively implementing suggestions.

She takes initiative, ensures timely project completion and supports teammates. Beth maintains a positive attitude, embraces criticism and constantly seeks self-improvement. Her infectious smile, creativity and focus are highlighted, along with her suc-

cessful overhaul of the company's content cache and the seamless integration of Shopify into the website.

Beyond the marketing team, Beth positively impacts cross-departmental meetings by promoting communication, teamwork and productivity. Colleagues appreciate her collaborative skills, ambition, self-direction and goal-oriented approach, describing her as a calm and focused leader even in high-pressure situations.

TYLER BREWER

Vice President, Brewer Cycles Inc

Tyler has excelled as both the general manager and sales manager at the dealership, achieving a remarkable \$2 million increase in sales and a substantial boost in profits in 2021. He maintains inventory and pricing updates on the website.

Tyler is known for his compassion and respect towards employees, and he is respected by representatives across all brands. He became involved at the dealership at the age of 14. After college, he returned to fulfill his aspiration of managing the dealership, and now successfully runs it at the age of 35.

Tyler actively engages the dealership in charities, notably contributing over \$200,000 to the annual Duke Children's Hospital Charity ride. This cause is close to his heart, as it is where he received treatment while surviving cancer from 8 to 12 years old.

AERO RUDD

President, Ciro Corporation

Aero has been a quiet and key player in growing the segment of the business that provides dealers with products. His goal



Heather Wilson
owner/chief
instructor,
High Gear Success
Motorcycle Ohio