

PEOPLE OF ACTION

Marc McAllister

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(Member since 2020)



The COVID-19 pandemic has affected businesses in different ways. Restaurants, bars, hotels, retail, sports and performing arts were severely impacted. Others, including businesses related to outdoor recreation, flourished.

Marc McAllister said the pandemic led to exciting sales for Tucker Powersports, a motorcycle, dirt-bike, UTV and ATV parts and accessories company based in Fort Worth, Texas.

“The pandemic has been really difficult for many businesses, but for the powersports industry, sales have soared because people have been hungry for social-isolating outdoor experiences,” Marc said. He added that youth participation in motorsports has seen dramatic escalation—a positive trend for the future of his company.

Brooks Stevens, the design and engineering company in Allenton, Wisconsin, Marc and his partner purchased last year, has also been relatively unaffected by COVID.

“Fortunately, companies have continued to invest in development despite the pandemic,” said Marc, who earned a degree in mechanical engineering from Marquette University and an MBA from the University of Florida.

Personally, however, the pandemic has been a little tougher. Marc, whose parents are from Dublin, Ireland, where he grew up, and his wife, who is from France, have been unable to visit their families, had to cancel plans to attend a family wedding and have been unable to take their regular family trips.

“From a personal standpoint, it’s been very difficult for us, especially not being able to see our families. Spending three weeks per month for the past year in Texas (at Tucker) has also been challenging with all the restrictions, mask requirements and social distancing.”

Marc, a third-generation Rotarian, was also disheartened when Rotary stopped meeting soon after he joined. His grandfather belonged to Rotary in Dublin and his father was a Rotary member in Connecticut and Florida, so it was a given that he’d be interested in the organization.

“Secondly, I like the mission of Rotary and the opportunity it provides to help people locally and globally. I really enjoyed the meetings and the opportunity to meet new people and understand the different subsets of the business community in Milwaukee. That has completely fallen apart in the last 12 months, and virtual participation simply doesn’t have quite the same depth or meaning of being a part of that local community.”

Marc was interested in getting involved in Rotary’s scholar mentor program until the pandemic prevented actual engagement. Father to a son and two daughters, Marc is a Girls Scouts of Southeastern Wisconsin board member. Having an impact on children through education and opportunities is important to him and his wife.

“I certainly plan on engaging in the mentor process in the future,” he said.

Outside of work, Marc and his family enjoy year-round activities at the Pewaukee Lake house they built two years ago, which is soon to be their permanent residence. But his greatest passion is travel.

“Pandemic aside, I love exploring new cultures, meeting new people, seeing how people live and through that, understanding the context of how they make their life choices. Travel truly fills that ability to understand what goes on in the world.”

On an everyday basis, Marc loves going out for a run and enjoys cooking. “And I don’t mind a glass of wine if there’s a good one floating around.”

Editor’s Note: Rotary People of Action is a bi-monthly series written by a group of Rotarians. This feature was written by Mary Bolich.