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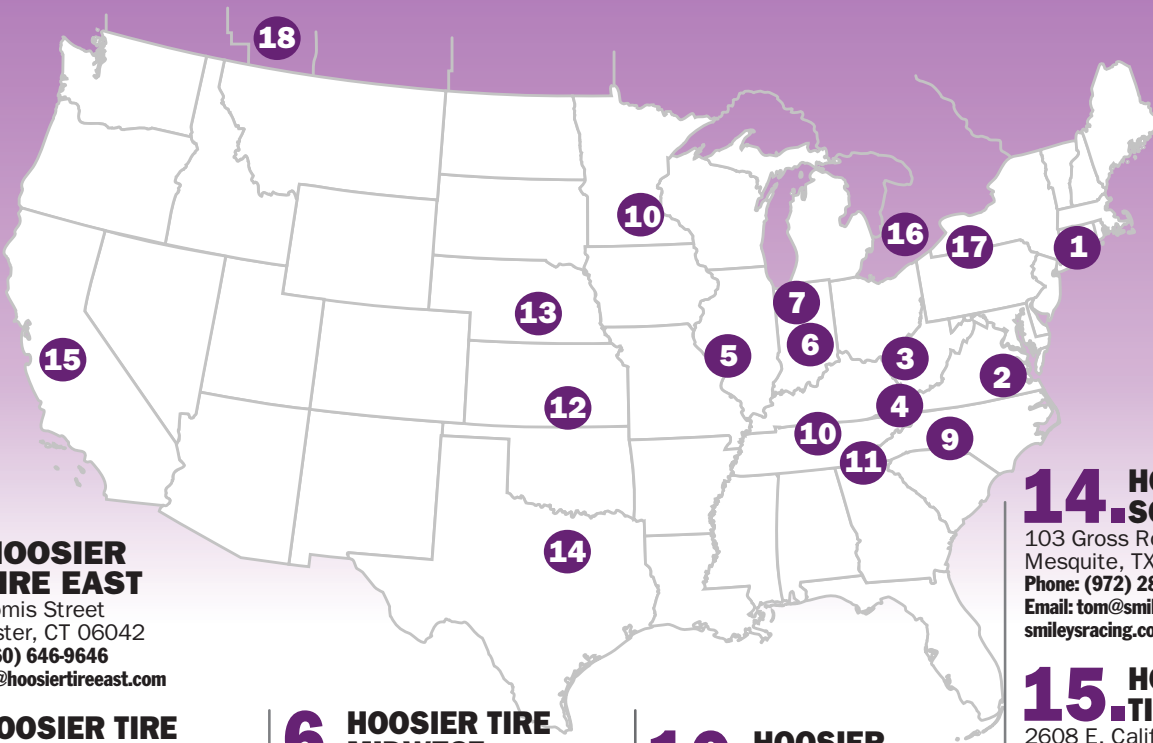
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Please take note of our locations for the 51st Annual RPM Workshops, whether it be the Silver Legacy in Reno or the Shores in Daytona and plan to patronize and stay there. Your help in attending and supporting the locations of the Workshops help us grow the activities and sessions. The dates once again Tuesday, November 28,;Wednesday, November 29 and Thursday, November 30 for Reno, while Daytona is Sunday, February 11; Monday, February 12 and Tuesday, February 13, 2024. We look forward to seeing all of you there.



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# TIME TO BOOK YOUR TRIP TO THE 51ST ANNUAL RPM@RENO WESTERN AND RPM@DAYTONA VENUES

**S**As we continue to move forward this season, things on the short track level are looking good.

Crowds and cars are positive and the panic that seemed to consume “off-season” discussions has become quieter. There remains a lot of work to be done, no different than any of us face as we continue to build the 51st Annual RPM Workshops as well as running through the bulk of our racing schedule. The work seemingly never ends.

The long grinds, the tireless effort without fanfare, we all face it. Make sure you attend the 51st Annual RPM Workshops and make arrangements to stay with us at the Silver Legacy in Reno, Nevada or the Shores Spa & Resort in Daytona Beach, Florida.

Some folks have already called and there are airfare breaks, with more expected in regard to Reno. Please note the correct dates for the 51st Annual RPM@Reno Western Workshops are Tuesday, November 28; Wednesday, November 29 and Thursday, November 30. Early bird airfare breaks were being offered by Southwest Airlines.

The 51st Annual RPM@Daytona will take place at the Shores Resort and Plaza in Daytona Beach Shores, Florida on February 11, 12 and 13.



**(TOP) LOCATION OF 51ST ANNUAL RPM RENO WORKSHOPS, SILVER LEGACY, RENO, NEVADA  
(BOTTOM) LOCATION OF 51ST ANNUAL RPM WORKSHOPS, THE SHORES RESORT, DAYTONA BEACH, FLORIDA**

Booking information for Reno is available at this link; The group code is SRRPM23; <https://book.passkey.com/go/SRRPM23> (Room Reservations begin at \$55.00 per night).

The link of the 51st RPM@Daytona Workshops is here. Book now for accommodations as many of the sessions last year were “Standing Room Only” for one of the most exciting meetings in years; [https://be.synxis.com/?Hotel=17713&Chain=5433&arrive=2024-02-09&depart=2024-02-15&adult=1&child=0&group=2402RPMRAC\\_001](https://be.synxis.com/?Hotel=17713&Chain=5433&arrive=2024-02-09&depart=2024-02-15&adult=1&child=0&group=2402RPMRAC_001) (Room Reservations begin at \$195 per night).

Current speakers for the 51st Annual RPM@Reno Western Workshops already include

Sean Foster (promoter at the Waterford Speedbowl); Renee Dupuis (Monaco Modified Series) and Megan Hazel (World Racing Group) among others.

The 51st Annual RPM Workshops are certain to be exciting and educational experiences.

***51st Annual RPM@Reno Western Workshops, will take place November 28, 29 and 30, 2023. For Reno, PLEASE NOTE - We are moving in Reno to the Silver Legacy as part of the “The Row”. The rooms at the Silver Legacy were remodeled in 2020, booking details will be released in the June edition of the RPM Newsletter. We will remain at the Shores Resort and Spa in Daytona Beach Shores, Florida for the 51st Annual RPM@Daytona Workshops on February 11, 12 and 13. Booking details for the Shores will also be available in the June Edition of the RPM Newsletter.***

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# PREVENTING SLIPS, TRIPS, & FALLS...

## What are Slips, Trips, and Falls?

Slips, trips, and falls are among the most common hazards in the workplace and at events. They put many individuals at risk of sprains, strains, cuts, bruises, fractures, and other injuries. At worst, they can also lead to death, especially in high-risk occupations such as construction. But with adequate training and safety practices, companies can keep their personnel safe from these hazards.

### Slips

Slips occur when there is little to no traction between the footwear and the walking surface. Since the friction is too small to hold the feet on the ground, a person can lose their balance. For example, if a supermarket staff member runs on a wet produce aisle, they will most likely slip on the floor.

### Trips

On the other hand, tripping happens when a person's foot hits an object or steps down to a lower, uneven surface. Any of the two can disrupt a person's balance and make them lose their footing. For example, an electrical engineer can trip on tangled cables lying on the floor. A fan can trip on cables going to audio or visual equipment in a midway. It can happen when things are overlooked.

### Falls

Falls are the number one cause of fatalities among construction workers. They can happen to anyone if they stumble and fall too far off their center balance. For example, an electrician can fall from a ladder while fixing a light bulb. There are people who fall through grandstands or down stairs.

## The Occupational Safety and Health Administration (OSHA) classifies them into two types:

- Fall at the same level—occurs on the same working surface
- Fall to a lower level—takes place below a person's working surface, common for those working at heights.

### Slips, Trips, and Falls in Numbers

The US Bureau of Labor Statistics (BLS) reports alarming rates of slip, trip, and fall incidents in 2022. Their most recent data show that slips, trips, and falls are among the top causes of fatal and non-fatal injuries in the workplace.

This section contains key data points from the Census of Fatal Occupational Injuries (CFOI) and Survey of Occupational

Injuries and Illness (SOII).

Some of the statistics are dated'

### Fatal Injuries

Slips, trips, and falls have garnered about 850 cases in 2021. This makes them the second leading cause of fatalities in the workplace next to transportation incidents.

The construction industry accounts for over 46.2 percent of these cases.

A whopping 80 percent of the total cases come from falling to lower levels.

### Non-Fatal Injuries

Slips, trips, and falls accounted for over 211,640 cases in 2020.

They are one of the top three causes of non-fatal work injuries involving days away from work.

More than half of these cases result from floors, walkways, and ground surfaces.

A substantial amount of these incidents are caused by falling on the same level.

Note: Detailed nonfatal data for 2021 is not currently available since BLS transitioning from an annual to a biennial publication schedule.

### Industries at Risk

The National Safety Council lists the following industries as those that have the highest risk of slip, trip, and fall incidents:

- Transportation and material moving occupation
- Construction and extraction
- Installation, maintenance, and repair
- Building, grounds cleaning, and maintenance
- Common Causes and Risk Factors
- Slips, trips, and falls can happen due to many reasons—from uneven working or walking surfaces to unsafe ladder positions. Knowing the causes can help managers assess risk factors and devise ways to prevent them.

This section lists the causes and risk factors for each type of hazard.

### Slips

- Wet spills (e.g., water, mud, grease, oil, food, blood, etc.)



**CONTINUED**



# PREVENTING SLIPS, TRIPS, & FALLS... CONTINUED

- Dry product spills (e.g., powder, dust, wood chips, granules, plastic wraps)
- Weather hazards (e.g., ice, snow)
- Loose, unanchored mats and rugs
- Concrete, ceramic tile, or marble floors
- Newly waxed floors
- Sloped or uneven walking surfaces
- Wet, muddy, greasy shoes
- Ramps or planks without skid- or slip-resistant surfaces
- Metal surfaces
- Climbing ladders
- Trips
- Clutter on the floor
- Obstructed view
- Poor lighting
- Misshapen, wrinkled carpets or mats
- Uncovered cables, wires, hoses, and extension cords
- Open drawers, cabinets, doors, etc.
- Uneven walkways
- Unmarked steps or ramps
- Missing floor tiles and bricks
- Damaged steps
- Irregular, improper, or non-uniform steps
- Falls
- Weak or damaged ladders
- Ledges without proper railing
- Carrying heavy objects
- Failure to use guardrails on scaffolding
- Unprotected edges
- Unsafely positioned ladders
- Misused fall protection and height access equipment.
- Slips, Trips, and Falls Hazards

Slips, trips, and falls can result in severe and life-changing injuries, and unfortunately, they can even be fatal. To give you a comprehensive idea, here is a list of the most frequently occurring injuries associated with slips, trips, and falls hazards:

**Sprains and strains** – When a person slips or trips and tries to catch themselves or regain balance, they may twist or stretch their muscles or ligaments, leading to sprains or strains. This commonly occurs in the ankles, wrists, or knees.

**Fractures and broken bones** – Falling from a height or landing forcefully on a hard surface can cause fractures or breaks in bones. The wrists, hips, and ankles are particularly vulnerable to fractures during falls.

**Contusions and bruises** – Impacts with the ground or objects during a fall can cause contusions, commonly known as bruises. These result from damaged blood vessels beneath the skin, leading to discoloration, pain, and swelling.

**Head injuries** – Falls that involve striking the head on a hard surface can cause traumatic brain injuries (TBIs). These injuries can range from mild concussions to more severe cases that result in brain damage, loss of consciousness, or long-term cognitive impairments.

**Cuts and lacerations** – Falls may involve contact with sharp or rough objects, leading to cuts and lacerations. These injuries can vary in severity and may require stitches or medical attention.

**Back and spinal cord injuries (SCI)** – Falls that involve landing on the back or experiencing a jarring impact can cause damage to the spine, such as herniated discs, spinal fractures, or spinal cord injuries. These injuries can result in long-term disabilities or paralysis.

**Neck injuries** – Related to the previous item, neck injuries are sometimes a result of spinal injuries or damage to the muscles, ligaments, or tendons in the neck.

## OSHA Regulations

The Occupational Safety and Health Standards 1910 Subpart D (Walking-Working Surfaces) provides general standards for walking-working surfaces. These surfaces include passageways, storage rooms, service rooms, working areas, and more.

The 1910.22 Regulations outline several points for safe working surfaces as follows:

- Keep workroom floors clean, orderly, and dry. Maintain a functional drainage system if working on wet surfaces.
- Keep surfaces free of hazards such as sharp objects, loose boards, corruptions, leaks, spills, snow, and ice.
- Ensure that the working surface can support the maximum intended load.
- Provide safe means of entering and exiting from walking surfaces.
- Inspect the working surface to keep it in good condition. Repair hazardous floors as soon as possible.





# IT CAN HAPPEN TO YOU TOO



In the January edition, prior to the RPM@Daytona Workshops, we wrote a story about how "it could happen to anyone..." On Friday, July 21, it happened to us.

The good news is that nobody was seriously hurt. The bad news is that several elements worked against us in putting out a threatening fire. The fire went on for several minutes. For those several minutes the experts began formulating their own opinions without a logistical thought. Also, in those several minutes, a group of people came together and did exactly what they could to curb a potentially worse situation.

In the end, the program was finished in it's entirety, but it left us with a lot of work to do.

The aftermath is always muddling through the facts and the non-factual Social Media commandos who think it's okay to attack and take shots without knowing or assembling any of the facts.

After that, you reconstruct, relive and recognize what you could have done differently - if anything - or what changes you need to make. Investigate and invest in equipment. Make necessary repairs and begin promoting the next event, all the while, recognizing, things could have been much worse.

It wasn't "much worse" because we prepared, we work with people who



*A Super Six entry-level division vehicle that didn't end it's night looking like this.*

share the same passion that we do toward the functionality of the events. It is something we take great pride in, but as hard as we work, we can even have everything go wrong. It happens.

The plans we had in place, right down to having to evacuate a section of the grandstands worked. Some people left the property, however, we never announced that the program was over. We were down for approximately 40 minutes, but somehow, we still figured out how to adjust and complete the show.

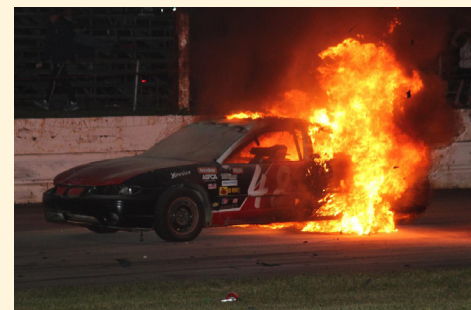
While that may seem like a simple task, given that the car burnt on the asphalt we had to cool the surface and clean it. There were multiple processes to follow, water from the fire truck, extinguishers to replace, a fire truck to remain in place ready if required again. It's a long scenario to play out in just a few minutes so that it seems like you knew this was how it was going to happen all along.

There was even a sponsor that called post-race asking if he wanted us to "bring a car to set on fire every week..."

we politely declined but did have a laugh.

In retrospect, there are things we are learning from this. Many things, positive, negative, across the board. Things we never realized until... We will fix what we can going forward, however there are so many elements that we can't guarantee any situation may or may not occur again. The most positive news is that everyone reacted, did their job and the car can be replaced.

*There was plenty of equipment present, the "safety team" is made up of all volunteer fireman and EMT-type folks. The driver was rescued and safe as well as the safety-worker who pulled him out, so what went wrong? The fuel shut off and master switch could not be reached and the ignition remained on. Eventually the car was towed to the grass before it was completely extinguished. The perfect storm, it can happen to anyone, it happened to us.*





# NOTICE SAVE THESE DATES

## 51st Annual RPM@Reno & RPM@Daytona Workshops

**RPM@RENO  
WORKSHOPS  
WED, NOV. 29 &  
THURS, NOV 30, 2023**

**RPM@DAYTONA  
WORKSHOPS  
MON, FEB 12 &  
TUES, FEB 13, 2024**

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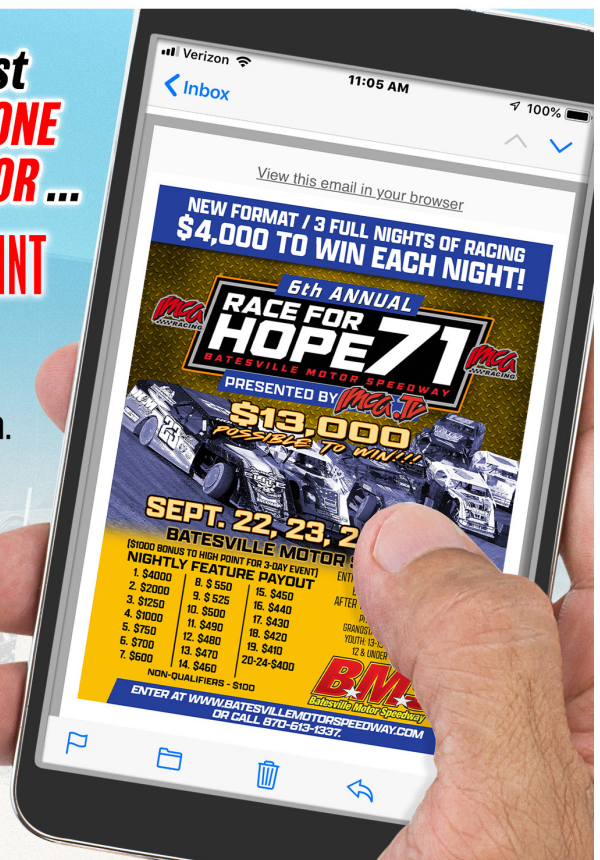
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# SPONSORSHIP

**B**efore we delve deeper into the 7 following sports sponsorships activations, it should be mentioned that when determining which activation ideas to present to a target sponsor, you can't focus only on how cool the activation opportunity is.

Instead, the perfect activations are those that align the needs of your audience with the needs of your target sponsor.

With that out of the way, let's dive right into some great sports activations.

## RFID Wristband Contests

Sports organizations and promoters love RFID wristbands for a multitude of reasons. For one, wristbands can lessen the risk of fraud. Their presence also separates season pass members from the everyday attendees.

Consumers appreciate RFID wristbands too since they can preload a certain amount of money on the wristband and then make cashless, hands-free payments.

All you have to do is hold your wrist up to a kiosk so you can carry your foam finger, burger, soft drink, and soft pretzel back to your seat without anything spilling.

The gamification possibilities with RFID wristbands are part of what makes them popular among sports sponsors. The sponsor can set up kiosks around the arena where attendees can scan their wristbands and then participate in contests or instant giveaways.

This will excite other attendees with wristbands. If all they have to do is scan to enter, they'll make their way to the kiosk as well. Even those attendees without wristbands will want to get in on the hype. If wristbands are available for purchase at the event, they might be inclined to buy one.

In exchange for the contest entry, the sponsor gets the attendee's name, phone number, email address, and perhaps a physical address as well. Now the sponsor can start the

## SPONSORSHIP ACTIVATIONS

nurturing and engagement process through email marketing to convert your audience to theirs.

### Free Fantasy Sports Betting

Here's another tech-based sports sponsorship activation that is especially stellar: sports betting.

Sports betting is a huge market that's only going to get bigger in the years to come. According to sports resources, from 2020 to 2024, sports betting will rake in \$144.44 billion. That's a growth rate of about 12.91 percent from 2020 onward.

Of course, sports betting requires you to put in money to win, or at least, it usually does. If you want to make sports betting more inclusive as part of your activation opportunity, then it should be free to participate.

Your sports attendees would have to download the sponsor's app to bet with their friends. The prizes would be real, including a huge payout for a grand-prize winner to incentivize more people to join in. This is something that RPM partner, MyRacePass does offer.

Sports betting wouldn't only last for one sports game, of course, but throughout a whole season. This gives people a reason to download the sponsor's app and keep it on their phones.

Even once that season ended, if the sponsor does another season of sports betting soon thereafter, then the user will continue engaging with the app.

 **CONTINUED**



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 **STORY CONTINUED**

The downside of sports betting as an activation opportunity is that this option is only viable if the sponsor's target audience includes adults ages 21 and over, as that's the legal gambling age in the United States.

#### Playing Games

Here's an activation that all your sports event attendees can participate in no matter their age: free games!

Before the race or soccer game starts, attendees are always looking for something to do. Playing games is fun, especially when there are prizes to win. Plus, when the games are branded (and the prizes potentially are as well), that's a great way to spread brand awareness for the sponsor company.

One such example of this was a Goodyear tire Plinko game, which was hosted at a NASCAR race. Called the Throwdown, participants had to toss Goodyear tires onto pegs to earn a certain amount of points or even cash.

This activation is great for several reasons. For one, it makes tires interesting, which they're really not otherwise. The activation is also thematically tied to NASCAR, so it's even more effective.

Even if your activation budget is on the smaller side, you can still entertain your audience with sponsored games. Puma's cornhole activation proves that. Who doesn't love cornhole? This activation was a big hit!

#### Branded Photo Walls/Props

What if your sponsor isn't particularly sporty like Puma and Goodyear? That's no biggie. Sponsors from any industry can benefit from one of the most tried and true activation opportunities of all.

Yes, that's right talking about photo booths or walls or even a selfie station.

People love to take photos of themselves enjoying the game, but selfies get old after a while. A branded photo wall is a great opportunity for professional-level photos that event attendees will hold onto for a long time to come.

Even better is that the photo wall is branded with the sponsor's name, making their involvement impossible to forget.

Back in 2016, alcohol brand Veuve Clicquot sponsored a polo game appropriately called the Veuve Clicquot Polo Classic. Their branding was everywhere, from umbrellas over the seating areas to golden goodie bags.

The giant golden Veuve Clicquot photo frame was too massive (and colorful) to ignore, so it surely attracted a lot of attention throughout the whole event!

#### Exclusive Fan Experiences

Although it requires a sizable budget, an exclusive fan experience will definitely attract attention. This American Express Fan Experience erected for the US Open is a rather extravagant example of how far you can go with this type of activation opportunity.

The American Express Fan Experience included branded kiosks, a social wall, interactive tennis games, a sitting area, and photo walls. There was a lot to do in this oversized booth, so you can bet it had people filtering into and out of it all day long.

Not only is an exclusive fan experience booth a smart way to stave off boredom ahead of the game, but spending time in the booth can beat the heat if the sports game is outdoors in the middle of summer.

#### Sports Memorabilia Giveaways

For those sponsorship seekers with a much smaller budget for experiential marketing, you don't have to go big and extravagant. You just need to think about what your audience wants when going to see live sports, such as thundersticks to enjoy the game.

McDonald's sponsored a sporting event and gave out free inflatable thundersticks to those passing through the gates. During the whole game, whenever attendees raised their thundersticks in jubilation, McDonald's was getting free promotion.

If the sports attendees brought their thundersticks home and then attended another game with the sticks (provided that's allowed, of course), then that's an even broader radius of free promotions for McDonald's.

#### Pop-up Bars

What's the most popular beverage sold at sports games? Let's be real here, it isn't soda. It's alcohol.

## STORY CONTINUED

According to the Norman Transcript in Oklahoma, between 2019 and 2020, Oklahoma sporting events brought in more than \$1.3 million just in alcohol sales. Yes, sales were down, other sources reported, due to COVID-19. Still, those numbers aren't too shabby!

All around the country, alcohol sales are a huge part of concessions earnings for sporting arenas. Thus, the easier you can make it for people to get their hands on alcohol at a sports game, the better.

That's why pop-up bars as an activation opportunity make so much sense.

Like the sports betting activation idea, this one only works if most of your audience is of legal drinking age.

### Conclusion

Sports sponsorship activation ideas should be exciting, innovative, and fun. Most importantly, they should tie a sponsor's goals with those of an audience segment.

The 7 ideas above are starting points for coming up with your own phenomenal sports sponsorship activation opportunities. As I always say when it comes to activations, there's no need to reinvent the wheel, but you must put your stamp on what's been done before.



*Some simple items that assist in sponsorship activation. Everyone is seeking increased visibility and specific identity. Tents, logos painted on the grass, ground or simple pop-up style signs that are visible on your streams and photos. It is all about brand recognition. Also, don't forget MyRacePass offers "Fantasy Racing" which is a great way to engage race fans of any age, provided they have the "APP".*



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for Speedways



# JEAN LYNCH A FAMILIAR FACE AT RPM...



Jean Lynch, 88, of Washington Township, Apollo, died unexpectedly on Friday, June 30, 2023, in Juniper Village, Monroeville. Lynch had a Hall-of-Fame motorsports career.

Born Feb. 8, 1935, in Markle. Jean was fiercely dedicated to two things: family and dirt track racing.

Always taking her grandsons to various baseball games, practices and training camps was a real joy for her. You could always find her sitting in a lawn chair, cheering on her grandsons and scoring the game (the umpire double checking the count with her), then hosting a family cookout on her side porch, with sweet tea, and as always, a dessert. She cherished family vacations to Jupiter Beach, Fla., making cinnamon pies and stocking the refrigerator with apricot juice.

Auto racing has been a passion of hers since she married Ed Lynch Sr., who became an accomplished race car driver, also known as the original "Apollo Rocket."

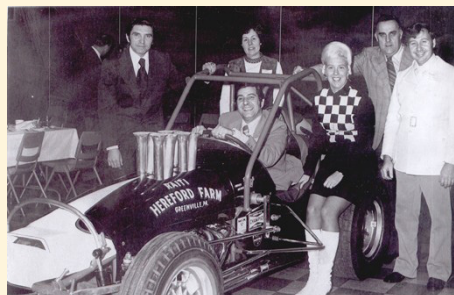
Lynch started in racing in 1957. Jean found a niche for herself in auto racing, which grew into a career for her as a general manager/promoter, board member, racing official, publicist and scorer for various tracks and racing associations such as: NASCAR, Championship Auto Racing (CART); 10 years at Indianapolis Motor Speedway's Indy 500; Al Gerbers' Race of

*Jean Lynch as part of the "Kings Royal" at Eldora Speedway. Racing was part of the Lynch family for many generations.*

Champions for modified stock cars; All Star Circuit of Champions (ASCoC) and coordinator of the Ohio Sprint Speedweek; NY D.I.R.T. Modifieds and East Bay Raceway's Winter Nationals. Jean was a general manager/promoter at racetracks in Pennsylvania, Ohio, West Virginia and Florida; rented facilities and promoted races at nine different tracks. In addition to all of these duties, Jean Lynch also found a way to assist and be a part of the RPM Workshops.

She was truly a pioneer, legend and a great ambassador to the sport, not only in Western PA, but nationally.

Survivors include her son, Edward Dutton (Denise) Lynch Jr., of Apollo; her daughter, Jill Lynch Reed, of Apollo, along with four grandchildren, Edward Dutton Lynch III, A.J. Reed, (Carly), Bobby Reed, (Hannah) and Sye Lynch; her sister, Kathy Shropshier (Mark); and step-grandchildren, Noah and Luke.



*Above is an early photo from the 1971 Lernerville (Pa.) Speedway banquet where Jean Lynch was a fixture on the racing landscape.*

*Top-to-Bottom; Lynch at the desk at East Bay Raceway Park just south of Tampa, Florida during a promotional visit to the speedway and the bottom photo is Lynch with her son Ed Lynch, Jr., enjoying the spoils of victory lane. In the words of Stewart Doty - RPM Editor Emeritus - "She was a wonderful lady and it is unlikely anyone will ever be like her..."*



ASA STARS National Tour officials have announced that veteran short track racer Freddie Query will join the series as the competition director. An accomplished racer on pavement and dirt, Query will help the tour shore up its rules and procedures heading into 2024.

“We’ve been looking to add to our staff in key areas since we announced the tour,” said ASA STARS and Track Enterprises President Bob Sargent. “We all know the challenges of finding good people, and I’m confident we’ve found a good one in Freddie Query.

Sargent announced the formation of the ASA STARS National Tour in the fall of 2022, which included plans to merge the CRA Super Series, Midwest Tour and Southern Super Series.

“Blending the three tours’ rules packages has been challenging, from technical rules to procedures. Sargent and the ASA STARS National Tour team will look to Query to take a leading role in setting the baseline for the upcoming 2024 season,” the series said.

“It’s my goal to take a look at what we have and come up with a combination that works for everyone,” said Query.

Query previously served as the general manager for Hank Parker Racing in 2000. He also assisted several drivers, including Johanna Long, Kyle Benjamin and current NASCAR Cup Series driver Harrison Burton. Additionally, he has hosted numerous chassis seminars for Super Late Model racers.

*ASA Stars National Tour has hired legendary racer, Freddie Query as their competition director. Query, one of the top Late Model racers in the Southeast has also provided driver’s and team’s with a great education and will be an asset to the Series.*

## Weather has been Challenging

The weather has been challenging in many fashions.

The Northeast, in particular, parts of New England went through extreme flooding. Other areas have been effected by the smoke from the Canadian wildfires and parts of the West Coast have gone through a crippling heat wave.

The flooding was so bad in Vermont that the SRX race scheduled for Thursday, July 20 was run at Stafford Motor Speedway in Connecticut. It was the second consecutive week that SRX competed at Stafford, however SRX Officials, Vermont Governor, Phil Scott and Thunder Road promoter, Chris Michaud, felt the move was in the best interest of the surrounding communities in Barre, Vermont that were set to host the fans and Series.

In California RPM friend Dennis Gage shared an update during a heat wave when a temperature was forecasted for 109 degrees Gage moved forward and used former ARPY's slogan, "it is what you make it" to get through. The heat hampered Gage's efforts at Marysville but with the event being part of the July 4th weekend Gage persevered. With the fireworks already scheduled and ordered, there really was no turning back. Gage and his staff designated cooling areas for heat stricken folks, allowed them to bring in unlimited water and umbrellas. There was a special EMT station setup to assist people if needed and he also lowered the price on cooling and hydrating drinks. Gage even "over-watered" the race track to keep it as dust free as possible. Every refrigeration unit on Gage's property tried to fail, some even succeeded. The power acted up, tripping breakers along with lights flickering, even to the point of fixing a wire going to the track lights. The temperature did reach 109, the car count was lighter than most nights, but he had in his terms, "enough for a show". The beer wasn't flowing as cold as normal because the beer refrigeration unit could not keep up. Dry ice was brought in but then it slipped down and froze the supply line on one keg. Once this was fixed there was foam free beer at 50 degrees all night, considering it was 109 degrees outside, it tasted pretty cold. When we introduce Dennis at Reno to MC like he has done, we will have tell the rest of his story, which is truly just the bottom line.

The moral of this story is that the weather can adversely affect our businesses in so many different ways.



## Greenville Pickens Speedway project on Hold for 2023 Season

The asphalt track, billed as the second oldest NASCAR track in the nation, has been campaigning to save the historic track through the advocacy of legendary racers, entertainers and fans in order to preserve the historic location and keep it going for racing, but those efforts unfortunately have fallen short for it this year.

Built in 1940 as a dirt track, it was converted to asphalt in 1970 and hosted numerous NASCAR battles, the winners of whom adorned the walls of the track. But times are tough for local tracks and this May, the funds to kick off the race season in May failed to materialize. The track and land, owned by Kevin Whitaker, is slated to become an industrial park. However, the owner was willing to lease it to Jackie Manley, a local racer and fan with strong ties to the track, for the 2023 racing season. NASCAR, recognizing the value of the track, was also willing to allow for double points race nights in order to get the NASCAR sanctioning designation.

Racers and sponsors stepped in, donating to the cause through a GoFundMe and at the beginning of June, the Save the Speedway organization signed on to offer support and guidance. Unfortunately, the dream failed to come to fruition. In a statement announced June 28 on the official Facebook page, "our fight to salvage a 2023 racing season at Greenville-Pickens Speedway has unfortunately come to an end."

The lease offered to Manley failed to support the goals of racing and restoration, and both Manley's legal team and the SOS folks advised against signing it, making it officially too late to host a NASCAR season.

The statement ended with a note of hope: "The good news here is that our longterm goal remains the same – and that, of course, is to Save Our Speedway: The Legendary Greenville-Pickens Speedway into the future. The Save The Speedway team from North Wilkesboro also remains committed to helping us in our fight to keep the track alive. If the potential sale of the property goes through, we look forward to working with new ownership to attempt to preserve and revive the racetrack. Stay tuned here for further developments."



## Good News for Volunteer Speedway

A couple of weeks ago there was a post on Facebook as the new promotional family was “exiting” stage left at Volunteer Speedway in Bulls Gap, Tennessee due to the pressures that come with this business from social media, disrespectful competitors, etc...

Brad Dyer has stepped in to promote the iconic track.

Dyer, a 37-year-old businessman from Mohawk, Tennessee, is the new weekly racing promoter at Volunteer Speedway. When the previous weekly race promoters left abruptly leaving the rest of the season in limbo, Dyer stepped up — and he’s hitting the ground running.

“I’ve raced since I was 14. I started racing at Volunteer when I was 18. I’ve raced there off and on since then; I just sold my super late model a month ago. It’s close to home, and it’s just been a big part of my life growing up,” Dyer said. “I’ve tried to lease it a couple of times before... Things just didn’t line up. When things played out like they did, it just opened the door — and I was a good fit at the right time.”

With the exception of a few big events operations manager Vic Hill has on tap, Dyer will handle the weekly racing events through the end of the 2023 season in late October. After that, he’ll have first dibs on whether or not to continue in that role in 2024.

Between now and then, there’s lots of work to be done.

Addressing concerns head-on

Dyer, who operates Dyer Trucking, LLC, 1st Call Mobile Service, and All Freight Logistics, LLC, isn’t one to shy away from a challenge. And, fortunately, he has a good crew in his corner as he dives head-first into this new venture.

“The biggest thing is fan engagement. At the end of the day, the fans and the drivers are the most important thing. ... You have to go with the things that make sense,” Dyer said.

“People were having issues with the concession lines, so that’s something we had to work on right off the rip,” Dyer said.

Now, instead of just one window serving fans in the grandstand, there’ll be five.

“I’m going to have one drink and candy window by itself, so you don’t have to stand in line as long if you’re not waiting on food. There’s going to be two order lines and two pickup lines,” Dyer said. “That should cut down on people having to stand in line.”

No outside food and drink will be allowed.

“We’re planning to be well-stocked in the concession stand,” Dyer stressed.

The bathrooms have also been an issue, but there’s no easy fix where they’re concerned. So, Dyer made the decision to lock them down and bring in porta potties which will be cleaned every week.

A midnight curfew has also caused concern among fans and drivers; Dyer doesn’t see it as an issue.

“I’m familiar enough with racing and have been around it enough that I think I can fix the time constraint issues on that side,” Dyer said. “If I’m not done at 12 o’clock, that’s my fault. It’s not the curfew’s fault. If I’m that late, I’ve messed up somewhere else during the night. [The curfew] shouldn’t even be a factor. We should be done by 11 p.m.”

Dyer Trucking Night at Volunteer Speedway kicked things off on Saturday, July 22. It looked to be a success.

Ticket prices have also changed — hopefully making it easier and more affordable for families to spend Saturday night at The Gap.



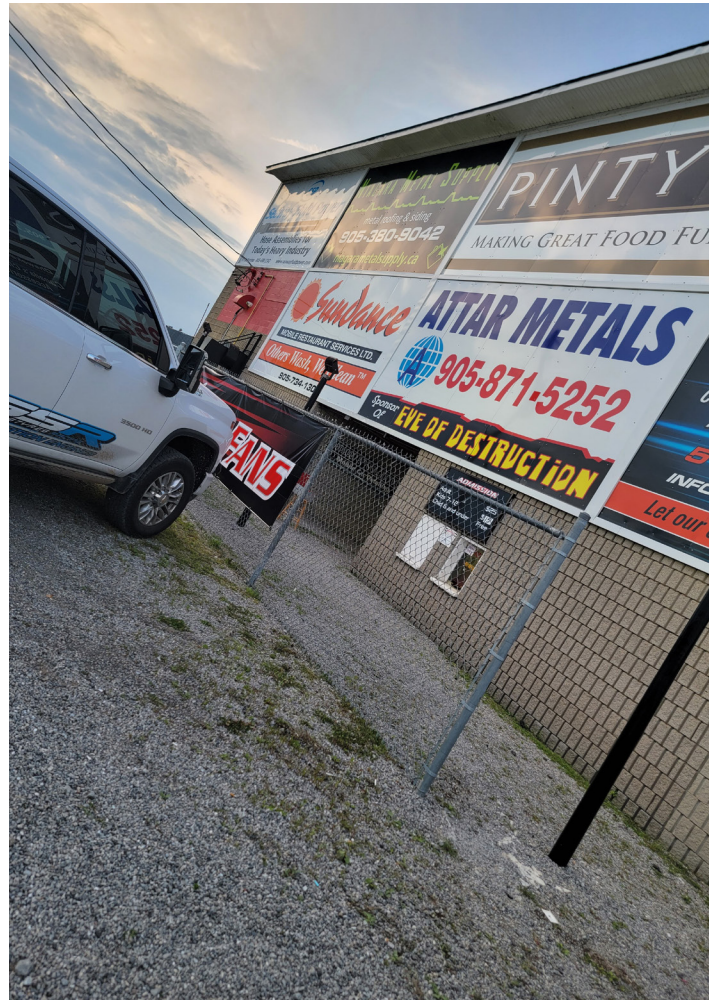


*Top-to-bottom; Three legends pose for a photo. On the left is Bentley Warren, on the bed in the middle is the legendary Carl “Bugsy” Stevens and of course Ken Schrader who was in New England for a racing visit. Not every photo we publish is going to have a purpose other than feeling good and this certainly does. Stevens, a former NASCAR Modified Champion is one of the sports top personalities and was a complete showman when he raced, entertaining and making sure other drivers understood the sport was for entertainment. The two gentlemen visiting Stevens also have a great understanding that our sport provides. Both have been or are still speedway promoters and true ambassadors of the sport. The bottom photo is Schrader at Springfield, Illinois in 1981. Ken Schrader’s new book, “Still Racing” is out, written by Joyce Standrige. You can get your copy here; [Book: Still Racing - Ken Schrader \(schrader racing.com\)](http://Book: Still Racing - Ken Schrader (schrader racing.com))*



*Brad Dyer has become the promoter at Volunteer Speedway, his opening night, which took place on Saturday, July 22 was a success. Dyer is exhibiting the kind of "TLC" that successful short tracks needs. This is great news a great restart for the iconic short track.*

ARPY Youth Involvement Idea: POWAR is a program developed met with the local Go-Kart tracks in and around Madison, Wisconsin. A real life Fantasy racing program was setup. There was actually a live draft on Facebook where the kids drafted a big car driver. The kids love it and it appears the drivers here are more into it than the kids. There is belief the program will take off.



If your track faces the highway, make it eye catching. This track located near Port Colborne, Ontario - Canada has done that. Not only do patrons have something to view on entering into the grandstand area, "passers by" have their attention drawn to the signs on the Speedway fence and walls. A billboard area covers the back of the grandstand at Humberstone Speedway as well offering Track Promoter, Terry Vince more opportunities for additional income.



“The grandstands are \$10, and anyone 10 and under is free. The pits are \$30, with ages 10 and under \$10. So, we’ve lowered the (admission) prices substantially,” Dyer said.

The drivers’ meeting will begin at 6:30 p.m. and will be immediately followed by hot laps, qualifying and racing. “Short of a catastrophe, I will start hot-lapping 10 minutes after that drivers’ meeting. Fans need to know that, because they might want to be there a little earlier,” Dyer said.

“We won’t drag around. If you don’t start out on the right foot, you’re never going to get on the right foot the rest of the night,” he added. “I want to get this first race under my belt and get everything ironed out and then pick up and add on from there.”

Dyer said he’s been overwhelmed with the support he’s gotten from the racing community and local fans and supporters.

“I wasn’t second-guessing what I’m capable of doing, but I didn’t really expect the feedback and support I’ve gotten from the community and the fans. It’s been outstanding. They’ve stepped up and been a huge, huge help in making this deal work. And that’s what it’s going to take. It’s going to take everybody,” Dyer said.

“It doesn’t matter how good the facility runs, if we don’t have the community support behind us, it’s just not going to work,” he continued. “If I can get the support the county fairs get, I’ll be tickled to death. ... If I can get the kind of support they get, we’ll be in good shape.”

For Dyer, success on opening night will be easily measured.

“A good turnout, good fan engagement. I want to be able to wake up Sunday morning and get the same good reviews that I’ve gotten this week,” Dyer said. “Success to me would be feeling the same way on Sunday as I do right now. If people are happy and the racers are happy, we can make the rest of it work.”



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**RECENTLY TNT SPEEDWAY LOCATED IN NORTHERN WISCONSIN LISTED**

“It is with great sadness that we share this link and announce the track is for sale or lease. Current circumstances, prior commitments and work loads do not allow us to dedicate the time and effort into bringing our dreams for TNT Speedway to fruition,” this was posted and taken from the tracks Facebook page.

The track was previously sold in 2021 via auction. Zabel-Ackerman in Fond du Lac, Wisconsin is handling the listing. Various record may be found on the facility.

[zacommercial.com/Search.html#/property/63062206e207a5000751b2e7/63062503ba895e0007f8b27d](http://zacommercial.com/Search.html#/property/63062206e207a5000751b2e7/63062503ba895e0007f8b27d)



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More information can be found here; [www.loopnet.com/Listing/11420-NC-268-Elkin-NC/27089397/](http://www.loopnet.com/Listing/11420-NC-268-Elkin-NC/27089397/)

**RACEJUNK COMES TO THE TABLE**

Our friends at RacingJunk.com have agreed to help us with our RPM Market Place project. Visit the included link to identify with some track materials; Miscellaneous/Other, Tracks/Real Estate



for sale on RacingJunk - [www.racingjunk.com/category/1371/tracks-real-estate.html?page=2](http://www.racingjunk.com/category/1371/tracks-real-estate.html?page=2)

We will continue our quest as in past issues, that we are willing to help people find what they are looking for or place classified ads for equipment or real estate that anyone may want to sell. Please feel free to contact us in regard to publishing; [info@racingpromomonthly.com](mailto:info@racingpromomonthly.com)



very near the Pennsylvania border, with pride and upkeep being a focus on the facility, this track is ready for the right owners.

**GREENVILLE-PICKENS SPEEDWAY IN SOUTH CAROLINA IS LISTED FOR SALE**

The historic Greenville-Pickens Speedway in Easley, just west of Greenville, was recently listed on a real estate website.

According to the listing from RealtyLink, a real estate development company, ground lease or “built to suit” opportunities are available for the 305-acre property at 3800 Calhoun Memorial Highway. Starting as a dirt track in 1940, the Green-

ville-Pickens Speedway hosted the first-ever, start-to-finish live-televized NASCAR race in 1971 after being paved in 1970.

The race track also holds events like the Upstate Holiday Lights Show and the Upper SC State fair.



**STATELINE SPEEDWAY IN BUSTI, NY FOR SALE**

77 acre property, with a ranch home, in addition to the stock car track is a gokart track. The facility, in the Southern Tier of New York is

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