Storybook 100th Running At Indy; Up Or Down Periscope: What To Do About Smartphone Streaming Apps?
As a trusted provider of motorsports insurance, K&K is committed to helping your business succeed by offering high-quality coverage and services designed for your needs. K&K’s expertise is respected throughout the industry; we are your solution for affordable insurance overage. It’s easy to work with K&K--visit our website now for more information.

- Racing Teams
- Owners & Sponsors
- Facilities & Events
- Products Liability
- Racing Service & Repair Shops

800-348-1839  
www.kandkinsurance.com

K&K INSURANCE  
Insuring the world’s fun!

Kart racing  Motorcycle racing  Snowmobile competitions
Boat racing  Tractor/truck pulls  Motorsports Country Clubs
Drag racing  Demolition derbies  Motorsports driving schools
Road courses  Racing associations  Specialty motorsports events
Indoor karting  Short track oval racing  Independent car club activities
Super speedways
TIRES DESIGNED FOR CHAMPIONS

Hoosier Racing Tire

www.hoosiertire.com • 574-784-3152
This Month In RPM

P5 100th Running of the Indianapolis 500
P6 A Good Week Of Central Indiana Racing
P8 A Shot in The Arm For Short Tracks
P8 Up Or Down Periscope: What To Do About Cell Phone Live Streaming
P9 Hoosier Hundred, Carb Night Classic, Little 500, Good Buzz
P10 Smiling Promoters! Really!
P10 Legalert: Employee Injury, Workers’ Comp Or Racing Insurance Claim?
P11 Little 500: A Bucket-List Event
P13 Full House, Good Vibe, No Matter The Actual Number
P13 INEX Update: Bob Hunefeld, Alaska Raceway Park, NY Times Story
P16 44th Workshops Series, Dates, Locations, Hotels
P18 Buy First From Workshops Supporting Sponsors
P20 Directory Of Services For Promoters, 43rd Workshops Exhibitors

On The Cover: The field assembles for pre-race ceremonies at the Little 500, Anderson (IN) Speedway.
After a good month of May, and a huge 100th Running of the Indianapolis 500, it seems that the Indianapolis Motor Speedway has its mojo back. That’s good for the Speedway, for auto racing, and for central Indiana short tracks and promoters. Race week was noteworthy for perceptible fan excitement, good race attendance, good racing, and for smiling promoters at each of our track visits, something rarely seen in the last few years. Remarkably, it was also memorable for the unlikely victory of Speedway rookie, Grass Valley, Californian Formula One driver Alexander Rossi in the 98 car owned by Bryan Herta, partnered with Andretti Autosport, co-sponsored by the Agajanian family, well-known to Workshops regulars. Through the Agajanian family’s role in the surprise win, every short track promoter can stake a partial claim to winning the World’s only centennial auto race.

**IRL Inception 20 Years On**

Coincidentally, but wisely quietly avoided throughout the week, the 100th Running marked 20 years since Tony George took back control of his speedway and events from CART. George paid a high but now entirely justifiable price, for his hard-won freedom to control his destiny at the Speedway. Since, it’s been reflexive for media and former CART camp followers to criticize the Speedway and its management. The Speedway, the Hulman-George family, and IndyCar in all its iterations weathered attacks from the racing media while suffering institutionalized disrespect, despite preserving the tradition of the World’s most important racing event and America’s premier track. This indignity, they share with short track promoters who are continually vilified for their doing what must be done.

At times, it has been portrayed that ALL the challenges the Speedway and Indy car racing confronted and surmounted were entirely of their own making. While they can, as can all promoters, claim ownership of a few, it has been convenient to ignore the challenges of technology, economics, and changing times, that challenge every racing

(See 100th Running, P6)
A Good Week Of Racing

(100th Running, From P5)

business in America. While the Speedway and IndyCar might not have adapted as quickly or competently as all-knowing observers thought they should, changes must happen periodically at any race track, and as Vermont ARPY Tom Curley teaches, sometimes that change must be swift and significant to keep the show fresh and keep the business in the black. It’s all too easy at any level of auto racing for pot-stirring commentators with nothing invested except hours at the keyboard, to criticize. They should be reminded that there was no playbook for George to follow in the mid-90s, or presently for other promoters at any short track. When promoters make changes, it’s real-life, no-safety-net, entrepreneurial risk we’re watching.

Can They Build On It?

If the Speedway and IndyCar can build on this year’s home-run event, it’s good for the granddaddy of the World’s speedways and for the sport of auto racing in the United States. We often forget that the speedway is just a typical family-owned short track on steroids, a track not much different from yours, but for the scale. It’s not owned by some big publicly-traded company. The risk Tony George undertook in 1995 is the same risk short track promoters take every year somewhere changing up classes or changing race nights, as did Gary Howe this spring at Kalamazoo (MI) Speedway. It’s all the same.

In our January 1996 story on controversial establishment of the IRL, we wrote this: “The Indy Racing League is a risk that many in George’s position would have found unnecessary. As scion of the Speedway’s family, he could have sidestepped the risk and the beating he’s taken in the press--and who could have blamed him, if he did. He could have relaxed in the presidential suite, and practiced custodial management, as

Vindication?

In the years since, the Hulman-George family persevered, often portrayed as the less-than-competent destroyers of their own business and the public trust, but we will submit that they are now
Short Track Shot In The Arm

(100th Running, From P6)

vindicated by the success of the 100th Running of the Indy 500. We were privileged to be part of the largest crowd in all of American sports, said by the speedway to be 350,000, surpassing the Phoenix Open golf tournament, the Kentucky Derby, and the championships of football and baseball. Some observers wonder if they didn’t get a little carried away with the numbers, but still, even at tens of thousands less, the event is not diminished in stature. For the first time, the Speedway lifted its local TV blackout on the race.

It seems to us that the racing press, instead of educating enthusiasts about the difficulties of the racing business and ticket markets, or chronicling the noble struggles of those on whom the sport relies -- track owners -- instead is eager to portray the sport’s cup as half-empty, affixing blame while crying that their sand castle washed away. Any beachcomber knows the tides come and go. We hope that we might read ten years from now that the 100th Running elevated American open wheel racing into a new era of popularity.

Lessons For Short Tracks

Almost obscured by a sea of humanity at 16th and Georgetown Road were lessons for short tracks. Here’s one example. Remarkably, over three days, we did not meet a single impolite Yellow Shirt (track security), even when we tried to go places our credential would not allow. They acted more as guides and hosts than security. They could have let us pass by unacknowledged, or acted brusquely, but instead they greeted us cheerfully before we greeted them, and they did so at every possible opportunity, though understandably as the day wore on and the throng arrived in numbers, it became increasingly difficult.

Crying Over Sand Castles

It’s not only a feel-good story, it could give a lift to all motorsports, lately on its back foot, from a steady stream of unflattering NASCAR coverage. (If recent NASCAR press coverage is to be believed, NASCAR now lacks as much competence as the Speedway did then.)

It’s not only a feel-good story, it could give a lift to all motorsports, lately on its back foot, from a steady stream of unflattering NASCAR coverage. (If recent NASCAR press coverage is to be believed, NASCAR now lacks as much competence as the Speedway did then.)

Up Or Down Periscope?

Last year, Twitter’s Periscope, live-streaming social media app appeared, as did Meerkat. Now, Facebook this year introduced Livestream, enabling Facebookers to self stream video live in their timelines. Promoters mostly ignored them; thus far. We talked about them in the newsletter and at the Workshops last year, but promoters seemed disinterested. But, as promoters realize fans, drivers, and the media are live-streaming their races on the Web to the entire world, giving away their gate, with the Androids and iPhones in their pockets anxiety is spreading like wildfire this season. Piracy that formerly only a handful of geeks could accomplish is now possible for everyone.

The peddlers of digital futurism hail the apps for digital democracy and recreation. But stadiums, teams, leagues, musical artists, the music industry, anyone who’s livelihood relies on the exclusivity of ticketed access or copyrights are watching closely. The apps created a confusing landscape of digital rights management and customer relations. There are marketing opportunities with them, but also privacy, copyright, property, likeness, and intellectual property problems. It’s the Google Glass mess all over.
(100th Running, From P8)

Admiration

It was clear that Doug Boles and his staff did their utmost to make sure those attending the 100th Running came away feeling well-treated and part of a momentous fraternal gathering more than a race, and respected as customers who spent hard-earned cash and suffered considerable parking inconvenience to be a guest in their house. We cannot imagine how this was so thoroughly and completely imparted to thousands of once-a-year employees--never mind with all the security complications of the post-911 age.

It’s worth interjecting here that we were unusually well-treated at all of the venues we visited (and no, we were not wearing identity apparel to which people were responding as though we had been using an app designed for that purpose). The level of hospitality we encountered--at all the tracks. This can’t help but be good for business!

Throughout the 100th Running, the public address and the ABC broadcast reinforced the significance of the 100th, as you would expect them to, but never did it appear as gratuitous shilling, nor was there any subtle or shameless commercial exploitation. Whomever conceived of and scripted the event, ceremonies, and broadcasts with all the partners and participants, found countless, authentic and heart-felt ways to bring ticket holders into the experience and most importantly to recognize the fraternity of fans and honor their equity in the Indianapolis 500. This is remarkable when compared to the all-too-frequent, silly, self-serving hyperbole one can hear at many other race events or during other racing TV broadcasts. This also is worthy of promoters close study.

They interviewed a fan who had attended 90 or more of the 100 Indy races. They featured multi-generational fans. It was said that 3/4 of the living winners of the 500s were in attendance.

(See 100th Running, P10)
Smiling Promoters... Really!

(100th Running, From P9)
Coulda, But Didn’t

The centenary race could have stood on its own. The Speedway could have made a special logo, bought commemorative T-shirts to sell and indifferentiy opened its gates as so many tracks do, raced, and sent folks home, but that’s not how it was to be in the Hulman-George house this May.

Therein lie lessons for all businesses as we work to gather in our houses the “entitled” generations. While, with our gray temples, we tire of the entitlement... generations for this—if they motivate businesses of all kinds, but especially American short tracks to become gracious hosts like the Hulman-George family this May, the sport of short track racing will be a better place and more race tickets will be sold. Deserving or not of entitlement, we can’t imagine that anyone at the 100th Running came away feeling less than appreciated.

“We’re all drafting the Speedway this week,” Gateway (IL) Motorsports Park manager Chris Blair said as we looked over what probably was one of the best Lucas Oil Speedway oval track crowds in some time—gathered for, of all things, a USAC Silver Crown Race. (We love the cars, as do many graybeards, but to say they are popular would be beyond a stretch. But, the crowd was enthused and Adam Mackey of Track Enterprises had to step up and stub tickets as sales were beyond Bob Sargent’s expectations.) The night before, Sargent’s Track Enterprises hosted another excellent crowd for a 38-car Hoosier Hundred Silver Crown field at the Indiana State Fairgrounds. Sargent said ticket sales for both exceeded his expectations and the sales of many prior years, and the race, though we did not see it, was said to one of the best. “It almost seemed like the ‘good old days’, someone remarked to us. (That might have been a stretch because crowds in the good old days were pretty darn good, but it nonetheless illustrates the enthusiasm of the week.)

Smiling Promoters

Sargent said he was pleased with the USAC Sprint Car event at Terre Haute on Wednesday preceding the 500 as well, with a good field and very good crowd as

DISCLAIMER: While these legal questions have been researched, we do not represent this as legal advice. Laws vary. Readers should consult with local counsel in all matters. RPM assumes no responsibility for actions taken because of, or despite, answers appearing herein.

YOU CAN HELP! If you’re are involved in a legal challenge of any kind, or if you know of, or hear of, any challenges involving racing operations, or challenges to other sports or attractions that could threaten motorsports, call or write RPM editorial offices.
Little 500, Big Deal

compared to the Terre Haute of recent years. At the same time, up I-69 at

(See 100th Running, P11)

(100th Running, From P10)

Anderson (IN) Speedway, a 38-car entry vied for the 33 Little 500 starting spots for the 68th running of what is one of short track racing’s best-kept secrets. Especially if you like fendered cars, you must add it to your bucket list--33 non-winged sprint cars racing 500 laps on a 1/4-mile high-banked track. The race required multiple pit stops that included fueling and tire changes all within the track’s figure-eight “X” all requiring push trucks. Saturday, the Little 500 nearly packed the house with only the rubber-booger seats remaining empty in a couple of sections. Promoter Rick Dawson was very pleased with his event. Sargent afterward reminded us that it all could have turned out differently when he confessed to anxiety about the week’s advance weather forecast. He cancelled some last-minute advertising because the weather forecast gave 60% chance of showers some nights and he is all-too-familiar with rain at these events. Rain floated by all the tracks but stayed away at the critical “go no-go” hours for fans and at race time. It sprinkled on the Little 500 pre-race activities, but didn’t dampen the enthusiasm.

If Memorial Day Weekend is the kickoff of summer, and the holiday in central Indiana is any measure, we might see a good summer, despite the late spring and halting start. On the flip side, we know not everyone was lucky during the holiday as the Nuckles family at Columbus (OH) Speedway, postponed their CRA show due to rain.

Some additional thoughts on the week...

Bumping: Let It Go!

The high drama of the Indianapolis 500 for more than 30 years has been, “Will they fill the 33-car field?” It’s a negative storyline from the get go, and we can’t understand the obsession with it! Repeated every year, it casts doubt on the race and on the judgment of Indycar and the Speedway. It’s time to stop beating the dead horse. It would be wonderful to have 60-70 entries as was the case 30 years ago, but times change. Since USAC allowed Roger Rager’s school bus engine it has been

Periscope Continued

with Facebook or Periscope violate your track’s intellectual property rights and in certain circumstances the right to privacy of drivers, crew members, and fans. Live streaming can violate music and video, copyrights. It can invade people’s privacy by streaming them to the entire world without their consent or knowledge. Sometimes, when live streamers stream from your property without your permission, they can be trespassers. It’s a complex overlay of difficult issues brought on by the oblivious owners of the ubiquitous pocket devices that nearly every fan and participant possesses at your races. Google Glasses were easy to spot and possessed by few when they ran into trouble. They were easy to exclude from businesses, night clubs and other premises. It’s doubtful cellphones would be banned even if it was practical. At hockey stadiums, the only reported place we so far discovered where live self streaming is prohibited, it apparently requires vigilance and delicate customer relations by ushers in the stadium. Short tracks haven’t the manpower to do this.

Five years ago, before these new live streaming apps arose, we discussed how promoters can manage the media’s use of social media and offered guidance. We suggested means and methods to deal with the media, TV, radio, photographers

(See Periscope, P12)

Fans Made One By One: Davey Hamilton, Jr here participates in the Little 500 meet & greet and autograph session. Nearly all 33 drivers participated and long lines waited their turn. It’s clearly popular with Little 500 fans.

(RPM Photo)
Good Prep, Good PR: The hospital business is competitive and health care conglomerates are big advertisers. At Anderson Speedway, Rick Dawson makes the most of both, partnering with two hospitals, one specializing in trauma care. Doing so demonstrates a commitment to participants and fans well-being and creates for the partnership top-of-mind awareness among customers. (RPM Photo)
challenging filling a 33-car field. Does bumping matter anymore?

(See 100th Running, P12)

(100th Running, From P11)

As the pop singer Meghan Trainor would say, “The answer is no, let it go!”

A Horse 30 Years Dead

We wonder if it were not for old-line sportswriters encumbered by the concern that they might not be seen as “objective” by their contemporaries, it would be part of the annual narrative at all. Bumping would add excitement, but most fans now never witnessed bumping, and if a way could be found to bring it back, the Speedway would have found it by now. For almost 30 years, most short track fans have never seen a full 30-car field at their tracks. Nowadays, everyone makes the feature, so how can one criticize the Speedway? Every race Indy week race has formerly seen more numerous entries. The Speedway shares the challenge of car counts with short tracks. Why diminish the 500 complaining about the absence of bumping?

More appealing human interest stories can be found in the final days, even hours, as teams come together to fill the field. Alexander Rossi is the example this year. Pushed out by Formula One money games, Rossi found his way into the 500 on his merits and now is the winner of the most historic event ever! That’s a pretty good story, and so too would be stories of Bryan Clauson, Gabby Chaves, and the other 11th hour entries—all good racers, just asking for a chance. The past is gone and the sport must make the most of the hand it’s dealt.

The Death of Xenophobia

There still remains the last vestiges of “foreign pay-driver” negativity to the race, as well. This is disappearing (except for old geezers in the infield at USAC races), and that is good. This year’s 500 featured 13 American drivers, the most commentators said in some years and the race gave us an American winner. He started karting in northern California and learned open wheel racing in Europe, but he’s American—and he’s a racer’s racer. Tony Kanaan, Montoya, Munoz, Sato—each has their following. The fan following for the forenamed and other foreign drivers in the 500 is partially ethnic (which is only natural), but most of it is ethos driven (admiration for the spirit of competition). Today’s Gen Xers and younger are multi-cultural. Even many old-line speedway fans have become so. Genetic origin and nationality are irrelevant to them. They admire those whom they find admirable, and that’s all there is to it. It’s a color and accent blind decision for them. We wish we could see more of this at
Ideas For Short Tracks: This stretched golf cart with a wheelchair ramp would do well at any short track, especially at big events, helping move older or handicapped fans from parking areas to the seats or around the property. IMS clean up crews wore red vests reading “Ecology.” It’s always good to put a “green” foot forward. (RPM Photos)
Thank You
Indianapolis Motor Speedway!

If You Missed Out, Make Plans Now!
RPM@Indy 2016 Is Just Six Months Away

RPM Returns To Indy December 7, 2016.
Watch For Details Here.
What: One and two-day networking conferences for short track owners, promoters, racing officials, employees, series, tours, sanctioning groups.

Where: Las Vegas, Indianapolis, Daytona Beach.

When: RPM@Vegas, November 14 & 15, 2016, RPM@Indy, December 7, 2016, RPM@Daytona, February 20 & 21, 2017.

Why: If you want to increase car counts, ticket sales and sponsorship at your short track or on your series or tour, or just want to hang with the people who make grassroots short track racing happen, the RPM Promoters Workshops are where you do that. Make connections. Make friends. Gain insight. Meet suppliers committed to short track racing that support promoters and race series at the trade show that accompanies the Workshops.

How: Subscribe to this newsletter so you receive information monthly, follow RPM on social media--Facebook, Twitter, LinkedIn.

The 44th Annual Series, 2016-2017

RPM@Vegas

At Santa Fe Station Casino
Immediately following the IMCA Duel In The Desert at LVMS

Registration & Reception, Sunday, November 13
Sessions: Monday & Tuesday
November 14 & 15
9:00am-5:45pm

RPM@Indy

Date: December 7, 2016
In The Media Center At IMS
Immediately before the PRI Trade Show, Indianapolis

Registration & Workshop, Weds, December 7
Sessions: Wednesday
9:00am-5:45pm

RPM@Daytona

Dates: February 20-21, 2017
At Hilton Daytona Beach
Immediately following the NASCAR Unlimited

Registration & Reception, Sunday, February 19
Sessions: Monday & Tuesday
February 20 & 21
9:00am-5:45pm

Hotel Reservations

Santa Fe Station Hotel Casino
SANTA FE STATION HOTEL & CASINO, 4949 North Rancho Dr., Las Vegas, NV, 89130. Single or double, Sun-Thurs, $49.99 Fri-Sat, $89.99 plus tax, service fee. Cut off 10/21/16, or upon sellout. Reservations: 866-767-7771, group code “ACIPRM1” for Workshops room rate. 72-hour cancellation. One night deposit required. $100 refundable damage deposit at check in.

Microtel Inn Indianapolis Airport
MICROTEL INN & SUITES, Indianapolis Airport, 5815 Rockville Rd., Indianapolis, IN 46224. Hotel direct reservations: 317-247-9703. Special Workshops Group Rate: $64.95/night, plus tax, Reference “RPM Promoters Workshop” when calling. Group cutoff 11/18/16

Hilton Daytona Beach
HILTON DAYTONA BEACH OCEAN WALK VILLAGE Official Workshops hotel and meeting site: 100 N. Atlantic Ave., Daytona Beach, FL. Hilton Hotels reservations: 866-536-8477, Hotel direct reservations: 386-254-8200 (9a-5p weekdays). Special Group Rate: $142/night. Saturday-Tuesday, Reference “RPM Promoters Workshops” when calling. Group cutoff 01/25/17

Credential Applications Available And Accepted Beginning September 1, 2016
Periscope Continued

their own way. Here are a few ideas to think about.

**Step up yourself:** Have your own streaming channels. Provide content that serves to fulfill participants and fans needs for content they can share, but which meets criteria set by you.

**Streamline/improve the show:** Improve show so much that it’s so compelling they want to watch it more than anything. Fans won’t have the time to take their eye off the track to play around with Periscope.

**Your own in-event activities:** Engage fans in your stadium in social media activities. Occupy them with contests and other activities that encourage them to share content on your track’s website, Facebook, Twitter, as well as on theirs, but exclude live self-streaming other than brief clips.

**Manage media:** License rights to media members covering your races (trade and mainstream TV, radio, websites, bloggers). Know who everyone is, know what they are doing on race night and for whom. Confer rights where you need to, withhold rights where you must.

**Posted policy:** Serve notice that informs fans and participants which social media activities are permitted. Place the policy language on pit passes, ticket stubs, signs, in participant license agreements, on your website, in the race night program, in PA announcements, in pre-season entrant and fan information kits, wherever it will help get the word out.

**Conspicuous policing:** If you think you can enforce limits, do it with conspicuous policing, security, ushers, and employees, watching for media pirates so that you can decide on a case-by-case basis how to handle the situations. Develop a script for

your security, ushers, PA announcers to use that explains why you are doing it.

**Takedowns:** Prepare in advance. Know the guidelines and have the necessary information at hand to request Twitter/Periscope, Facebook, Meerkat, and others to delete specific content that violates your policies. They will delete specific content and go so far as to takedown the pages of frequent abusers given cause.

**PA discussions:** Have your announcers talk with fans about self streaming when it becomes necessary, not before. Don’t plant the seed. Make sure you have a problem beforehand. Work with your announcer to fashion a statement that informs about your policies and warns of consequences— and does so in a way that presents it for the good of all and for racing at your track.

**Pit meeting discussions:** Talk with drivers. Same as over the PA system.

**Keep a sharp eye out:** Put a kid to work online on race night. Have him or her look for bootleggers, record links and identities, the frequency of postings, and any other information that will help you know who’s doing it. Watch your stands as well for conspicuous self-streamers and assign ushers or security to go make contact, befriend them, find out what they are doing, so you can determine what measures, if any, are necessary.

**Assess the impact:** Don’t create a problem where none exists yet. Figure out first if you have a significant problem or an occasional issue. Based on the extent and kind of activity you are seeing, decide how and when to handle it, or decide to let it ride until some point in the future. Make sure it is really diminishing ticket sales.

After a story surfaced last year claiming that Major League Baseball would limit social media self-streaming with handheld devices in ball parks, it instead took no action against fans for live self-streaming its games. Also early last year, the NHL began prohibiting live self-streaming of its hockey games. The movie and TV business so far isn’t pursuing any action against self-streamers, believing the marginal quality will minimize any damage that could result to their business, at least presently. The singing artist Adele, it was reported, interrupted a concert in Italy recently embarrassing a self-streamer transmitting her concert. Closer to our home, a group of Wisconsin promoters are discussing what they might do about self-streaming, but find policing and fan reactions worrying.

Presently, there are no easy answers. Is self-streaming diminishing ticket sales. Possibly. It’s hard to imagine it wouldn’t. We know promoters who believe it will. In marginal weather situations, traveling fans would likely find it attractive to locate a self-streamer on Facebook, but the eventual impact on ticket sales overall is, at best, presently a known unknown. We read somewhere that Samsung doesn’t permit smartphones in its own factories for security reasons. On the other hand, we’ll fall back on the certainty that most race fans and participants want to be there in person. Our recent Little 500 experience is a case in point. No miniature screen can capture the full house, the sound, the turbulent air, the aroma of 33 cars on methanol, the smell of burgers on the grill, and popcorn in the popper. The visceral experience of auto racing is its biggest draw. Our hunch (our hope): if the show is good enough, self-streaming will be no more than a temporary distraction. But we know this probably a pipe dream. We’ll watch, listen and report again later in the season.
We Appreciate the Support of these Sponsors of the RPM Promoters Workshops

**CHEVROLET PERFORMANCE**
Circle track crate engines. Engine, chassis and other racing/high performance accessories available at your local GM dealer.
For more information, contact Bill Martens: bill.martens@gm.com
6200 Grand Pointe Drive, Grand Blanc, MI 48349 800-GM USE US (468-7387)
www.chevroletperformance.com/circletrack/

**FIRETHORN MARKETING**
Custom website design, and developer of custom e-mail marketing campaigns. E-commerce specialists.
11550 Indian Hill Way., Zionsville, IN 46077, 304-481-9807
www.firethornmarketing.com

**IMCA-INTERNATIONAL MOTOR CONTEST ASSOCIATION**
The nation’s oldest, largest, and leading sanctioning body. We focus on affordable divisions to assist the profitability of our sanctioned facilities and events.
1800 West D Street, Vinton, IA 52349, 319-472-2201
www.imca.com

**INEX**
5245 NC 49 South, Harrisburg, NC 28075 704-455-3906
www.uslegendcars.com

**RACECGER**
One-Way Radios
Race Management System
Raceceiver is the world’s smallest radio receiver, used for one-way communications to drivers. Raceceiver Race Management System by Westhold, transponder scoring for short tracks.
www.raceceiver.com
872 Main Street SW Ste D2., Gainesville, GA 30501 866-301-7223

**SIMES GRAPHIC DESIGNS**
Simes Graphic is full service art studio that services short track racing. They design and print all types of brochures, posters, promotional materials.
www.simesgraphicdesigns.com
414 Main St., Mandan, ND 58554, 888-457-4637
We Appreciate the Support of these Sponsors of the RPM Promoters Workshops

**ADVERTISING EDGE inc.**
In-house manufacturer of embroidery, screen printing, direct-to-garment printing, full-color sublimation, promo products. Maker of pit crew uniform shirts & jackets, plus all types of screenprinting and embroidered shirts, hats and fanwear.
9840 Prospect Avenue, Santee, CA 92071
800-258-9774
www.advertisingedge.com

**FUEL TIX**
FuelTix is the hottest ticketing system in the racing world. Join the FuelTix family and get a partner that truly cares about growing your business. Most ticketing companies want to help you sell tickets. We want to help you BUILD REVENUE. Let us show you how!
845 E. 4800 S., Ste 100, Murray, UT 84107
866-323-5411 Ext 107
www.fueltix.com

**SUNOCO RACE FUELS**
PO Box 1226, Linwood, PA 19061
800-722-3427
www.racegas.com

**LUCAS OIL PRODUCTS INC.**
Nationally-known manufacturer and marketer of lubricants and additives for fleets and automobiles. Owner of Lucas Oil I-10 and Lucas Oil (MO) Speedways, and the Lucas Oil Late Model Dirt Series.
302 North Sheridan Street Corona, CA 92880
800-342-2512
www.lucasoil.com

**SPEED SPORT**
America's Motorsports Authority since 1934 covering all forms of racing through its monthly magazine, digital platforms and television productions.
142 F South Cardigan Way, Mooresville, NC 28117
704-790-0136
nationalspeedsportnews.com

**MOFFETT PRODUCTIONS**
Professional audio production, radio spots, TV ads, Tracks Trax race track audio CDs, great creative, fast service reasonable prices.
www.moffett.com
800-HOTT ADS
16140 Kuykendahl Street, Ste 126, Houston, TX 77068
ADMISSION CONTROL, TICKETS

WELDON, WILLIAMS & LICK  
www.wwlinc.com  sales@wwlinc.com  
711 North A St., Fort Smith, AR 72901, 800-242-4995  
WW&L, Inc. specializes in roll tickets and fast turnaround event tickets. We also sell the automated KIS Ticket System.

FUELTIX  
www.fueltix.com  
845 East 4800 South, Murray, UT 84107, 866-323-5411  
FuelTix is the hottest ticketing system in the racing world. Join the FuelTix family and get a partner that truly cares about growing your business. Most ticketing companies want to help you sell tickets. We want to help you BUILD REVENUE. Let us show you how!

APPAREL, SOUVENIRS, NOVELTIES

ADVERTISING DESIGN  
SIMES GRAPHIC DESIGNS  
www.simesgraphicdesigns.com  
414 Main St., Mandan, ND 58554, 888-457-4637  
Simes Graphic is full service art studio that services short track racing. They design and print all types of brochures, posters, promotional materials.

AUDIO, VIDEO PRODUCTION  
MOFFETT PRODUCTIONS  
www.moffett.com  
16140 Kuykendahl St., #126, Houston, TX 77068, 800-HOTT ADS  
Professional audio production. Radio spots, TV ads, Tracks Trax race track audio CDs. Great creative, fast service, reasonable prices.

AWARDS & TROPHIES  
SIMES GRAPHIC DESIGNS  
www.simesgraphicdesigns.com  
414 Main St., Mandan, ND 58554, 888-457-4637  
Simes Graphic is full service art studio that services short track racing. They manufacture high-end custom cast aluminum trophies.

CLASSIC TROPHY  
www.indclassictrophy.com  
210 Marcil Drive, Fort Wayne, IN 46895, 260-483-1161  
Trophies, awards, apparel, promotional products.

COMPUTER TIMING & SCORING, SCOREBOARDS  
DAKTRONICS  
www.daktronics.com  sales@daktronics.com  
201 Daktronics Drive, Brookings, SD 57006, 800-325-8766  
Daktronics is recognized worldwide as the leading designer and manufacturer of electronic scoreboards, message centers, and large LED video displays.

MYLAPS TIMING & SCORING  
www.mylaps.com  
2030 Powers Ferry Rd SE, Ste. 110, Atlanta, GA 30339, 678-816-4000  
MyLaps offers the best in class sports timing systems to measure, publish, and analyze race and participant results for all sports and specifically auto racing.

RACECEIVER RACE MANAGEMENT  
www.raceceiver.com  
872 Main St. SW, Unit D2, Gainesville, GA 30501, 866-301-7223  
Raceceiver race communications. Raceceiver race management timing and scoring system.

WESTHOLD CORPORATION  
www.westhold.com  info@westhold.com  
742 Charcot Avenue, Avenue, San Jose, CA 95131, 408-533-0050  
Westhold is a leading seller and manufacturer of race timing and scoring systems, scoreboards, message centers, video displays, and software.

CRATE ENGINES/PERFORMANCE PARTS  
CHEVROLET PERFORMANCE  
www.chevrolet.com/performance/crate-engines.html  
6200 Grand Pointe Dr., Grand Blanc, MI 48349, 810-606-3655  
Circle track crate engines. Engine, chassis, and other racing/high-performance accessories available at your local GM dealer. For information, contact Bill Martens.
FUEL, LUBE, ADDITIVES

LUCAS OIL PRODUCTS
www.lucasoil.com
302 N. Sheridan St., Corona, CA 92880, 800-342-2512
Nationally known manufacturer and marketer of lubricants and additives for fleets and automobiles, owner or sponsor of Lucas Oil I-10 and Lucas Oil (MO) Speedways, drag racing, drag boat racing, pulling, motocross, off-road racing, ASCS Sprint Car Series, Lucas Oil MLRA Series, the Lucas Oil Late Model Dirt Series, and MAV TV American Real.

SUNOCO RACING FUELS
www.racegas.com
PO Box 1226, Linwood, PA 19061, 800-722-3427

INSURANCE, RISK MANAGEMENT

ALLIED SPECIALTY INSURANCE
www.alliedspecialty.com
tellmemore@alliedspecialty.com
10451 Gulf Blvd., Treasure Island, FL 33706, 800-237-3355
Allied Specialty Insurance is a leader in the Motorsports industry since 1983. Call us for a speedy quote!

JONES BIRDSONG MOTORSPORT INSURANCE
www.jonesbirdsong.com
8935 South Pecos Road, Unit 22B, Henderson, NV 89074, 866-998-3804
Jones Birdsong Motorsports offers the widest range of products designed to protect motorsports associations, facilities, teams, and special events.

K&K INSURANCE GROUP
www.kandkinsurance.com
1712 Magnavox Way, Ft. Wayne, IN 46804, 800-348-1839
www.kandkcanada.com
K&K Insurance Group Canada,
#101-5800 Explorer Drive, Mississauga, ON, L4W 5K9, 800-753-2632
The industry’s largest provider of racing insurance. More than 40 years of underwriting and risk management experience. Motorsport’s most experienced in-house claims staff. International service capability. Proud sponsors of RPM and the RPM Promoters Workshops.

NAUGHTON INSURANCE, INC.
www.naughtoninsurance.com
kevin@naughtoninsurance.com
1365 Wampanoag Trail, East Providence, RI 02915, 401-433-4000
Motorsports insurance programs for race tracks, teams, sanctioning groups, and drivers since 1947. Programs available in all 50 states.

SPORTS INSURANCE SPECIALISTS
www.sportsinsurancespecialists.com
4115 Clubview Drive, Fort Wayne, IN 46804, 855-969-0305
Sports Insurance Specialists offers a complete motorsports portfolio of participant and spectator insurance. A proven industry leader. “Let’s kick some risk.”

MAX DTR--SCREAMING GAMES
www.screaminggames.com
11051 Mobberly Circle, Orlando, FL 32832, 407-601-6075
Max DTR- an authentic dirt track racing game for mobile phones/hand-held devices. Max DTR integrates the sport’s vast social network of tracks, drivers, car classes, sanctioning bodies, racing series, sponsors and fans. Contact us to “Get in the Game”.

LIGHTING SYSTEMS

MUSCO LIGHTING, INC.
www.musco.com
100 First Avenue W., Oskaloosa, IA 52577, 800-825-6020
Musco specializes in the design and manufacture of sports and large-area lighting.

MARKETING & MEDIA CONSULTATION

DIRTYMOUTH COMMUNICATIONS
www.dirtymouthcommunications.com
170 Morehead Road, Sarver, PA 16055 724-448-5120
Helping tracks, sanctioning bodies and entrepreneurs build profitable racing programs by integrating marketing, social media, public relations and sponsorship activation.

PUBLICATIONS

NATIONAL SPEED SPORT NEWS
www.nationalspeedsportnews.com
Turn 3 Media, LLC, SPEED SPORT
142 F South Cardigan Way, Mooresville, NC 28117, 704-790-0136
SPEED SPORT has been America’s Motorsports Authority since 1934 covering all forms of racing through its monthly magazine, digital platforms and television productions.
RACING TIRES

HOOSIER RACING TIRE
www.hoosiertire.com
65465 US 31 South, Lakeville, IN 46536, 574-784-3152
Complete line of custom-manufactured spec racing tires for oval tracks, drag racing and road racing. The only company exclusively manufacturing racing tires. Proud sponsor of RPM and the RPM Promoters Workshops.

RACE TIRES AMERICA
www.americanraceronline.com
1545 Washington St., Indiana, PA 15701, 800-662-2168
Race tires forged in the highlands of Western Pennsylvania for racing around the world.

TOWEL CITY RETREADING
www.towelcityracingtires.com
1601 N. Ridge Ave., Kannapolis, NC 28083, 704-933-2143
Dirt and asphalt racing tires, seven to eleven inch, track tire programs, since 1935.

RACING TIRES

HOOSIER RACING TIRE
www.hoosiertire.com
65465 US 31 South, Lakeville, IN 46536, 574-784-3152
Complete line of custom-manufactured spec racing tires for oval tracks, drag racing and road racing. The only company exclusively manufacturing racing tires. Proud sponsor of RPM and the RPM Promoters Workshops.

RACE TIRES AMERICA
www.americanraceronline.com
1545 Washington St., Indiana, PA 15701, 800-662-2168
Race tires forged in the highlands of Western Pennsylvania for racing around the world.

TOWEL CITY RETREADING
www.towelcityracingtires.com
1601 N. Ridge Ave., Kannapolis, NC 28083, 704-933-2143
Dirt and asphalt racing tires, seven to eleven inch, track tire programs, since 1935.

RACER COMMUNICATIONS

RACE RECEIVER RACE COMMUNICATIONS
www.raceceiver.com
872 Main St. SW, Unit D2, Gainesville, GA 30501, 866-301-7223
Raceceiver one-way radios and race communications.

SANCTIONING GROUPS

IMCA — INTERNATIONAL MOTOR CONTEST ASSOCIATION
www.imca.com
1800 West D Street, Vinton, IA 52349, 319-472-2201
The nation’s oldest, largest, and leading sanctioning body. We focus on affordable divisions to assist the profitability of our sanctioned facilities and events.

INEX-US LEGENDCARS INTERNATIONAL
www.uslegendcars.com
5245 NC 49 South, Harrisburg, NC 28075, 704-455-3906
Spec racing with INEX. Legends Cars, Bandoleros, Thunder Roadsters, Modifieds. Entry classes that attract new participants. Strict rules enforcement alleviates rules problems. Complete car manufacturing, promotion and rules enforcement.

NASCAR
www.nascar.com
One Daytona Blvd., Daytona Beach, FL 32114, 386-310-6272
The NASCAR Home Tracks Program offers sanctioning opportunities for weekly racing and touring series events across North America and Europe.

WISSOTA PROMOTERS ASSOCIATION
www.wissota.org
PO Box 297, Dassel, MN 55325, 320-275-9922
A member-driven sanction in the Upper Midwest featuring eight divisions of race cars: Late Models, Modifieds, Super Stocks, Midwest Modifieds, Street Stocks and Mod Fours, Pure Stocks and Hornets. As a member of WISSOTA, you vote on policies and rules and help guide YOUR organization. Click on Promoter Center at wissota.org.

SERVICE ORGANIZATIONS

MSEF — MOTOR SPORTS SAFETY EDUCATION FOUNDATION
www.motorsportssafety.org
468 Southpoint Circle, Unit 700, Brownsburg, IN 46112, 317-956-7803
MSEF educates motorsports competitors with the knowledge they need to participate for a lifetime using an online educational platform.

WEB DESIGN & HOSTING

FIRETHORN MARKETING
www.firethornmarketing.com
11550 Indian Hill Way., Zionsville, IN 46077, 304-481-9807
Developer of custom e-mail marketing campaigns and custom website design. E-commerce specialists.

MYRACEPASS.COM
www.myracepass.com
317 South 12th Street, Ste 100, Lincoln, NE 68508, 605-212-9052
The ultimate racing resource. Web development, race management systems, online ticket management system, online driver registration, Speednet.
Racing Promotion Monthly
The Idea Newsletter For Auto Racing Promoters
The Promoters’ Voice & Forum Since 1972

RPM Promoters Workshops
The Networking Place For Short Track Promoters
Fostering Communication, Cooperation, And The Exchange Of Expertise
www.racingpromotionmonthly.com

Services to promoters sponsored by
K&K Insurance
Hoosier Racing Tire

rpmeditor@frontier.com
715.536.1067