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# RACING PROMOTION MONTHLY

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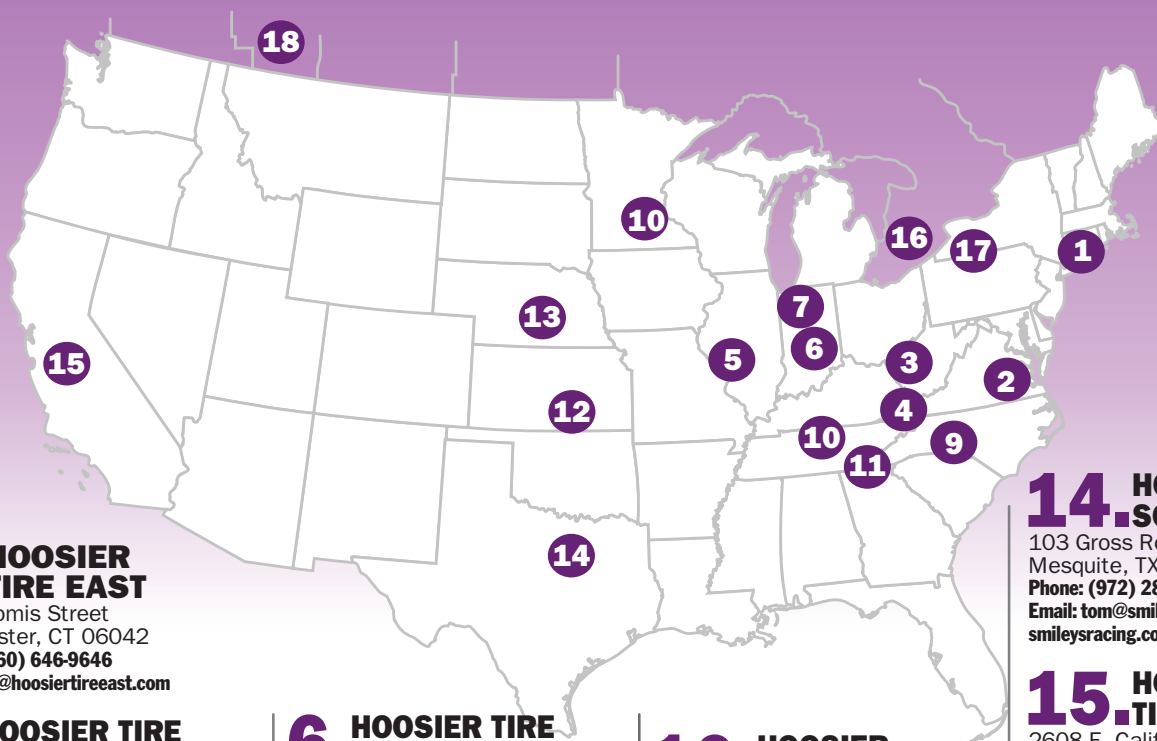
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## 52ND ANNUAL RPM@RENO WESTERN WORKSHOPS REGISTRATION AND NOMINATIONS CONTINUES

**- Registration is Open with MyRacePass Ticketing Platform for 52nd annual RPM@RENO Western Workshops at the Silver Legacy –**

**- ARPY Nominations are Open for the 48th Annual Auto-Racing Promoter of the Year Awards –**

The 52nd Annual RPM@Reno Western Workshops will be held at the Silver Legacy at the Row in downtown Reno, Nevada on Wednesday, December 4 and Friday, December 5. The 52nd version of the popular sessions looks toward it's second year in the remodeled "Silver Legacy" to give attendees and exhibitors an enhanced experience during an incredibly busy time of year, further emphasizing that there is no true "off-season" in the sport.

There will be a brief registration hour on Tuesday, December 3rd for early attendees at Novi in the Eldorado. The 52nd RPM@Reno Western Workshops will have a stellar lineup up of speakers and presenters set for promoters who attend the annual workshops to garner ideas and continue developing and growing their businesses while having the opportunity to connect with a variety of colleagues, industry professionals and exhibitors that touch every corner of the short track racing industry.

The speaking lineup will be headlined by several prominent figures in the motorsports business led by Jeff Hachmann. Hachmann is currently the Executive Director of Events for World Racing Group. His diverse background in the sport and attention to detail has established him as one of the industry leaders who brings a great deal of knowledge and fresh ideas to the sport.

Hachmann is just the beginning of the dynamic lineup for the RPM@Reno Western Workshop schedule. New sessions, and traditions dot the schedule including the "The Jody Session", dedicated to Jody Deery, one of the founders and loyal believers in the Workshops. The session will be dedicated to females in the sport and will be led by the women of the sport. Joining these programs will be the traditional sessions, including the

legal update and "Pro Bono" hour will be expounded upon and delivered in breakout sessions as well as many other sessions that assist and impact the short track motorsports industry.

Registration for the 52nd annual RPM@Reno Western Workshops are now open. Registration online can be completed here; ([www.myracepass.com/business-es/21560/tickets](http://www.myracepass.com/business-es/21560/tickets)) ([www.promotersnewsletter.com/downloads/get.aspx?i=997869](http://www.promotersnewsletter.com/downloads/get.aspx?i=997869)) or the form located here may be filled out and returned to RPM via fax (716.685.0923) or e-mail: [info@racingpromomonthly.com](mailto:info@racingpromomonthly.com). These documents and more information may be found at [www.promotersnewsletter.com](http://www.promotersnewsletter.com) – the official "MyRacePass" website of the RPM Workshops.

If you are looking to make reservations, make them now; the 52nd annual RPM@Reno Western Workshops take place, Wednesday, December 4 and Thursday, December 5 at the Silver Legacy at the Row, in Reno, Nevada. Rooms can be booked here; The group code is SRRPM24; [https://book.passkey.com/event/50906779/owner/7272/home?utm\\_campaign=295560759](https://book.passkey.com/event/50906779/owner/7272/home?utm_campaign=295560759)

The 52nd annual RPM@Reno Western Workshops stand as a "can't miss" event for track promoters throughout North America.

John McCoy of Knoxville, IA, who promotes the Knoxville (Iowa) Raceway was named the 48th annual Auto-Racing Promoter of the Year last February in Daytona, Beach, Florida. Nominations are now open for the 49th annual Auto-Racing Promoters of the Year. Nominations may be made here; 49th ARPY Nomination Ballot ([google.com](http://google.com)) [https://docs.google.com/forms/d/e/1FAIpQLSeoolekvs8EhQ2ykSAUJRSxV\\_dvf-DO5LG1hJOWHj\\_62SPzLkQ/viewform](https://docs.google.com/forms/d/e/1FAIpQLSeoolekvs8EhQ2ykSAUJRSxV_dvf-DO5LG1hJOWHj_62SPzLkQ/viewform)





**RPM@RENO WESTERN WORKSHOP SCHEDULE; Subject to change, additional topics and Presenters**

**TUESDAY, DECEMBER 3, 2024;**

**6:30 p.m. RPM@RENO Western Workshop Credentials – “The MyRacePass Green Flag presented Hoosier to Kick-off the 52nd Annual RPM@RENO Western Workshops \*\*NOVI \*\*\* in the Eldorado**

**WEDNESDAY, DECEMBER 4, 2024;**

**8:00 a.m. WORKSHOPS GUEST SERVICES DESK OPENS,** Convention Area at the Silver Legacy advanced and late-entry credentials available.

**8:45 a.m. WORKSHOPS TRADE SHOW OPENS,** products and services for promoters and short tracks.

**9:45 a.m. PROMOTERS’ WELCOME,** The Silver Legacy, Ken Ostempowski, Senior Vice President and General Manager – The Row

**9:45 a.m. 51st Annual RPM@RENO Western Workshops Opening – WHERE IT ALL BEGINS**

**9:55 a.m. JEFF HACHMANN,** an individual who has been “in the business” for much of his professional career. Currently the Executive Director, Events for World Racing Group, Hachmann has spent time with US Tobacco and International Speedway Corporation prior to World Racing Group. He manages several major events as well as a vast amount of experience managing multiple race tracks. His expertise in event organization, coordination, how to create an event and make the most of sponsorships is of incredible value to each RPM attendee.

**11:05 p.m. BRYAN ROBB,** an industry veteran with over of

30 years of experience including being the VP of Sales at Edelbrock, his voice of experience can assist you in the digital age of marketing and advertising.

**12:00-1:25 p.m. LUNCH BREAK**

**1:25 p.m. WORKSHOP RECONVENES,** announcements and introduction of special guests;

**PAUL UNDERWOOD** – K&K Insurance (May be Steve Sinclair Speaking)

**PAUL MENTING** – Hoosier Racing Tire

**1:45 p.m. TICKETING** presented by **TICKET SPICE**, the benefits of selling tickets online and utilizing a service that helps you and the customer.

**2:15 p.m. BREAK OUT ROOM TURN OVER**

**2:30-5:00 p.m. Concurrent Sessions: Five topics, two rooms.**

**THE K&K INSURANCE ROOM**

**2:45-3:45 p.m. “CALIFORNIA DREAMING”;** This session continues to be truly popular while RAISING THE BAR, A discussion among California Track Operators, Sanctioning Bodies, Suppliers about the future of California Auto Racing.

**3:45-4:15 p.m. CONCESSIONS, PRICING, UNIQUE ITEMS & FOOD TRUCKS;** A Group discussion on what to do at your Concession Stands.

**THE HOOSIER TIRE ROOM**

**2:45-3:45 p.m. “THE JODY SESSION”** – an entire session devoted to “Women in the Promotional Business...” named after Jody Deery, this session will become a permanent session at the Workshops.

**3:30-4:15 p.m. ADVERTISING AGE** – Who, what, how and where are you spending your valuable advertising dollars? What works, what doesn't? All valid questions, creating the potential to look at things differently then the “same old – same old”.

**4:15-5:00 SLOT TOURNAMENT PRESENTED BY CAESAR’S...** Closing the day with a little bit of fun

**5:00 p.m. CLOSING REMARKS, ADJOURNMENT**







**THURSDAY, DECEMBER 5, 2024**

**8:15 a.m. WORKSHOPS GUEST SERVICES DESK OPENS**, Convention Area at the Silver Legacy Advanced and late-entry credentials available.

**8:30 a.m. WORKSHOPS TRADE SHOW OPENS**, Continental breakfast, products and services for promoters and short tracks.

**9:30 a.m. WELCOME & ANNOUNCEMENTS**, 2024 Date and Introductions

**9:45 a.m. WELCOME FROM TOM DEERY AND THE PERFORMANCE RACING INDUSTRY (PRI)**; Tom Deery is no stranger to the RPM Workshops nor the podium. Deery will begin to introduce short track racing's place in the motorsports world as well as discuss topics he's learned while being associated with the PRI Trade Show in his current role, along with being a manager of the PRI "Road Tour".

**10:45 a.m. ANNUAL CASE LAW SUMMARY**: Paul Tetreault, Agajanian, McFall, Weiss, Tetreault, & Crist, LLP review the year's case law decisions.

**11:15 a.m. MOTORSPORTS, GENERAL LAW DISCUSSION**; Tetreault updates attendees on the circumstances that surround our environment (open to written questions).

**12:00 a.m.-1:30 p.m. LUNCH BREAK**

**1:30 p.m. WORKSHOP RECONVENES**, followed by Concurrent Sessions: with influential topics presented in two rooms.

## THE K&K INSURANCE ROOM

**1:30 – 2:30 p.m. – PRO-BONO HOUR**, Tetreault takes an hour to discuss topics individually.

**2:30 – 3:00 p.m. – THE ELECTRONIC WORLD VS "WHAT WE KNOW"**; Does Social Media and all of our electronic promotional materials defeat the purpose for "what used to work"?

**3:00-3:45 p.m. – STATE OF AFFAIRS**, an open and in depth conversation about the future of racing and direction on the West Coast by state. (led by Dennis Gage).

**3:45-4:30 p.m. – JOSH HOLT RUNS THE NUMBERS**; An update from MyRacePass's Josh Holt on his keynote delivery from 2023 that brings us up-to-date.

## THE HOOSIER TIRE ROOM

**1:30 – 2:00 p.m. – CLEARING OUT THE NOTEBOOK**; Chuck Deery and Gregg McKarns go through their notebooks of ideas in a session that will leave you thinking about the new and tried and true.

**2:30 – 3:00 p.m. – "SPONSORSHIP PRESENTATION"**; This session was a hit at last year's RPM@Daytona so we've brought it back to RPM@Reno and the Western Workshops.

**3:00-3:45 p.m. – DEBATING THE CRATE**; What is the future of the crate engine and direction based on recent developments and decisions from major manufacturers.

**3:45-4:30 p.m. – A DIFFERENT TICKETING PERSPECTIVE – JOHN HAAK from EventSprout.**

**5:00 p.m. ADJOURNMENT**: Enjoy, please remain safe, with a safe journey home and a wonderful Holiday Season!





*Jeff Hachmann the Executive Event Director for World Racing Group will bring his vast knowledge and experience to the 52nd annual RPM@Reno Western Workshops to assist promoters in building and making their businesses stronger.*

*Tom Deery has constructed a unique multi-part presentation that will begin to take an in-depth look at the business of short track racing as it relates to the entire performance racing industry.*



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**IMPORTANT: IF YOU CLICK THE PHOTO OF THE RENO SIGN, YOU WILL BE DIRECTED TO THE OFFICIAL REGISTRATION PAGE FOR THE 52ND ANNUAL RPM WORKSHOPS; The link is as follows; (<https://www.myracepass.com/businesses/21560/tickets/1418790>)**



**IMPORTANT: IF YOU CLICK THE PHOTO OF THE SILVER LEGACY, YOU WILL BE DIRECTED TO THE OFFICIAL BOOKING PAGE FOR THE 52ND ANNUAL RPM WORKSHOPS. The link is as follows; ([https://book.passkey.com/event/50906779/owner/7272/home?utm\\_campaign=295560759](https://book.passkey.com/event/50906779/owner/7272/home?utm_campaign=295560759))** The 52nd Annual RPM@RENO Workshops will take place once again at the Silver Legacy Resort & Casino part of “The Row” in Reno, Nevada. Tuesday, December 3rd will see RPM & MyRacePass once again host “The Green Flag” reception at Novi in the Silver Legacy, a popular gathering for industry insiders and Workshop attendees. The Workshops will take place once again in the Silver Legacy on Wednesday, December 4th and Thursday, December 5th.





**RPM@RENO AND RPM@DAYTONA WORKSHOPS “SET-TO-GO” WITH LOCATIONS AND REGISTRATION FOR THE 52ND ANNUAL RPM WORKSHOPS**

**- Registration Opens with MyRacePass Ticketing Platform for RPM@Reno Western Workshops at the Silver Legacy – part of The Row and RPM@Daytona at the Shores Resort & Spa –**

The 52nd annual RPM@Reno Western Workshops and RPM@Daytona Workshops are ready for attendees and exhibitors to register and book their lodging at each event.

The RPM@Reno Western Workshops will take place for the second consecutive year at the popular Silver Legacy, which is part of “The Row” in downtown Reno, NV. The Western edition will kickoff on Tuesday, December 3rd with “the green flag” presented by MyRacePass in NOVI at the Eldorado with an opening reception and registration time. The Workshops will begin on Wednesday, December 4th and conclude on Thursday, December 5th, with attendees and exhibitors having plenty of time to reach their weekend destinations.

The hotel registration link for the Silver Legacy is as follows; <https://book.passkey.com/event/50906779/owner/7272/>

[home?utm\\_campaign=295560759](https://www.myracepass.com/businesses/21560/tickets/1418790)

The credential for MyRacePass can be found here; <https://www.myracepass.com/businesses/21560/tickets/1418790>

Credentials may be purchased offline by visiting here; <https://www.promotersnewsletter.com/reno-apply-offline/>

The RPM@Daytona Workshops once again be held at The Shores Spa & Resort in Daytona Beach Shores, FL.

There will be a brief registration on Sunday, February 9, from 3:00 pm until 5:00 pm, at The Shores, followed by a Super Bowl “Watch” party in the Richard Petty ballroom beginning at 6:00 pm. The gathering is intended to be an informal “socializing” opportunity for visitors to the Workshops. The 52nd RPM@Daytona Workshops will continue beginning on Monday, February 10th and run through Tuesday, February 11th when the 48th annual Auto-Racing Promoter of the Year (ARPY) will be announced.

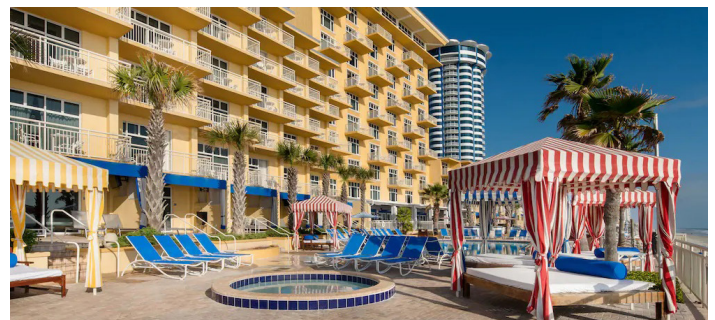
The hotel registration link for the Shores Spa & Resort is as follows; <https://be.synxis.com/?Hotel=17713&Chain=5433&arrive=2025-02-09&depart=2025-02-12&adult=1&child=0&group=2502RPMRAC>

The credential for MyRacePass can be found here; <https://www.myracepass.com/businesses/21560/tickets>

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The Workshops will have a stellar lineup up of speakers and presenters set for promoters who attend the annual workshops to garner ideas and continue developing and growing their businesses while having the opportunity to connect with a variety of colleagues, industry professionals and exhibitors that touch every corner of the short track racing industry.

The 52nd Annual RPM@Reno Western and RPM@Daytona Workshops stand as a “can’t miss” event for track promoters throughout North America.





# PRI

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**PRI**

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TRACK OPERATORS, PROMOTERS & SANCTIONING BODIES HEADQUARTERS

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The RPM Newsletter and Workshops was once again part of the TOPS H.Q. Workroom and Lounge which provides meeting space for Track Operators, Promoters and Sanctioning Bodies, along with hosting the popular “BS & Brews” which gives industry folks the opportunity to network and let their hair down in casual conversation.



### Mark Your Calendars - RPM Workshop Dates for 2024 and 2025

The RPM Workshops dates for next year following RPM@Daytona in 2024 will be as follows:

RPM Western Workshops will take place on December 3, 4 and 5, 2024.

RPM@Daytona will take place February 9, 10 and 11, 2025 and will likely take place at The Shores in Daytona Beach Shores, Florida, provided things do not change.



### MyRacePass Updates

Fall is here, and there has been a lot of good racing so far in September. It seems like every time we open social media or turn on a PPV there are just really good races happening across the country.

Let's start with sharing the 1099 video again. This has proven helpful for many, many tracks in the past so I want to make sure everyone has a chance to see it!

#### Working with 1099 Forms in MyRacePass

Season Passes are most certainly a thing here at MyRacePass. Now is a great time to reach out to the MRP Team to learn about how you can get 2025 Season Passes available to your fans which would make a great Christmas Gift!

Manually adjusting lineups can be necessary for many as you run new and unique formats that might not be built into MRP at this time. Here is an article for manually adjusting lineups [here](#)

#### Manually adjusting lineups article

We get a lot of questions from fans and tracks alike about Ticket Refunds. Here are 3 different articles showing how they work for promoters to see.

#### Issuing Refunds for Rainouts/Cancellations

#### Refunding an individual ticket

#### Migrating tickets from one event to a new event

A reminder! Make sure to confirm or refund your paid registrations!

It can be a good idea for your end-of-the-year banquets to have tickets available. It not only helps to get a head count, but also alleviates the lines to get into your banquet halls.


If you are interested in a ticket map for your grandstands, pits, campgrounds, or anything else in 2025, now is the time to get the process started! Please reach out with any questions you might have!

The same holds true for announcer audio in the MyRacePass app! If you have questions about connecting for your fall specials or for 2025, please reach out!




# TicketSpice

for Speedways


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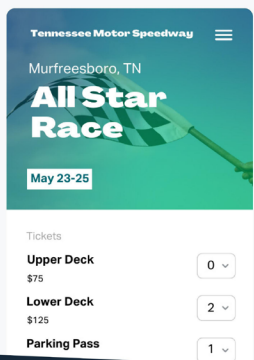


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Tickets

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Parking Pass		1

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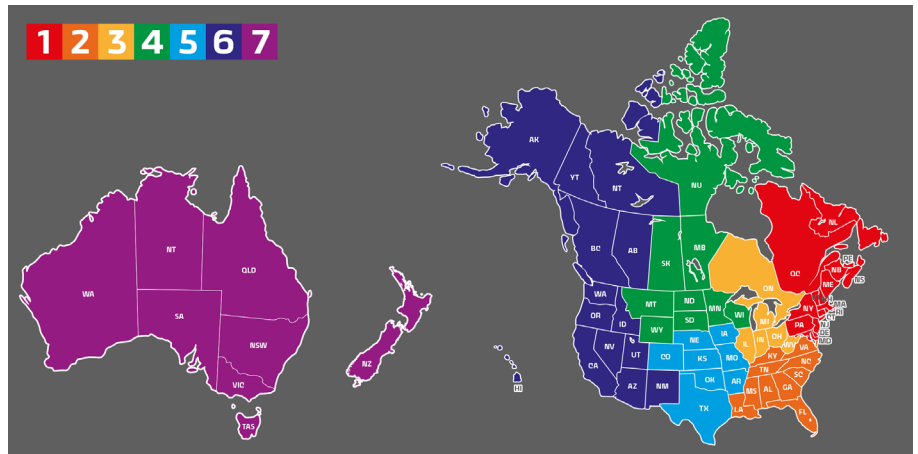
# TicketSpice

for Speedways



John McCoy of Knoxville, IA, who promotes the Knoxville (Iowa) Raceway was named the 48th annual Auto-Racing Promoter of the Year last February in Daytona, Beach, Florida. Nominations are now open for the 49th annual Auto-Racing Promoters of the Year.

Nominations may be made here; 49th ARPY Nomination Ballot (google.com) [https://docs.google.com/forms/d/e/1FAIpQLSeoolekvs8EhQ2ykSAU-JRSxV\\_dvfDO5LG1hJOWHj\\_62SP-zLkQ/viewform](https://docs.google.com/forms/d/e/1FAIpQLSeoolekvs8EhQ2ykSAU-JRSxV_dvfDO5LG1hJOWHj_62SP-zLkQ/viewform)



Following an interesting meeting at PRI that happened quite by chance, we have chose to add Australia and New Zealand into our voting. Australia and New Zealand have a hotbed of racing. In addition to this we have adjusted the regions to include our neighbors to the North. As RPM continues to seek growth, we feel this is a positive move for the organization.

## Region 1;

Canada - Nova Scotia, Quebec, Prince Edward Island, New Brunswick, Newfoundland

United States – Maine, Vermont, New Hampshire, Connecticut, New York, Massachusetts, Rhode Island, Pennsylvania, New Jersey, Delaware, Maryland

## Region 2;

United States – Virginia, Tennessee, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, Kentucky

## Region 3;

Canada – Ontario

United States – Michigan, Ohio, Indiana, Illinois, West Virginia

## Region 4;

Canada – Manitoba, Saskatchewan, Nunavut

United States – Wisconsin, Minnesota, North Dakota, South Dakota, Wyoming, Montana

## Region 5;

United States – Missouri, Nebraska, Colorado, Texas, Oklahoma, Kansas, Arkansas, Iowa

## Region 6;

Canada – Alberta, British Columbia, Northwest Territories, Yukon

United States – Idaho, Washington, Oregon, California, Nevada, New Mexico, Arizona, Utah, Alaska, Hawaii

## Region 7;

Australia, New Zealand







## ADVOCACY

### UNITED STATES MOTORSPORTS ASSOCIATION

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704-325-8003 Formed in 2015 by a coalition of industry businesses who recognized the need for greater organization, data and state/local advocacy for racing. Working every day all day as America's Grassroots Racing Advocate.

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