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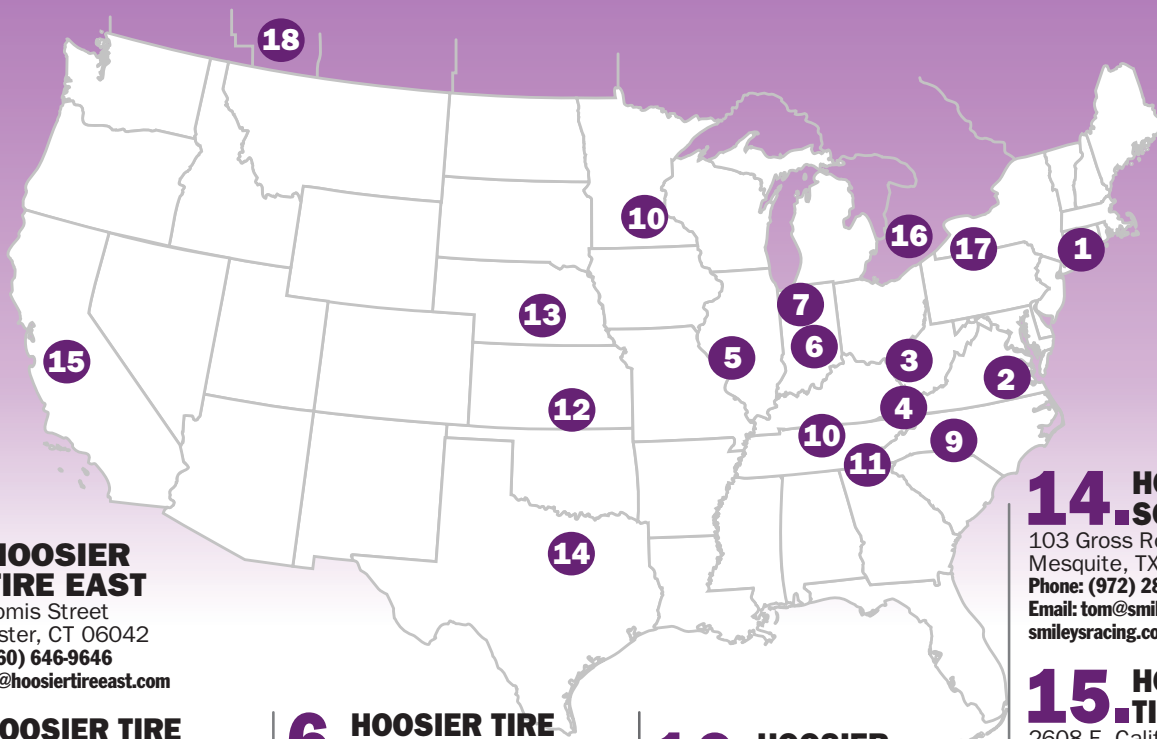
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Being Prepared and Prepare your Facility for Everything...

As Fall comes to an end and the weather begins taking a turn, it may be a good time to once again look at your facility and make sure everything is in proper order;

The recent event at the NHRA Finals at Pomona, California, made us think. A small passenger plane crashed out of the sky in a camping area of the drag-strip during their Sunday and "finals" program. Of course this wasn't something anyone could predict, but being prepared helped the facility get through.

Preparing can take away the nasty word "negligence". Often times slip or fall accidents occur due to the negligence of another and more often negligence is sought as a solution to a bad situation. With the constantly moving goal posts, we are pressed to be more prepared than ever.

If you do an internet search of "slip and fall" it is amazing the amount of legal assistance there is for plaintiffs in regard to trying to achieve a beneficial settlement in regard to. This has become an individual segment of legal business where attorney's can focus on making a living.

We have to remain prepared, unfortunately in our circumstances, many times for the worst situation possible.

As facilities evolve into multi-purpose facilities due to current economic climate conditions, this rings true much more. Different traffic or pedestrian patterns forces us to look at our facilities differently.

There are also new regulations providing different and edited regulations for attendees and workers or employees. Additional cleansing and sanitizing stations, PPE for safety and medical workers, at every turn has seemingly changed.

Unfortunately, if we know this and choose not to do anything about it, it puts us in a position where that nasty word "negligence" comes into play. It is our responsibility to make sure we do as much possible to prevent ourselves from being placed in a bad situation.

The prevention is in the details, no matter what they may be, whether that's making sure a walkway is cleaned and unobstructed or that you have an extra package of medical gloves at a cleansing station, it becomes our responsibility.

We advise that you check with your insurance company and your local authorities in regard to policies, regulations and expectations. You may even find a conversation with either will help you to achieve a better solution than originally anticipated.

Review your policies. If you have counsel on retainer, check in with them, see if they know or have examples that can help you prepare.

This will become a common theme for all of us and with the Newsletter and the Workshops in communicating this message. Unfortunately, we all become complacent and complacency often times leads us down paths that do not create positive results.

Stay tuned for more details as we continue to learn...



In a recent conversation with a legal expert we discussed preparation and the response was, "you never know what might drop out of the sky..." as recently happened at the NHRA World Finals event in Pomona, California. We live in a challenging world, don't stack the against you.



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) 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.



IRWINDALE SPEEDWAY - "ONE OF A KIND"



Irwindale Speedway - a "One of a Kind" venture that taught us many lessons...

The news that Irwindale Speedway, also known as the Irwindale "Events Center" would close its doors after 25 years of operation came out recently. The news, while somewhat expected, still took the industry back.

It was a journey down memory lane, the place was "Hollywood for short track racing".

While Southern California has been challenged to keep the doors open on race tracks during more recent times, remains a hotbed for auto-racing and all things automotive of all types.

California promoter, Tim Huddleston and his family kept Irwindale going longer than probably anyone thought it would, however, the speedway wouldn't be there if it wasn't for the vision of Jim Williams.

Irwindale, located on a landfill for many other projects, was built after the demise of Riverside International, Ontario Motor Speedway and the famous Saugus Speedway amongst others, to wet the pallet of Southern California motorsports enthusiasts.

Williams, longtime executive for Golden State Foods had help from West Coast short track promoter Ray Wilkings, former Indianapolis 500 champion Danny Sullivan and a few other partners built Irwindale on a piece of property Northeast of downtown Los Angeles off the 605 freeway, just South of the 210 freeway.

Originally a 50-year lease was signed with "The Speedway Corporation" for Irwindale to sit on the property,

however the lease proved to be financially restrictive with terms that did not work for "The Speedway Corporation".

The track configuration had some legendary hands in it's development. Parnelli Jones, took Williams and a few others to Tuscon (AZ) Raceway Park to help develop the track, which went on to make it one of the most competitive 1/2-mile short tracks in the history of the sport.

Williams other partners who faded away as the Speedway struggled to find it's financial legs.

The man that was tabbed to lead the building of the facility Bob Defazio, ended up being named as the General Manager, a partner and ultimately the promoter for more than a decade after the facility was built and in place to operate.

"When we rolled off the ground, it wasn't very profitable," Defazio explained. "It ended up just being Jim (Williams) and myself."

The project broke ground in January of 1998 and hosted it's first event on March 20, 1999 according to Defazio's recollection.

Defazio, who now runs his own automotive business - The Auto Inn - in Southern California, thinks about his time and about Irwindale Speedway frequently.

Irwindale provided a unique melting pot for the short track industry. While being an ultra-modern facility it provided a boost to the industry. It quickly became "the place" for many events, from it's NASCAR sanctioning to USAC and many Western based Series along with a weekly racing Series program.

It wasn't always "rainbows and neon lights" however as the facility saw challenges in making money as well some difficult situations that didn't provide a positive outcome for competitors on the half-mile oval.

"There were good times and bad, that's always part of the business," offered Defazio in a recent conversation. "We went through some things and had to learn our way. It was challenging and not always the best situation to be in, but we all knew it was part of the sport."

Uniquely, the facility was located within the parameters (just 25-miles from Hollywood) that created a great op-





IRWINDALE SPEEDWAY - "ONE OF A KIND"

portunity for the speedway to play a role in filming many projects. The dynamic was discovered somewhat by accident.

"We made friends with the location scouts and those type of film industry folks. They would rather come here then go to Fontana. They kind of became a wealthy Uncle, who you always wanted around," Defazio explained. "It was about nurturing and building those relationships that made us successful in that business."

A great lesson to everyone reading this about the promotion of your facility and "thinking outside the box". While all of us don't have the film industry in our back-ground there are other ways to generate revenue.

When the film industry came to Irwindale, it was in the mileage radius from their home base where they did not have to provide catering and lodging, where as Fontana or other locations reached outside the radius and costs for production skyrocketed as opposed to Irwindale.

"Those folks realized they could make the place look like anything or anywhere they wanted and it was a great revenue stream for us," Defazio concluded on the topic.

Defazio was also responsible for the track becoming "the house of drift".

"This group came and they were using the parking lot to do their thing, drifting," Defazio began. "They'd be there on a Saturday early, before the stock car stuff was going and they were drawing a crowd in the parking lot. It was something to see. One Saturday, I asked them if it was something they thought they could do in the infield, so they showed me. I wanted to be able to sell tickets to it. We really built it up and it was a different demographic that came to the speedway. It was an incredible thing."

In addition to drifting the Williams and Defazio added a dragstrip that began competition around 2004. They contacted NHRA and Wally Parks visited the facility. Due to the facilities proximity to Pomona this all made sense. An 1/8-mile dragstrip was added that ran essentially next to the backstretch.

The dragstrip was a unique build as well, with a net to prevent extended runoff along with parts and pieces from the Long Beach Grand Prix like "k-rail" as they upgraded theirs.

Defazio related, "The drag racing deal started with a group of loyal competitors and Mr. Parks came out. We only had room for an eighth mile track which Parks, at that time endorsed as the way of the future. We did fairly well and it was a Thursday night program. It was Southern California and hot rods."

The drag strip just made the property that became the Irwindale Events Center that much more universal. It could host anything.

In 2012 things began to fall apart as renegotiating the lease began to be much of a burden so things began to fall apart, leaving Williams and Defazio no choice but to remove themselves from the facility. It was a major hit to racing in Southern California and the nation for that matter.

Defazio explained more, "There isn't a day that goes by that I don't think about that place. It was our place, the place. We put a lot into it and I really value the relationships that came from there. It is humbling to think about."

He continued, "Starting out as the project manager with no real plan of staying then coming on board when Jim (Williams) asked me to. It was a special job. Jim Williams is as passionate about motorsports as the track itself. We had an incredible time. The biggest problem became the existing property owner and balancing the lease to work for us and we just couldn't achieve the new structure to make it work."

"The relationships with NASCAR and everyone else were fantastic. It certainly wasn't that. There were so many things that were great. The Showdown, that really put us on the map, the non-racing events were great. The comradery with the other track operators, managers and promoters was exceptional and I still have some of those relationships today." Defazio continued. "We were juggling dynamite every Friday and Saturday and we just kept going. The original budget on the facility ended up being double. It was a place of passion that won't be repeated any time soon."

"In the end," Defazio continued to relate. "I want to relate my respect for the opportunity that Jim Williams gave me and the relationship we built, he is very special man and I value our relationship very much. I feel like I let him, the fans and the competitors down when we put the locks on it. I had no idea I was going to stay there

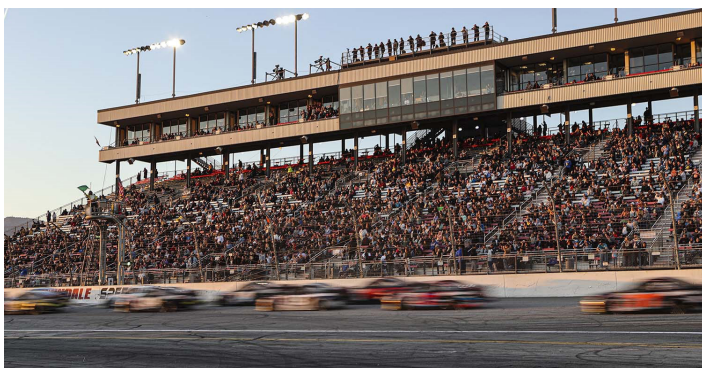


IRWINDALE SPEEDWAY - "ONE OF A KIND"

after we built it, but I took a lot of pride in it and I can't stress that enough to Jim and all of the people who were involved on every level. It was really something we couldn't do anything about. I've never been back."

Defazio's first hire, Manny Gonzalez remains at Irwindale today setting up and tearing down events.

Defazio even referenced meeting Earl Baltes at one of the promoters meeting and noting that "it was a great conversation".



Stock Car racing thrilling fans at Irwindale Speedway.

Shav Glick, the Hall of Fame journalist for the LA Times, who covered motorsports worldwide, wrote several articles about Williams. Here is an excerpt of a story that ran March 27, 2004.

"When Jim Williams was a young man, he built a better beef patty for Golden State Foods, sold it to McDonald's and when Ray Kroc took the golden arches worldwide, it made Williams a multimillionaire.

Then Williams decided to build a better racetrack for short-track motor racing fans, watched it grow into Irwindale Speedway, where, after five years, it is just beginning to show a profit.

"Everyone has to eat, but not everyone has to like motor racing," Williams, president and owner of the \$12-million racing facility about 20 miles east of downtown Los Angeles, said when asked about the difference in the success of his two passions.

The speedway opened its sixth season March 20 to a near-capacity crowd of about 6,000 fans for a program of NASCAR stock car racing."

"We've turned the corner," Williams said. "We proved to the city of Irwindale that we could deliver what we said we would, and we are building our own fan base. Our car count, our crowd count and our daily schedule are all moving ahead."

Convincing the city of Irwindale was critical after the city had become the butt of late-night talk-show jokes for giving Al Davis \$10 million in a vain effort to land the NFL Raiders.

"Are we satisfied? Not really," Williams said. "I don't think anyone is ever where they think they ought to be, but we reached our goal in one respect -- to be the finest short-track property in the country."

NASCAR tacitly acknowledged that last year when it made Irwindale the site of its first national short-track championships, the NASCAR Toyota All-Star Showdown. And it reinforced the idea by scheduling the second one at Irwindale, Nov. 11-13.

"We lobbied for it," Williams said. "We wanted to show the guys on the East Coast what we had out there. Now we get calls from all over the country, asking us about the track, what we race here, when we're open, all sorts of things. The All-Star weekend created a high level of interest and so did its telecast."

During SpeedWeeks before the Daytona 500, Brian France, president and chief executive of NASCAR, presented Williams and General Manager Bob DeFazio a plaque for holding the "most outstanding specialized event of the year."

Williams now 84, still residing in Southern California and remains an active board member of Golden State Foods after having retired as chairman and CEO of the company in 1999. He maintains a close working and personal relationship with Roger Penske.

He never raced, but he has been a race fan all his life, dating to the days when his father and uncle took him to speedway motorcycle races at Lincoln Park, near the old Luna Park Zoo and Ostrich Farm in Lincoln Heights, and to midget car races at Gilmore Stadium.

"My first trip to Indianapolis for the 500 was in 1957, as a high school graduation present, but when the school found out about it, I almost didn't graduate," he recalled. "The night of the senior prom was the day of the race, and

the principal [of L.A. Marshall High] wasn't happy about me being in Indianapolis."

Williams has missed only a few 500s since, and from 1986 to 1992 was a sponsor to one of Penske's Indy cars, including 1987 when Al Unser won for his fourth time.

It was his relationship with Penske, which started when he leased trucks from one of Penske's companies, that led to his role in the building of Irwindale Speedway.

"I invested in Roger's rebuilding of the track in Nazareth [Pa.] and then got involved when he started California Speedway on the old [Kaiser] steel-mill site. All the time it was being built, Roger would fly out once a week for a drive around on the property, and I would go with him. I found out what to look for and what to look out for when I started building my own racetrack."

The plans for a track in Irwindale had already been drawn when Williams became part of the project in 1997. Ray Wilkings, who had operated Saugus Speedway with his father for many years, had put together a group of investors planning a track on the old swap-meet site at the intersection of the 605 Freeway and Live Oak Avenue.

"They came to me sometime in 1997, looking for an investment," Williams said. "I soon saw that their plans were not what I envisioned. They had in mind a dirt track inside a paved oval, and I didn't like that idea. Perris [Auto Speedway] had just opened, and it seemed silly to me to split the dirt-track crowd."

Wilkings, the track's first chief operating officer, left during the first season to take over a family business in Cumming, Ga. Williams named DeFazio general manager and took over daily control of the track's operation.

The public perception of Williams as a track owner was that it was a hobby, that he and his wife would visit with friends Saturday nights at the races.

"I know, I have heard that," Williams said with a smirk, "but it is far from the truth. I never intended this to be anything but a business. I work very hard at it. We've turned the corner, like I said, but it is one thing to set out to build a facility and quite another thing to run it."

"We are an entertainment business, and we can't forget it. Our competition is the Dodgers, the Lakers and Disneyland. The only difference is that our stars are race-car

drivers."

Activity at Irwindale Speedway is not confined to 35 week-ends of racing. It is busy about 300 days a year with tire testing, TV-commercial shoots, car-club outings, a driving school and other activities. On average, the track rental for a day is \$5,000.

"We'll take anything that comes along, as long as it's in good taste," Williams said. "We are proud of our reputation as a clean facility, and we treat people the way we would like to be treated. I am never afraid to welcome anyone, no matter how important, to Irwindale."

One unexpected financial windfall was the eighth-mile drag strip in the southeast corner of the parking area. Street-legal racing is held Thursday nights year-round.

"I had drag racing in the back of my mind, but what really sold me was when Wally Parks visited the track and said he had been an exponent of eighth-mile racing for many years and we had the perfect place for it," Williams said. "We decided to try it, and now we have guys who used to street race right in front of where the track is, standing in line at 4 p.m. to get in and race on the track."

"It has developed quite a following. The crowds keep getting bigger and they really get into it, one guy yelling for the red Chevy and another for the blue Dodge. The side issue is that the racing has made us friends with local police, who say quite openly that our track has helped get a lot of kids to quit street racing and come to Irwindale."

Williams' first career began in the Glendale area when he worked for Golden State Foods, then a small meat vendor to Southern California restaurants. Williams would call on restaurants -- "I remember Jimmy coming by every week," recalled one longtime restaurant owner -- take orders, supervise production of the meat patties and then drive the truck to make the delivery.

One of the places he stopped was an early McDonald's, run by Ray Kroc. When Kroc told the young salesman he wanted a better patty, Williams made one that was leaner than usual. As McDonald's expanded to more than 100 restaurants in Southern California, so did GSF, making millions of hamburger patties.

"Ray Kroc taught me a lesson I have never forgotten," Williams said. "He was one of the few guys who would deliver what he said he would. I have tried to pattern myself after that."



IRWINDALE SPEEDWAY - "ONE OF A KIND"

By 1972, Williams had risen to vice president of sales of GSF. The company decided to serve McDonald's exclusively with a one-stop shopping environment, providing every product used by McDonald's. Buns, sauce, syrup, tomatoes, everything including the beef, could be ordered from GSF.

Sales reached more than \$65 million by 1972 and six years later, when Williams became president and CEO, had reached \$272 million. In 1980, he took the publicly traded company private and rapid expansion continued. In 1990, Golden State Foods and McDonald's were in Moscow; in 1994, in Cairo, Egypt and Australia.

When Williams retired in 1999, annual sales topped \$1.6 billion and GSF had more than 1,800 employees making and distributing more than 130 McDonald's food products.

"I didn't plan to get out of one job and right into another one," Williams said. "It just sort of worked out that way. Selling meat patties and racetrack tickets are more alike than you might think. In both instances, you have to make the best product, give the customer a fair deal and treat others like you want to be treated." - end of excerpt of Shav Glick story from the LA Times.

Jim Williams is a one-of-a-kind man who was extremely gracious to me during my time at NASCAR as was Bob Defazio, who remains a good friend.

If you're wondering why we've dedicated this much time to this story, it's because there are so many repeated lessons to learn from all sides for our business. Jim Williams had a vision that he taught. He knew not to split the dirt crowd from Perris, he wanted to grow the sport through his passion. He brought in a relatively new person to the sport who was a builder by career. He gave him the reigns.

Southern California racing has seen a lot of things change. Ascot, Riverside, Fontana, Ontario, Saugus, which will now be completely gone after the Santa Clarita Swap Meet closed for the final time on October 27, Cajon Speedway in El Cajon, Mesa Marin in Bakersfield. It's an ever-changing landscape.

It has a future with people like Tim Huddleston, Larry Collins, Bill McAnally, Perris, Ventura, Brad Sweet, Dennis Gage, Kyle Larson, Ken Clapp, Cary Agajanian and his family, Jim Naylor, Tommy Hunt and many others that I have apologetically missed making sure racing happens up and down the state of California, but it won't be the

same. It doesn't have the same encyclopedia of business to draw from.

They built their business on strong business relationships, a clean and up-to-date facility. There is something each of us can learn from in this story and it doesn't hurt that my son, took his first step at the facility 21 years ago. Personally, it's not the end I expected but one that I knew was coming.

Each time we publish the newsletter, Doug Stokes, who was the Irwindale Public Relations and Publicity manager reaches out. It always takes me back to times at Irwindale.

The tire sniffing dog which Defazio and I laughed about during our conversation, but it did get everyone's attention and was a lot fun.

The first Toyota All-Star Showdown was absolutely incredible. Every part of it. A great deal of memories and the hope that we could have more will go away on Saturday, December 21, 2024 when the facility runs its final "Extravaganza" under the guidance of Huddleston and his family. If you haven't been there, we recommend you go. (From Doug Stokes former Irwindale PR guru, standing with Dale Waltrip at the first Showdown, quoted Waltrip as saying, "this is the best short track racing I have ever seen...")

Irwindale Speedway gave our business so much to learn in just 25-years.

In the words of Stokes, "this wasn't about mismanagement of a speedway, this was about the value of the property meaning more to the community than how many tickets or hamburgers you sold on a race night, or even how many people the tracks brought into the communities. It's unfortunately, a way of life in this part of Southern California, something we've seen many times..."

I'm currently trying to figure out my travel plans...

As an aside, the town of Irwindale, California hosted several speedways. A go-kart track, two dragstrips (San Gabriel) and "605 Speedway", which actually hosted Turkey Night, giving the city somewhat of a distinction of hosting racetracks that go away. These notes came to us from West Coast PR extraordinaire and historian, Doug Stokes.





IRWINDALE SPEEDWAY - "ONE OF A KIND"



Top-to-Bottom, Left-to-Right; Irwindale Speedway has always been one of the premiere tracks in North America since the day it opened. The "House of Drift" and driver introductions for a major event. Although it hasn't aged that well, some things you hang on to. Jim Williams receives his induction into the West Coast Stock Car Hall of Fame, where he is also a board member. Bob Defazio handles the media at an event. A souvenir from Irwindale that has been kept for prosperity purposes through the years. Lastly, Saugus Speedway, will be demolished. One of the legendary West Coast tracks.



Irwindale's *Sixth* Speedway

by Harold Osmer

When people used to think about auto racing, they rarely included Southern California. This was born of ignorance, not fact. Southern California has been home to roughly 150 auto racing venues, more than any other equal area location in the world.

From Ventura to San Diego, area tracks have ranged from "Uncle Bob's back lot" to state-of-the-art trend setters such as Ontario Motor Speedway, California Speedway, and now Irwindale Speedway.

Humble Beginnings

Auto racing began as means for inventors to market their creations. After all, no one would buy something that didn't work. And they were more likely to buy something that could outrun everything else available. It stands to reason that the first auto race took place about ten minutes after the second car was built.

Organized races grew from the many fairs, exhibitions, and challenges staged by everyone from manufacturers, newspaper people, and wealthy businessmen. The likes of Barney Oldfield, Eddie Rickenbacker, and many others planted the seeds of professional auto racing by barnstorming the countryside.

Hill climbs were extremely popular in Southern California. Early Model-T Fords, for example, had gravity-fed carburetors that would starve the engine of fuel on slight inclines. Where hills are plentiful, whether or not a car could "make the grade" was of utmost importance. By around 1910, most cars had developed beyond the point of having trouble with hills.

Long distance road racing supplanted hill climbs as the stage of choice for proving a car's reliability. Intercity races from Los Angeles to Sacramento, Phoenix, or San Diego became the rage. But after a few short minutes, cars were beyond the view of spectators. Manufacturers looking for exposure were shortchanged.

Road racing on rural roads, with a pass through town on each lap, provided a solution. The buying public could then watch their favorite marques and drivers in action. But as speeds increased, so did the relative danger and real road racing was abandoned for the safer and faster board tracks.

Wooden speedways offered a clean, comfortable alternative to road racing. Spectators could now witness an entire

event. Racers might move to the other side of a track, but at least they remained in view. Fairground horse tracks did the same thing, but dirt and dust abounded. And fans didn't like paying for events they couldn't see.

Modern Era

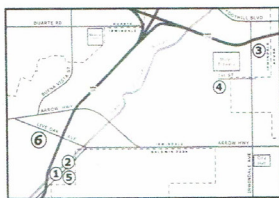
Southern California's big racing venues have faded away, mostly as victims of urban sprawl. The many small ovals which once dotted this landscape have also been absorbed into the Master Plan.

But also consider that racing venues are physical entities. There are buildings, grandstands, and a racing surface to maintain. Not to mention the neighborhood complaints. These items require diligent upkeep, maintenance, and political savvy. As a general rule, by the time a given venue required a load of modernization cash, the underlying land

had grown in value. It is much simpler to sell the land than to maintain a business that can only operate one or two days a week.

Riverside Raceway and Ontario Motor Speedway followed this scenario to the letter. Yes, there were other factors. But the essential pattern remains.

California Speedway in Fontana was developed as a joint effort between Kaiser Ventures and Penske Speedways. Fontana Steel Mills made plates for World War II Liberty ships on this site and environmental procedures were not always what they are now. Suffice to say that no homes can ever be constructed on the land. Developmental



Go Kart Raceway
Irwindale Avenue runs along the bottom of this photo. Montoya Street is at the left.

A page from the Irwindale Speedway program on opening night, relating the other tracks that didn't survive in the city of Irwindale.

Saugus Speedway provided a variety of things the sport still uses to this day, including utilizing the facility for more than racing events, which, because the grandstands were declared not usable by California, it did with the Swap Meet, making it a viable property until the day it closed this past year.

First published in the Irwindale Speedway opening night program: March 27, 1999





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) (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. These documents and more information may be found at 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

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) 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 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. – 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.

THE HOOSIER TIRE ROOM

1:30 – 2:00 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.

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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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.

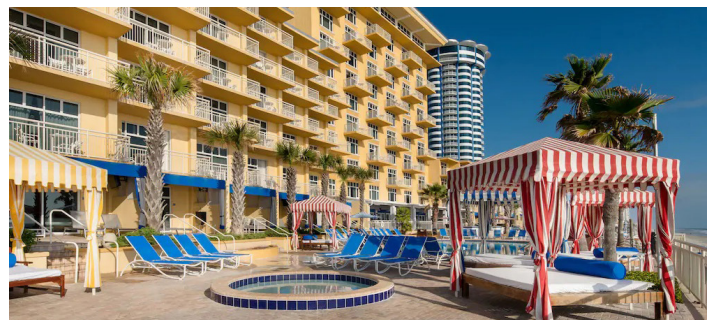
The hotel registration link for the Shores Spa & Resort is as follows; <https://be.synxis.com/?Hotel=17713&Chain=5433&arrive=2025-02-09&depart=2025-02-12&adult=1&child=0&group=2502RPMRAC>

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

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

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.





One Poor Employee Will Spoil the Rest of Your Team...

"One bad apple spoils the whole barrel". Well, this might be a perfect metaphor for your workplace culture. Here is some news that every business and organization should take notice regarding their own team culture. A recent study and research was conducted on behavior in the work environment. What they found was that behavior, whether good or bad was contagious.

The results found that even when other team members were exceptionally talented and intelligent, one team member's negative attitude and poor performance brought down the effectiveness of the entire team. In dozens of trials conducted over monthlong periods, groups with one underperformer did worse than other teams by an alarming rate of 30 to 40 percent.

We have seen it everywhere. There is always that employee that "wants to run the business", "can do it better than", etc...

To make matters worse, the other members started mirroring the poor team members. Surprising was how the others on the team would start to take on the poor team member's characteristics." When one team member was a "slacker", the rest of the group lost interest in the project. If the team member was a "jerk", others in the group also started being jerks by insulting one another speaking abrasively. When a team member was a depressed pessimist, the rest of the team became lethargic and gloomy.

The bottom line is every business leader and manager needs to evaluate their team culture and identify those poor performers as soon as possible. If not, those poor performers can be affecting the performance of others on the team. Here is what every manager needs to consider.

ONE BAD PERFORMER WILL AFFECT THE LEADER AND TEAM:

- Will sap the leader's time and energy so they have far less time for the top performers.
- Will reduce the quality of group's discussions lowering the overall team's IQ
- Will force ways for others to work around the poor performers thus reducing efficiency.
- Will drive team members who seek excellence to quit or give up.
- Will show the rest of the team that the leader accepts mediocrity which will multiply the problem.

If you spend most of your time trying to coach an employee up, trying to get them to 'get it,' you are hiring poorly. You get what you pay for. Hiring great people takes time and is an investment in your business or organization. Every employee is like a stock in your investment portfolio. It has been said that one high performer delivers more than ten average employees in a creative environment. Not to mention, average employees bring down high performers.

"It's hard to soar like an eagle when I work with a bunch of turkeys."

The bottom line is that performance is contagious. It used to be that average employees would conform but today just one poor performer will contaminate the performance of the rest of the team. A great workplace is not about a lavish office, pool tables or free snacks. It's about the joy of being surrounded by people who are talented and have a good work ethic.

It's part of the ever-changing landscape of our society and something that we all need to be aware of and take into consideration as we try to keep our businesses profitable.



Activating Success: The Role of Activation in Sports Marketing

Sports marketing is a dynamic and challenging field that requires brands to strategically activate their sponsorships to achieve success. This is a follow up to the sponsorship presentation. In our ever-changing world, we struggle to maintain sponsorships from partners who are constantly seeking more “Return On Investment” (ROI). Strong activation can lead to extending a deal, whereas the lack of activation may lead to a partner moving on.

In this article, we will explore the crucial role of activation in sports marketing and how it can drive promotional impact and brand activation.

Activation refers to the process of leveraging sports sponsorships through marketing strategies to create a meaningful connection with consumers. It allows brands to amplify their presence, engage with target audiences, and ultimately enhance their marketing efforts.

Key Takeaways

- Activation is a vital component of sports marketing, allowing brands to maximize the impact of their sponsorships.
- Successful activation can be measured through media exposure, awareness, and purchase commitment.
- Sports sponsorship accounts for the largest sector of the sponsorship industry, with billions of dollars invested annually.
- Brands like Doritos and Pepsi Max have effectively activated their sponsorships through innovative marketing strategies and consumer engagement.

- Activation in sports marketing offers numerous benefits, including increased brand visibility, targeted marketing, and consumer engagement.

The Benefits of Sports Sponsorship Activation

Sports sponsorship activation offers numerous advantages for brands, including increased brand visibility, enhanced brand image, targeted marketing, and consumer engagement.

By taking advantage of sports events and athletes, brands can connect with their target audience in a meaningful way, creating a positive perception that resonates with consumers.

Increased Brand Visibility

One of the primary benefits of sports sponsorship activation is the opportunity for brands to gain widespread brand visibility. By associating themselves with popular sports events or high-profile athletes, brands can reach a large and diverse audience.

This increased visibility allows brands to strengthen their presence and expand their reach, ultimately driving greater awareness and recognition.

Enhanced Brand Image

Aligning with the positive values and emotions associated with sports can have a profound impact on a brand's image. By showcasing their support for athletic excellence, teamwork, and dedication, brands can

enhance their brand image and portray themselves as champions for these values.

This association with sports can create a positive perception among consumers, making them more likely to trust and engage with the brand.

Targeted Marketing

Sports sponsorship activation also provides brands with the opportunity to target specific demographics and consumer segments. By carefully selecting the sports events or athletes to sponsor, brands can ensure that their message reaches the desired audience effectively.

This targeted approach allows brands to tailor their marketing efforts to the preferences and interests of their target market, increasing the likelihood of engagement and conversion.

Consumer Engagement

Consumer engagement is a critical advantage of sports sponsorship activation. Through interactive experiences such as contests, fan engagement activities, and experiential marketing events, brands can create emotional connections with sports fans. By fostering this engagement, brands can establish a loyal and passionate fan base that becomes advocates for their brand, leading to increased brand loyalty and long-term customer relationships.

Overall, sports sponsorship activation offers brands a unique opportunity to increase brand visibility, enhance brand image, target specific demographics, and foster consumer engagement. By leveraging the power of all different sports, brands can unlock the full potential of activation in sports marketing, creating lasting impressions and driving business success.

Strategies for Effective Sports Sponsorship Activation

When it comes to sports sponsorship activation, having clear objectives is crucial for success. Before implementing a campaign, brands should define what they want to achieve and how they will measure their progress. This ensures that efforts are focused and aligned with the overall marketing strategy.

Understanding the target audience is another essential

aspect of sports sponsorship activation. By knowing who their target market is, brands can select the right sports events or athletes to sponsor, maximizing the impact of their campaigns. It allows them to tailor their messaging and activations to resonate with their intended audience, driving engagement and building a strong brand affinity.

To effectively reach a wider audience, activation should be done across multiple channels. This includes leveraging social media platforms, traditional media outlets, and organizing experiential marketing events. By utilizing various channels, brands can ensure that their message reaches different segments of their target audience, increasing brand exposure and engagement.

Lastly, measuring and evaluating the results of a sports sponsorship activation campaign is essential for understanding its effectiveness and optimizing strategies. Brands should track key performance indicators such as media impressions, social media engagement, website traffic, and even sales conversions to gauge the impact of their activations. This data-driven approach allows brands to make informed decisions, refine their tactics, and improve ROI.

By focusing on clear objectives, understanding the target audience, implementing multi-channel activation strategies, and conducting thorough measurement and evaluation, brands can maximize the impact of their sports sponsorship activations and achieve their marketing goals.

The digital landscape and emerging technologies are shaping the future of sports sponsorship activation. Brands are increasingly leveraging digital platforms to engage with fans on new and exciting levels. Virtual reality (VR), augmented reality (AR), and live streaming are at the forefront of this transformation, offering unique opportunities for immersive experiences.

VR and AR technologies allow brands to create interactive and realistic experiences that transport fans into the heart of the action. Whether it's a virtual stadium tour or an AR game overlay, these technologies provide unprecedented levels of engagement and fan involvement. They also offer brands the chance to showcase their products or services in innovative ways.

Live streaming has become a dominant force in the sports industry, especially with the recent challenges posed by the COVID-19 pandemic. With restrictions on in-person

attendance, live streaming has filled the void, enabling fans to tune in and support their favorite teams and athletes from the comfort of their homes. Brands can tap into this trend by partnering with live streaming platforms to reach a global audience and deliver targeted marketing messages.

By incorporating VR, AR, and live streaming into their sports sponsorship activation strategies, brands can forge deeper connections with fans, maximize brand exposure, and create memorable experiences that extend beyond traditional advertising channels.

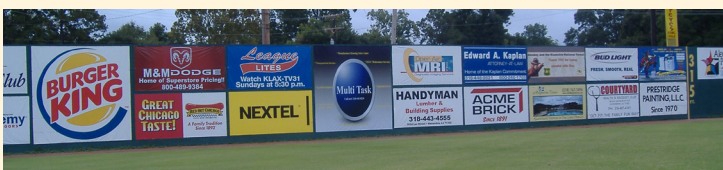
The evaluation of tracking ads, optimizing ad inventory and ad placements, also benefits the collaboration between digital marketing and modern sponsorship activations.

Activation in sports marketing holds immense potential for brands, offering a range of benefits that can fuel their success. By activating sports sponsorships, brands can enjoy increased brand visibility, enhanced brand image, targeted marketing, and valuable consumer engagement.

To achieve success in sports sponsorship activation, brands need to follow a strategic approach. It begins with defining clear objectives to guide their efforts and align them with their overall marketing goals. Understanding the target audience is crucial as it allows brands to select the right sports events or athletes to sponsor, ensuring relevance and resonance with their desired consumer segments.

An effective sports sponsorship activation strategy requires a multi-channel approach. Brands should activate their sponsorships across various platforms, including social media, traditional media, and experiential marketing events. This ensures maximum reach and engagement, capturing the attention of a wider audience.

The future of sports sponsorship activation lies in leveraging digital platforms and emerging technologies. Virtual reality, augmented reality, and live streaming present exciting opportunities for brands to create immersive experiences and deepen their connections with fans. The COVID-19 pandemic has further accelerated the adoption of virtual events and online competitions, making it essential for brands to adapt and explore innovative avenues for activation in sports marketing.



Brand activation comes in many shapes and sizes from "give-away" items to robust "fan experiences" to something as simple as a billboard. Make sure during your process you know what is expected of you in regard to what your sponsors and partners are looking for so you may retain them year-after-year.

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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.


FOR THE FIRST TIME VISIT THE 1670 SPORTS & ENTERTAINMENT & RACING PROMOTION MONTHLY BOOTH AT PRI (BOOTH 6101)


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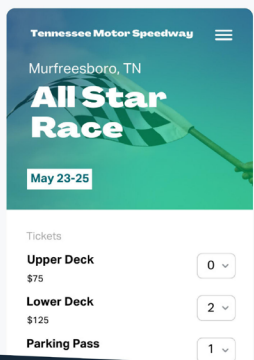


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TicketSpice was started in 2008 and has worked with 60,000 organizations, processing over \$1 Billion per year. Birthed from the enthusiast motorsports industry, we know what it feels like to be overcharged for solutions that overpromise and underdeliver. More at www.ticketspice.com/speedways

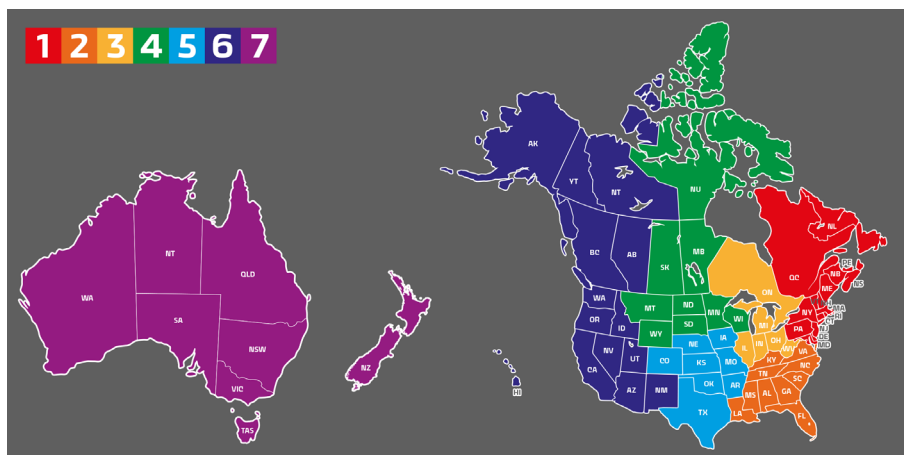
TicketSpice

for Speedways



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Nominations may be made here; 49th ARPY Nomination Ballot (google.com) 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

Performance Racing Industry to Launch Hall of Fame

PRI will launch the all-new PRI Hall of Fame, an initiative designed to honor, celebrate and preserve the legacies of difference-makers in the motorsports industry. The inaugural class of the PRI Hall of Fame will be revealed at the 2024 PRI Show, December 12-14, Indianapolis, during the Grand Opening Breakfast on Thursday, December 12, 7:30 a.m. EST.

Chosen through a rigorous selection process with transparent criteria, the inductees will be honored for their career accomplishments, impact on the sport, contributions to innovation, sportsmanship, leadership qualities and overall influence within the racing community.

"The PRI Hall of Fame not only aims to recognize the individuals who have made a significant impact on the industry but also preserve the history and heritage of racing, inspire future generations of industry leaders and foster a sense of community within the motorsports world," said PRI President Michael Good. "We invite the entire racing industry to join us during the Grand Opening Breakfast at the PRI Show to celebrate the inaugural class of the PRI Hall of

Fame and their contributions to the industry."

PRI has created criteria to determine eligibility and select its honorees. Inductees will be ultimately decided by a committee of voters established by PRI. Selected candidates will have exemplified and modeled innovation and positive change within the industry and contributed to its success through individual effort and passion.

Considerations for qualification include:

- Their contributions must have extended to the national and/or international level.
- The candidate is/was involved with the motorsports industry and/or PRI for at least 10 years (15 years or more preferred).
- The candidate has made outstanding contributions toward enhancing the technology, professionalism, dignity and/or general stature and growth of the motorsports industry and PRI.
- The candidate must have conducted themselves with a high degree of integrity both within and outside of the motorsports industry.





A packed house watches the action at Stateline Speedway in Busti, NY, which has recently been sold back to previous owners, the Catania family. Stateline is an extraordinary track located near Jamestown, NY and close to the Pennsylvania state line just East of Erie, PA.

Catania Assumes Ownership of Stateline Speedway...

Bill and Lisa Catania confirmed publicly that their purchase of the 1/3-mile dirt oval from Jim and Jean Scott and Ronda and Chip Turner has been completed and "right now it's all about making Stateline very successful."

"This is a business that I want to have for the rest of my life," said Bill Catania, a 1994 graduate of Westfield Academy & Central School. "This is a business that I want my kids to have in 20 or 30 years. I have no interest in building it to sell it."

For Bill Catania, who is the founder and chief executive officer of the Orlando, Florida-based OneRail — "we manage the complete fulfillment of product from the store to the home, or the warehouse to a job site or to a repair shop," he said — it will be his second foray into overseeing Stateline operations.

Reportedly, Bill Catania reached an agreement in 2014 with Seamens Speedway Inc. to lease the property with hopes to purchase the track. Upon reaching that agreement, he announced an 18-month renovation plan that continued through the 2015 racing season, but that summer Catania released a statement confirming an insurance coverage lapse led to racing cancellations.

Ultimately, the Scotts and the Turners purchased Stateline Speedway from Jenifer Seamens. The Scotts and Turners were the owners until the Catantias made the purchase official this week.

"That was probably one of the most disappointing and devastating things that has ever happened to me personally

and in my professional career to have a business fail," Bill Catania said of his experience nine years ago. "I've never had a business fail."

This time will be different, the Catantias maintain.

"We are 100% focused on making Stateline successful," Bill Catania said. "Once we feel we've fulfilled that mission, we may consider expansion.

"Ten years older and wiser."

The track has a lengthy history. Stateline opened on July 21, 1956 in front of 1,700 spectators to watch 22 drivers compete for a \$1,500 purse, \$300 of which went to the winner. Emory Mahan of Warren won the first race driving a 1955 Chevy. In 1984, Fritz Seamens purchased the track. During his ownership, weekly races saw high attendance numbers, low prices and high payouts.



Calistoga (CA) Speedway on the Napa County Fairgrounds is in one of the most scenic settings in all of motorsports.

Calistoga moves to repair and reopen speedway, RV Park on fairgrounds property

Tommy Hunt and all of his efforts have been recognized as there has been movement to reopen Calistoga Speedway, something that Hunt has been working for quite sometime. The process of revitalizing the dilapidated Napa County Fairgrounds property, now owned by the city of Calistoga, is speeding forward.

Calistoga is on a path to repair the Calistoga Speedway, reopen the Fairgrounds RV Park and carry out a community survey on what's needed in the ongoing effort to revitalize the fairgrounds property, the City Council decided Tuesday.

The city is still working to determine the future of the 70.6-acre site it purchased from the county for \$2 million earlier this year.

During a special meeting that lasted over four hours and drew more than 100 attendees, the council provided direction on several key topics, including gathering community input on the property's future, establishing a rental fee schedule with a waiver program, reopening the Fairgrounds RV Park, and determining the future of the Calistoga Speedway racetrack.

The racetrack is a historic feature of the fairgrounds that dates back to at least 1937, according to the staff report. But Wright noted that notable repairs — including to the track, grandstands and concessions building — are necessary before initial use could happen. And those repairs are expected to cost over \$1 million.

Much of the discussion was around tying repairs to possible use of the racetrack via a race promoter making the needed fixes. The council favored sending staff to negotiate with HMC Promotions — which ran events at the speedway from 2008 to 2019 — for a contract on use of the speedway for sprint car racing.

The actual contract would come back to the council for approval after negotiations. That would determine how many weekends HMC Promotions could use the track and other details, Wright said.

Tommy Hunt — who is behind HMC Promotions — said in a recent letter to the city that time was of the essence so that the speedway can be considered a viable event for 2025 races.

"I cannot overemphasize the urgency of this appointment," Hunt wrote. "If the Fairground is expected to be able to begin income generation to subsidize whatever debt it develops and potentially deliver a profit to the City immediate consideration is necessary in appointing a qualified individual."

Things are moving in the right direction here and it is possible that another track in California, one of the more historic venues could reopen.



Calistoga Speedway has sat dormant since 2019, but through the efforts of Tommy Hunt and his HMC promotions company, there is a light be waved at the end of the tunnel, however, it will take a great deal of work to complete the efforts as seen above.



Les Westerfield (left) with Cherie Putnam (NASCAR Canada Pinty Series director) recently passed away.

NASCAR's Les Westerfield...

Les Westerfield of Owensboro, KY, was a NASCAR original. He dates back to the original regional touring Series program, with his leadership coming into the Southeast and the Slim Jim All Pro Series with names like Hunter and "Uncle Bob" Harmon in his rolodex.

He remained a part of the company until the end, making the "once you are a part of NASCAR, you always remain a part no matter where you go..." Westerfield assisted Dale Earnhardt Jr., and the star-studded lineup who stepped into co-owning the CARS Tour in 2023, because Westerfield recognized the value of the Late Model program in the Southeast.

There are many people who have worked behind the scenes at NASCAR to help make it a success and Les Westerfield was one of those gentlemen. He worked tirelessly on the regional touring, NASCAR Weekly and many other NASCAR programs, more recently as the technical coordinator for NASCAR and as one of the K&N East Series race directors.

All of us at the RPM Workshops & Newsletter send our heartfelt thoughts, prayers and sincerest condolences to the family and friends of Les Westerfield. He was a one-of-a-kind guy, who gave his heart and soul to the sport, for all of the right reasons. Godspeed Les.



Insuring the world's fun!

In the great news department, K&K Insurance and RPM have once again renewed as K&K continues to believe and assist in fostering the continued development of the RPM Workshops. We are proud to maintain their partnership going forward and look ahead to our continued efforts to help the industry.



It's hard to think that we are near the end of the season, but now is the time to start planning for 2025! We hope you found the recent changes to the tips and tricks emails beneficial and hopefully hearing from the different team members will help answer questions you may have and inspire you to try new features available through MyRacePass!

QUICK NOTES FROM OUR SUPPORT TEAM!

- Tradeshow season starts this week with WARPA 2024 in Portland, Oregon. We look forward to seeing you out and about this winter! Be sure to stop by our booth at any show to learn about exciting new features we'll be showcasing!
 - You can learn more here!
- As a reminder we are moving away from PayPal for registrations payments moving forward. Please make sure to have an ACH Form on file with us for payments to go directly to your bank account.
 - Visit our help center for more information on Online Registration Payments.
- We have a Post-Season Guide on our help center to help you wrap up the season!
- A lot of your profile subscriptions will renew during the off-season, this is a great time to get familiar with the billing page for your track or series.

Connecting with your fans and making them care about what is happening at your facility is one of the most critical parts of your business but also one of the hardest. A tool that we have made available to you which helps with this process is our Fantasy Racing Platform. Now before you write this off as being difficult or complicated like many other fantasy sports please know we designed this to be easy to use for

both the busy promoter and your fans.

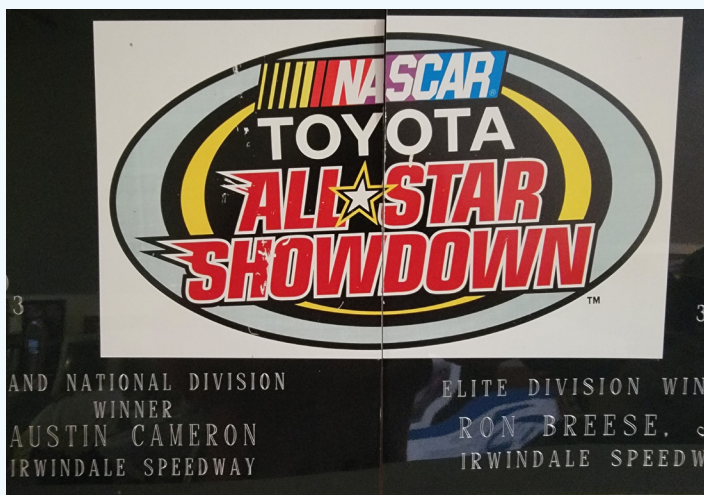
- Fantasy Racing gives fans the opportunity to get involved with your track's events and win prizes!
- The naming of these leaderboards is another avenue for sponsorship with a nearly 100% profit margin for you.
- Here is the link to an article detailing the process for setting up custom fantasy leaderboards with prizes and names unique to your facility: Fantasy Leaderboard Prizes – MyRacePass Support

In addition to talking with new track and series promoters about the advantages of MyRacePass, I work with current promoters and scorers to show them what features are currently available to them that they may not be using. There are a ton of extremely valuable tools available to you in your current plan and we want to make sure you know how to use them successfully.

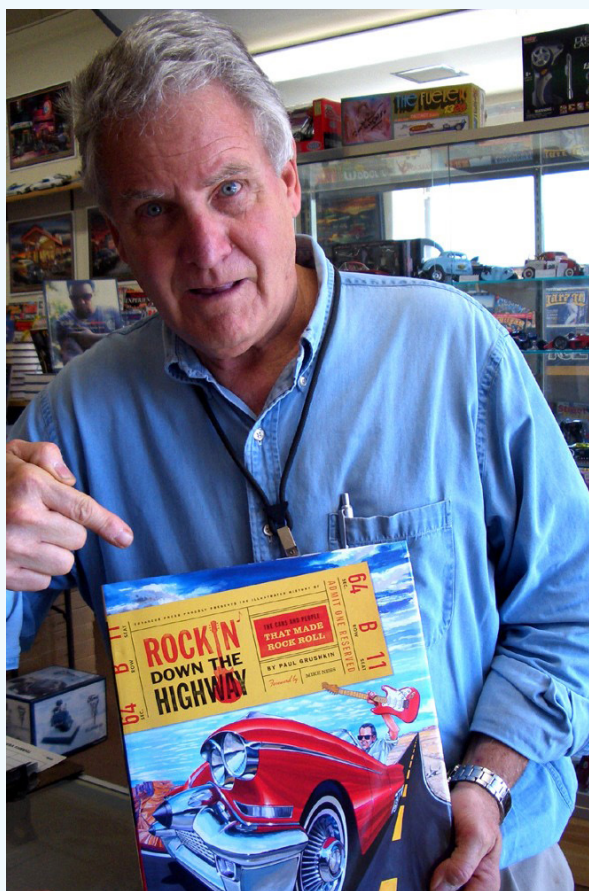
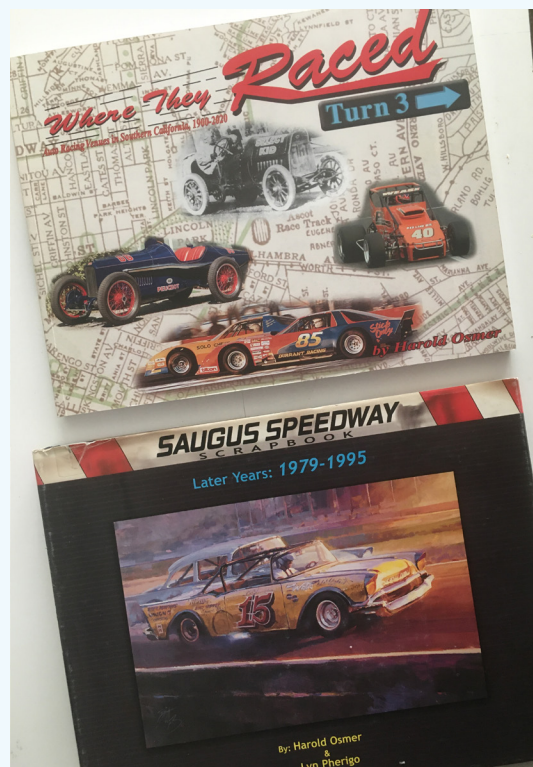
Digital Season Passes through MyRacePass is a great way to get a jump on some early season revenue for you and your facility. Plus, it's free to use with your race management plan! Here's how everything works.

- Add events to your season management section inside of your dashboard. You don't need to add every event, just a few. When you add the rest of your events to your schedule, you can select them to be added to the season pass, even if fans have already purchased one.
- Fans will receive a single ticket with a barcode via email and inside their account on the MyRacePass app that will be used for every event. The barcode can only be scanned one time per event!
- Since we don't offer refunds on season passes, the funds are sent to you via an ACH Form every seven days on Monday.
- You can offer a season pass for all your weekly points nights and for your major events!

Season Passes are a perfect way to get income flowing in during the off season. Plus, they make a great Christmas gift for race fans! Learn how to add season passes here: Adding Season Passes for your facility.



The original "NASCAR" Toyota All-Star Showdown trophy plate from the first-ever Showdown at Irwindale Speedway.



Doug Stokes, giving our West Coast friend a "shout out" this month. Doug is not only a great friend but an incredible resource for Southern California and all things motorsports. He's helped many folks with publishing their learning books and documents in regard to the historical data that is West Coast racing.

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Dear Guest,

Welcome to the Inaugural Season of Irwindale Speedway, "L.A.'s 1/2-Mile Superspeedway". Our goal was to build the finest weekly Motorsports entertainment facility in the country, and we hope that you will find our efforts to be successful.

Irwindale Speedway was designed to provide the very best in racing as well as musical entertainment, in a clean, comfortable setting that will be visited by anyone seeking a great family-friendly experience. Our desire is to make each and every visit here, a pleasant one.

Whether you are a Motorsports enthusiast, or someone seeking an alternative to the usual forms of entertainment, Irwindale Speedway will strive to provide a venue for all of Los Angeles to enjoy.

Our sincere gratitude also extends to all of the contractors that built this fine facility. Their pride in workmanship is obvious throughout. The long hours and hard work will always be remembered.

So, sit back, relax, and enjoy all that Irwindale Speedway has to offer. Once again, thank you for sharing a special moment in history, and when the green flag drops, don't forget to breathe.....

Sincerely,
Raymond Wilkings
Chief Operating Officer

IRWINDALE SPEEDWAY STAFF

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Chief Operating Officer	Ray Wilkings
Controller	Chris Morgan
Director of Communications	Doug Wilkings
Director of Marketing & Advertising	O. B. Benish
Sales Manager	Daniel DeFazio
Accounting	Arny Wong
Ticket Manager	Laeta Light
Ticket Manager	Kell Phillips
Security Coordinator	Scott Wilkings
Inventory Coordinator	Debbie Wilkings
Receptionist	Sherry Rodden
Receptionist	Lee McQuinn

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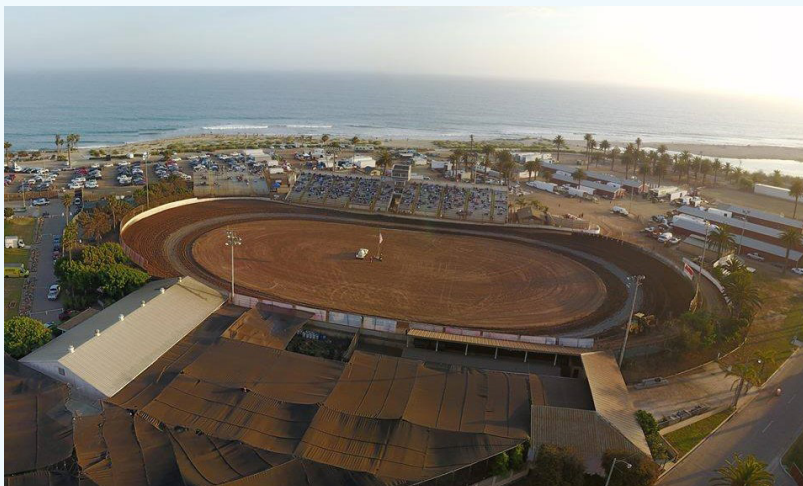
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Operations	Jim Dean
Operations	Tom Allen

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Director of Pit & Safety	Carl Hadden
Timing and Scoring	Dale Hadden
Credentialed Office Manager	Betty Steiner
Announcer	Brian Frazier
Announcer	Vince Kilgus
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Gift Shop Manager	Robert Alvarez
Director of Security	Robert Alvarez
Parking Lot Personnel	Executive Staff Productions
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Credentialed	Chris Levin
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Credentialed	Colleen Moss
Bar/Star	Danny Saunders
Tech Inspector	Troya Bader
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Two more interesting trinkets from our research for this edition. A copy of "Where they Raced" by Harold L. Osmer and a Saugus Speedway scrapbook in addition to the opening night Irwindale Speedway program page.

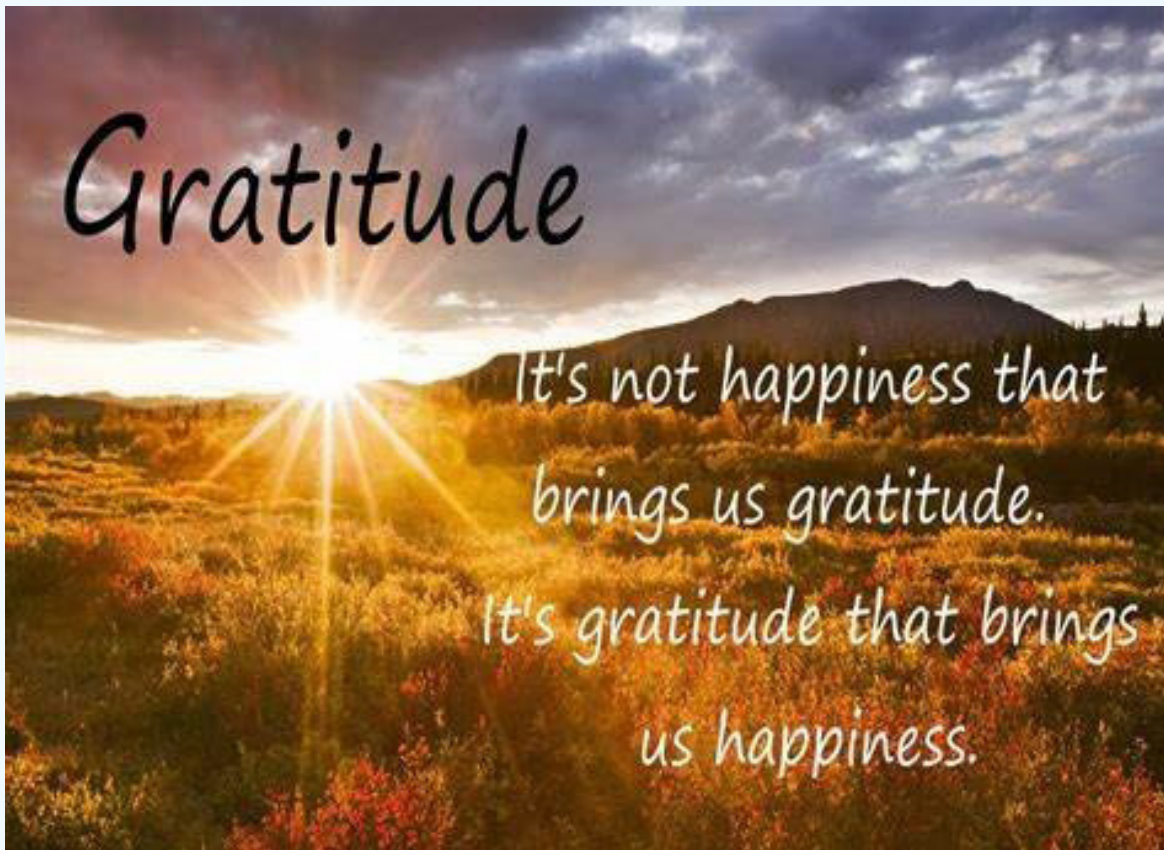


Above; It is the time of the year where we give "Thanks" for fantastic racing and spectacular racing views as the 83rd "Turkey Night" happens for the Midgets and Sprint Cars at scenic Ventura (CA) Raceway on the shores of the Pacific Ocean.



Above; On the East Coast racing takes place before the Thanksgiving Holiday and the Saturday after with 51st running of the Turkey Derby, "Racing on the Jersey shore" at Wall (NJ) Stadium just a couple of miles from the Atlantic Ocean.







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This 25.47 acres of industrial land offered at 2,000,000 USD in Hermiston, Oregon at 81242 N Highway 395. The sale is subject to a lease that will expire September 30, 2024.

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WEST VIRGINIA MOTOR SPEEDWAY HAS BEEN PLACED ON THE MARKET FOR SALE.

West Virginia Motor Speedway and its facilities recently received an entire renovation with all brand new finishings inside the buildings. West Virginia Motor Speedway is known for its beautiful valley views and its unique terraced seating on the front straight hillside. More information can be found here; www.loopnet.com/Listing/1-Matheny-Dr-Mineral-Wells-WV/29717599/




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Since its inception in 1986, Performance Racing Industry (PRI) has served the motorsports as key source for trends, merchandising, new products, business strategies and more. PRI is also the developer of the world's premier auto racing trade show, held each December in Indianapolis, Indiana.

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