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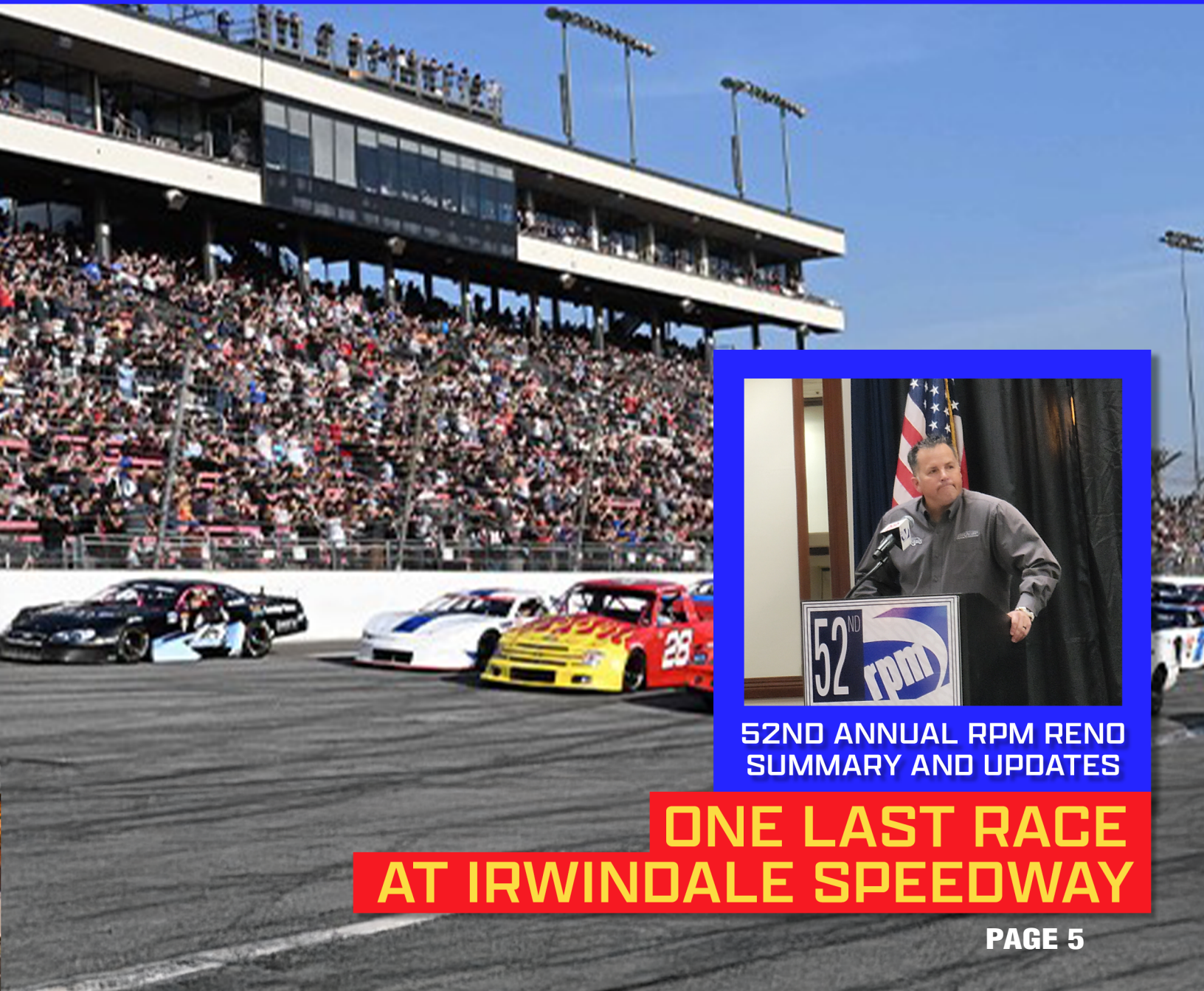


THE PROMOTERS VOICE & FORM SINCE 1972 ISSUES 54.RENO



RACING PROMOTION MONTHLY

THE IDEA NEWSLETTER FOR AUTO RACING PROMOTERS



52ND ANNUAL RPM RENO
SUMMARY AND UPDATES

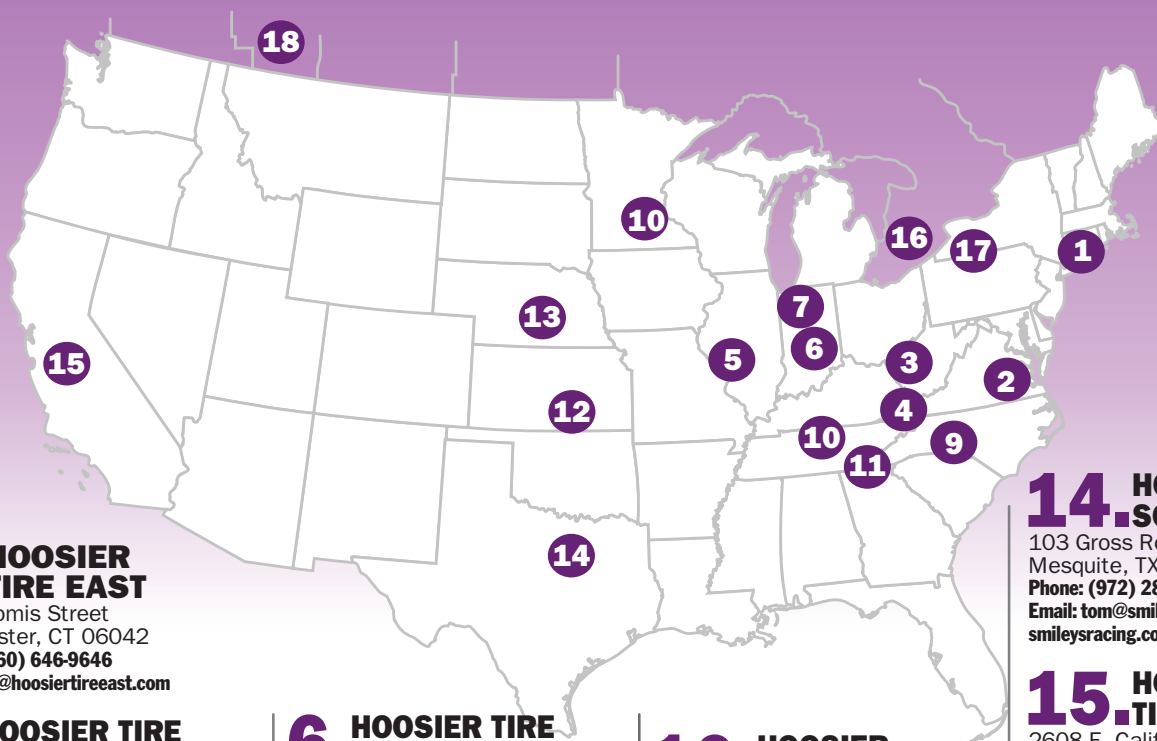
**ONE LAST RACE
AT IRWINDALE SPEEDWAY**

PAGE 5

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“Pro Bono” Hour and “The Legal Update” - why this is so important to you...

We just wanted to include a friendly reminder to one of the most important sessions at any workshop; the “Legal Updates” and “Pro Bono” hours at the RPM Workshops. The services provided are contributed to the Workshops from the firm of Agajanian, McFall, Weiss, Tetreault & Crisp, as well as Ronald P. Bennett and others in the past.

On average an attorney charges \$3,500 in just a retainer fee. The hourly rate varies from that point, once the “retainer fee” is used up. At RPM, twice a year, we have some of the top attorney’s in motorsports donating their time to and for you to listen, ask questions and have access to them on multiple levels to assist your business.

If you have been in the motorsports business for any amount of time you have probably had a situation occur where you required an attorney, so there should be

an appreciation for the services these folks are providing to our business.

We all understand the “boredom” and “fear” that comes from the “legal language” along with a remaining factor, “it can’t happen to me...” or “my insurance provides me with....” and there are no guarantees for either.

It is our jobs as “Stewards” of the industry to continue to guide the sport and these folks can help those situations to guide us away from potential problems and help us into situations that prevent other challenges from rearing their ugly heads.

The sessions that are provided by these legal experts are invaluable to the industry and more importantly, invaluable to your business. Counseling from these experts is an incredible opportunity for all of us to help, grow and prosper our business. Each Workshop it is set in front of all of us and will remain a part of the Workshop for years to come.



Paul Tetreault sits and discusses topics with attendees at the RPM@Daytona Workshops in February 2024.



Jeff Hachmann led off the 52nd annual RPM@Reno Western Workshops with a presentation in regard to “promoting events” in the Silver Legacy part of “The Row” in Reno. His presentation was impactful, we have chose to publish many of his notes.

“I Went to a Party and a Race Broke Out... “

Jeff Hachmann, who now resides in Charlotte, NC, came to Reno to share his vast career experience of business in the motorsports industry. Hachmann has experience at the super-speedway level, working with Octagon and now he’s become a fixture at World Racing Group, including promoting Weedsport (NY) Speedway and Rolling Wheels Raceway in Elbridge, NY. He has an incredible notebook for building and executing motorsports events of all types.

Hachmann’s experience is also not just the “big event”, which he has performed, very well with. His presentation in Reno was something that was based on what every short track event promoter could use, building an event on a budget. Using resources directly related to the promoter.

Hachmann’s event background includes a wide variety of event platforms; Rodeo, Professional Bull Riding (PBR) SnoCross, Hunting, NHRA, AHDRA, Tractor Pulls, IndyCar and NASCAR, as well as short track racing.

Hachmann began his presentation by talking about “an



event”, nothing to do with racecars, his bullet points read like what many of us say;

- Competition for fan attention is at an all-time high - What are you doing to create value and entertainment? It can’t be just a race these days.
 - Plan an event from the outside to the inside (racing is secondary)...the hardcore fan is coming, but are there any new fans? And once they come are you keeping them coming back and telling their friends
- It all starts with event info on website, ticket selling experience, Midway, etc.

Plan for the overall event experience and the racing will take care of itself

SMALL BUDGET - ITS ONLY A CHALLENGE; DRIVERS, FANS, SPONSORS CAN HELP PROMOTE

- At World Racing Group, while they have many resources, however they choose to do as much as they can with as little as possible.
- They do not spend a ton of billboards; radio and TV to

promote their events? In fact, their best promotions are creating ways for drivers, fans, and partners to engage

- Understand the value of your ticket and assets and show partners, radio and tv the value of what you are providing
- Create friendship w/Radio Personality by using ride-alongs and VIP experiences with him, co-host and families...he talked about it on the radio for months
- Sponsorship trade deals (tickets for customers in turn for use of advertised equipment)
- Use your fans: have them promote on Social Media to get an event t-shirt (sponsor provided t-shirt)
- Use your drivers: Driver discount codes to buy tickets and ask them to promote on their social
- Use your partners: Store Promotions, Social Media, Website, etc etc
- Presale tickets...have the hard core fans promote for you by saying they are going and why they are going
- Social Media Excitement daily...keep your fans engaged...too many times we just get caught up worrying about at the track

IS MY COMMUNITY IMPORTANT?

- There is probably no more important group of people than those in the community where you race. Using Super DIRT Week as an example, for eight years we've worked hand-in-hand with the city and county of Oswego, New York.
- Even in changing mayors, we kept the town involved...putting up flags on the main strip...bringing 50 race-cars through the city in a lunch hour Parade of Power...We even had the mayor in heavy duty equipment doing track prep to help draw media for him and us...sell him that it's for him and then he/she ultimately sells you
- Community Involvement: In market promotion with showcars and signage
- Get on TV...befriend a celebrity... work with a weather meteorologist...everyone watches the weather

DOES A MIDWAY MATTER? A FUN OFF-TRACK EXPERIENCE IS KEY

- You got them to the track, but now how do you keep them?
- Do you have a fan midway to keep people interested with games, a mascot, music, food, staged photo opportunities?
- Create an entertainment center to keep your fans before the race, during breaks and after the race
- Vending for FREE to build the event

- Kids Club
- Photo Ops
- Autographs
- Fireworks
- Ask yourself...Are we impacting every age?

ARE CONCESSIONS AND RESTROOMS IMPORTANT?

- Concessions and restrooms are as important as ever. we all know they are, but this is a great reminder for your notebook.
- Is the food priced fairly, can a family get dinner without breaking the bank?
- Are the restrooms cleaner than the bathroom in your house? If you want families to keep coming back, fair prices and clean restrooms
- Concession Speciality Items (Hoffman Hot Dog deal \$2...Salt Potatoes...Fish Sandwich at Rolling Wheels)
- Concession Variety
- Are your bathroom and concession lines manageable... do the best you can to mitigate concession lines.

HOW DO I START? ACTION ITEMS, COMMUNICATION, SCHEDULES

- You need a vision, action items, timelines and check-lists
- Breakdown events into multiple buckets: plan each accordingly...don't plan the end product first...how do you make every section better...website, social, parking, ticket, buying, gates, midway, concessions, restrooms and oh yeah make the racing schedule a Quick and Efficient, but Entertaining race program (2 hours)
- Customer Service
- Process...repeatable process not attached to names
- Consistency: Practice and repetition create consistency all across the board...is every show the same experience?

I CAN'T DO IT MYSELF! BUILD A TEAM YOU TRUST

- Enable your team. No matter how hard you try, you're going to need to rely on other people to fulfill your vision. It helps if they share your vision.
- First, your staff needs to understand what your vision is, what the expectations are for each night
- Teamwork is critical and the at-track experience should always be a priority...Is every group doing their own thing to be the best
- Make your staff accountable, but ultimately you are

the one who needs to set them up to be successful so you are accountable for it all

YES, YOU CAN!

- It seems like a lot, but you can do it with a limited investment, learning from others and a vision that focuses on the overall event experience
- The at-event experience always needs to be priority...if you don't care about the at event experience then you give the fan a reason to go somewhere else or even the TV can win
- What are you doing to create Value, telling and showing fans the Entertainment dollar is worth more at your facility than any other event (not just a race event)...the race will take care of itself...

Hachmann's presentation was based on real world success and failure. His lessons can help any of us skip through some of the failures we may encounter, leading us in a better direction. One of the many positives in attending the Workshops, hearing this firsthand and being able to ask the all important questions. If you want the real details, we will see you in Daytona at the Shores.



Hachmann practices what he preaches, here he speaks at the Super DIRT Week kick off party at Lighthouse Lanes just outside of Oswego Speedway in Central, NY.



52ND ANNUAL RPM@DAYTONA WORKSHOPS REGISTRATION IS OPEN NOMINATIONS CLOSE AND VOTING BEGINS

- Registration is Open with MyRacePass Ticketing Platform for 52nd annual RPM@DAYTONA Workshops at the Shores Resort –**
- ARPY Nominations Set are Voting Open for the 49th Annual Auto-Racing Promoter of the Year Awards –**

The 52nd Annual RPM@Daytona Workshops will be held at the Shores in Daytona Beach Shores, Florida, on Monday, February 10 and Tuesday, February 11, 2025. The 52nd version of the popular sessions returns The Shores Resort in Daytona Beach Shores, for the third consecutive year, helping to kickoff “Speed-week” activities in Volusia County Florida.

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.

Jeff Streigle, the General Manager of Berlin Raceway near Grand Rapids, MI, will take the stage as a second keynote speaker on Tuesday, February 11.

Hachmann and Streigle are just the beginning of the dynamic lineup for the RPM@Daytona 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@Daytona Workshops once again be held at The Shores Spa & Resort in Daytona Beach Shores, FL, and can be made on or offline.

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 49th 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 52nd annual RPM@Daytona 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. Voting may is now taking place here; 49th ARPY Nomination Ballot (google.com) https://docs.google.com/forms/d/e/1FAIpQLSeoolekvs8EhQ2ykSAUJRSxV_dvfDO5LG1hJOWH-j_62SPzLkQ/viewform



"TASTE OF RPM" - 'CRATE RACIN' USA BANQUET WEEKEND

"TASTE OF RPM" TO HIGHLIGHT 'CRATE RACIN' USA BANQUET WEEKEND ON FRIDAY, JANUARY 10, 2025 AT DOLLYWOOD'S HEARTSONG LODGE & RESORT

- Tracks to be Introduced to the Education that is the RPM Workshops –
- RPM@Daytona Registrations are Open for February 2025 -

Eastaboga, AL (December 19, 2024) – Racing Promotion Monthly (RPM) and Crate Racin' USA management have agreed to assemble a program for track operators to experience what the RPM Workshops are, in an attempt to continue to expand the presence of the Workshops and entice more promoters to attend the Daytona and/or Reno Workshops.

The program that has been assembled will be called "Taste of RPM" and presented on Friday, January 10, 2025 at Dollywood's Heartsong Lodge & Resort in Pigeon Forge, TN. This takes place as part of the weekends Crate Racin' USA banquet festivities.

Several topics including technical inspection; a streaming presentation; an introduction to RPM and other general topics will be discussed along with an open roundtable for track discussion.

"While this is a late decision for us to join Adam Stewart's event, with Crate Racin' USA, we feel it is an excellent opportunity to expose what RPM and the Workshops are all about to new track operators and promoters who may not know the value of the Workshops," stated Joe Skotnicki, Racing Promotion Monthly. "We are looking forward to Friday, January 10 in Pigeon Forge. It will be a great opportunity for all involved.

Registration for the 52nd annual RPM@Daytona Western Workshops are now open as well. Registration online can be completed here; (www.myracepass.com/businesses/21560/tickets) (www.promotersnewsletter.com/downloads/get.aspx?i=1005063) 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@Daytona Workshops take place, Monday, February 10 and Tuesday, February 11 at the Shores Resort Spa in Daytona Beach Shores, Florida; The Shores Resort Spa - Reservations - Room Availability (<https://be.synxis.com/?adult=1&arrive=2025-02-09&chain=5433&child=0¤cy=USD&depart=2025-02-12&group=2502RPMRAC&hotel=17713&level=hotel&locale=en-US&productcurrency=USD&rooms=1>)



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

"TASTE OF RPM" DOLLYWOOD – Subject to change, additional topics and Presenters

FRIDAY, JANUARY 10, 2025;

8:30 a.m. CONTINENTAL BREAKFAST HOSTED BY CRATE RACIN' USA

9:15 a.m. PROMOTERS' WELCOME, Adam Stewart, Crate Racin' USA

9:35 a.m. INTRODUCTION TO RACING PROMOTION MONTHLY, THE NEWSLETTER AND THE WORKSHOPS

10:00 a.m. TRACK OPERATORS ROUNDTABLE

11:00 a.m. MYRACEPASS PRESENTATION

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

1:25 p.m. WORKSHOP RECONVENES,

1:35 p.m. INSURANCE PRESENTATION

2:35 p.m. STREAMING PRESENTATION

3:05 p.m. MYRACEPASS PART TWO

3:35 p.m. RPM WORKSHOPS ROUNDTABLE DISCUSSION

4:15 p.m. TECHNICAL INSPECTION PRESENTATION

5:00 p.m. – 6:00 p.m. – NETWORKING AND SOCIAL HOUR



For the past 40-years Harold "Irish" Saunders has been engrained in the business of Hoosier Tires, working in several capacities for Hoosier Racing Tire, ultimately earning the title of "Product Manager", a title he will retire with. The legacy comes to a screeching halt on December 31, 2024 when Saunders. officially retires from duties at Hoosier.

Saunders dates back to the days when Bob & Joyce Newton had a vision of just making a quality racing tire, long before all of today's nuances. Saunders saw it all, the tire wars, the Cup battle, RFP's, building star drivers and helping to keep this sport pointed in a direction where it didn't go completely off the rails into the abyss as hard as it has sometimes tried.

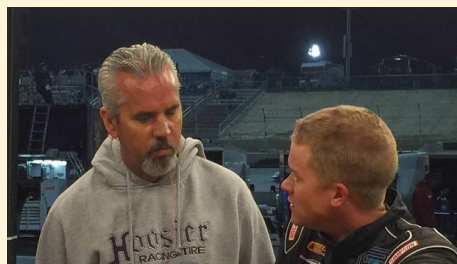
Saunders has made many friends in the business and some of them are good friends of RPM and the Workshops as well as many colleagues in the industry. We thought we'd let them share their thoughts for this segment.

"For 40 years, Irish Saunders has been the go-to guy at Hoosier Racing Tire. At a young age he was instilled with the Newton family's concern for, and love of, racing. He's instantly recognized anywhere he goes across the industry, and his well-earned respect is wide and deep throughout the sport." - Former Auto-Racing Promoter of the Year, ARCA leader and owner of Toledo and Flat Rock Speedway, Ron Drager.



Ron Drager - former ARPY, ARCA top man and owner of Toledo and Flat Rock Speedway's

"Irish Saunders is the embodiment of what we do, he's the guy who is always willing to get what is needed done and figure it out. He's been a pillar for us and the business," Robert Perryman, Hoosier Tire West, Fresno, California.



Robert Perryman (left) discusses things on the West Coast with a driver. He's had many conversations with Irish Saunders through the years.

Former ARPY, Bob Sargent, who has seen this business from just about every side has spent many years around Saunders; "Irish has always been a well-respected person in this Industry. I feel blessed to have not only worked with him for many years, but also to have forged a long-standing friendship.

People like Irish Saunders are what I respect the most about this Industry, a wealth of trusted knowledge gained from years of experience, coupled with a desire to make the Industry the best it can be."



Track owner, event promoter, national series owner, Bob Sargent has done it all in motorsports promotion, he remains a good friend of Saunders.

His close friend, possibly his closest colleague and co-worker, Neil Cowman had this to offer;

"Irish will truly be missed by all his co-workers, and he embodied the Hoosier Racing Tire "vision" to the fullest of fueling "Passion, Pride, and Success" and always bled purple.

He was a mentor to many at Hoosier and in the racing industry and he worked tirelessly for over 40 plus years to not only grow Hoosier Racing Tire but strengthen motorsports along the way and when he said "I'm open and work 24/7" it was absolutely true.

Irish “never met a stranger” and he always was the straw that stirred the drink at work related functions or just in general gathers at the racetracks across the country.

I always jokingly said the most common two words in motorsports when a conversation would start is “Irish Said”.

Irish helped lead me to Hoosier in 1988 and proud to say he was a great co-worker and a friend ever since.”



Neil Cowman, product manager at Hoosier Racing Tire alongside Saunders for many years, shared his thoughts in a manner nobody else could.

The great racer, promoter and studier of all things in our sport, Ken Schrader; “I have been involved with Irish since probably 1981, he has been our go to man from the start! Irish understands everything about putting race tires on high-performance vehicles, Circle Track, drag

racing, road course and motorcycles. Hope he enjoys his retirement, glad I’m not the one that has to figure out how to replace him.”



Ken Schrader, doing what Ken Schrader does best, thinking about his next move in a racecar. He’s run plenty of races with Saunders in his corner.

Saunders through his time was also a friend of the Workshops having many speaking engagements during his time at Hoosier for the RPM Workshops. He will remain a friend of the Workshops for as long as he desires.

As his often personal speech writer, the editor of this Newsletter has had a front row seat to much of Saunders career. Zany moments, rare times, plenty of laughter and a long-term friendship, but there was also the education and the understanding of the tire business. It was something he brought to the table without you really knowing or understanding what he was teaching you.

We often use the term between us, “it’s all about relationships” and in reality, that is about as truthful as you can get in motorsports. It’s a value all of us should remember and to as

Irish has said to many, “never forget where you came from...”

Saunders has always remembered that along with his family, where he will have more time to spend now.

Often we take for granted that we part of history in a sport. Many people live for it, statisticians, commentators, however, we are buried in the business, so each day blends to another week, then another year and so on, before you know it, an entire career is gone.

Saunders traversed some of the most historical times for Hoosier and the sport, he was a part of history. The book will be a hell of a read. The business of racing is going miss Harold “Irish” Saunders and we will bet one of the most common terms when we reconvene in Daytona will be, “Irish said...”



Irish Saunders with Mark March and Ken Coulter, two very influential people in Saunders career.



Saunders holding court one more time at PRI and we did take a rare photo together just as a keepsake.

Employee Recognition Ideas



Improving Employee Recognition

When some leaders hear the suggestion that it is always good to show appreciation to your employees some respond, "I don't care how they feel about their work. It's their job. I'm not a cheerleader and it's not my responsibility to make them happy — I'm here to make sure things get done." Others were less direct, but this message comes across pretty strong. Some of you may feel the same way.

APPRECIATION IMPACTS THE BOTTOM LINE

However, there are proven benefits that are a direct result tied to recognition. While communicating appreciation to team members does increase positive feelings across the workforce, ultimately, running a business, professional practice or non-profit organization is about serving your clients / patients / constituents well and doing so effectively. Whether you work for a for-profit or not-for-profit organization, there are budgetary constraints and goals to achieve.

Helping businesses and organizations like yours to function well takes forethought, planning, fast implementation, monitoring results, and making necessary adjustments along the way. If you are a contractor building a house, you have to have the right tools and equipment do the job, the parts need to work together efficiently, and you have to be able to deal with the challenges of bad weather, supply shortages, and friction that comes from everyone working together closely.

We know, however, that when team members truly feel valued and appreciated, good things happen:

- Tardiness decreases
- People call in sick less often
- Less conflict occurs over petty issues
- Policies and procedures are followed more regularly
- People are less irritable
- Customer complaints decrease
- Turnover decreases (the #1 non-productive cost to any business)
- Productivity improves
- Profitability rises

Now do you see the importance of

your staff feeling recognized and appreciated? Here are six proven methods for improving the delivery of employee recognition.

IMPROVING RECOGNITION

1. Identify Employee Preferences - Get to know your employees to understand what they like and don't like. For example, some like public recognition, while others prefer to be recognized privately. Always ask them.
2. Make Informal Recognition a Habit - Employees often tell me the recognition they most want to be told are, "Thank you" or "Great job!", or "I appreciate what you do." Be more visible, walk around your business, be available, catch people doing it right and if you see something say something.
3. Communicate Success - When face-to-face communication is not possible, use email, text messages, voicemail or post comments on communication boards. Be creative in communicating and celebrating success.
4. Set Clear Criteria or Policies for

Formal Recognition Programs - Give everyone an opportunity to be recognized. Especially the back of the house employees. Don't make your formal recognition a popularity contest or who hasn't earned it yet.

5. Create Opportunities for Contact with Higher Level Managers In Your Business or Organization- Make it a privilege to have an opportunity to meet with, have coffee or lunch with a higher executive in the organization. This is a powerful form of strategic recognition.

6. Use Training Opportunities as a Form of Recognition - This has double value. Employees get recognized and develop the skills needed for career growth as well.

Simply put, recognition done the right way will have your employees work harder, perform better, stay longer and partner with you to help achieve your business goals.

52nd annual RPM@Reno Western Workshops Endorsement; "I was at Reno this past week. I personally want to say the best one (Workshops) of the last 8 years. It was nice to hear from people that are currently involved up to date on the changing marketing ideas. The social media stuff was awesome. Thank you, Roy Bain"



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**NOMINATIONS SET, VOTING OPENS FOR
REGIONAL ARPY AWARDS, THE RPM OUTSTANDING
EVENT OF THE YEAR AND THE 49TH ANNUAL
AUTO-RACING PROMOTER OF THE YEAR**

- Nominee List Included along with Link for Voting -

Daytona Beach, Florida (December 21, 2024) – The nomination ballot has been set for the 49th Annual Auto Racing Promoter of the Year, regional Auto Racing Promoter's of the Year and the RPM Outstanding Event of the Year has been set and is released below.

Voting begins today and will run through midnight on Thursday, February 1st, 2025 to determine all award winners.

Region 1 Nominees: Paul Cole, Land of Legends Raceway, NY; Brett Deyo, Fonda and Utica Rome Speedway, NY; Kolten Gouse, BAPS Motor Speedway, PA;; Steve O'Neal, Port Royal Speedway, PA; CV Elms & April May Preston, Bear Ridge Speedway, VT; The Arute Family, Stafford Motor Speedway, CT.; Tom Mayberry, Oxford Plains Speedway, ME; Cris Michaud, Thunder Road, VT; Dominic Lussier, Autodrome Granby, QC, CA.

Region 2 Nominees: Tim Bryant, Five Flags Speedway, FL; Scott Tripp, Lakeview Speedway, SC; Garrett Mitchell, Freedom Factory, FL; Wendall Durrance, All-Tech Raceway, FL; William Scoggin, Clarksville Speedway, TN.; Ricky Brooks, Cordele Motor Speedway, GA; Kelley Carlton, Screven Motor Speedway, GA.

Region 3 Nominees: Randy Maggio, Painesville Speedway/Lorain County Speedway, OH; Kim and Randy Smart, Midvale Speedway, OH.; Brian Rieck, Coles County Speedway, IL; Matt Curl, Fairbury Speedway, IL; Rich and Shelly Farmer, Fremont Speedway, OH; Glenn Styres; Ohseken Speedway, ON, CA.

Region 4 Nominees: Todd Thelen, Slinger Super Speedway, WI; Wayne Brevik, Marshfield Motor Speedway, WI; Terry Tucker, Jefferson Speedway, WI; Steve Sinclair, IRA Sprint Car Series, WI; Cole Queensland & Queensland Family, Deer Creek Speedway, MN; Doug Johnson, Huset's Speedway, SD; Bob Timms, Mississippi Thunder Speedway, WI; Cody and Shannon Smiley, Golden Sands Speedway, WI; Jerry Auby, Dells Raceway Park, WI.

Region 5 Nominees: Brad Stevens, & Jessi Mynatt, 34 Raceway, IA; John McCoy, Knoxville Raceway, IA; Scotty Allen, Dallas County Speedway, MO; John Allen, 81 Speedway, KS; Danny Lorton, Lucas Oil Speedway, MO.; Ricky Kay, Maquoketa Speedway, IA; Jim Nordhogen, Colorado National Speedway, CO; Mike Johnson, I-35 Speedway, MO.

Region 6 Nominees: Scott & Kim Russell, Placerville Speedway, CA; Dennis Gage, Marysville Raceway, CA; Brad Whitfield, Cocopah Speedway, AZ; Tim Huddleston, Irwindale Speedway, CA.; Jeremy Anders, Wenatchee Valley Super Oval, WA; Michelle Lackey Maynor, Alaska Raceway Park, AK; Matt Alexander, Stateline Speedway, ID; Tony Noceti, Stockton Dirt Track, CA; Loretta Thiering, Edmonton International Speedway, AB, CA.

Region 7 Nominees: Gavin Migro, Perth Motorplex, WA, AUS; Michael Perry, Premiere Speedway, SA, AUS; Gary Wellington, Sydney Speedway, NSW, AUS.

Outstanding Event Nominees: The Marvin Smith Memorial, Cottage Grove Speedway, OR; Buckeye Figure 8 Nationals, Painesville Speedway, OH; Fall Classic, 141 Speedway, WI; Sean Lias, Penn Can Speedway, PA; Trophy Cup, Tulare Thunderbowl, CA; IMCA.TV Winternationals, AZ; The Duct Tape Nationals, Wyoming County International Speedway, NY; IMCA Super Nationals, Boone, IA.

The link for balloting is as follows: <https://forms.gle/fqZdb-6gXsdvvcJvo6> (All regions must be voted for. Ballots may be rejected).

John McCoy, who promoted Knoxville, (IA) Speedway was introduced as the 48th Auto-Racing Promoter of the Year in February of 2024 at the 51st Annual RPM@Daytona Workshops presented at the Shores Resort & Spa in Daytona Beach Shores, Florida, representing Region Five, the Midwest region of RPM balloting.



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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.

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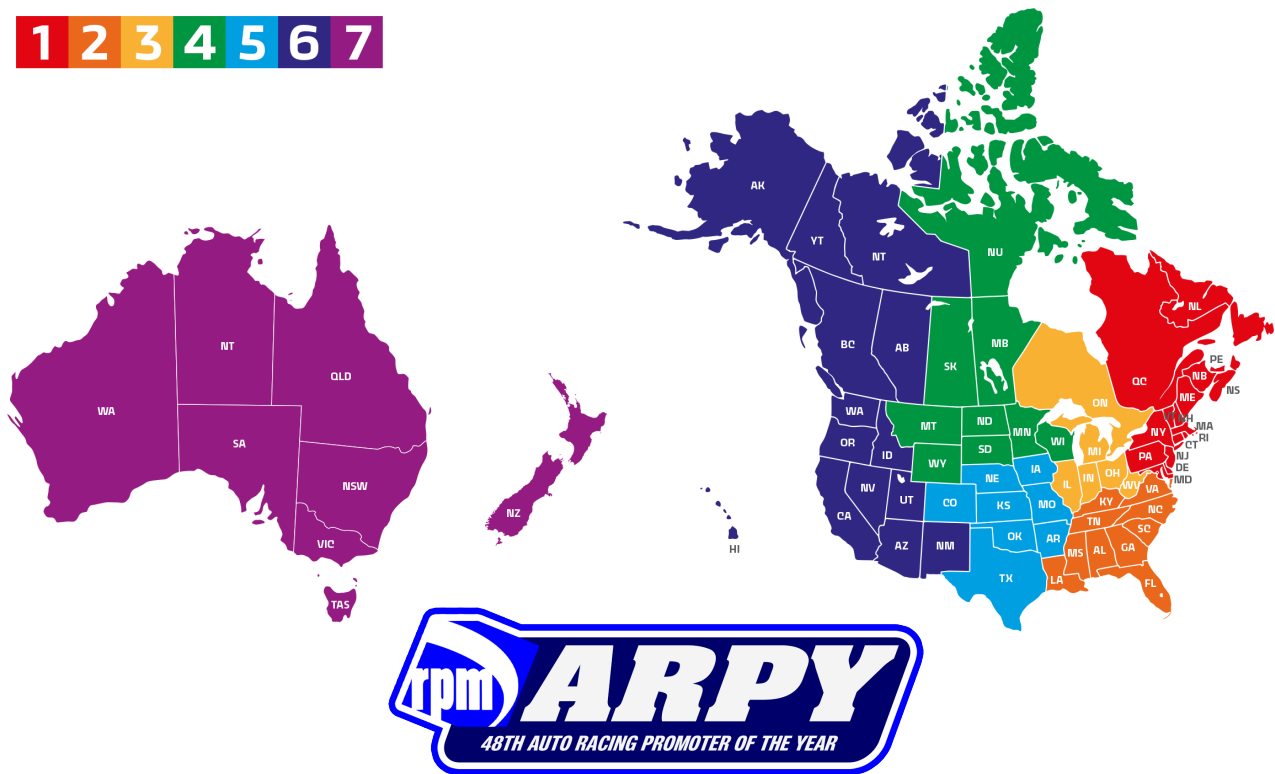
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TAKE NOTE - ARPY REGIONS CHANGING FOR 2024

1 2 3 4 5 6 7



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



IHRA and MyRacePass Announce Exciting New Partnership to Enhance the Drag Racing Experience

The International Hot Rod Association (IHRA), a drag racing sanctioning body with over 50 track partners, is proud to announce an exciting new partnership with MyRacePass, the Ultimate Racing Resource for the motorsports industry. This collaboration will significantly enhance the digital resources available to IHRA tracks, racers, and fans.

As part of this partnership, MyRacePass has designed two cutting-edge websites that will serve distinct needs for both fans and competitors. The new IHRA website (IHRA.com) will be the fan-facing hub, providing race schedules, track partner's list, merchandise, and news. Meanwhile, IHRAracer.com will serve as the dedicated platform for IHRA competitors, offering essential resources like safety updates, event registrations, rule changes, program details, and more.

"Partnering with MyRacePass is going to be tremendous for the IHRA, our track partners, racers, and fans. I couldn't be more excited about our future together," shares IHRA President Kenny Nowling. "Amanda Wesler and the team at MyRacePass did a fantastic job creating and building the new IHRA.com website and the IHRAracer.com website exclusively for our racers. IHRA is committed to strengthening our partnership with MyRacePass, and I can't wait to see where we go from here."

"As a longtime subscriber to MyRacePass, I can speak firsthand to what a great app it is. I'm looking forward to hearing the feedback from our track partners, racers, and fans. I know they're going to love it as much as I do. We're definitely excited to embark on a new era, and this is just another step personified by our motto #IHRAReturnToGlory!"

MyRacePass will additionally work with IHRA track partners to gain them access to the powerful MRP network in order to streamline race day operations, including online ticketing, driver registrations, news articles, race results, points standings, and more. The MyRacePass App will provide IHRA's racers and fans

a seamless way to access important race information, deepening their engagement in the sport.

The partnership between IHRA and MyRacePass marks the beginning of a new era for digital engagement in drag racing, and everyone can expect even more innovations and enhancements as the two organizations work closely together.

"Being a lifelong racer, an IHRA member for many of those years, I am super excited about partnering with IHRA to help improve the overall raceday experience for track partners, racers, and fans. I'm looking forward to working with IHRA to help improve the communication between them and their track partners," notes Amanda Wesler, who is MyRacePass' Drag Racing Specialist. "MyRacePass has an amazing network that allows tracks, series, and sanctioning bodies to easily share news articles, driver information, race results, points, etc with one another. We are also thrilled about implementing a more efficient online ticketing process and online driver registration for the IHRA events."

"Our hope is that the new websites are just the beginning of a long partnership with IHRA, as MyRacePass grows in many areas of drag racing."





For as long as we can remember, Ray and Sue Marler have been in charge of the promotion and operation of Federated Auto Parts Raceway at I-55 along with their business partner's Ken and Anne Schrader, that will change in 2025.

Carroll Reaches Agreement to Purchase Federated Auto Parts Raceway at I-55

Federated Auto Parts Raceway at I-55, a cornerstone of Midwest dirt track racing since 1979, is entering an exciting new chapter as Josh Carroll takes over as the new promoter of the iconic facility. A well-known figure in the dirt racing community, Carroll is also the promoter of the Brownstown Bullring in Brownstown, IL, where he has earned a reputation for delivering exceptional racing experiences and making impactful improvements.

Josh Carroll brings a wealth of experience and a proven track record in elevating dirt tracks to premier racing destinations. Under his leadership, the Brownstown Bullring has become a must-visit venue, hosting marquee events such as the MARS Series Brownstown 100 and the B-Mod Nationals. Known for its outstanding racing surface and fan-friendly atmosphere, Carroll is eager to bring the same level of excellence to Federated Auto Parts Raceway at I-55.

"I'm beyond excited to take the reins as promoter of Federated Auto Parts Raceway at I-55," Carroll shared. "This track has an incredible history and a loyal fan base. Ray Marler and Kenny Schrader have done an outstanding job making it the heartbeat of dirt racing in St. Louis, and I'm honored to build on their legacy. With the addition of I-55 alongside the Brownstown Bullring, there are exciting opportunities for collaboration that will benefit both fans and racers."

Federated Auto Parts Raceway at I-55 has thrilled fans for

decades with its high-banked, 1/3-mile clay oval and marquee events like the Ironman 55 and the World of Outlaws Sprint Car Series. Carroll plans to honor the track's storied history while introducing upgrades to enhance the fan and racer experience.

When asked about his immediate priorities, Carroll emphasized, "The first thing I'm going to do is shape the racetrack like it used to be and ensure we have excellent food. That's just the start—I'm going to take this place to the next level."

Carroll also expressed gratitude to the outgoing leadership of Ray Marler and Kenny Schrader. "Their dedication, hard work, and passion made Federated Auto Parts Raceway at I-55 what it is today—a premier racing destination. I'm humbled to continue their work and lead this track into its next era."

With Carroll at the helm, fans can look forward to a packed 2025 schedule filled with thrilling events and innovative ideas. The addition of Federated Auto Parts Raceway at I-55 to Carroll's portfolio solidifies his position as a key figure in Midwest dirt racing and promises to strengthen the connection between the two venues.



A packed house at "Pevely" watches as the Sprint Cars do their thing.



QUICK NOTES FROM OUR SUPPORT TEAM!

- As a reminder we are moving away from PayPal for registration 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!

Coming off of several successful events for Team MRP including RPM Reno, Gateway Dirt Nationals, and PRI I wanted to mention two smaller items that go hand in hand with finalizing your 1099's and starting to prepare for 2025.

The first thing I would like to mention, is that as you are adding your 2025 schedules please make sure to create your 2025 season first which you can do while in season management. At the top left corner of the screen you will see the year coupled with the name of your season. When you hit "New Season" you will be able to create your 2025 season.

The second item is that while entering your 2025 season which you can find instructions for here you will want to make sure that the information you are putting in is 100% correct. If you do end up putting in a date that changes for whatever set of reasons please keep in mind that the way our system is designed you would not delete/remove these events. Instead you would change the status of these dates to dropped.

- Here is an [instruction set for doing so](#).

For this tips and tricks round, I really just want to highlight an article and video I was asked about at

PRI many, many times. The most common question I got at PRI was surrounding online tickets, but the next most common issue was surrounding our 1099 report. I'll include the link to that, but I also encourage you to reach out to us if you do have any questions or issues.

- [Here is the link](#) to our Help Center Article (with video!) on our 1099 report process.

- In this video, you'll see me use a tax software called W2 Mate. You can use whatever you'd like, but this is what I used for this example.

I'll also share a heads up that you'll see information about our spring webinars soon after the new year! It's time to start preparing for 2025!



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.



After the "Tribute to Hugh Deery" session at PRI, it was made evident to us, that there are many things missing in our short track world. One is definitely the showmanship and the other are the top tier drivers (other than a select few) competing on short tracks throughout the nation. Both are on display in this photo with the Deery's and Bobby Allison in victory lane at Rockford Speedway.



Irwindale Speedway ran one last stock car event on Saturday, December 21. The top photo shows people wanted their last souvenir from the track and bottom shows a great crowd and a lot of racecars took to the speedway for one last show.





Branding frequently becomes one of more discussed topics and the efforts of "The Row" to display the "RPM" brand have become great examples for us to observe for recognition during our stay at the Silver Legacy in Reno.

Want to give a "shoutout" to Dennis Gage, West Coast promoter and staunch supporter of RPM. Dennis has been our "MC" and will return to Daytona in February.

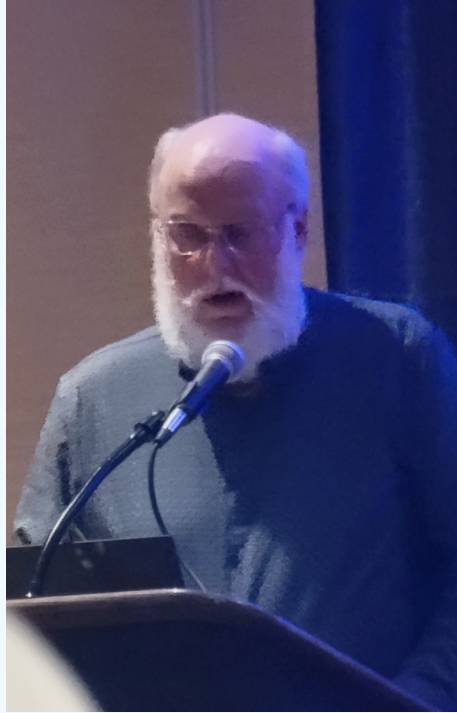


Chuck Deery and Gregg McKarns, host the "Emptying the Notebook" session at RPM@Reno. McKarns and Deery have a vast notebook that can help in many ways. The duo has even suggested topics which you will see for RPM@Daytona.

One of our exhibitors in Reno jumped from candy straight to decadence. It was a thoughtful, unique and humorous surprise for attendees. We will see what they have up their sleeve for Daytona.




(Top and Bottom); As PRI continues to grow and develop, there are many opportunities to learn and visit with manufacturers. The "Tribute to Hugh Deery" session was an interesting blend of the past and how it can benefit the future. Former ARPY Ron Drager and Hugh Deery's son, were amongst the speakers. The show floor from high above is impressive.



Speedway Illustrated's Ken Schrader 'Real Racer' of the Year for 2024 - "Santa" Bob Kilburn started racing in 2013 at 57 years old. The Fairhaven, VT had never sat in a race car, but in the decade since, he's won his first feature at Bear Ridge (2018) and has been in victory lane since. He's a regular recipient of the Sportsmanship award. Despite regular infusions for battling arthritis, Kilburn races weekly. His car features a Christmas wrap and many kids think he actually is Santa Claus. So do some adults as he regularly donates winnings to help sick children or buy chemo comfort bags for cancer patients. An interesting story around the Holiday's and yet another "media" lesson for short track promoters that has multiple angles. It's a great personal angle story and putting these stories out there may land your track in a great position some additional publicity. It's something we are sure Karl Fredrickson would be more than willing to listen to.



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but never quit.



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BUT ONLY IF YOU
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