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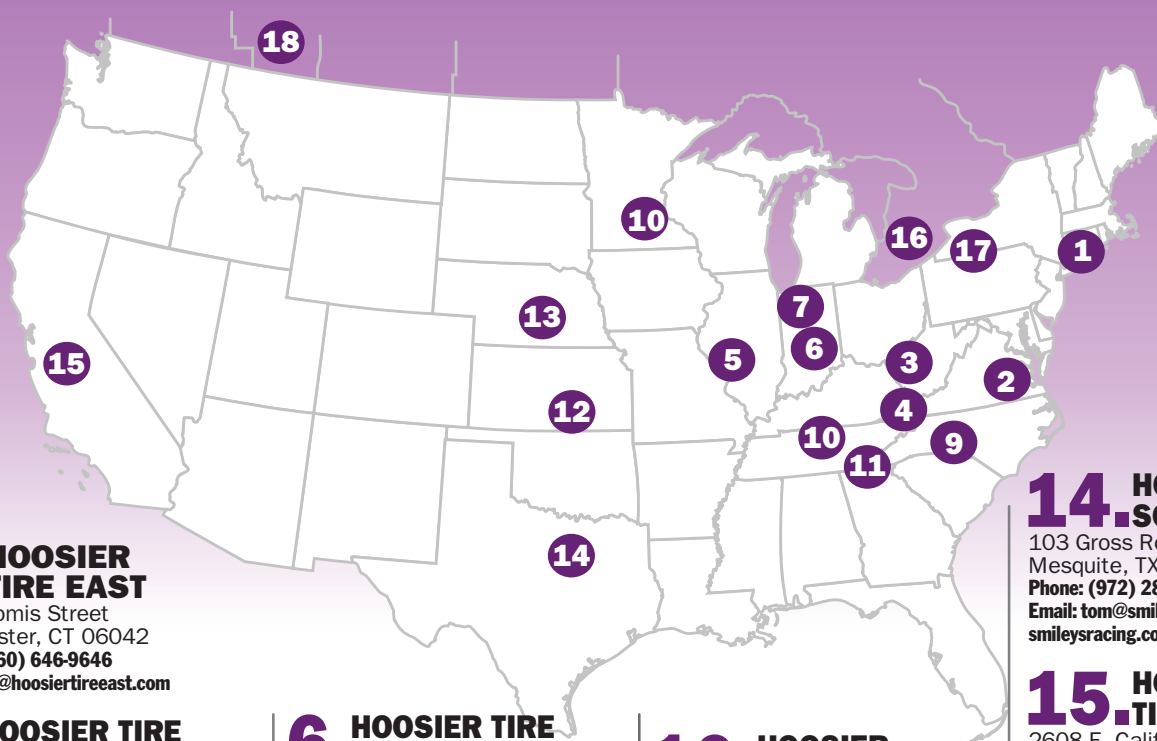


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## “Common Questions and Information about Commercial General Liability Insurance;

Protecting your business from risk can be an intimidating process—but it doesn’t have to be. Get informed, and take the bite out of buying business insurance. We have added a session at the 52nd annual RPM@Daytona Workshops for you to be able to ask the important questions in a forum setting. We recognize insurance is a complicated world and we are trying to help you alleviate the pressure of making these decisions without being educated first.

General Liability insurance: you know you need it. But just what \*is\* it? From the risks it covers to what this coverage will cost you, we’re here to answer all your vital questions so you can make the most informed decision about protecting your business.

## What is Commercial General Liability insurance, anyway?

General Liability Insurance sometimes referred to as Commercial General Liability insurance (CGL) or business liability insurance, is a type of coverage that protects businesses large and small against the risk of unintentional accidents that happen on the job. These accidents fall into two main categories: bodily injury and property damage to a third party. Bodily injury refers to physical bodily harm, while property damage encompasses any harm to and/or loss of use of tangible property.

## Does my small business really need insurance?

If you’ve reviewed the examples of risks associated with your work and think, “that type of event seems unlikely—I’ll just go without coverage,” consider this: if you work with clients face-to-face at your place of work, their place of work, or a third-party location, it is nearly inevitable

that some kind of adverse incident will eventually occur.

This may be something minor that you could easily pay for out of pocket, or a major expense that would sink a small business.. You have zero control over what types of incidents occur—but you do have the ability to purchase an insurance policy that protects you from the full range of potential risks.

Just as you can’t foresee an accident, you also can’t predict how a client or third party will react. Unfortunately, lawsuits have become an all-too-common means of extracting payment in these types of scenarios. General Liability insurance protects you from third parties who are quick to sue, and the cost of insurance pales in comparison to the cost of defending yourself in court.

Last but not least: even if you don’t find any of the above reasons compelling, you may be required to purchase coverage to comply with state or local regulations, and many clients or business partners may refuse to do business with you if you are not properly insured. Make sure you are familiar with the regulations where you work and your clients’ requirements before deciding to forego General Liability insurance.

## What kind of small business insurance do I need?

If you’re shopping for business insurance, General Liability insurance should be at the top of your list. For all the reasons listed above, this type of coverage is an essential safeguard against a variety of accidents that could constitute a major expense for your business.

Depending on your industry and the specific type of work you do, you may want to consider taking out additional coverage for your business. For example; Professional Liability Insurance can serve as a compliment to your General Liability Insurance.

Professional Liability protects the insured against errors and omissions claims—i.e., if someone alleges that you’ve performed your job improperly or inadequately. Most Professional Liability policies cover economic or financial losses suffered by third parties, but not bodily injury or property damage (which are covered by Commercial General Liability insurance).

## Is doing business without General Liability insurance



## ance illegal?

The answer to this question depends on where your business is located. While there are no federal laws requiring small businesses and independent contractors to obtain insurance coverage, your city or state may have specific laws in place that require it.

While this is most common for Worker's Compensation, some states do require businesses to have General Liability coverage in place as well. Make sure to look into the laws in your particular city, state, or municipality to ensure that your business operations are in compliance with local regulations.

## What does General Liability insurance not cover?

Let's first outline what your General Liability policy will cover. Coverage falls into three main categories: bodily injury and property damage (as outlined above), personal and advertising injury, and medical payments.

Personal injury is a category of insurable offenses that produce harm (including bodily injury) resulting from false arrest, detention, or imprisonment. Advertising injury includes offenses in connection with the insured's advertising of its goods or services, such as libel, slander, invasion of privacy, and copyright infringement.

Meanwhile, the medical payments coverage included in your insurance policy covers immediate medical expenses for bodily injury to a third party. These expenses could include first aid administered at the time of the accident; necessary medical, surgical, x-ray, and dental services; and necessary ambulance, hospital, or professional nursing services.

Liability for these types of incidents is covered by most standard General Liability policies. However, there are certain conditions under which your coverage would not apply: if the incident arises from activities that are excluded under your policy, the incident arises from work that took place outside of the policy period, or the incident involved expected or intentional acts on the part of the insured, these are all reasons that a claim might be denied.

For the specifics of what activities are included and what exclusions apply to your coverage, please refer to your policy documents or obtain a sample policy to reference.

## How much insurance should a small business carry?

It is generally recommended that businesses take out anywhere from \$1 million to \$2 million in General Liability coverage. Depending on the risks facing your business you may opt higher or lower: for example, a contractor working on active construction sites may need more protection than a consultant who primarily meets with clients in an office setting.

You should also consider the requirements set by your clients or investors, and check to see if your state requires businesses to carry a minimum amount of General Liability insurance.

## How much should small business insurance cost?

This is an easy one—it should cost as little as possible while still affording you the full protection of a standard General Liability policy! As alluded to in the last section, the actual cost of your coverage will vary depending on a variety of factors: the liability limit you select, how high- or low-risk your work is considered by insurers, and the duration of your policy among them.

## What liability insurance is available for a startup?

If you're worried about how your small business will cover the upfront costs of an expensive annual General Liability insurance policy, you have another option: the policies arranged by Thimble are designed for sole proprietors, independent workers and freelancers who want on-demand General Liability coverage just for the work that they're doing.







*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. Above, Hachmann paying attention to the details, even the smallest detail makes a difference.*

### **“Who is ready for Daytona?”**

Who is ready to get out of the “Winter” weather?

My guess is, even our friend Tim Bryant and his group at Five Flags Speedway are ready to depart their locations and head to “the World’s Most Famous Beach” on the East Coast.

As the weather continues to mystify us, we are excited to be bringing you the 52nd annual RPM@Daytona Workshops at The Shores Resort and Spa in Daytona Beach Shores, Florida, to help “Kick-Off” ‘Speedweeks’ activities for many folks who are seeking sunshine, education and distraction.

In addition to speakers, who have a great deal of being successful in this business, we’ve added topics and sessions that have been requested as well as given opportunities to others to speak and show us the benefits to what they have to offer.

It all leads to opportunities for the attendees to improve on and grow their business.



*Who is else is ready for the sound of waves rolling on the beach? The fresh sound of race engines and Florida sunshine?*

Chances are if you are reading this, then “I am preaching to the choir”, if not, RPM provides everyone with several unique opportunities. The opportunities are not only the education, it’s the in-person networking with decision makers on all sides of the spectrum. Whether that’s with an exhibitor or a promoter from a track and that is what the RPM Workshops are about.

In a world filled with seemingly endless red tape, the RPM Workshops offer an opportunity to move past that quickly and put together people who are willing to go the extra-mile to build their motorsports promotional business and help others in doing so. It’s unique to business.

As a part of Adam Stewart’s Crate Racin’ USA track

promoters meeting recently, I cited that many of us are “privateers”, however we don’t need to keep our entire business “private” if we seek to build our business and raise our industry up. It’s a commitment and a responsibility we at RPM make to all of you, we know that much for sure.

We hope you will take a look at our Schedule and Agenda for the 52nd annual RPM@Daytona Workshops and make a choice to be with us. In addition to the actual Workshops, we’ve added the BluePrint Engines “Big Game” Watch Party on Sunday, February 9. Promoter’s night at the races on Monday, February 11 at Volusia Speedway Park as part of the DIRTcar Nationals.

Hoosier Racing Tire, New Smyrna Speedway, Track Enterprises through the ASA Stars National Speedway will once again host Promoters Night at the race on Tuesday, February 11 at New Smyrna Speedway as part of the 26th Anniversary of the Clyde Hart Memorial.

Speedweeks is certain to be exciting and we’re hoping you will join us for the 52nd annual RPM@Daytona Workshops. We hope to see you there!



*Jeff Streigle, the General Manager of Berlin Raceway, who retired from the Motor Racing Network after the 2024 season, will bring his thoughts on what can help you make your business a success from a fresh perspective. Streigle has long been involved in the motorsports industry.*

## WHERE IT ALL BEGINS



FEB. 9<sup>TH</sup> - FEB. 11<sup>TH</sup>, 2025

**THE SHORES  
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## WHERE IT ALL BEGINS



FEB. 9<sup>TH</sup> - FEB. 11<sup>TH</sup>, 2025

**THE SHORES  
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DAYTONA, FL

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### **SCHEDULE SET FOR THE 52ND ANNUAL RPM@DAYTONA WORKSHOPS AT THE SHORES RESORT & SPA JEFF HACHMAN FROM WORLD RACING GROUP & JEFF STREIGLE FROM BERLIN RACEWAY LEAD SESSIONS**

The schedule is set for the 52nd annual RPM@Daytona Workshops at the Shores Resort and Spa in Daytona Beach Shores, February 9, 10 and 11.

The fun begins on Sunday, February 9, with “The Blue-Print Engines Big Game Party” presented by Hoosier Racing Tire, MyRacePass, EventSprout and Race Track Wholesale and runs through 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 “Speedweek” 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.

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-of-fline/>

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](#)

**WHERE IT ALL BEGINS**  
**FEB. 9<sup>TH</sup> - FEB. 11<sup>TH</sup>, 2025**  
**THE SHORES  
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**52nd ANNUAL RPM@DAYTONA WORKSHOP SCHEDULE** – Subject to change, additional topics and presenters

**SUNDAY, FEBRUARY 9, 2025;**

3:00 – 5:00 p.m. RPM@DAYTONA Workshop Credentials  
\*\*Exhibitors Area \*\*\*

6:00 p.m. – “The BluePrint Engine Big Game Party presented by Hoosier Racing Tires, MyRacePass, EventSprout and Race Track Wholesale” in the Richard Petty Room.

**MONDAY, FEBRUARY 10, 2025;**

8:00 a.m. WORKSHOPS GUEST SERVICES DESK OPENS, Convention Area Downstairs at the Shores Advanced and late-entry credentials available.

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

9:45 a.m. PROMOTERS' WELCOME, The Shores Resort & Spa

9:45 a.m. 52nd Annual RPM@Daytona Workshops Opening – WHERE IT ALL BEGINS

9:50 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.

10:40 a.m. KOLTEN GOUSE, Gouse, who served as a crew member in World of Outlaw Sprint Car competition for several years is the promoter of BAPS Motor Speedway (formerly Susquehanna Speedway) in York, PA. Gouse has guided the speedway with a unique management skill and has become a believer in “Working Together”. He’s here to discuss it and open our minds to a different way to operate.

11:30 a.m. JOHN HAAK, a unique opportunity to have a unique discussion about event perspective and how to look at ticketing for your events.

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  
PAUL MENTING – Hoosier Racing Tire

1:45 p.m. BLUEPRINT ENGINES, OPENING A NEW CASE ON THE CRATE, our new friends and supporters of the RPM Workshops bring us a new look into the “State of the Crate” as well as the world of high performance racing engines and the options that are available to us.

2:15 p.m. – 2:45 p.m. – EXHIBITOR EXHIBITION TIME – Spend time with our vendors and enjoy a refreshment. There is a homework assignment. If you are a promoter, by the end of the show on Tuesday, February 11, 2025, collect and turn a business card from each vendor and your topic discussed with each exhibitor, that will be turned in at the registration desk. The Promoter with the most meaningful visits will win a prize announced at the final session of the Workshops presented by MyRacePass.

2:30-5:00 p.m. Concurrent Sessions:

**THE K&K INSURANCE ROOM**

2:30-3:45 p.m. “THE JODY SESSION” led by Renee Dupuis. Dupuis, a former racer, is an advocate of females in the sport and their success. She is now a promotional partner in the Monaco Modified Series she will lead an entire session devoted to “Women in the Promotional Business...” named after Jody Deery, this session will be featured at each workshop.

3:45-4:15 p.m. AN UPDATE ON THE NUMBERS WITH JOSH HOLT, an update from MyRacePass’s Josh Holt on his keynote delivery from 2024 that brings us up-to-date.



## THE HOOSIER TIRE ROOM

2:30-3:15 p.m. **MAKING CHANGE** a topic that has been requested on multiple occasions by attendees of the RPM Workshops, where we have an expert on "Making Change" discuss what your ticketing, concessions and other areas should have in relation to "cash" change on premises and what to charge, including using credit cards, **MICHELLE HOLMES-ANDERSON**, office manager, Race of Champions

3:15-4:15 p.m. **TICKETS, TICKETS, TICKETS...** RPM Takes a look at Ticketing, a ticketing session hosted by experts.

2:30 p.m. \*\*\*\* NEW SESSION / LOCATION \*\*\* - BOARD-ROOM – TOP FLOOR; "RACE TRACK OPERATIONS 101" – led by **CHARLIE HANSEN**, CARTERET SPEEDWAY with an assist from **AJ MOORE** FROM LAKE ERIE SPEEDWAY, back to the basics.

3:30 p.m. \*\*\*\* NEW SESSION / LOCATION \*\*\* - BOARD-ROOM – TOP FLOOR; "INSURANCE ROUNDTABLE" LED BY OUR FRIENDS FROM K&K INSURANCE with ALL INSURANCE EXHIBITORS WELCOME FOR AN OPEN DISCUSSION ON A VARIETY OF TOPICS.

## RETURN TO MAIN ROOM;

4:15-5:00 p.m. **ASK AN ARPY** – Past Auto Racing Promoters of the Year take to the stage to answer a multitude of questions.

5:00 p.m. **CLOSING REMARKS, ADJOURNMENT – PROMOTER'S NIGHT @ VOLUSIA SPEEDWAY PARK, DIRT CAR NATIONALS**

## TUESDAY, FEBRUARY 11, 2025;

8:15 a.m. **WORKSHOPS GUEST SERVICES DESK OPENS**, Convention Area at the Eldorado 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**; Sponsor Presentations;

9:45 a.m. **A FRESH AND CLEAN PERSPECTIVE**, **JEFF STREIGLE**, the General Manager of Berlin Raceway and

former Motor Racing Network (MRN Radio) personality takes a fresh look at what we are doing with short track racing. Streigle has vaulted Berlin to be in the top tier of short tracks in the nation and he has his own approach, which he's willing to share, on how he and his "team" get it done.

10:30 a.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.

11:00 a.m. **TICKETING** presented by **TICKET SPICE**, the benefits of selling tickets online and utilizing a service that helps you and the customer.

11:30 a.m. **ANNUAL CASE LAW SUMMARY**: Paul Tetreault, Agajanian, McFall, Weiss, Tetreault, & Crist, LLP review the the year's case law decisions.

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

2:30 – 3:30 p.m. – **PRO-BONO HOUR**, Tetreault takes an hour to discuss topics individually.

3:30 – 4:00 p.m. – **IDENTIFYING AND FOSTERING MEDIA THE RIGHT WAY**, Kolten Gouse from BAPS Motor Speedway, brings up an experience and topic he recently discussed at the Eastern Motorsports Press Association (EMPA) conference.

## THE HOOSIER TIRE ROOM

1:30 – 2:00 p.m. – **THE ART OF DEMOLITION NIGHTS AT YOUR TRACK** with **AJ Moore** from Lake Erie Speedway, one of the homes of Crash-A-Rama and Matt Rowe

2:00-2:30 p.m. – **MAKING YOUR FACILITY MULTI-USE**, an open panel discussion that will assist in creating ideas to make your facility look at different and non-traditional

events to utilize the property and keep it earning.

2:30 – 3:00 p.m. – THE EVOLVING ADVANCES IN EVENT MANAGEMENT EQUIPMENT, join experts from around the industry who are on the leading of technologically advancing our events and making them “state of the art”.

3:00-3:45 p.m. – SOCIAL MEDIA AND AI EVOLUTION, the ever evolving world of Social Media and AI, changes daily. We have an expert willing to walk you through a topline discussion of these advancing topics.

1:45 p.m. \*\*\*\* NEW SESSION / LOCATION \*\*\* - BOARD-ROOM – TOP FLOOR; “PRO – CARSON GRAMM via ZOOM continues his look into SPONSORSHIP and the WORK and PRESENTATIONS behind being SUCCESSFUL, an A-Z to in Sponsorship from start-to-finish, what to sell, how to approach and a how your presentation should look.

3:15 p.m. \*\*\*\* NEW SESSION / LOCATION \*\*\* - BOARD-ROOM – TOP FLOOR; “WEATHER INSURANCE” WHETHER OR NOT YOU NEED IT, YOU CAN DISCUSS IT WITH ANDREW KLAUS FROM VORTEX WEATHER INSURANCE.

## RETURN TO THE MAIN ROOM

4:00 - 5:00 p.m. – MYRACEPASS PRESENTS “THE VICTORY LAP”; John McCoy, the 48th annual ARPY has the microphone, 5 minutes with Josh Holt, meet the RPM “Event of the Year” winner and the introduction of the 49th Auto-Racing Promoter of the Year

5:00 p.m. ADJOURNMENT: Enjoy, please remain safe, with a safe journey home or continuing enjoying the exciting racing action throughout Volusia County and all of Florida. – HOOSIER TIRE NIGHT @ NEW SMYRNA SPEEDWAY FOR THE PROMOTERS

\*\*\* Please note that this a preliminary schedule that is a tentative draft, with subjects and topics that may change.  
\*\*\*



The poster is for the "Big Game Party" event. At the top is the "BluePrint ENGINES" logo. Below it is a large shield-shaped graphic with "BIG GAME" in large, bold, white letters and "PARTY" in a smaller banner below it. The background of the shield is blue with white stars. Below the shield is the logo for "The Shores RESORT & SPA", which includes a house icon and the text "The Shores RESORT & SPA". Below that, in bold white text, is "SUNDAY, FEBRUARY 9TH, 2025" and "RICHARD PETTY ROOM". At the bottom, in large, bold, white letters, is "PRESENTED BY". Below this are four logos: "HOOSIER" (with a stylized H), "RACE PASS" (in a red box), "eventsprout" (with a green leaf icon), and "RACE TRACK" (with a red and black logo).

*Make your plans to watch the Big Game on Sunday, February 9th with your friends from the RPM@Workshops at the Shores Resort & Spa in Daytona Beach, Shores, FL in the Richard Petty Room.*

*“Make it a Tradition” and you can’t miss the 52nd Annual RPM@Daytona Workshops*



# MIDWEST IS BEST!



RACERS • FANS • TEAMS • SPONSORS  
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**MON FEB 10, 2025** Party Starts at 6:30PM  
Bar will be open at 5pm prior to 6:30pm start.

## NEW LOCATION!

Hard Deck Tiki Bar  
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## SPEEDWEEKS 2025

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MORE INFO: [GM@MISRACING.COM](mailto:GM@MISRACING.COM) 815.703.0285

*Please note the Midwest is Best Party is has relocated to the Hard Deck located at 2900 Bellevue Ave, Daytona Beach. The Midwest is Best Party is always a "Can't Miss" in during Speedweeks.*



*Join the EXCITEMENT of the DIRTcar Nationals on Monday, February 10 at Volusia Speedway Park as part of the Promoter's Night. Credentials will be available at the registration desk.*



*Hoosier Racing Tire is bringing back the Promoter's Night at New Smyrna Speedway, Tuesday, February 11, as part of the ASA STARS National Tour "26th Anniversary" Clyde Hart Memorial. Credentials will be available at the registration desk.*





## Human Connections Make a Difference

How often do you come across a situation as a customer where you wonder if the employee dealing with your situation even cares about you or your needs? Have you ever called your insurance company about an accident you just had and the agent is more interested in getting all the details to complete the report rather than whether you are emotionally or physically okay?

How about when you are calling regarding a complaint and the customer service rep is very task-focused and asks questions on a script without any emotion and seemingly without empathy? In healthcare, have you ever experienced medical professionals who were just wonderful, but others who were task-focused only and not very compassionate? Do you get frustrated with automation questions and responses on the phone rather than speaking to a live person? Have you had these similar experiences?

Sometimes we become so focused on the task we have to accomplish

and the result we want, that we forget to make a human connection with our customer (co-worker, team member, etc.) first. This is an important skill to have in almost any business or profession.

Here are a few examples where many have helped business staff be more empathetic:

- In senior living, assisting someone with their personal care first before completing the task.
- At a bank, when someone is getting emotional about their money versus following banking policies.
- On a call with someone who must fill out difficult paperwork and help them through it.
- In any situation, when someone initiates conversation or mentions they're having a bad day.
- In healthcare, when a patient is in pain or scared.

Can you think of others? Surely you can. So, what does it mean to build a human connection?

First, it means to actually CARE about the other human being. The goal is to

try and be 100% present, observe and acknowledge what's presently going on with them. Are they scared? Frustrated? Emotional? Even happy?

Make a comment about what's going on before jumping into the task. For instance, the insurance agent could say, "How awful to be in a car accident. That must have been so scary. How are you feeling? Are you okay?"

In healthcare, the clerk at the patient registration desk could simply say, "I understand this is such a hard time for you. We're going to take good care of you here. The first step is to fill out this paperwork, and then we'll be happy to answer your questions and make you as comfortable as possible."

Even if it's not an emotional situation, you can build rapport by being present, smiling, and asking the customer about something that is not business-related. For instance, "So good to see you! How are you enjoying this crisp fall weather?" "Have any plans for the weekend?" It shows that you care about them as people, and you're not only focused on the transaction.

This doesn't mean spending a lot of time chatting with the customer for so long that you're not delivering what they came for. It means, however, to show that you care first, and then get down to business.

What do you think? In what ways do you think it's important to make a human connection first and then focus on the task? Making a more emotional connection of empathy with your customers before performing the task in hand will truly make the customer experience a more "human" experience.

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"



# TIRES DESIGNED FOR CHAMPIONS



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## WHERE IT ALL BEGINS



FEB. 9<sup>TH</sup> - FEB. 11<sup>TH</sup>, 2025

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RESORT & SPA**  
DAYTONA, FL

Contact RPM: [info@racingpromomonthly.com](mailto:info@racingpromomonthly.com)  
[www.promotersnewsletter.com](http://www.promotersnewsletter.com)

**NOMINATIONS SET, VOTING OPENS FOR  
REGIONAL ARPY AWARDS, THE RPM OUTSTAND-  
ING 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.



# PRI

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## **T.O.P.S. HQ** PRESENTED BY **TRACK OPERATORS, PROMOTERS & SANCTIONING BODIES HEADQUARTERS**

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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for Speedways


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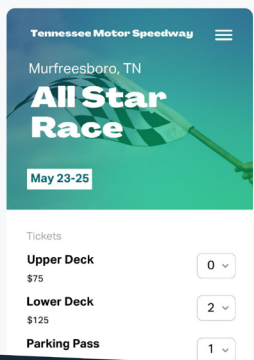


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**Scan and Schedule for the Promotion!**

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](http://www.ticketspice.com/speedways)

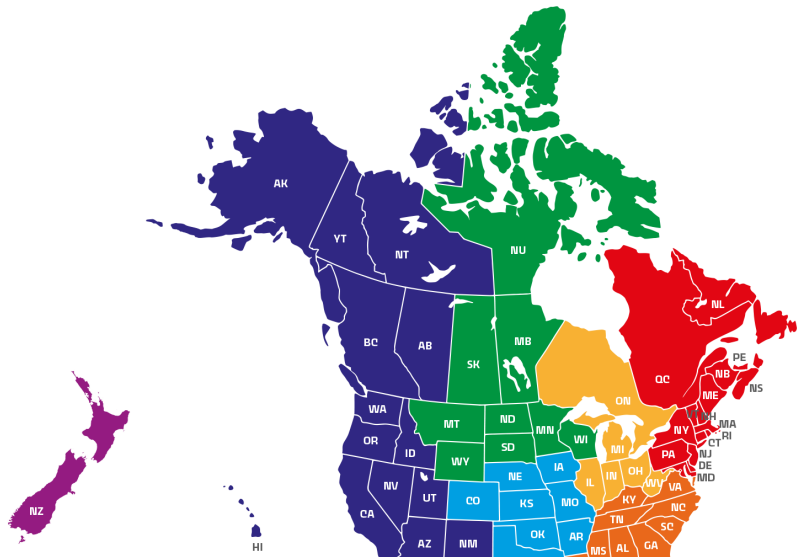
# TicketSpice

for Speedways



# 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





**BLUEPRINT ENGINES AND RPM NEWSLETTER AND WORKSHOPS JOIN FOR THREE YEARS BEGINNING WITH 52ND ANNUAL RPM@DAYTONA WORKSHOPS**

BluePrint Engines based in Kearney, NE, and RPM Workshop management have agreed to a three-year partnership supporting the RPM Newsletter and RPM@Daytona and RPM@Reno Western Workshops. The agreement will span the 52nd, 53rd and 54th RPM programs.

BluePrint Engines, founded by Norris Marshall, over 40-years ago as a small garage that took care of local drag racers, circle track racers and street rodders with engine needs. BluePrint's reputation along with the company have grown by strictly following one mission; Affordable, reliable horsepower that you can drive every day. Impeccable horsepower that you can feel the moment you step on the throttle and the kind of horsepower that makes you eager to get outside and run your engine. This mission grew us into an OEM level manufacturer of new crate engines. BluePrint provides horsepower for all needs and budgets, the perfect culmination of engineering and experience, making BluePrint an Authority on Crate Engines.

"Blueprint Engines is proud to be partnering with the RPM workshops. Like Hot Rods and Classic Muscle cars, racing is an integral part of America. As BluePrint continues to grow, we have developed a line of engines used for grassroots Motorsports named BluePrint Motorsports. We felt strongly that developing a relationship with Track Owners and Sanctioning Bodies along with racers directly. We are here to learn and serve the grassroots circle track market."



**TICKETSPICE JOINS THE RPM NEWSLETTER AND WORKSHOPS FOR THE 52ND ANNUAL RPM WORKSHOPS BEGINNING THE 52ND ANNUAL RPM@DAYTONA WORKSHOPS**

TicketSpice based in Sacramento, CA, and RPM Workshop management have agreed to a an extension of their current agreement supporting the RPM Newsletter and RPM@Daytona and RPM@Reno Western Workshops through the 2025 season. TicketSpice has been a partner of the RPM Workshops for the past two full years and will be making sure everyone is hydrated with complimentary drink stations during their time at the Workshops.

TicketSpice is a powerful and affordable event ticketing software for managing events, providing event organizers, promoters and attendees an excellent event experience.

"The RPM Workshops provide an incredible platform for TicketSpice to connect directly with key decision-makers and showcase our expertise to an engaged audience eager to leverage our cutting-edge solutions," stated, Shadi Hayek vice president TicketSpice .



Live Event Ticketing Made Simple

**EVENTSPROUT AND RPM NEWSLETTER AND WORKSHOPS JOIN FOR THREE YEARS BEGINNING WITH 52ND ANNUAL RPM@DAYTONA WORKSHOPS**

EventSprout and RPM Workshop management have agreed to a three-year partnership supporting the RPM Newsletter and RPM@Daytona and RPM@Reno Western Workshops. The agreement will span the 52nd, 53rd and 54th RPM programs.

EventSprout is an online and in person ticket provided, making registration, ticket sale and ticket scanning easy for your customers, leaving event promoters free to focus on hosting an amazing event. EventSprout offers self-service and full-service partnerships to provide any event promoter with the perfect level of assistance for their program.

"The RPM Workshops provide the motorsports industry with a great opportunity to network with decision makers at all levels," stated John Haak, EventSprout. "We are excited to be a part of the Workshops, not only from a partnership role, but from a contribution role as well. This success and sustainability of the short track industry is important to all of us."



**RACETRACK WHOLESALE TO SUPPORT REGIONAL, NATIONAL AUTO-RACING PROMOTER OF THE YEAR AS WELL AS THE NATIONAL SHORT TRACK EVENT OF THE YEAR**

RaceTrack Wholesale, owners, Dennis and Kim Paul, long time supporters of the RPM Workshops have stepped forward to support the Regional and National Auto Racing Promoter of the Year Award winners and the National Short Track Event of the Year as part of the 52nd Annual RPM@Daytona Workshops.

Each regional recipient will receive an award certifi-

cate valued at \$50. The National Event of the Year will receive an award certificate for \$200 and the 49th annual Auto Racing Promoter of the Year will receive a certificate for \$300.

"The RPM Workshops are a great networking outlet for our business," stated Dennis Paul from RaceTrack Wholesale. "We look forward to Reno and Daytona each year and this is great way to honor the recipients of the prestigious awards."



Thank you to Adam Stewart and his group at Crate Racin' USA for the opportunity to be a part of their track promoter meeting and give RPM the opportunity to introduce new tracks and new promoters to what RPM has to offer.

Unfortunately, due to Mother Nature, we know what you're thinking, it was in January, we were not able to attend in person due to a winter storm that moved through the Southeast.

We, through some technological help, were able to put a Google Meet together and have the opportunity to chat with some of Stewart's tracks.

It was a unique opportunity, with some lessons learned and hopefully further outreach for RPM and how valuable it can be for any short track promoter. We hope to make next year's edition of "Taste of RPM" an "in-person" adventure.



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.





**MYRACEPASS PRESENTS "THE VICTORY LAP"  
TO CONCLUDE THE 52nd ANNUAL RPM@DAYTONA  
WORKSHOPS**

You will not want to miss the final session of the 52nd Annual RPM@Daytona Workshops on Tuesday, February 11 at the Shores Resort & Spa in Daytona Beach Shores, where the 49th annual Auto-Racing Promoter of the Year (ARPY) as well as the RPM National Short Track Event of the Year and the Jody Deery Award. All major awards in the short track promotion industry.

**QUICK NOTES FROM OUR SUPPORT TEAM!**

- If you haven't started preparing for the season now is the time! Get ahold of us for Season Passes, Driver Registration, putting your schedule in MRP, or anything else you have questions on!

- 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.

As we do every year, we will be doing a series of webinars again in the spring of 2025. I want to get the dates out there for everyone to be able to make plans to be there.

- For tracks and series starting before April 1st, we will do a week of "early bird" webinars on both Google Meet & Facebook Live in our promoter support group. This will take place the week of January 27-31. We will talk Season Management, Race Management, Tickets, Websites, and hopefully also answer any questions you have.

- For WISSOTA sanctioned tracks, we will have a private Google Meet just as we did last year. Plan for March 17-21.

- Our regular webinars open to all tracks & series will happen March 24-28. These will happen both on Google Meet and via Facebook Live in the promoter

support group.

- We will have a special set of webinars also for drag racing tracks & promoters February 24-28. These will happen both on Google Meet and via Facebook Live in the promoter support group.

Have you started using our new "MRP Audio" feature for pushing your announcer audio through the MRP App? This new feature allows your fans to listen to your PA announcer through the MRP App with their own earbuds or over a Bluetooth speaker if they are on the All Access plan. This means that your fans and drivers are more informed on what is happening throughout the night as well as making sure that all of your sponsors are heard clearly.

The best part for you as a track is that this is at a minimal extra cost to you as it's already included in your Race Management plan. Please take a look at this article for more information on how easy it is for fans to use MRP announcer audio and this link shows the announcer audio setup for tracks.

**Mark Your Calendars - RPM Workshop Dates for 2025**

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

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

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

RPM@Reno Western Workshops will take place December 2, 3 and 4, 2025 at the Silver Legacy, part of "The Row" in Reno, Nevada.

WHERE IT ALL BEGINS



52<sup>ND</sup> rpm  
Promoters  
Workshops

FEB. 9<sup>TH</sup> - FEB. 11<sup>TH</sup>, 2025

THE SHORES  
RESORT & SPA

DAYTONA, FL

Contact RPM: [info@racingpromomonthly.com](mailto:info@racingpromomonthly.com)  
[www.promotersnewsletter.com](http://www.promotersnewsletter.com)



*Five Flags Speedway in Pensacola, Florida, fell victim to the recent snow storm that moved across the southern states, including Northern Florida. It was worth documenting.*



*Several things Floridians are not used to. Freezing temperatures, snow as precipitation. Snow that sticks and having to clean off vehicles as represented here at Five Flags. Weatherwise, things continue to surprise all of us.*







*Tearing up the track for another year at the Tulsa Expo Center signifies that the beginning of the "outdoor" race season is just around the corner. Of course the Chili Bowl and the Tulsa Shootout were both enormously successful events.*



*We want to extend our heartfelt thoughts and prayers to those affected by the wildfires in Southern California as RPM has long been a part of the West Coast, with many friends and long-standing Southern California relationships. #LAsStrong*



*Jeff Streigle is the General Manager of Berlin Raceway, he will be one of two key-note speakers at the 52nd annual RPM@Daytona Workshops. Here is Berlin operating with a packed grandstand as part of one of their event nights.*





**KEEP  
DIGGING**

Don't forget where you came from, but always remember where you're going.





## HERMISTON RACEWAY IN OREGON IS NOW AVAILABLE FOR SALE

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.

More information can be found here; [www.loopnet.com/Listing/81242-N-Highway-395-Hermiston-OR/31063623/](http://www.loopnet.com/Listing/81242-N-Highway-395-Hermiston-OR/31063623/)



## 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/](http://www.loopnet.com/Listing/1-Matheny-Dr-Mineral-Wells-WV/29717599/)




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