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Newss owned by Chris Economaki, Speed Sport has become a multifaceted media company offering publicity platforms for all forms of motorsports in addition to providing a full streaming service led by Chris Graner and Rivet.

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Racing America continues to provide short track racing coverage throughout North America, streaming online as well as media coverage.

MOTORSPORTS SAFETY

INTERNATIONAL COUNCIL OF MOTORSPORTS SCIENCES (ICMS) WWW.ICMSMOTORSPORTSSAFFTY.ORG 9305 CRESTVIEW DR. DENTON, TC 76207 940-262-3481

An organization of passionate professionals dedicated to advancing the scientific, medical, and educational aspects of the human element in motorsport. The mission is: through rigorous research and collaborative discussions, to bring forth the latest innovations and initiatives in motorsport safety.

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52ND ANNUAL RPM PROMOTERS WORKSHOPS SERIES



SESSION SCHEDULE AND EXHIBITOR **DIRECTORY**

RPM@DAYTONA

The Shores Resort & Spa Feb 9th - Feb 11th 2025

SERVICE TO PROMOTERS

SPONSORED BY:

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SCHEDULE OF SESSIONS

SUNDAY, FEBRUARY 9, 2025

3:00 - 5:00 P.M. NEW EXTENDED TIME

RPM@DAYTONA Workshop Credentials **Exhibitors Area ***

6:00 P.M. - "THE BLUEPRINT ENGINES 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

12:00-1:25 P.M. LUNCH BREAK

1:25 P.M. WORKSHOP RECONVENES, announcements and introduction of special quests;

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:



Insuring the world's fun!

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.



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 *** - BOARDROOM -TOP FLOOR; "RACE TRACK OPERATIONS 101" - LED BY CHARLIE HANSEN, WAKE COUNTY SPEEDWAY; with an assist from AJ MOORE FROM LAKE ERIE SPEEDWAY, back to the basics.

3:30 P.M. **** NEW SESSION / LOCATION *** - BOARDROOM -TOP FLOOR: "INSURANCE ROUNDTABLE" LED BY OUR FRIENDS FROM K&K INSURANCE WITH ALL INSURNACE EXHIBITORS WELCOME FOR AN OPEN DISCUSSION ON A VARIETY OF TOPICS.

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 SPEEWAY PARK, **DIRTCAR NATIIONALS**

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.

9:45 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

11:30 A.M. ANNUAL CASE LAW SUMMARY: PAUL TETREAULT, Agaianian, 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.



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.



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 Al, changes daily. We have an expert willing to walk you through a topline discussion of these advancing topics led by Jacob Gettins, ZZX Digital.

1:45 P.M. **** NEW SESSION / LOCATION *** - BOARDROOM - 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 *** - BOARDROOM - 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. ***





















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