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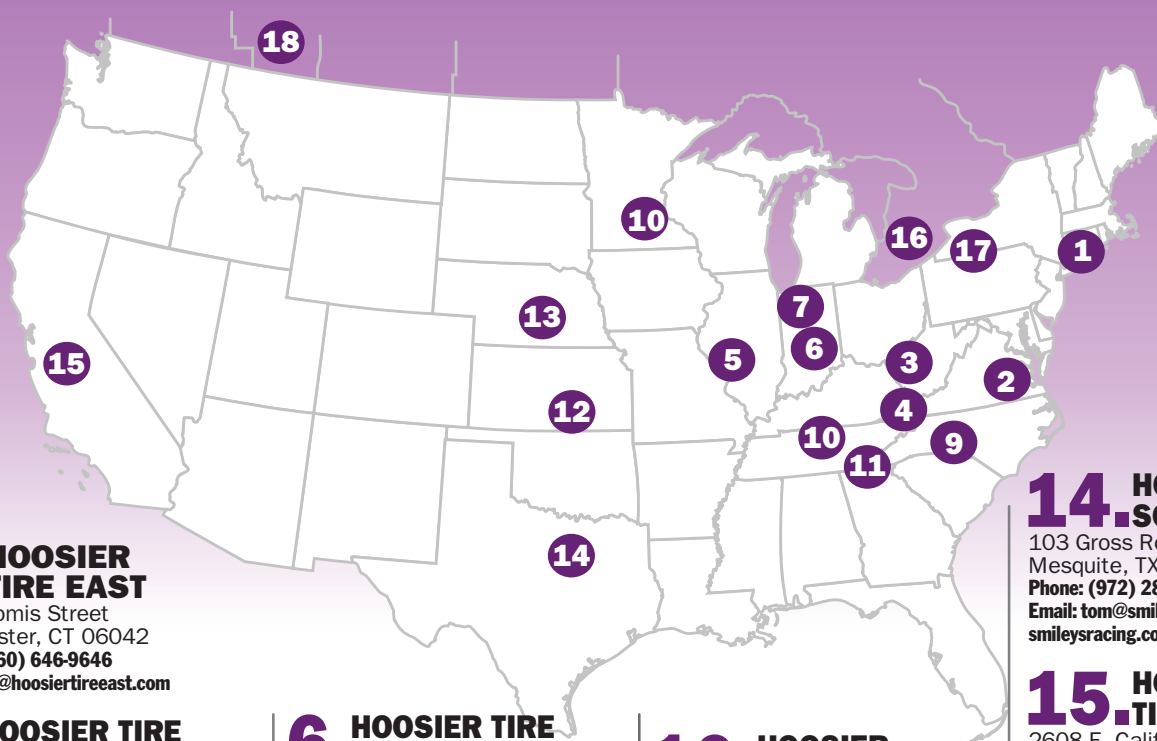


**THE 49TH ANNUAL ARPY
STEVE O'NEAL**

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MAKING NEWS - 49TH AUTO RACING PROMOTER OF THE YEAR



Steve O'Neal, third from left, is flanked by former Auto-Racing Promoters of the Year and Ken Clapp, one of the greatest promoter's in the history of the business.

“Steve O’Neal and the 52nd annual RPM@Daytona Workshops”

The 52nd annual RPM@Daytona Workshops were a unique blend of everything the Workshops are meant to be. “Old school”, “new school”, various exchanges, dynamic topics, tracks working together to create solutions, networking and an overall enjoyment of the sport and the will to move it forward. If you missed it, we would like to apologize to you and make sure you mark your calendar for next year.

There are many people that will reach out and ask if we have video records of the Workshop, however, based on our efforts to put the Workshops on a stream, there just isn't enough interest and as we continue to build and add sessions, this becomes less and less likely truly emphasizing the “in person” experience, which works well when you have over 35 exhibitors in the exhibit area.

The Workshops, besides what we learn and apply to our own promotional efforts through our track and Series, have educated those of us involved on dealing with the hotels, event planning, timing, scheduling and more. There are sessions we are “trying” to see if they stick with an eye to the future on what works and what didn't. The most important thing is that everyone knows the Workshops don't happen without our group of folks making it happen.

That group is just as dedicated to successful sessions as you are. AJ Moore and Dennis Gage have a solid grip on what

Daytona played a great host during the 52nd annual PRM@Daytona Workshops as well as The Shores Resort & Spa.



needs to happen and when. The Moderators, Gregg McKarns, Chuck Deery, Steve Dickson, Sean Foster, Marc Wesler and anyone else that I've missed are bringing knowledge and passion to the room as well as an educated approach to cultivate positive discussions. Amanda Hctor, Sue Deery and Kailyn Beers have worked hard to streamline and make the credentialing process as efficient as possible. We also listen to and take suggestions to heart.

Before moving on from this, there is also another group of people, who many do not know or would even guess that help drive the workshops forward because they recognize the value of successful events to their businesses. There are several exhibitors who truly go the extra-mile in making sure things happen, creating new ideas and giving the Workshops a life of their own and we would be remiss if we didn't acknowledge them here. They know who they are and we are grateful for their continued “extra-mile” support.

There was something for everyone in Daytona at The Shores. Whether it was from Jeff Hachmann or Jeff Striegle, Kolten Gouse or Carson Gramm. The insurance industry, Paul Te-treault with his legal sessions and our friends at BluePrint Engines. The investment of the ticketing companies in all of you can only mean one thing, they believe in you selling tickets and that's encouraging for all of us. The help that Bryan Robb and the marketing sessions bring to the table. It was a busy 72 hours, something none of us should miss. We recognize that not everyone can make it, but at minimum you should consider it or send someone to take copious notes.

Now onto our 49th annual Auto Racing Promoter of the Year, Steve O’Neal.





MAKING NEWS - 49TH AUTO RACING PROMOTER OF THE YEAR



The 49th annual Auto Racing Promoter of the Year, Steve O'Neal.

Nestled in a Pennsylvania valley is the village of Port Royal with a population of 815 according to the 2020 census. Within that Town is the Juniata County Agricultural Society and their fairgrounds, where the Port Royal Speedway sits. As pictured above several years ago. Port Royal opened in 1938, went on hiatus during World War II and reopened in 1946.

Steve O'Neal is a race fan first. He also happens to be a damn good promoter. Speaking from first hand experience, he has trekked to our season ending "Race of Champions" event now a couple of times, which is on asphalt. The man enjoys the sport on all ends.

O'Neal grew up in the shadows of Port Royal Speedway, across the Juniata River from the track in the town of Mexico, which has an estimated population of 472 per the census.

The first time he can recall visiting Port Royal was in 1963.

"My Dad was an avid race fan," offered O'Neal in a recent interview. "He took my brother and I to the races. Late Models first, Sprint Cars came later. My Dad just loved racing and for years we were just race fans."

Before O'Neal moved to the business side of racing, he worked for Stanley Spring, where he was in management for the company which made leaf springs. His experience there helped guide him back toward the speedway in working role through connections he had made. During those times, the mid 1980's, Port Royal was struggling, however, O'Neal has always known the importance of the track to the community.

"Over the course of time, there were different people running the facility and they were struggling," explained O'Neal. "They tried to get me involved and I finally did around 1990."



Port Royal Speedway like many fairgrounds of the past featured a covered grandstands. They were replaced with the modern aluminum bleachers in 2001.

When O'Neal joined the Port Royal group, he did so as an official but was not part of the board. He sensed that things weren't going in a positive direction and it created an environment where things did not progress, adjust or change with the times.

In order to become a member, with the opportunity to be a board member at the Juniata County Agricultural Society and their fairgrounds you had to have stock, so in 1995, Steve O'Neal went to a public stock auction and purchased his share, giving him the opportunity to be a member, eventually join the board and have more influence over the track that held his attention and passion.

He became a board member in 1996 and the first year after



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becoming a board member, he was voted in as the president going into the 1997 race season. A position he held through 1997-98 and 99 as president of the fair association and promoting the races.

He did the job for no salary up until the 2000 season but could not continue in the position as it was structured without change as O'Neal continued to hold a full-time position as well as his personal life.

Things changed again and O'Neal left the promotional part behind in the early 2000's.

While O'Neal was gone some of the track's look back to change and then he took a call from Don Clark, who was the president of the fair board and also Steve's Sunday school teacher.

In 2011, O'Neal returned to Port Royal Speedway as independent contractor to promote the races.

He told Clark, "Hire me as an independent contractor, if I'm not doing the job, fire me," O'Neal deadpanned. "That's how to run a business."

This past year, O'Neal just completed 14th season leading Port Royal. A long tenure for many speedway employees.

O'Neal worked with Clark until 2020.



When O'Neal returned the visual landscape of the facility began to change. The covered grandstands were gone and the evolution of Port Royal Speedway was well underway as it developed into the "ultra-modern" facility that it is today.

When he came back, things had changed.

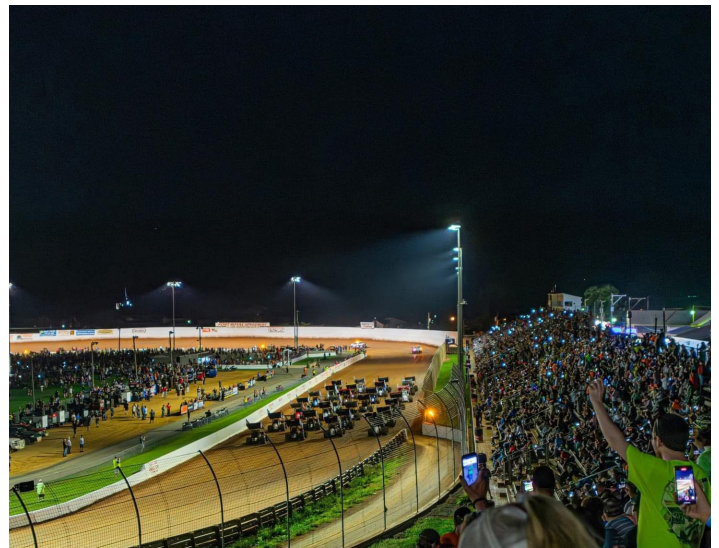
"When I came back there was a lot of change to the board," O'Neal offered. "It started to get race oriented with business minded people on the board. We had a great staff and everyone had the same desires and vision. We wanted to make the facility something that we were all proud of and that people wanted to return to."

In common terms one might say, "mission accomplished".

"It became my job to make money, so that we could turn the money back into the facility so people could see where the money was going," O'Neal continued. "A lot of the guys on the board spent many hours on their own helping to make the changes. We built the grandstands ourselves. We didn't pay anyone to come in from the outside and do the job, we just did it. We did a lot of ourselves."

"Everything we make, it goes back into the facility. That way, people can see it," O'Neal emphasized.

These days, having a facility that models Port Royal Speedway is a goal.



Port Royal Speedway has commonly been referred to as "The Speed Palace" in recent years and for good reason. It is a sprawling 1/2-mile race track that produces big speeds with modern amenities for both fans and drivers verifying it's nickname.





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O'Neal referenced an economic study that was done recently, which referenced that the economic of the track meant 25-to-26 million dollars that the track brings to the area. For a town with a population of less than 900, a county (Juniata) with less than 24,000 those types of numbers are significant and should be to all of us.

"Port Royal is a special and beautiful place" O'Neal explained. "It's very scenic at the track. The mountains. You can see the church steeples in town. It's the second or third smallest county in the state of Pennsylvania so the track plays a big role in the economic impact department."

O'Neal spoke of why the speedway works and the community is so behind it.

"We share a lot of people between the fair the races," O'Neal explained. "But the races run all year. With the county being so small, there isn't much else to do. To have other choices you have to travel. The people are friendly. It's very country, where people listen and strive to be nice. We're inviting people to our events and then to return to them and many do."

O'Neal elaborated on the expendable dollar that families have; "There is nothing else in our county that we compete with but there are other things. Just kid's sports alone are so time consuming these days. There are so many more challenges for us as promoters. There are so many other opportunities for families to spend their dollars elsewhere and we recognize that."

"In our county it is our goal to keep the race track open and running. We recognize how devastating it would be to the community if we lost the race track, so we work hard to keep it open. In my heart, I always knew the potential of the facility and I'm proud to be a part of that."



O'Neal doing his job and overseeing an event night at Port Royal.



Rico Abreu in victory lane at the 2024 and 57th annual Tuscarora 50 which was a High Limit Series race and will be again in 2025.

O'Neal will head into his 15th season at Port Royal as independent contractor, reporting to the president. He's an "Old School" "hand-shake" type of promoter, but that's what helps make him successful. While being a race fan, O'Neal understands the business and the impact the sport everywhere, not just in his community because as a race fan, he travels, he observes. Perhaps, more important to his success, he's willing to share.

Port Royal has a busy schedule and when asked what he thought his most successful event was, he quickly referenced their fair week. The track runs five nights over the course of the eight day fair, which O'Neal calls "more of a racing fair, than an actual fair". The week is interesting to say the least;

171st Annual Juniata County Fair Opener - Butch Renninger Memorial for Super Late Models, the 410 Sprint Cars and Limited Late Models are on the schedule to open the fair on Saturday, August 30.

On Monday, September 1 it is the 74th Annual Foss Jewelers Inc of Lewistown Labor Day Classic - for the Sprint Cars and FWD Four Cylinders.

Then things shift to highlight the Sprint Cars with the running of three consecutive nights leading up to the 58th Annual Tuscarora 50, which will pay \$58,000-to-win on Saturday, September 6.

The Tuscarora event is something O'Neal is proud of, as well as the fair racing week.

"We turned it into a two-day event and now it's a three day event," O'Neal stated. "It's a lot of racing but it's grown into great tradition."

Before things ended in our discussion with O'Neal, he reflected





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on the Workshops and what winning the national Auto Racing Promoter of the Year award meant to him. He is the third promoter from Pennsylvania to win the award. The other two being Jack Gunn for his efforts at Williams Grove and Don Martin from Lernerville Speedway.

"When my name was announced, I thought of one thing and that was it's not an award you win for that particular year, because we have had better years in the past, but it's based on your entire career," O'Neal stated. "Someone (it was Ken Clapp) told me to look back at the names on the list and I wasn't able to do that until I returned home."

"Jack Gunn was an idol of mine. Don Martin, those are all names I am humbled to be listed next to," O'Neal continued. "To be thought of like that is incredibly emotional. When I came home, I was so taken back. I don't even feel like I'm close to those people who have won the award."

In fact, O'Neal is in that "rarified" air when it comes to promoting. Port Royal is one everyone's map and bucket list because of the efforts O'Neal, the fair board and their staff's have put forth. They won the 410 National Sprint Car Hall of Fame promoter of the year award for six consecutive years, ending in 2023. It's not on luck or an accident that O'Neal is viewed the way he is by his peers throughout the industry.

O'Neal reflected on RPM and the Workshops, "I have missed a couple Workshops here and there. It feels like the passion is back in those rooms and that's critical to the success of anything," he continued. "When I went to my first Workshop, I was blown away. Here I was around some of the people I looked up to. Ralph Capitani, Earl Baltes, everyone. It was incredible."

"I think it was the last day of the first session I attended they had the new tracks in attendance have lunch with some of the veteran promoters. They broke it up by surfaces and other criteria, so here I am sitting with Ralph Capitani, Earl Baltes and Tony Stewart. I wondered why Tony was there, but we all now know. It was incredible. Then the show ended and I was gathering my things and my bag to head home and thinking about going to Volusia for the races that night. Before you left, you had to walk through the lobby and you got to see who sitting in the lounge talking. Cappy said to me 'if you really want to learn, stick around here son, this is where you learn'. I did and it was incredible."

If there was ever a way to define and endorse what is so important about the RPM Workshops, it is all right there. The RPM staff can tell you how important it is, we can tell you how so many of the successful tracks and promoters never miss the sessions, but when the best ever speak to you and tell you as a young

promoter how important the networking is, that wraps it up and places a bow on it as it did for O'Neal.

"The RPM networking is critical to the evolution of your career," O'Neal shared. "For me this is like giving back. Try to lead people to the right people, especially if you don't have the answer. That's what RPM is all about."

O'Neal finished, "When I came home, I was taken back. I shared with my wife and to be honest, I teared up, just like I did at the podium. It was emotional. I go to the Workshops on my own. I pay my own way. I go because I choose to go. I love to learn and I love people."

"In my profession, this is the highest honor anyone can receive. How much better does it get? Your peers voted you to this honor, even to be considered is an honor. The very first time I was at RPM it meant such a great deal to me to be in the room with all of those people. That feeling came back to me as I received the award."

Steve O'Neal, more than a deserving recipient. A true steward of the industry, perhaps more importantly he's still a race fan. proudly the 49th annual Auto Racing Promoter of the Year.



The 48th ARPY, John McCoy from Knoxville Raceway, smiling with his friend and 49th ARPY, Steve O'Neal at The Shores Resort & Spa in Daytona Beach.



NOTICE SAVE THESE DATES
53rd Annual RPM@Reno
53rd Annual RPM@Daytona Workshops

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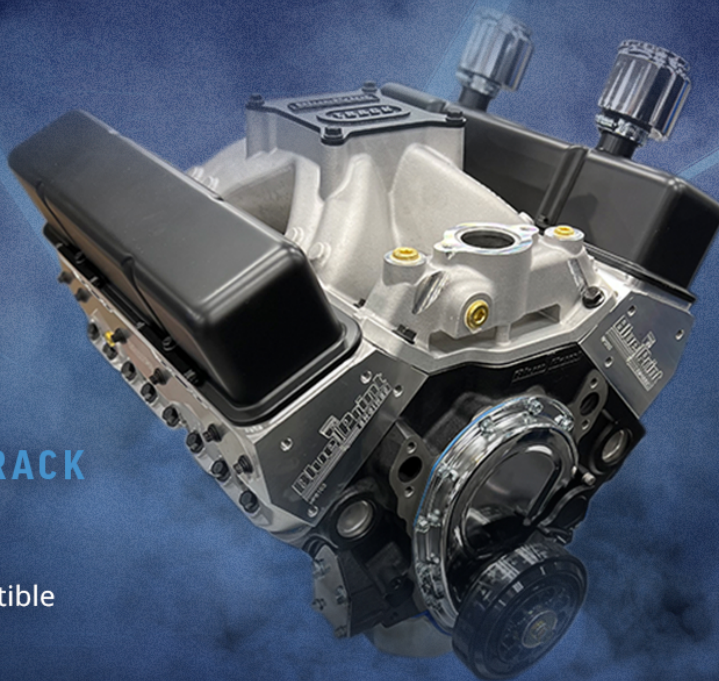
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Create Customer Loyalty For Life

Customer Loyalty is one of the most overused phrases in business today. To most businesses, it means when a customers gives us money. But that is not what loyalty is.

Let's talk about what loyalty is. Start by considering what business are you loyal to? You would agree that loyalty goes beyond things like price and efficiency. It's emotional. No amount of time or money savings are worth it to you to change your loyalty. That's what loyalty is. Having that kind of bond with your customers is awesome for your business. Building it, however, takes work. Here are two ways that will help you create customer loyalty for life.

ARE YOU MEMORABLE? LOYALTY IS A FUNCTION OF MEMORY

You can't be loyal to something that you haven't experienced and remember. Therefore, loyalty is about your customers remembering an experience they had with you or a member of your staff and going back. It's a measurement that they liked it. So how do memories form? Psychology experts tell us that people

remember the strongest emotion they feel during an experience and how they felt at its conclusion.

Customers base loyalty on how they remember their previous experiences. So, are you, your team, your business creating and giving your customers a reason to remember you? How can you cause each customer to remember you and feel good about their customer experience. Do you have a plan?

IT'S ABOUT EMOTIONAL CONNECTIONS

What emotions are you trying to evoke in your customers, and what emotions do you think would drive loyalty? Most would agree that they are when a business can show and demonstrate the feelings of being valued - not a number, important - you care about me, happy - an enjoyable experience, pleased- satisfaction, trusted - assured, and cared for will all certainly drive loyalty.

So, one tip is to define which emotions you want to evoke in your customer experience that will drive the most emotions for your customers. Then have

a plan to instruct and train your staff on how to implement it consistently. In other words, the expectations of the experience. What behaviors must be done in order to trigger those emotions. Loyalty is emotional. Loyalty is also about relationships. If your business and staff are purely transactional, then I've got some bad news for you; it's not customer loyalty. You have to have an emotional component to it.

In Stephen Covey's book "Seven Habits of Highly Effective People," he talks about creating an 'Emotional Bank Account'. An Emotional Bank Account is a place where you deposit good feelings with or to your customers. When you do something for a customer that pleases them and makes them feel valued, you have made a deposit in their emotional bank account. In other words, you have credits. So, when you make a mistake, or if something goes wrong, you take out a withdrawal. If you build up enough of your savings, it doesn't close out your account when you take out a withdrawal. So, in the customer experience, it is essential to keep making those emotional deposits for that rainy day when possibly something goes wrong in the customer experience.

Also, if you haven't made any deposits into your customer's 'Emotional Bank Account' recently, you don't know where that customer is. You might be in danger if your balance is low, that they could defect and go to your competitor.

So, loyalty is more than just satisfying your customers. It's about creating memories and building emotional relationships with them. These two strategies will absolutely build customer loyalty.

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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Above photo; Kelley Carlton, accepting award from John Haak with EventSprout and RPM representative Kailyn Beers.

The Region Two recipient, Kelley Carlton, who promotes Screven Motorsports Complex in Sylvania, Georgia amongst his many roles in short track racing started coming to the Workshops back in 1994. He recognizes the value of the RPM Workshops along with bringing fellow promoters and industry executives together. During his time in the sport Carlton has learned how to “do it all” from racing directing right down to running the water truck and the promotion of Screven’s events. “Winter Freeze” serves as the tracks signature event.

The track, which was built by James Griffin, operates of many great nights of promotion at the multi-faceted Motorsports Complex, which hosts drag racing and go-kart racing in addition to it’s dirt track oval promotions.



Above photo; Rich and Shelley Farmer accept their Region Three Auto Racing Promoter of the Year Award from keynote speaker, Jeff Hachmann of World Racing Group and RPM representative Kailyn Beers.

Region Three provided a return trip to the podium for this former regional promoter of the year. Rich and Shelley Farmer are not only busy in the motorsports world, they also operate several personal businesses, but that did not stop them from coming back to promote a track that is very close to his heart this season at Ohio's Fremont Speedway. The Farmer's utilized many things they learned at the Workshops and in the RPM Newsletter to help them achieve success. With a passion for Sprint Car racing, maintaining and building the sport through tried and true promotional efforts as well many new and unique methods, the Farmer's have reached new heights at Fremont, including the return of the World of Outlaw Sprint Car Series for the first time since 2015.

In 2025, along with Fremont, the Farmer's will be promoting Waynesfield Raceway Park in Ohio as well as helping High Limit Sprint Car Series management in bringing back the All Star Circuit of Champions in 2025.



Above photo: Doug Johnson accepting his Region Four Auto Racing Promoter of the Year award from Kailyn Beers.

Doug Johnson, who is the promoter and general manager at Huset's Speedway in Brandon, South Dakota and Jackson Motorplex in Minnesota is as passionate about his craft as anyone in this business. Johnson is literally at every industry function working on building his businesses and helping guide the sport forward. He has become a leader in Sprint Car racing and has been engaged in the sport for many years. His promotional efforts span many divisions and many different levels of the sport. Under his guidance, along with a great team and business owner in Todd Quirring, Huset's has become one of the top tracks in North America. Johnson is the back-to-back winner of the Region Four Auto Racing Promoter of the Year Award.



Above photo: Brad Stevens and Jessi Mynatt accept their Region Five Auto Racing Promoter of the Year Award from RPM representative Kailyn Beers.

The Region Five Auto Racing Promoter of the Year Award went to a couple that works just as hard, if not harder than anyone in the sport. With multiple jobs and businesses to look after their plate is overflowing. They purchased the speedway in 2017 and just as they started to get going the pandemic brought things to a halt around the world. However, Brad Stevens and Jessi Mynatt never gave up and continued to move forward. 34 Raceway is one of the standout race tracks in the Midwest, even being awarded "small business of the year" not too long ago, which is a message to all promoters to be a part and play a good role in their local community. It was Stevens and Mynatt's first time receiving a Regional Auto Racing Promoter of the Year award.



Above photo; Scott Russell and Kami Arnold of Placerville Speedway in California accept their Region Six Auto Racing Promoter of the Year Award from RPM representative Kailyn Beers.

The Region Six Auto Racing Promoters of the Year are first time recipients. Their efforts define the dedication it takes to be successful in the sport. They took over the promotional reigns at Placerville Speedway in California in 2015 and have built their business one step at a time. Their efforts reflect the backbone of our business with work ethic and knowledge. They also have a great recognition and understanding of their responsibilities to help grow the sport, which is something they've done since they started promoting Placerville Speedway in California. Scott Russell and Kami Arnold are believers in what RPM and the Workshops have to offer as well being the Region Six Auto Racing Promoters of the Year for the 2024 season.



Above photo: Gavin Migro at Perth Motorplex.

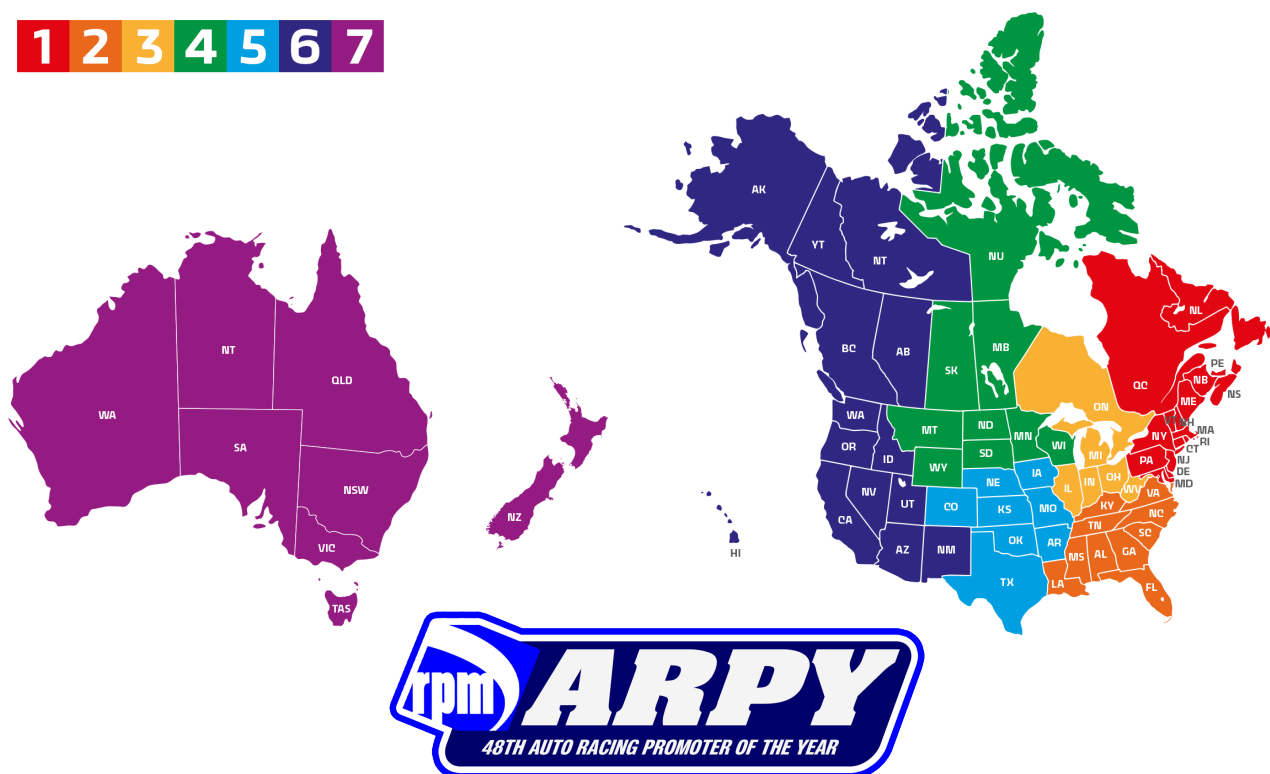
As the RPM Newsletter and Workshops continues to grow, we opted to add a “Region Seven” in 2024, which covered Australia and New Zealand as there are many tracks that race in those countries, similar to what we do in the United States.

RPM’s first international award recipient was Gavin Migro, who is the General Manager and Promoter at Perth Motorplex located in Kwinana Beach in Western Australia just south of the city of Perth. Migro joined the sessions briefly via “ZOOM”.

Migro and his efforts, including hosting the very first High Limit Sprint Car race recently, would fit in well in North America.

Josh Holt from MyRacePass, will personally deliver the award to Migro on a trip later this year.

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



Above photo: Josh Holt from MyRacePass, Randy Maggio, Sr, from Painesville Speedway; Kaillyb Beers, RPM representative; Randy Maggio, Jr., Painesville Speedway and Joe Skotnicki, RPM, during the presentation of the "Outstanding Short Event of the Year presentation.

The Outstanding Short Track Event of the Year went to an event that has been nominated in the past and has drawn attention nationwide. The event is unique in itself as is the location at Ohio's Painesville Speedway, which is a 1/5-mile track. A bullring by definition. The Buckeye Figure 8 Nationals draws a unique breed of dedicated racers and sells many tickets to help pack the grandstands at Painesville. The Maggio family promotes the event and the track, as well Lorain County Speedway, not far from Painesville, but the two tracks are worlds apart when it comes to clientele and the style of event each hosts. The Father and Son duo work tirelessly to present a professional and noticed event and will continue to do so moving forward as they continue to add to the lore and history of this great tradition.



The Jody Deery Award was once again presented by the Deery family and the RPM Workshops at RPM@Daytona and will continue each year. Jody Deery was a pioneer in the sport and will always be recognized and remembered for her incredible accomplishments in motorsports promotion throughout her life.



Above photo (right to left); Tom Deery; Joe Skotnicki; April May Preston - Bear Ridge Speedway, Bradford, VT; Susan Deery (last year's recipient); Chuck Deery and David Deery.

This year's, the third-ever, recipient of the Jody Deery Award earned her way to the award because she does so many things like Jody Deery. She truly falls into the mold that Jody set forth throughout her career and possesses the heart and soul that the award represents. April May Preston is the driving force behind Chuck (C.V.) Elms at Bear Ridge Speedway in Bradford, VT, and makes sure everything is done, the i's are dotted and the t's are crossed. Each detail, every night is tended to. Preston is also involved in many different ways in the sport, besides having a promotional impact at Bear Ridge. She is currently the president of the New England Auto Racing (NEAR) Hall of Fame, in addition her other duties with the race track and family farming business. She is someone that everyone in our business can look up to as well as use as a resource. April May Preston is certainly a deserving recipient of the third annual Jody Deery Award.


PRI

PERFORMANCE RACING INDUSTRY / THE BUSINESS OF RACING



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

BLOOMINGTON SPEEDWAY HAS NEW DIRECTION FOR 2025

Speedway Partners, LLC has entered into a five-year lease with a two-year option to operate Bloomington Speedway beginning with the 2025 season.

This agreement reflects the continued commitment of the Mitchell-Priest family that dates to August 24, 1923, when the Bloomington Speedway Co. first filed letters of incorporation.

For more than a century the speedway has been a significant resource for the City of Bloomington, Ind., and a destination for fans and participants from around the globe.

While speculation about the future of the track was rife, the Mitchell-Priest family firmly resolved that racing should continue at the famed red clay oval.

Also reflecting the wishes of the family, Speedway Partners, LLC is a local leadership group that respects and honors the history and legacy of the facility.

Additional information on the management team, and the plans for the 2025 season will be released over the course of the next several weeks.



Bloomington Speedway in Monroe County, Indiana was built in 1923. It's the nation's second oldest continuously operated dirt oval and Indiana's third oldest continuously operated oval of any kind. Over the past two decades a neighborhood has grown around the track. Residents have been putting increasing pressure on the city and county government to mandate its closure. The function of neighborhoods near race tracks at it's finest.



DELLS RACEWAY PARK LIVING UP TO ITS SLOGAN AS NASCAR'S NEWEST WEEKLY SERIES TRACK.

Wisconsin is known for producing some of short-track racing's greatest stars.

Drivers like Dick Trickle, Rich Bickle and Joe Shear set the bar for excellence on short tracks across the Badger State, winning so many races that historians have lost count of exactly how many wins each driver earned during his respective career. Others like Matt Kenseth, Ty Majeski, Johnny Sauter and Travis Kvapil used the skills they acquired at Wisconsin short tracks to claim championships in NASCAR's national divisions.

Jerry Auby is well versed on the history of short-track racing in Wisconsin. He spent 25 years racing at short tracks across the Midwest before becoming the general manager and later the owner of Dells Raceway Park in Wisconsin Dells, Wisconsin.

He has made it his personal mission to help prepare the next generation of NASCAR stars, which is why he recently announced Dells Raceway Park would join the NASCAR Advance Auto Parts Weekly Series beginning in 2025.

"It's about strengthening the growth of short-track racing in Wisconsin," Auby said about becoming part of the NASCAR Advance Auto Parts Weekly Series. "We can't lose any more tracks, and we need to have fan-friendly entertainment that people can tie into what they see on TV and see the growth of the sport from the grassroots level and get to NASCAR."

"There is some fan excitement to be built by having NASCAR tracks in Wisconsin and these drivers competing at several tracks in the state."

Dells Raceway Park, a third-mile paved oval, opened for business in 1963. It's been a fixture of Wisconsin short-track racing culture for decades despite a few periods of inactivity.

Auby first became associated with Dells when he started working with former track owner and promoter Wayne Lensing, who also owns the renowned chassis manufacturer Lefthander Chassis.

Lensing became owner of Dells Raceway Park in 2012, and with the help of Auby, he made it one of the most successful short tracks in Wisconsin. Auby purchased the track from Lensing in 2021.

"I had an injury from snow shoveling, believe it or not, and I was out (of racing), and I started helping Wayne Lensing at Dells Raceway Park," Auby explained. "It progressed to taking over the place and then finally buying the track."

Dells Raceway Park hosts weekly racing from April to October. Late Models will be the track's Division I class, but Super Late Models will continue to be a key part of the track's racing program thanks to the popular Alive for 5 Series

TIP OF THE HAT TO STEVE SINCLAIR AND LONG TIME SHORT TRACK RACING FRIEND CARLTON REIMERS

The National Sprint Car Hall of Fame and Museum announced its Class of 2025 and several other special awards on Friday. Among the eight inductees is one of the most impactful figures in the history of the World of Outlaws, Carlton Reimers, while innovator Eloy Gutierrez was honored for his contributions to the sport.

Reimers will be joined by legendary World of Outlaws racer Craig Dollansky, long-time promoter Steve Sinclair, World of Outlaws winner Todd Shaffer, highly successful crew chief Davey Brown Jr., winning engine builder Don Ott, racer Damion Gardner, and 1969 Knoxville Nationals winner Kenny Gritz.



Left and Right photos: Steve Sinclair, a friend of the Workshops through his role at K&K Insurance, but also a Sprint Car Series promoter with the IRA and Carlton Reimers, director of the World of Outlaw Sprint Car Seires.

BAKERSFIELD SPEEDWAY MOVING OPERATIONS TO KERN COUNTY

The 80th season of dirt track racing in Bakersfield and Kern County is set to be one landmark as Bakersfield Speedway and Kevin Harvick's Kern Raceway announce a significant partnership. Bakersfield Speedway will relocate its 2025 operations to the one-third mile dirt track at Kern Raceway, promising a full season of championship racing.

Bakersfield Speedway, which has thrilled fans for 79 years at its Chester Avenue location, will now join forces with Kern Raceway, a venue that opened in 2013 and began dirt track operations in 2015. The collaboration merges two of California's iconic racing venues into one exciting season.

The Kern Raceway dirt track is undergoing significant upgrades, including a reshaping of the track and the addition of over 2,000 seats. Plans also include a new VIP booth, scoring tower, and press box. Track championships will be awarded in categories such as IMCA Modifieds, Sport Modifieds, Stock Cars, Hobby Stocks, and American Stocks, with the season kicking off on March 8 with IMCA opening night.

Scott Schweitzer and his team will continue to manage racing operations, while Tim Huddleston and his team will handle marketing efforts. Huddleston expressed his enthusiasm for the partnership, saying, "We cannot

begin to express our excitement at this opportunity to partner with Scott Schweitzer. Kevin and I are looking forward to this chance to elevate motorsports in Kern County with a full season of dirt track racing!"

Schweitzer shared similar sentiments, stating, "Crissy, Dakota, Brody and myself are overwhelmed that everyone at Kevin Harvick's Kern Racing was excited to have us as a part of this state-of-the-art racing facility. We look forward to taking the dirt racing experience at Kern Raceway to the next level for all the racers, crew members, and race fans starting March 8th."

The season will feature a highly anticipated debut on March 21 with the Kubota High Limit Racing 410 Sprint Cars. Other notable events include the NOS Energy Drink World of Outlaws on September 12, NARC 410 Sprint Cars on October 25, and the USAC NOS Energy Drink National Midgets closing the season on November 25.

Bakersfield Speedway relocates to Kern Raceway for 80th season of dirt track racing. Annual IMCA traditions such as the McGowan Memorial, Mike Moshier Classic, and Bud Nationals will continue at the new facility. The Ultimate Sprint Car Series wingless sprints and various other series will also compete throughout the season.

For more information, visit Bakersfield Speedway's website at www.BakersfieldSpeedway.com or follow their social media for updates.



Above and Below photos; IMCA Modifieds race around Bakersfield Speedway in California, which will move its operation to Kevin Harvick's Kern Raceway. It will be the 80th year of operation for the Bakersfield staff.



QUICK NOTES FROM OUR SUPPORT TEAM!

- We want to talk about registrations. Many of you who are doing paid registrations are not confirming registrations in order to get paid. We want to send you your money for your yearly or event registrations!
- [Here is a link](#) with information about all things paid registrations. Get familiar with the differences between an annual and an event registration in terms of how they are paid out.
- [This Help Center Link](#) provides information about how to confirm a driver registration.

From Dakoda Tennyson, Scoring Updates & Procedures, Client Success Representative

• As our team is attending industry trade shows and early season events one consistent thing I am noticing is that a number of tracks have not put in their season schedules yet. We really want to get those entered as early and accurately as we can. As this does help people to make decisions on what events they are going to attend throughout the year. This also goes hand in hand with making tickets available for your events if you are going to sell tickets online.

• Here is an article that helps with the basics of inputting your schedule:

- [Building Schedules in Season Management Help Article](#)

From Austin Lloyd, Registrations & Ticket Sales, Client Success Representative

• Happy February all! Our team is busy working with promoters in Daytona and the biggest piece of feedback we've gotten is surrounding our ticket platform, and specifically season passes. I'm going to put a link to our season pass help center article here, but I really ask that you please reach out to our team to get the process started!

- Find more information here:
 - [Season Passes and Punch Card Passes Help Center Article](#)

Mark Your Calendars - RPM Workshop Dates for 2025 & 2026

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

RPM@Daytona will take place February 8, 9 and 10, 2026 and will likely take place at The Shores in Daytona Beach Shores, Florida, provided things do not change.



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Payroll Tax for Employee(s);

As we head into "Tax Season", we felt it would be a good time to provide an update on "Payroll Tax". While many promoters use "contracted" help others have payroll and encounter payroll tax. Many have accountants and experts working for them, however, this lays out what the purpose and proper procedures for payroll taxes are.

Withholding, filing, and remitting payroll taxes can be complicated tasks, but they are ones that you as a business owner must get right.

Let's review some payroll tax basics.

Employers are required to deposit employment taxes and report these taxes on a quarterly basis in most cases. Employment taxes include withholding from employees' paychecks to cover income taxes - federal, and where applicable, state and local - as well as the employees' share of Social Security and Medicare taxes (FICA). They also include the employers' share of FICA as well as federal and state unemployment taxes. The failure to properly withhold and deposit taxes may result in significant penalties for employers.

What Is Payroll Tax?

Payroll taxes are federal and state taxes related to an employee's taxable compensation. They include:

- Income tax withholding based on information provided by employees on Form W-4. This tax is paid exclusively by employees.
- FICA, Social Security and Medicare taxes, is paid equally by employers and employees. The Social Security portion is referred to as Old Age, Survivors, and Disability Insurance, or OASDI, and provides benefits to retirees, spouses, and former spouses, dependent children in some cases, and disabled individuals under retirement age. The Medicare portion allows

those age 65 and older (and certain other individuals) to qualify for Part A Medicare coverage with no additional cost, plus coverage through Parts B, C, and D for an additional premium.

- FUTA, which is a federal unemployment tax, paid exclusively by employers.
- State unemployment tax paid by employers, although a few states require some employee contributions.

What Is the Purpose of Payroll Taxes?

Payroll taxes help the government pay for social programs like Social Security and Medicare, which assist the retired or disabled. FUTA, a federal tax, helps pay for those who have lost their jobs. The amount of money taken out of each paycheck depends on what the employee indicated on their W-4 form when they were hired. This form explains how much money should be withheld from each paycheck to cover federal income taxes.

How To Calculate Payroll Tax Withholdings

Calculating paycheck amounts for tax withholding involves looking at the employee's W-4 form and other information like salary and deductions. After considering these factors, the HR manager or owner can determine how much money should be taken from the paycheck for payroll taxes. For example, if an employee has an annual salary of \$40,000 and indicated on their W-4 form that they are in the 10 percent tax bracket, then \$400 would be taken from each paycheck for payroll taxes.

What Should Employers Know About Payroll Tax Responsibilities?

Employers have several mandatory tasks in handling payroll taxes:

- Calculate income tax withholding and other employment taxes.
- Deposit all payroll taxes according to a set deposit schedule (with an exception for a very small employer).
- File quarterly reporting about all employment taxes withheld, including income tax withholding and FICA (with an annual report for a small employer), and report annually to employees and the Social Security Administration about all employees' tax payments.
- Complete any additional required reporting, including state-level reporting and annual FUTA reporting.



Note: An employer may also be required to withhold other amounts from employees' paychecks, such as salary elective deferral amounts for employee contributions to 401(k) plans and flexible spending accounts or for garnishment to cover child support. These additional withholding amounts do not figure into payroll taxes; they are merely an additional employer responsibility.

Mandatory Employer Payroll Taxes List

Employers have responsibilities when it comes to payroll taxes, and the company may be penalized if these responsibilities are not done properly. There are a variety of payroll taxes, some paid by employers, some by employees, and some by both. But in all cases, it's up to employers to calculate, withhold, and deposit them.

When employers do not properly deduct payroll taxes from employee wages, they may face a variety of consequences. Depending on the extent of the violation, they may be subject to fines and penalties, including civil monetary penalties, criminal prosecution, and even jail time. Additionally, employers are legally liable for any unpaid taxes due. They may also have to pay interest on any unpaid taxes and the associated penalties if the errors are not corrected within a reasonable time frame.

Federal Income Tax

Income tax withholding from employees' paychecks is designed to cover what they will owe in federal income tax for the year. This includes amounts for employees' federal income taxes as well as Social Security and Medicare taxes. For certain employees, it also includes an additional Medicare tax (explained below under "Additional Medicare Tax").

While the phrases "income tax" and "payroll tax" are often used interchangeably, there is a distinct difference. Payroll taxes include amounts paid by both the employee and the employer to cover any federal taxes due, while income taxes specifically refer to the amount owed by the employee to cover their individual federal income taxes owed. Payroll taxes also include contributions to Social Security and Medicare for both the employee and employer, as well as federal unemployment tax (FUTA) and state unemployment tax.

In addition to federal income tax, payroll taxes may also include withholdings for any state income taxes due. All states - other than Alaska, Florida, Nevada, South Dakota, Texas, Washington, and Wyoming which have no income tax, and New Hampshire and Tennessee which do not tax wages

- require employers to withhold state income tax from employees' paychecks. Some cities, including New York City and Philadelphia, also have local income taxes, which can result in additional wage withholdings.

In a handful of locations, other payroll tax withholdings are required to cover:

- Short-term disability
- Paid family leave
- Unemployment benefits

Social Security Tax (FICA)

Social Security and Medicare taxes, which make up FICA, are imposed on both employers and employees to pay for Social Security benefits and Medicare benefits. Employees and employers each pay 6.2 percent of compensation up to an annual wage base limit (\$160,200 in 2023) for the Social Security portion, plus 1.45 percent of all compensation for the Medicare portion.

Federal Unemployment Tax Act (FUTA)

The federal government doesn't pay unemployment benefits, but it does help states pay them to employees who've been involuntarily terminated from their jobs. To fund this assistance program, employers must contribute to FUTA, which is a tax created by the Federal Unemployment Tax Act. The tax applies only to the first \$7,000 of wages of each employee. The basic FUTA rate is 6 percent, but employers can receive a credit for state unemployment tax of up to 5.4 percent, bringing the net federal rate down to 0.6 percent, or a maximum FUTA payment of \$42 per employee.

However, the credit is reduced if a state borrows from the federal government to cover its unemployment benefits liability and hasn't repaid the funds. Such a state then becomes a "credit reduction state" and the credit reduction (listed on Schedule A of Form 940) means the employer pays more FUTA than usual.

State Unemployment Tax

States have to pay unemployment benefits to eligible workers who are involuntarily terminated (for any reason other than gross misconduct or furlough). To fund this liability, states impose unemployment tax on employers. The tax is calculated similarly to insurance in that the rate employers pay is based





on their previous claims experience. The more claims made by former employees, the higher the tax rate on such employers. Each year, the state informs an employer of its tax rate, which can never be below a minimum amount.

Additional Medicare Tax

When an employee's compensation from an employer exceeds \$200,000, the employer must withhold an additional amount for the additional Medicare tax. This tax is 0.9 percent of earned income over a threshold amount (\$250,000 for joint filers, \$125,000 for married persons filing separately, and \$200,000 for all other filers). This tax is paid solely by the employee; the employer merely has the responsibility of calculating and withholding it. The \$200,000 withholding threshold applies regardless of the employee's marital or tax filing status.

Understanding Payroll Tax Responsibilities

Employers' payroll tax responsibilities are extensive. They include figuring income tax withholding (federal and where applicable state and local), depositing payroll taxes, and filing various returns to report payroll activities.

How To Calculate Employer Payroll Taxes

Payroll taxes are figured according to an employee's reported deductions on Form W-4. This form tells the employer the employee's marital status and whether additional withholding should be made to cover certain personal taxes or whether an employee may be entitled to deductions that reduce his or her income taxes. If no W-4 is provided, then an employer withholds as if the employee were single with no other adjustments.

Employers relying on outside payroll service providers, can leave the calculations to the service provider. Some employers who do payroll in-house use software or rely on tables provided by the IRS in Circular E to calculate payroll taxes.

What Forms Are Required When Calculating and Submitting Payroll Taxes?

There are no special forms used to calculate payroll taxes, and no special forms are needed when depositing payroll taxes. However, there are required forms that report withholding activities to the appropriate federal, state, and local tax authorities.

Overview of Tax Returns and Deposits

Employers need to file employment-related tax returns and deposit employment taxes according to set deadlines. If they fail to do so, they may be subject to failure to file and failure to pay penalties. Additionally, "responsible persons" in the company who fail to deposit trust fund taxes—amounts withheld from employees' paychecks—may incur a 100 percent personal liability. This trust fund recovery penalty is triggered when a person with the authority to make payment decisions willfully fails to deposit the taxes. The possibility of these penalties means employers must get things right.

Tax Returns

Employers must file a variety of tax returns related to employment taxes. On the federal level, they include:

- Form 940, an employer's annual FUTA tax return.
 - Form 941, an employer's quarterly tax return reporting withholding and the employer's share of FICA.
 - Form 943, the employer's annual return for agricultural employees.
 - Form 944, used for small employers eligible to pay employment taxes annually rather than depositing them according to a schedule.
 - Form 945, a federal income tax return used to report non-payroll payments, including pension distributions.
- Employers must also report withholding to employees and the Social Security Administration annually. For this purpose, they must file:
- Form W-2 with employees.
 - Form W-3 with the Social Security Administration. This is a transmittal form that summarizes all W-2s; copies of all W-2s are included with the W-3.

Employer Tax Deposits

All payroll taxes must be deposited with the government in a timely manner. The Internal Revenue Service (IRS) sets the tax deposit deadline for employers. These deadlines depend on the amount of the deposits:

Semi-weekly schedules are for the largest employers. Monthly schedules are used by the majority of employers. Some payments may be made with either Form 941 or Form 944, depending on certain criteria. Refer to pages 26 -27, Depositing Taxes in IRS Publication 15, for further details.





Filing Employer Tax Returns

Employers must file returns by set deadlines (explained below). Usually, employer tax returns are filed electronically through an authorized e-file Provider or software purchased specifically for this purpose.

How Often Do I Have To File Taxes?

Most employers' returns are filed annually. However, the employer's federal return (Form 941) is filed quarterly.

States have their own filing schedules for their returns. Check with your state tax/revenue/finance department.

How Much Should I Withhold?

It's up to the employer to calculate the correct amount of withholding based on an employee's submitted Form W-4. A revised Form W-4 went into effect in 2020, but existing employees are not required to submit new forms; employers can calculate withholding based on any previous versions on file. However, if an employee's tax status changes and they would like to adjust the amount of their claimed deductions (and associated tax withholdings), they must submit an updated Form W-4.

Withholding forms

Upon hire, all employees are required to complete a Form W-4, Employee's Withholding Certificate to provide the employer with the information needed to properly compute withholding.

For new employees, employers must require them to complete Form I-9 to verify they are legally eligible to work in the U.S. It's also advisable for employers to have employees complete Form 8850, which is a form employers must submit to the state workforce agency to determine whether the new employee falls within a targeted group that entitles the employer to a work opportunity tax credit.

Once I've Calculated My Business Employment Taxes, How Do I Submit Them?

Payroll taxes must be deposited electronically through the Electronic Federal Tax Payment System, or EFTPS. Small employers, who are permitted to pay their employment tax when filing their annual employer tax return, can opt to use EFTPS.

For state employment taxes, check with your state to determine how to deposit employment taxes.

How Do I Handle Independent Contractors or Self-Employed Individuals?

Independent contractors and self-employed individuals are not employees. However, businesses should review the status of the worker to ensure that the individual is properly classified as an independent contractor. Businesses that engage them are not responsible for any employment taxes on payments made to them. These workers pay self-employment (SE) tax on their net earnings from self-employment (their profits from their business activities), which is essentially the employee and employer share of FICA. If a self-employed person also has wages from a job, the wages are coordinated with the SE tax so that the wage-base ceiling can be properly applied.

If total payments to an independent contractor in the year are \$600 or more, the business must file an annual information return—Form 1099-NEC—to report the payments to the worker and to the IRS.

Payroll is not just another mundane task. Learn how it can make your business more efficient and profitable.

Staying Updated on Payroll Taxes Is Critical

Employer payroll responsibilities may often seem overwhelming. The rules keep changing, as evidenced by a Form W-4 update in 2020, a higher wage base limit for Social Security taxes, mandatory payments of certain benefits offset by employment taxes, and a deposit deferral option.

The consequences of improperly processing payroll taxes can be significant. This guide will help you understand if you are doing things correctly or as a tool to help you understand whomever you may have outsourced your payroll duties to.





Full rooms were the order of the day at the 52nd annual RPM@Daytona Workshops at The Shores in Daytona, which included great information exchange as well as education.



The BluePrint Engines "Big Game" Party presented by Hoosier Racing Tire, EventSprout, Race Track Wholesale, MyRacePass and Vortex Weather Insurance that kicked things off on Sunday evening was a networking hit with over 80 attendees catching the game and having time to visit with one another.



Conference Sessions were held in many places throughout the Shores, seemingly "every nook and cranny" of the meeting rooms were used throughout the two-day event. Rooms were filled and conversations were energetic and educational.



As stated at the 52nd annual RPM@Daytona Workshops, "if you don't think what we are doing is important, all you need to do is take a look at Owen Larson in this victory lane photo from Volusia Speedway Park. Kyle Larson's won a lot of races, but the emotion on their faces in victory lane shows the true meaning and importance of any race night for anyone attending your events.



Volusia Speedway Park played host to many great crowds during "Speedweek". Our keynote speaker for the 52nd annual RPM@Daytona and RPM@Reno Western Workshops, Jeff Hachmann, played a major role in making these things happen.



New Smyrna Speedway in Samsula, Florida also played host to many fans and big crowds, along with the hospitality that Hoosier Racing Tire offered on Tuesday night for those in attendance at the RPM Workshops for the ASA Stars National Clyde Hart Memorial.



The Living Legends of Auto Racing have several events throughout the year and a few very special things happen during 'Speedweek'. Their annual historic car parade on the beach, which passed by the Shores Resort & Spa, Coffee with Characters and their annual Hall of Fame and Award dinner. If you've never been, we suggest that you check them out. Connecting the history of the sport with the modern day is critical for all of us to be successful.



Congratulations to Kevin Cismowski on his years of service at long-time RPM supporter, K&K Insurance. Cismowski will be retiring officially in the near future after nearly 4 decades of service to the industry. We know we will see Kevin around, but want to wish him well in any of his future endeavors and he will always be a welcome guest at the Workshops.



A great sign to copy. This stand up sign offered much of the event information right on it for fans as they approached the ticket windows. It answered most common questions, helping to prevent issues upon entering. Take note of this.



The "Ask an ARPY" session is a big hit at the Workshops. This is a special club. From left-to-right; Dan Robinson (Lucas Oil Motor Speedway); Chuck Deery (LaCrosse Fairgrounds) Speedway); Steve Beitler (Skagit Speedway); Gregg McKarns (Madison International Speedway); Ron Drager (Toledo Speedway); Bob Sargent (Macon Speedway); John McCoy (Knoxville Raceway) and Joe Kosiski (I-80 Speedway). Special thank you to Tom Deery for his continued help and moderating a great session with these former Auto Racing Promoters of the Year.



Up and coming Nashville, Tennessee based performing artist, Conway Turley performed the national anthem to being the 52nd annual RPM@Daytona Workshops. If you're looking for an artist to book, you may want to take a look at Turley.

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More information can be found here; www.loopnet.com/Listing/81242-N-Highway-395-Hermiston-OR/31063623/



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