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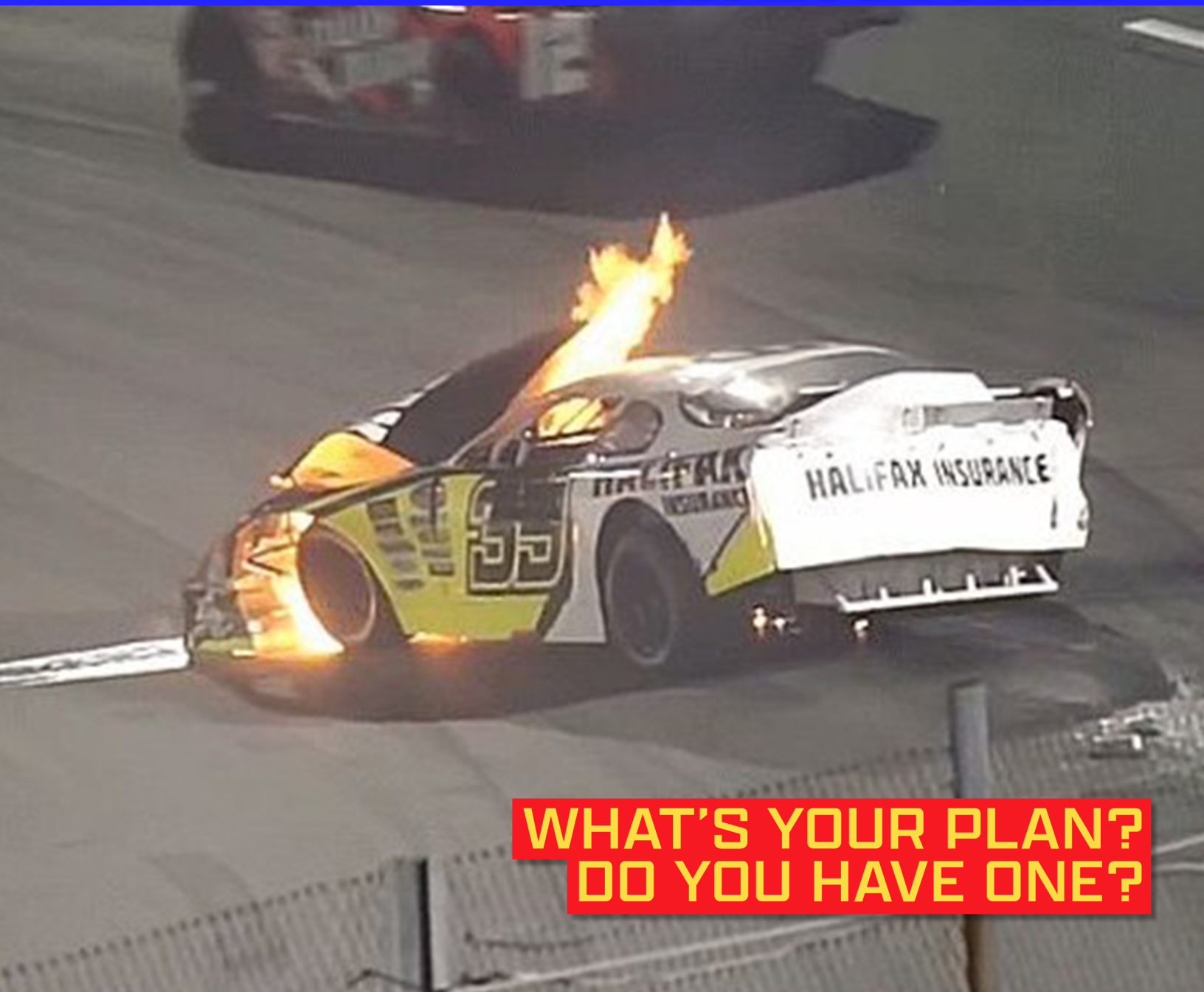
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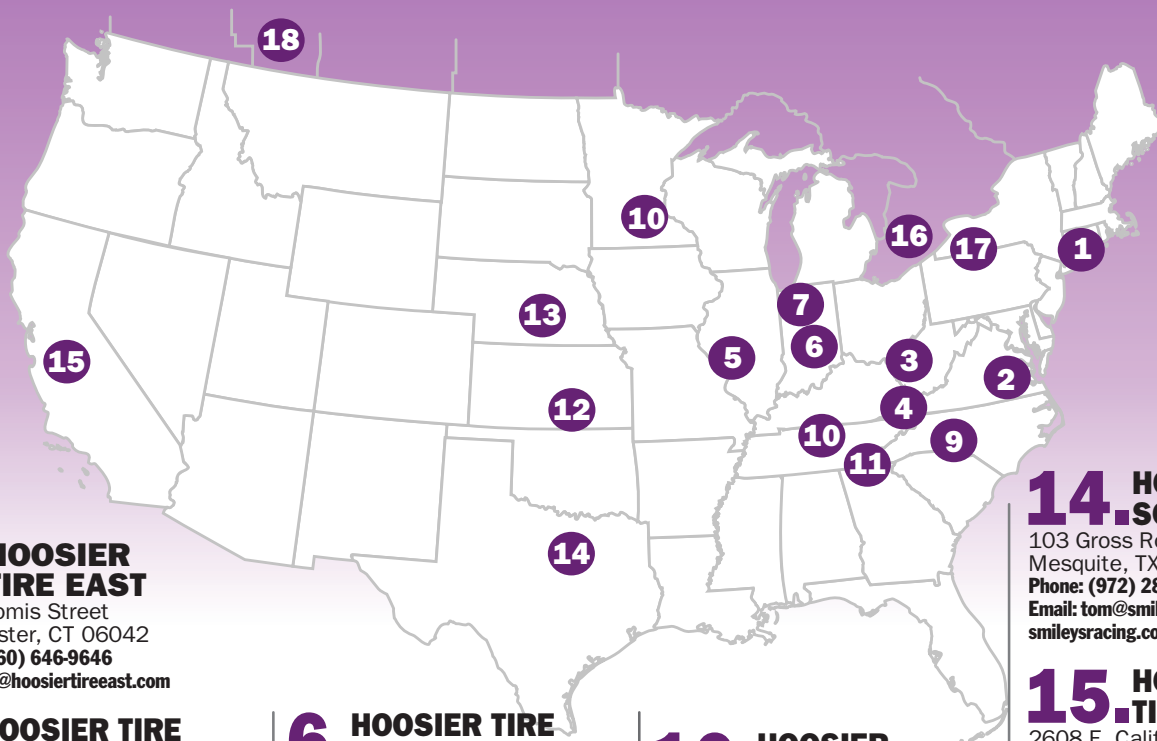


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## What's Your Plan? Do You Have One?

### A Refresher on Emergency Preparedness and Event Responsibility

As we navigate through an already eventful spring, it's become increasingly clear that one question deserves to be asked by anyone responsible for promoting or organizing racing events:

#### Do you have a plan?

Not just a race format or pit procedure—but a real, actionable plan for **emergency situations**. Whether on the track or off, unexpected moments are not a matter of if, but when.

And in today's world of real-time scrutiny—where every incident can be streamed, tweeted, and judged by thousands within minutes—**having a response strategy in place is not optional**. It's essential.

#### Helpful Tools Now Available

To assist you, we've added three important documents to the **"Resources – Idea File"** section of our website, designed specifically for **event operators, facility managers, and series officials**.

These guides are **not mandates**, but **customizable templates** and **starting points** for building or improving your emergency management process:

[Event Safety Guide \(www.promotersnewsletter.com/downloads/get.aspx?i=1092266\)](http://www.promotersnewsletter.com/downloads/get.aspx?i=1092266)

[Emergency Procedures \(www.promotersnewsletter.com/downloads/get.aspx?i=1092267\)](http://www.promotersnewsletter.com/downloads/get.aspx?i=1092267)

[Emergency Communications \(www.promotersnewsletter.com/downloads/get.aspx?i=1092268\)](http://www.promotersnewsletter.com/downloads/get.aspx?i=1092268)

These documents will help **you**, your **staff**, and your **venue or series** stay prepared, protect your operation, and most importantly—support the people who trust you to run a safe event.

#### Assign a Point Person

One simple but often overlooked tactic: **designate a point person**. **One person on the scene and another for outward communications**.

When a situation unfolds, this is the individual who can take command of communication, coordinate with emergency services, and

keep leadership informed—allowing the rest of the team to stay focused on the event.

For the Race of Champions Modified and "Family of Series," this role is performed by **Michelle Holmes-Anderson**. She serves as a Series Official and office administrator, but in crisis moments, she becomes a **crisis manager and liaison**.

*"It is my job to manage the situation, provide updates to those who need them, ask the right questions of management, and carry enough responsibility to make or support critical decisions," Holmes-Anderson explains.*

*"It might seem like extra work, but in today's world, this role should be considered mandatory for any serious event operation."*

#### Support Systems Matter

The Race of Champions Series also relies on the compassionate presence of our Series Chaplain, **Racing with Jesus Ministries**, during crisis situations. They've accompanied injured participants, visited hospitals, and provided care and presence in times when it's needed most.

Together, these roles represent more than just safety—they represent a commitment to **humanity, leadership, and customer care**.

#### Crisis Management is Customer Service

At the core, all of this boils down to one thing: **customer service**. Planning for the worst—even if you never need it—is a form of **respect** for your racers, your fans, your staff, and the reputation of your organization.

In today's industry, running a successful event requires more than cars on the track. It requires foresight, preparedness, and a willingness to lead in the moments that matter most.

#### In Closing

Yes, RPM is about putting fans in the seats and cars on the track—but it's also about the smooth, professional **operation and administration** of your events.

**We hope you'll take the time to ask yourself the hard question—and come up with your plan.**



*It's never the moment we expect or desire, but we are measured by how we react and handle the situation at hand. Be ready for it. RPM has documents to help you plan and map your way through undesirable situations.*



*In late 2024 Adam Stewart, owner of Crate Racin' USA asked if RPM would be interested in being a part of his sanction's promoter's meeting. Josh Holt of MyRacePass was the conduit for the creation of this, which has now turned in to "Taste of RPM", where RPM will help associations, tracks and programs create a "no bells and whistles" session that gives promoters an opportunity to have a brief RPM experience and encourage them to come one of the two shows in Reno or Daytona, or perhaps even both. We will back with Stewart at his promoters meeting following the season for another "Taste of RPM" session. Look for more information on these type of events coming in the near future.*



*Click on the photo of the Silver Legacy at "The Row" in Reno, NV to be taken to the "Booking Link" for December 2, 3 and 4, 2025 as part the 53rd annual RPM@Western Workshops or visit the link here; 53rd RPM Promoters Workshops - Start your reservation [book.passkey.com/event/51004127/owner/7272/home?utm\\_campaign=296890355](https://book.passkey.com/event/51004127/owner/7272/home?utm_campaign=296890355) Group Code: SRRPM5 <https://book.passkey.com/go/SRRPM5>*



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**53rd Annual RPM@Daytona Workshops**

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**RPM@DAYTONA  
WORKSHOPS  
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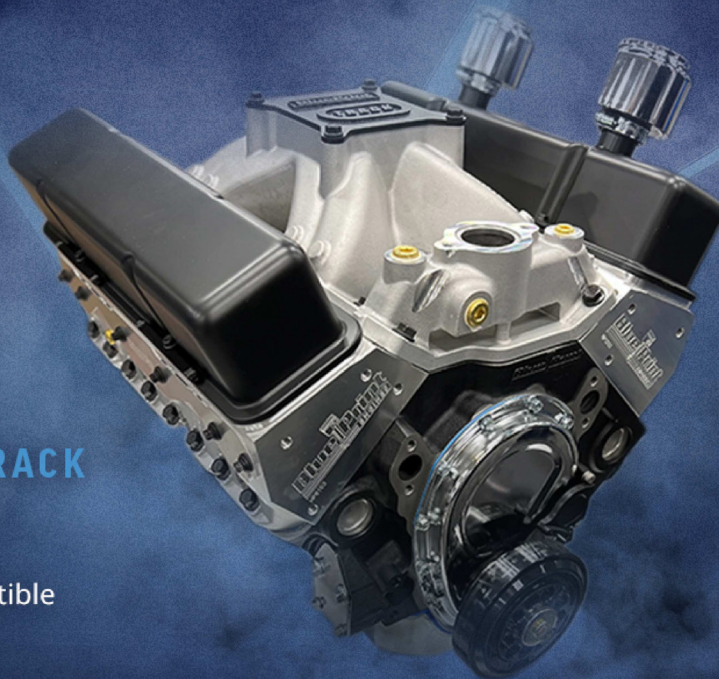
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# A CHECKLIST FOR HELPING YOUR EVENT



To increase event attendance, **focus on a compelling event concept, interactive experiences, and effective communication.** Promote the event through various channels like social media, email, and word-of-mouth, and consider incentives to encourage participation. Personalized invitations, reminders, and strategic partnerships can also boost attendance.

Here's a more detailed breakdown:

- **Compelling Event Concept:**  
Ensure the event offers value and benefits to potential attendees, whether it's networking opportunities, educational content, or fun experiences.
- **Interactive & Engaging Experiences:**  
Make the event interactive and memorable by using technology, incorporating fun activations, and encouraging engagement.
- **Effective Communication:**  
Promote the event widely through various channels, including social media, email campaigns, and your website.
- **Personalized Invitations:**  
Send individual invitations, particularly to previous attendees or those who have expressed interest.
- **Reminders & Follow-up:**  
Send reminders, including SMS text reminders, to ensure attendees don't forget.
- **Strategic Partnerships:**  
Collaborate with sponsors and influencers who can help promote the event to their audiences.
- **Incentives:**  
Consider offering early bird discounts, gift cards, or other perks to encourage participation.

- **Hype & Word-of-Mouth:**  
Generate excitement and buzz around the event to create a positive ripple effect.
- **Consider the Venue & Location:**  
Choose a location that is accessible and appealing to your target audience.
- **Target Audience:**  
Understand your audience's motivations and preferences to tailor your messaging and event content.
- **Utilize Social Norms:**  
Emphasize the benefits of attending and highlight the opportunity to connect with others.
- **Make it Easy to Register:**  
Simplify the registration process to reduce friction.
- **Engage with Attendees:**  
Encourage interaction and participation during the event to build community and foster engagement.
- **Analyze Event Data:**  
Track attendance and feedback to identify areas for improvement and refine your event planning.



*It has become more and more challenging to fill grandstands in this manner, however, with a little elbow grease, initiative and a solid plan, it's possible.*







## *Building a Customer Experience Culture That Delivers*

In today's fast-moving world, it has become all too easy to deliver a poor customer experience. If you lack proper training, or if you don't truly understand what your customers value, it's difficult to keep them coming back. We've all experienced slow response times, indifference, or low-quality products and services—each of which can send us running to the competition.

So ask yourself: **Are your customers doing the same?**

### **Focus on What Your Customers Truly Value**

The key to delivering meaningful, “moments that matter” experiences is focusing on **what your customers value most**. That could be:

- Reliable service
- Speedy responses
- Friendly, helpful employees
- Personalized attention
- Consistent quality
- Fair pricing

But how will you know unless you **ask**? Collect customer feedback regularly and talk to your frontline employees—they're your best source of insight. Listening is critical, but what matters even more is **acting** on that feedback. Let your customers and employees see the changes you make. That's where real trust is built.

Creating these moments takes intention and effort—but with the right training and an understanding of what truly matters, your business will be equipped to stand out.

### **1. Listen to Your Employees**

Your employees interact with customers daily. They know what customers care about and where the pain

points are. Yet **93% of businesses don't engage their employees** when building a customer experience culture.

Want to be in the 7% that does?

Start by **asking questions**, inviting feedback, and being open to hearing concerns. Create a culture where your team feels **safe to speak up**, and they'll reward you with insight that improves the business.

Beyond listening, empower employees to **respond to customer feedback**. Give them access to the tools they need to act fast—so they can turn negative experiences into positive ones and build customer loyalty in real time.

### **2. Evaluate the Entire Customer Journey**

Customer experience isn't one moment—it's **every moment**. From the first website click to post-purchase support, each interaction shapes how customers feel about your business.

- Look at every touchpoint:
- Website and social media
- Parking lots and signage
- Entryways and restrooms
- Product presentation and cleanliness
- Employee engagement and checkout speed
- Phone, text, email, and in-person service

Now ask: **Which of these touchpoints are working? Which need improvement?** Improving even a few can significantly elevate the experience.

### **3. Get Everyone Onboard**

To truly deliver “moments that matter,” **everyone** in your organization has to buy in. Here are some ways to encourage that:

#### **Recognize and Reward**

Publicly celebrate employees mentioned in positive reviews. When someone sees their name in a five-star comment, it builds pride and ownership.

#### **Incentivize Feedback Collection**

Offer rewards—like bonuses or a nice lunch—for employees who gather the most reviews or surveys. A little competition goes a long way.



### Empower Employees to Resolve Issues

The **higher** a customer has to go to get a resolution, the more **frustrated** they become. Instead, empower your frontline team to make things right—**on the spot**.

Example: At The Ritz-Carlton, employees are empowered to spend up to \$2,000 per guest, per incident to resolve an issue. Why? Because immediate action creates loyalty. Interestingly, employees are often more conservative with resources than upper management—yet often resolve issues more efficiently.

### Set Clear Goals Together

Bring your frontline staff into discussions about customer experience goals. Share real customer reviews, social posts, phone feedback, and survey results. Then ask:

- What do we want customers to say about us?
- What impression do we want to leave?
- How can we make each interaction better?

This builds shared purpose and encourages accountability at every level.

### In Closing: Small Moments, Big Impact

Customers may forget the product, the promotion, or even the price—but they will **never forget how you made them feel**.

Moments that matter don't just happen—they're created by people who care, who are trained, and who are empowered to act. If you haven't started building your plan to deliver a better experience, now is the time.

Because when you get it right, **they'll keep coming back**.



*Jackie Ressa from Contingency Connection recently reached out seeking a couple of participants in the Contingency Connection program for 2025. The program can be an excellent asset to your racing program. If you are seeking contact information, please reach out to [info@racingpromomonthly.com](mailto:info@racingpromomonthly.com) and we will get you in touch with the right people.*



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.



"I have learned more at the RPM Workshops and Trade Shows then I do at any other Trade Show", Gregory Geibel, General Manager, Promoter, Lernerville Speedway



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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## **A CHANGE FOR MAVTV TO THE RACER NETWORK**

The lead investors behind North America's foremost motorsports news and information source RACER announced today that they have acquired MAVTV and will rename the TV network – that's available on 350 million devices – RACER to create the most followed and diverse motorsports media platform in North America.

"We have been partners for many years, and over time the parties realized this made complete sense," said RACER Chairman of the Board Chris Dyson.

"The combination makes RACER the central multi-media motorsports hub for fans and provides brands with the most comprehensive array of marketing solutions to activate their involvement in the sport and its adjacent sectors."

CJ Olivares, president of MAVTV and former executive of FUEL TV, Street League Skateboarding and World Surf League, will continue overseeing the network's expansion and will lead the brand transition of the network.

The combination will provide the Irvine, CA-based RACER brand with a substantial additional base of operations in another of the United States' motorsports and automotive centers, Indianapolis, where MAVTV is located. The company expects no changes to staffing or operations, ensuring continuity in operations and production.

"This is an exciting day for motorsports media," said Olivares. "We are deeply grateful to the Lucas family and Lucas

Oil Products, whose support and vision shaped MAVTV into the success it is today. Now, under the RACER banner, we will redefine the way content for motorsports and its adjacent sectors is delivered and experienced, and establish the largest, most comprehensive motorsports media platform in North America."

The TV network and recently-launched app will combine to broadcast 300+ live races in 2025, along with race highlight shows, racing talk shows and additional racing programming, car collecting auction and build shows, automotive documentaries and lifestyle series, which aligns with RACER's expansion into the motorsports-adjacent sectors of performance automotive, car culture, car collecting and off-road.

"Since we completed our capital raise last September, our business, our content offering, our marketing solutions and our team have evolved rapidly. Additional signals of our change and our future are literally days away, and we can't wait to share those with the marketplace as well," added RACER founder and Chief Executive Officer Paul Pfanner.

"This acquisition fortifies two of the four strategic pillars we're pursuing as a brand, pillars we call 'follow' and 'market', which relate to amassing the largest motorsports following in North America – the most important motorsports and automotive market in the world – and offering our partners, customers and brands the tools they need to succeed."

The rebrand from MAVTV to RACER will take place progressively over the next few months, allowing for the



necessary television logistics and operational steps to be executed seamlessly. However, some branding elements, such as logos and digital assets, will change immediately to reflect the new brand identity. This approach ensures no disruption for viewers, partners, and stakeholders while delivering an enhanced motorsports media experience.

"What started as grassroots grew into something much bigger: a home for motorsports fans, car lovers, gear heads, people like us who live and breathe the culture. The network's expansion and evolution over the years will always be one of our greatest success stories and a reflection of our love for motorsports and its people," said Morgan Lucas, CEO of Lucas Oil, who added that Lucas Oil remains deeply committed to motorsports, continuing to support drivers, teams and racing series through sponsorships, technical partnerships and unmatched product research and development.

"We take immense pride in what MAVTV has become, and we are excited for RACER to lead the network into its next chapter, building on its strong foundation to elevate the standard of motorsports broadcasting for fans everywhere."

#### About Racer Media & Marketing

Founded in 1992, RACER is the premier motorsports media brand in North America, delivering industry-leading content across multiple platforms, including the newly-launched RACER Creator Network and RACER Podcasts along with motorsport culture-defining touchstones RACER.com and RACER magazine. The company also operates a strategic consulting, branding and marketing agency – RACER Studio – and produces live streamed events. Its clients have included BMW, Dodge SRT, General Motors, Honda, Hyundai, Mazda, Porsche, Toyota, IMSA, IndyCar, Laguna Seca, SCCA, Trans-Am, Monster Energy, American Legion, Lime Rock Park, Piloti and many others.

#### About MAVTV (Now RACER Network)

RACER Network, formerly MAVTV, is the premier motorsports broadcast and digital platform dedicated exclusively to delivering the most comprehensive motorsports and automotive enthusiast content across cable TV, FAST channels and streaming. With a passion for the culture at its core, RACER Network offers an unparalleled lineup of live racing, documentary series, news and analysis, and car culture shows high-quality original programming to millions of fans worldwide.

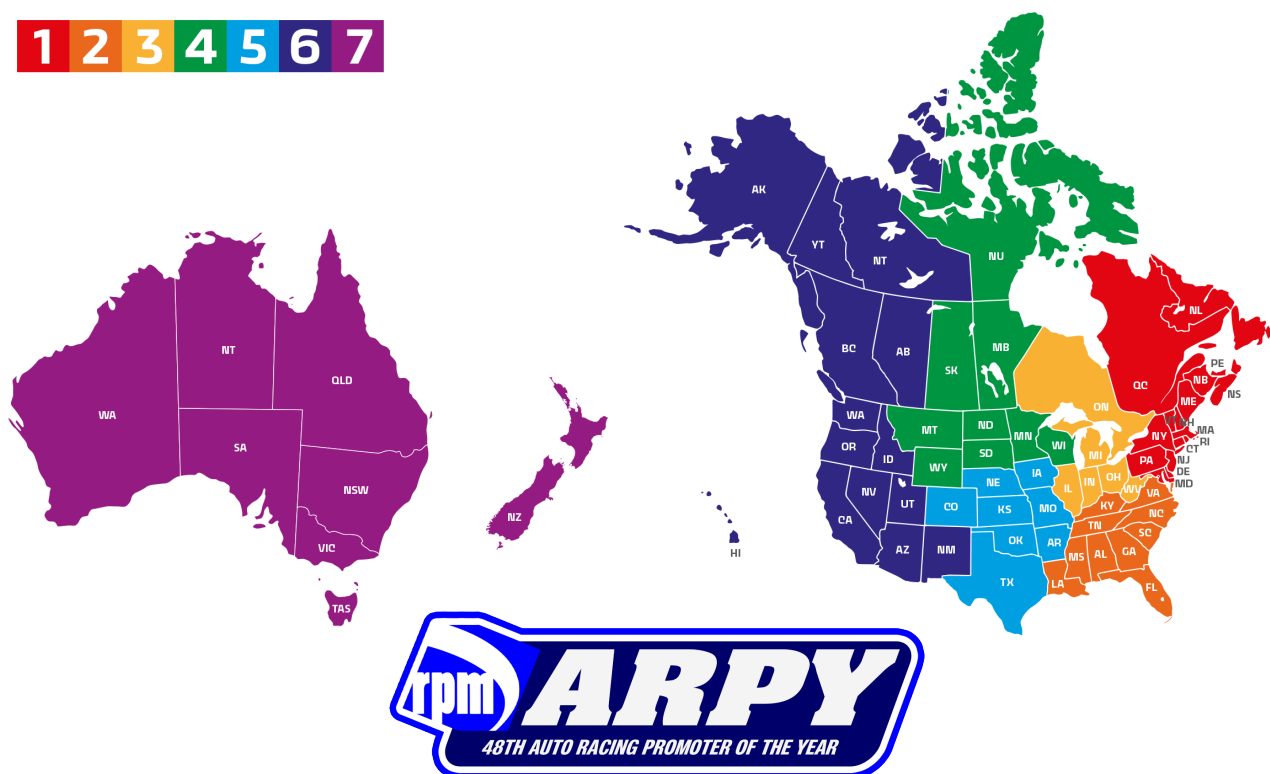


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of Seating*



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, Kansas, Oklahoma, Texas, 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

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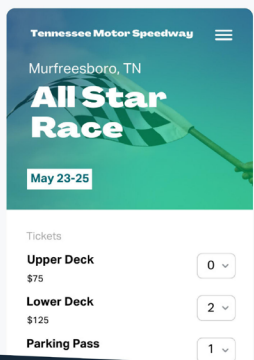


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TicketSpice was started in 2008 and has worked with 60,000 organizations, processing over \$1 Billion per year. Birthed from the enthusiast motorsports industry, we know what it feels like to be overcharged for solutions that overpromise and underdeliver.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

# TicketSpice

for Speedways





*Onondaga Dragway near Lansing, MI, currently sits quiet as it has been ordered to cease operations by a judge.*

## ONONDAGA DRAGWAY IN LANSING MICHIGAN ORDERED TO CLOSE

These are not the type of stories that RPM wants to report on, however they are reality. This story came to light recently and needs to be a reminder to all of us. Ingham County Circuit Court Judge Rosemarie E. Aquilina has ordered operations of Sloan Onondaga Dragway to cease immediately.

The order came down Thursday in a case against the race track by Onondaga Township resident Rebecca Lindsey.

In the lawsuit, Lindsey contends the track is a nuisance because of the amount of noise and vibrations it generates. Aquilina agreed.

This is not the first nuisance lawsuit the 1/8 mile drag strip has faced.

In January, Ingham County Circuit Court Judge James Jamo ruled against township residents Mark and Susan Cooper. In that case, the couple argued the dragway violated Onondaga Township ordinances. Jamo found otherwise and declined to issue an injunction in a written decision issued Feb. 3, 2025.

This was not the first time Jamo had evaluated neighbors' concerns about the raceway.

Residents sued the former owners in 2013, claiming the dragway was a nuisance. After a lengthy trial, Jamo ruled the dragway was a nuisance. The Michigan Court of Appeals upheld that decision. That case was officially closed in 2020, a year before Woody Sloan purchased the dragway.

Sloan argues in court documents and a signed affidavit that he has changed the property to minimize the sound. He argues a 6-foot tall soil berm addressed the noise concerns by nearby residents by reducing the noise coming from the track.

He also argues that his reduction in raced days also minimized the noise in comparison to the previous owners.

## Speedway ILLUSTRATED



## SPEEDWAY ILLUSTRATED CELEBRATES 25 YEARS OF OVAL-TRACK EXCELLENCE

*Honoring the Magazine, Its Legacy, and the Passion That Keeps It Alive*

**Speedway Illustrated**, the only remaining print magazine dedicated exclusively to American oval-track racing, is proudly celebrating its **25th anniversary**.

For a quarter-century, Speedway Illustrated has delivered in-depth coverage of grassroots racing across the country. Produced by one of the most accomplished and award-winning teams in motorsports journalism, the magazine has built its reputation on **trusted, race-winning tech, DIY insight**, and stories that speak directly to racers—helping them race **safer**, go **faster**, and spend **smarter**.

Single copies of the magazine remain **available at racetracks across the nation**, a testament to its continued relevance and loyal following.

This milestone wouldn't be possible without the passion and perseverance of **Karl Fredrickson**, who has been at the heart of the publication since the days of

*Dr. Dick Berggren.* Fredrickson's leadership, editorial integrity, and deep-rooted love for the sport have been instrumental in preserving the magazine's legacy—through the evolution of racing and the decline of print media.

*"Karl has always taken his craft to the next level," said one industry colleague.*

*"He's not just producing a magazine—he's preserving a culture."*

Fredrickson, along with his wife **Christine** and their dedicated team, has worked tirelessly to keep *Speedway Illustrated* alive and thriving. We extend our **sincere congratulations** to them all and celebrate this impressive achievement.

We also recognize Karl's continued influence beyond the printed page. As a speaker and contributor to the RPM Workshops over the years, his voice has helped guide and inspire many in the industry.

Here's to **25 more years** of *Speedway Illustrated*—and to the passion that makes it possible.



*Karl Fredrickson, his wife Christine and their family promoting Speedway Illustrated, they've made it work for 25-years and we're hoping they can do it for it 25 more.*



## Remembering Ace Lane Jr. - For our Northeast Friends A Legacy Behind the Lens and a Friend to All

We are deeply saddened to share the news of the passing of longtime **EMPA member Ace Lane Jr.** On behalf of everyone in the **Eastern Motorsports Press Association**, we extend our most sincere condolences and prayers to his son **Tommy**, and the entire Lane family.

It goes without saying: **Ace was one of the best** when it came to motorsports photography. His remarkable eye and passion for capturing the sport were passed down to him by his legendary father, **Ace Lane Sr.**, and in turn passed on to his sons **Tommy and JJ**, who have continued the family's proud tradition with excellence.

If you've spent any time around racing, chances are you've crossed paths with Ace. And once you did, you weren't just an acquaintance—you were a **friend for life**. His generosity, warmth, and willingness to lend a hand were as legendary as his work behind the camera.

It's impossible to count the number of racing moments Ace captured over the years—but one thing is certain: **every shot was picture-perfect**. His work not only preserved history—it told the story of our sport.

Since 1972, the **EMPA Photographer of the Year Award** has proudly carried the name of **Ace Lane Sr.**, who was the inaugural recipient. Ace Jr. went on to earn the award **twice**, while Tommy and JJ have also received the honor—proof of the Lane family's lasting impact on their colleagues and on motorsports media.

The annual **EMPA convention** simply won't be the same without Ace. His presence lit up every room he entered, his stories brought laughter, and his personality left a lasting mark on everyone he met.

Ace Lane Jr. was more than a photographer. He was a storyteller, a mentor, a friend, and a cornerstone of our racing family.

He will be deeply missed—but his legacy will live on in every frame, every smile, and every turn of the track.





Quick Notes from our Support team!

We've touched on the online registration feature of season management before. However, I wanted to remind you about the ability to attach documents to the email drivers receive after they register with your organization. While this is commonly used to attach a W9 form for drivers to fill out and bring to the track, there is a bigger opportunity here for you.

With this section, you now have the ability to attach marketing material that will be sent directly to drivers that register for your events. Companies are always looking for ways to get their promotional material in front of drivers and you now have a way to offer this with ease. When talking with potential marketing sponsors, let them know you can include a PDF about their company or a special offer that will go directly to any driver that registers for your season or single event. Start to include this in packages you offer for Marketing Sponsors.

Some of you may have met me this past show season at RPM, RTBC, or PRI, but for those that do not know me, my name is Jim Sweeney and I am the Director of Advertising Sales for MyRacePass, overseeing the [MRP Digital Ads Network](#) since the spring of 2021.

You may have noticed a number of new advertisers on the platform as we closed out a record Q1 this year, adding more new advertisers than any similar period in the past! More advertisers means more revenue to share and we want to make sure we are up-to-date on those disbursements. We have several Publisher track or series websites due quarterly revenue payments from the Digital Ads program, but we CAN NOT send current (or future) funds if we do not have a properly completed ACH on file.

As a reminder, for maximum efficiency and security, we only disperse payments electronically. If you would be so kind as to update your [ACH Form here](#), we can submit payment to you now and to that specified account going forward.

Have questions about the Digital Ads program and how it can put your website to work earning you revenue? You can email me at [jim.sweeney@mrpdigitalads.com](mailto:jim.sweeney@mrpdigitalads.com) or call 402-817-4367 and I will be happy to discuss the program with you.



**[WWW.PROMOTERSNEWSLETTER.COM](http://WWW.PROMOTERSNEWSLETTER.COM)**



### **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.





*Paying attention to every detail will help you when it comes to “Legal Fees” and this month’s “Legal Update”*

## Understanding Negligence: A Cautionary Legal Reminder

In recent weeks, we’ve observed some concerning behaviors and patterns across various settings. While we all operate under demanding circumstances, it’s important to take a moment to revisit a serious legal concept that can have far-reaching implications for individuals, organizations, and even the broader industry: negligence.

This term is not just a legal technicality—it carries real weight. Failing to recognize or address negligent behavior can jeopardize businesses, reputations, and safety. It’s not a label anyone wants to be associated with, and it’s certainly not one that courts take lightly.

### What is Negligence?

In legal terms, negligence is defined as the failure to exercise the level of care that a reasonable person would in a similar situation, resulting in harm to another. It is a core principle of tort law, especially in personal injury cases, and hinges on proving several key elements.

### The Five Elements of Negligence

#### 1. Duty of Care

The defendant (person or entity being accused) must have owed a legal duty of care to the plaintiff (the injured party). This duty often arises from the nature of the relationship—such as between an event organizer and participants—or by virtue of being present in a space where one’s actions can affect others.

#### 2. Breach of Duty

This occurs when the defendant fails to meet the standard of care. That could mean acting recklessly, making unreasonable decisions, or failing to act when a reasonable person would have. In our world, that might include ignoring safety protocol, bypassing established procedures, or cutting corners that compromise the wellbeing of others.

#### 3. Causation (Actual Cause)

It must be shown that the defendant’s actions (or inaction) directly caused the plaintiff’s harm. Simply put, the injury or damage would not have happened “but for” the defendant’s conduct.

#### 4. Causation (Proximate Cause)

The harm must have been a foreseeable consequence of the breach. If the result was so remote or unexpected that a reasonable person couldn’t have predicted it, the chain of causation may be broken.

#### 5. Damages

Finally, the plaintiff must have suffered a legally recognizable harm. This can include physical injury, property damage, financial loss, or other tangible detriment.

### Why This Matters in Our Industry

Negligence claims are more than legal hypotheticals—they are real risks. Whether it’s a poorly secured area, mishandled equipment, lack of oversight, or deviation from basic operational standards, lapses in judgment or care can quickly escalate into liabilities.

Beyond the courtroom, negligent behavior erodes trust, credibility, and long-term sustainability. It’s not just about avoiding lawsuits—it’s about protecting each other, our organizations, and the communities we serve.

### Final Thought

As we move forward, let this serve as a proactive reminder. Each of us has a role to play in upholding the standard of care in our professional environments. Taking shortcuts, ignoring red flags, or tolerating unsafe practices doesn’t just put one person at risk—it puts us all at risk.

Let’s remain vigilant. Let’s act responsibly. And above all, let’s not allow negligence—by action or omission—to undermine everything we’ve worked to build.

**As a note, for direct legal advice, consult a professional.**



At a recent High Limit event, the “big screen” was located behind the grandstands in the concession area, which provided a nice watching and gathering area for fans. The unit travels to each Series race.



Concession lines are a good thing, provided your system keeps customers moving. People are more likely to spend additional money if they have a good experience at the concessions without an extensive wait period.



Do you have a “Kids Club” program to engage the youngsters that attend your events? If you have a “Kids Club” with your Series that travels, it could be a benefit and selling point to tracks host your Series. It’s something we all need to look at and with the right person, the activities can be simple, fun and engage individuals that become friends for years.





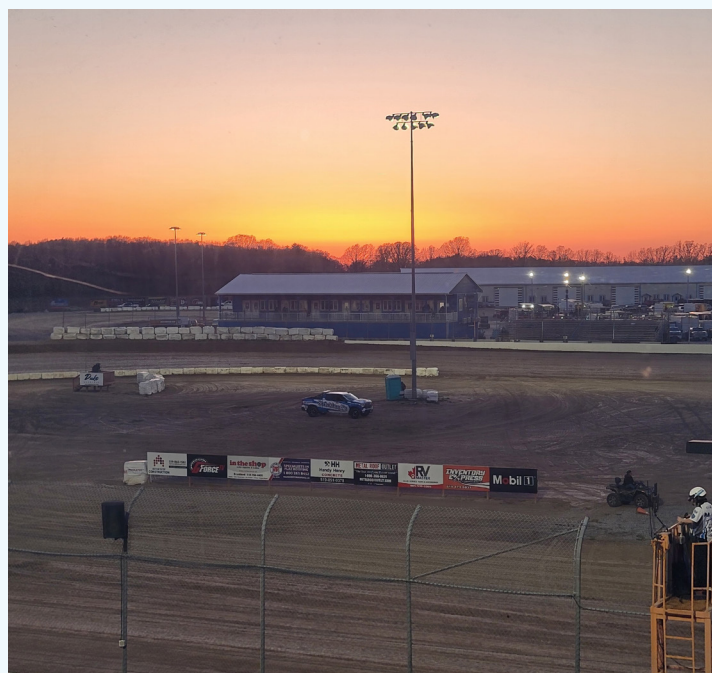
*We ran the release about the World Racing Group joining with an online gambling outlet and at a recent event, we noticed this signage emphasizing their gambling policy. We found it interesting.*



*Through the efforts of the Western New York Minority Media Professionals Group and their expanding interest in motorsports, we've been able to attend some of their events and become slight part of their group. Chairperson, Dean Kroll, who is a former racer has a passion for the sport and the industry itself as well as creating educational initiatives to advance motorsports awareness in the Western New York community.*



*Recently too many promoters and tracks have been faced with scenes like this. We are hoping that things change on the weather front for everyone who has been affected by the inclement weather theme.*



*We will leave you with a picturesque sunset from Ohsweken Speedway in early May. Race track sunsets always "hit" a little differently.*





**Perseverance is not  
a long race; it is  
many short races  
one after the other.**

**“Do not judge me  
by my success.  
Judge me by how many  
times I fell down and  
got back up again.”**



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

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PO BOX 741, EPPING, NH 03042 877-972-2362 Speedway Illustrated is a print magazine devoted to oval-track racing in America. Produced for over 20 years by the most accomplished, award-winning, and longstanding team of journalists in motorsports, you can enjoy the best coverage and do-it-yourself race-winning tech to race safer, be faster, and spend wiser.

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