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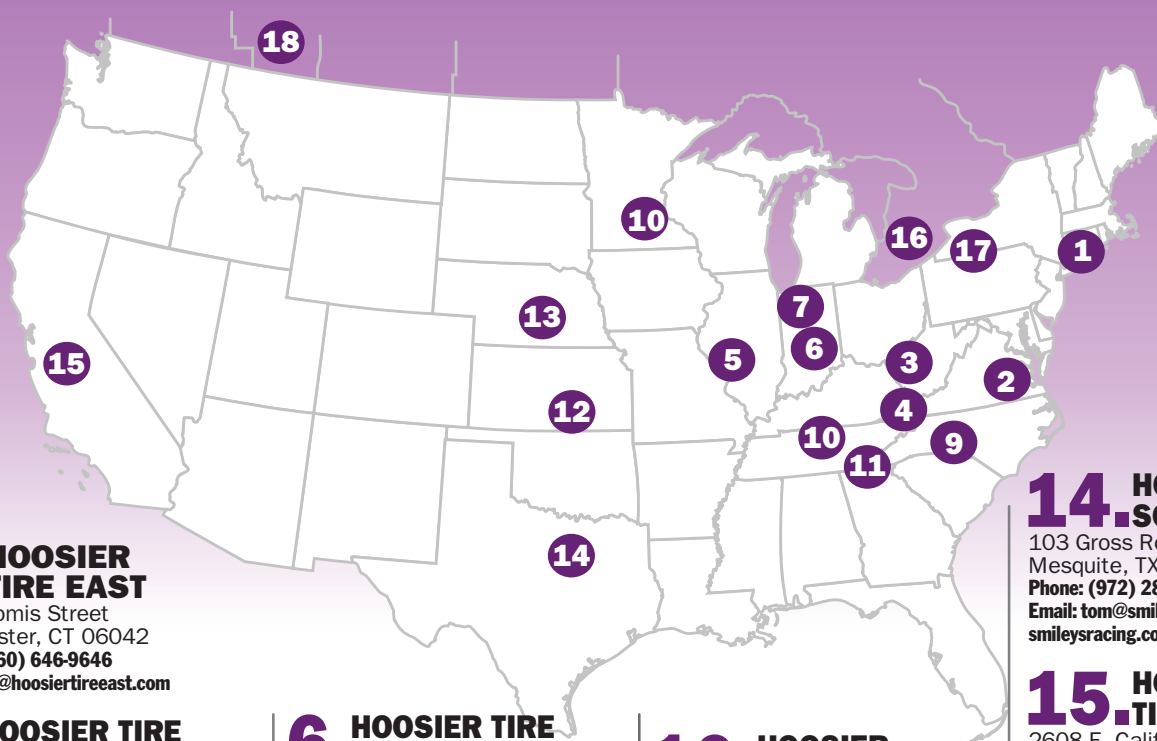
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MAILING ADDRESS:

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The Buffalo Bandits and Savannah Bananas provide great fan experiences, engaging them and providing them with a great product. It keeps fans coming back and spending their hard earned money.

“It’s a Vibe”: Why Atmosphere is the Currency of Modern Sports and Entertainment

In 1991, the Buffalo Bandits entered the National Lacrosse League (NLL). What began as another expansion franchise has since transformed into one of professional lacrosse’s most remarkable success stories—drawing record-breaking attendance, generating national television ratings, and most importantly, *creating a vibe*.

Yes, a vibe. A feeling. An energy. An experience.

Owned by the Pegula Sports empire, which also holds the NFL’s Buffalo Bills and NHL’s Buffalo Sabres, the Bandits have turned their home games at KeyBank Center into electric, can’t-miss events. Music pulses through the arena during play, fans are energized—not scolded—and the pace rarely slows. The result? A deeply loyal fan base and an in-game atmosphere that has become its own attraction.

In 2025, during just nine home games, the Bandits averaged **18,471 fans per game**, including **five sellouts** and a championship night gate of **19,070**. That figure not only set a new

league record, it outdrew the *NHL’s Stanley Cup Final broadcast on TNT* that same night.

Average ticket prices range from \$15 to \$150, and fans line up to pay. Why? The team wins, yes—but more than that, the product *feels good* to consume.

In speaking with a lacrosse insider, we learned that during playoffs, players receive a portion of the gate—a unique motivator that further connects the performance on the floor to the experience in the stands.

So what’s the secret sauce? How has a mid-sized market like Buffalo managed to build something so vibrant while other NLL franchises have changed hands, folded, or struggled to gain relevance?

The entire product and experience. That’s the answer.

It’s not just about wins and losses—it’s the tone, the energy, and the attitude. The PA announcer doesn’t just introduce the next play—he invites the crowd into the action. The music isn’t background noise—it keeps the arena alive. Social media channels reflect joy, not infighting or controversy. The Bandits *have a vibe*—a positive vibe—and that might be the single most valuable thing in all of sports and entertainment today.

Contrast this with the atmosphere at many short tracks across North America, and the disparity is obvious.

Why Is Atmosphere So Important?

We often talk about the value of positivity, but we rarely take consistent action to eliminate the negativity that plagues our industry. A toxic environment—whether it’s in-person, online, or in pit road whispers—chases people away faster than a rainout.

We’ve studied the Savannah Bananas, another franchise that exploded in popularity through creative reinvention and unwavering focus on fan experience. We’ve observed their leader, Jesse Cole, build an entire culture around *fun, inclusion, and intentional design*. The common thread with the Bandits? A relentless commitment to creating a positive atmosphere.

How Do You Create a Good Atmosphere?

Start by cutting out the negativity. That’s not just social media bans or referee ejections—it’s cultivating a culture where being decent is expected and being disruptive is not tolerated.

We have characters. We have stories. We have great racing. Many of our facilities are state-of-the-art. But if the perception is negative, the potential is wasted. That perception is shaped by participants, not just promoters. A snide Facebook com-

ment can undo an entire marketing campaign. That's why, within our own promotions and Series, we've started banning individuals for repeated ignorance and destructive commentary. Drama doesn't sell tickets—*experience does*.

What Draws People?

The short answer: **a positive experience.**

Customer service matters. Attitude matters. And how you respond to conflict or criticism might matter most. The shiny new toy—whether it's a repave, a new scoreboard, or a marquee driver—can attract attention. But what keeps people coming back is how they feel when they leave.

How Do You Satisfy Competitors?

It's not easy. But it starts by partnering with them, not just managing them. When competitors feel included in the process, they become your most effective ambassadors. They help promote the event. They help enforce the tone. And they help drive progress instead of drama.

We reference the recent MSN article, "We Might Be the Last Generation to Experience Grassroots Racing," which raised serious concerns about the sport's longevity. To survive, we need to bring participants into the mission—not just onto the track.

Does a Positive Atmosphere Really Drive Attendance?

Ask the Bandits. Ask the Savannah Bananas. Ask tracks like Albany-Saratoga, Madison International, Knoxville, Skagit, or Port Royal.

Success stories are emerging where positivity leads the way. Energy is contagious. And when fans want to be there, everything else follows—ticket sales, sponsors, media attention, and long-term growth.

A Personal Note

We live in a region that, frankly, hasn't fully grasped this yet. In many ways, our local racing culture is still eating itself from the inside out. We've taken heat for many things—some of it warranted, some of it wildly unfair. We've been told we wear too many hats. And maybe we do. But when we look around at what's working elsewhere, we're inspired to keep pushing, to keep fighting—for atmosphere, for experience, for *the vibe*.

So this month, we've borrowed from Jesse Cole's "Fans First" philosophy. Here are some of his foundational ideas that we believe every track operator, race team, and series promoter can benefit from:

The Fans First Way: The 5 E's to Create Raving Fans

- Eliminate Friction: Make it easy for fans to buy, attend, and enjoy.
- Entertain Always: Never let the energy drop.
- Experiment Constantly: Innovate. Evolve. Adjust.
- Engage Deeply: Make fans feel like insiders.
- Empower Action: Let your team and your fans help shape the experience.

Design the Ultimate Customer Experience

- Map the full journey—from awareness to follow-up.
- Convert customers into *fans* and *advocates*.
- Never lose a customer again—wow them after the sale, not just before it.

The Bottom Line?

If your event doesn't have a *vibe*—you need to build one. It's not optional anymore. It's the difference between fading into irrelevance and becoming something unforgettable.

Let's give fans a reason to show up. And let's make them want to come back.



Big crowds can be had in short track racing. It takes work, dedication and great events don't hurt when it comes to fans buying front gate tickets.



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 Group Code: SRRPM5 <https://book.passkey.com/go/SRRPM5>

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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.





Marketing Strategy: How to Attract and Keep Customers for Life

Are you like most service business owners—always looking for ways to grow your profits with more leads, more customers, more jobs, and more revenue?

One of the most powerful and often overlooked strategies is creating a **unique and memorable customer experience**. Why? Because it's the foundation of the most effective marketing tool you already have—**your existing customers**.

The easiest sale you'll ever make isn't to a new customer. It's to someone who already knows, likes, and trusts you. That's why your current customers are your most valuable asset. By providing an experience that they'll remember—one that clearly differentiates your business from the competition—you create a loyal base that not only returns but refers others.

Yet so many businesses miss this. Let's break it down:

Acquiring a new customer can cost \$50, \$100, or even more—especially when you're investing in Google Ads, Facebook campaigns, or SEO but, **selling to an existing customer**? That might cost just a few dollars—or even nothing. A quick postcard, thank-you note, follow-up text, voicemail, or email can do the trick.

Why? Because the hard work is already done. You've built a relationship. They know your name. They trust your brand. They've interacted with your staff and already made a purchase. That emotional connection means they are far more likely to return—and to recommend your services.

All you need to do is **stay visible**. Remind them who you are, what you do, and how you continue to solve their problems. Keep delivering value, and just be available when they need you.

Here's how:

- After every job, send a thank-you message.
- Follow up in a few months with a special offer, service reminder, or promotion.
- Share updates about new products or services, seasonal reminders, giveaways, or educational content.
- Ask for referrals—and make it easy for them to refer you.

Why is this important? Because if you're not reaching out, they might forget who you are. They may not know if you're still in business—or worse, mistake someone else (like your competitor) for you.

The bottom line:

If you're not providing a unique, memorable customer experience—or actively staying in touch with your past customers—you're leaving money on the table.

When people have a strong emotional connection to a brand or business, they're less likely to leave it behind. And the good news? Turning this around is simple. It's about building systems and opportunities that keep your business **top of mind** with the people who already believe in what you do.



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 and we will get you in touch with the right people.

DATA DOESN'T LIE— RACING IS BIG BUSINESS.

NATIONAL ECONOMIC IMPACT

\$69.2B	318,579	\$22.1B	\$8.2B
TOTAL ECONOMIC IMPACT	TOTAL JOBS	TOTAL WAGES & BENEFITS	TOTAL TAXES PAID

This is Too Important not to Share; New PRI Study Finds Motorsports Industry Has \$69.2 Billion Economic Impact

Motorsports Industry Powers \$69.2 Billion U.S. Economic Engine, Supports Over 318,000 Jobs, New Study Finds

Groundbreaking PRI economic industry study highlights how motorsports businesses serve as a key driver of American economic activity.

PRI today released a landmark study that underscores the motorsports industry's pivotal role as a key contributor to the U.S. economy, supporting hundreds of thousands of jobs, generating billions in economic activity and delivering substantial tax revenue.

PRI, the leading voice for the motorsports industry in the U.S., commissioned the research, which was conducted by John Dunham & Associates, based on 2025 U.S. economy data. The study encompasses automobile, truck, motorcycle and UTV/side-by-side racing activity.

Traditionally, economic impact reports about racing are focused on the impact of a single event--major race weekend events for a specific local and state economy. Those are studies that examine the impact of the tourism dollars that come into the economy as a result of that single event. PRI's report is different because it determines the economic impact of the businesses that support the existence of racing in the first place.

PRI's research represents the most comprehensive assessment of motorsports' economic footprint ever undertaken to quantify the scale and significance of the business of racing to the U.S. economy. It evaluates the economic contributions from multiple racing businesses--including tracks and promoters, parts manufacturers, distributors, retailers, service providers and incorporated race teams.

Key findings from the study include:

- The industry contributes **more than \$69.2 billion in annual economic impact** to the American economy.
- Nationwide, the motorsports industry supports **more than 318,000 American jobs**.
- American workers in the motorsports industry earn more than **\$22.1 billion worth of wages and benefits**.
- The industry generates **more than \$8.2 billion in tax revenue**, including \$5 billion in federal taxes and \$3.2 billion in state and local taxes.

As part of this study, PRI also launched an interactive economic impact map, enabling users to explore motorsports-related data by state and county--highlighting the industry's reach and relevance in communities of all sizes across the country. The website also offers downloadable infographics that can be shared with policymakers and other businesses to show the impact motorsports has on individual states and communities.

The PRI Economic Impact Study provides valuable data about the economic footprint of the motorsports industry in the U.S. PRI undertook this effort to provide policymakers, industry stakeholders and the public with credible, data-driven insights into racing's role as a major driver of economic activity, employment and tax revenue. The study not only affirms the industry's significance but also serves as a foundational resource to inform advocacy, investment and long-term planning.

"Racing holds a special place in American life, and this milestone report highlights the broad scope of the motorsports industry as an economic driver at the local, state and federal levels," said **PRI President Michael Good**. "Using these results as a foundation, PRI will continue

to seek ways to foster the motorsports industry, from racetracks to manufacturers, and from small businesses to major national employers, to ensure motorsports continues to touch every part of the country and bring together people from all walks of life for competition and community. We're proud to serve as the leading voice for the motorsports industry in the U.S. and will continue delivering the data needed to demonstrate the industry's economic strength and value."

This economic impact study represents an important bookend to PRI's 2024 Racing Market Report, a consumer trends analysis that found that consumers spent \$8 billion on track-use-only parts for motorsports in 2023.

In 2023, a study commissioned by the SEMA found that the automotive aftermarket industry generates an economic impact of \$337 billion annually to the American economy. While the motorsports study found small areas of overlap in the parts, repair and facilities areas, the motorsports study results are a complement to the SEMA report. PRI was acquired by SEMA in 2012 to connect, protect and advocate for the motorsports industry.

Report Methodology

The PRI Economic Impact Study estimates the economic contributions made by the motorsports industry, which includes manufacturers, distributors and retailers of automotive racing parts plus racetracks, race promoters, and professional race teams. Data are for the United States economy in 2025. John Dunham & Associates (JDA) conducted this research, which was funded by Performance Racing Industry (PRI). This work used standard econometric models first developed by the U.S. Forest Service, and now maintained by IMPLAN Inc. Data came from the PRI, Data Axle, and other government sources.

About Performance Racing Industry

Performance Racing Industry fuels the passion for motorsports by building, promoting, and protecting the worldwide racing community. PRI supports the interests of racers, enthusiasts, builders, tracks, sanctioning bodies and businesses through legislative action and advocacy, its monthly business magazine Performance Racing Industry, and the world's premier motorsports trade show, the PRI Trade Show. PRI also supports businesses by providing market research, education and best practices in motorsports business and racing technology. For more information, visit PerformanceRacing.com.

From the Desk of PRI Ambassador, Tom Deery in Regard to the PRI Economic Impact Study;

Motorsports Economic Impact Study – Overview

Background

The PRI Motorsports Economic Impact Study analyzed the motorsports industry and its effect on the national, state and local economies within the United States. The motorsports market includes manufacturers, distributors and retailers who produce and sell performance and racing parts specifically for use in professional or amateur racing.

Traditionally, economic impact reports about racing are focused on the impact of a single event – major race weekend events for a specific local and state economy. These are studies that examine the impact of the tourism dollars that come into the economy as a result of that single event. This report is different because it determines the economic impact of the businesses that support the existence of racing in the first place.

For purposes of this study, the perfor-

mance racing industry is defined as the manufacturing, distribution, retailing, and servicing of specialty and performance parts specifically for use in professional and amateur racing cars well as race-tracks, race teams, and promoters. The study focuses on the following vehicles related to motorsports: cars, trucks, motorcycles, and UTVs/side-by-side vehicles. When accounting for the direct industry, as well as all supplier and induced-spending linkages, the performance racing industry reaches into all corners of the United States economy, creating over 318,560 FTE jobs, and generating nearly \$22.2 billion in wages and benefits. Performance racing generates \$69.2 billion in economic activity in the United States.

John Dunham & Associates (JDA) conducted this research, funded by the Performance Racing Industry (PRI), based on 2025 data for the United States economy.

Core Message

"Motorsports is more than a sport—it's a major economic force that drives jobs, wages, and revenue in every corner of the country. This study proves what the PRI has long known: motorsports is a vital part of America's economy."



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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Mansfield Speedway in Ohio was once an ultra-modern facility hosting a great deal of events on asphalt before the dirt was put down. The facility once hosted the NASCAR Craftsman Truck Series and several major events on the dirt surface.

Mansfield Speedway Coming Back to Life

Mansfield, Ohio — A private ground-breaking ceremony was recently held at **Mansfield Speedway**, marking the first step in the track's long-awaited return. With bold new plans in motion, its new owners are calling it "The People's Race Track."

Former NASCAR driver and entrepreneur **Matt Tifft**, along with his wife **Jordan**, officially purchased the 178-acre property for \$2.2 million, according to the Richland County Auditor's Office. Nestled between Ohio Route 13 and Olivesburg Road, the speedway is set to undergo a major transformation.

The couple envisions more than just the return of racing — they're planning to create a **multi-use entertainment destination** inspired in part by the energy and innovation of the Savannah Bananas baseball model. Their mission is to blend **grassroots motorsports, car culture, concerts, and seasonal festivals** into a one-of-a-kind venue for fans and families alike.

"This track has so much history, and we couldn't stand to see it waste away," said Matt Tifft. "Jordan and I are building something that's more than just a racetrack. This is about community, horsepower, and unforgettable events all year long."

The vision includes a **Christmas village during the holidays**, where guests will be able to drive through a lighted display around the track's access road — part of the couple's com-

mitment to hosting community-driven events throughout the year.

"This place was so special to so many people," Matt added during the groundbreaking ceremony at the 400 Crall Road site. "We've heard incredible stories of families and friends coming here together, with memories going back 60 years. We want to bring that magic back — not just for racing, but for community gatherings and future generations."

Matt, a former NASCAR team owner and driver, emphasized that his passion began as a young fan.

"I remember going to my first dirt race when I was 5 years old. That love of the sport is what brought me here," he said. "Now we want to re-ignite that same passion — whether it's through racing, drifting, tuning, or even a paintball tournament in the backfield. The possibilities are endless."

Some of the planned features include:

- **New grandstands with party porches**
- **A VIP deck and beer garden**
- **A kid zone** and family areas
- Improved **amenities** throughout the facility

"People want more than just racing — they want a place to mingle and connect," said Matt. "We're excited to bring that to Mansfield."

Tifft noted that **Simonson Construction**, the original company that built the track in 2002, will handle the redevelopment. According to company representative **Rader**, the project will include a complete regrading of the track to meet Tifft's specifications, followed by the installation of a new racing surface.

"Matt has a clear vision, and we're honored they've trusted us to deliver on an accelerated timeline," Rader said.

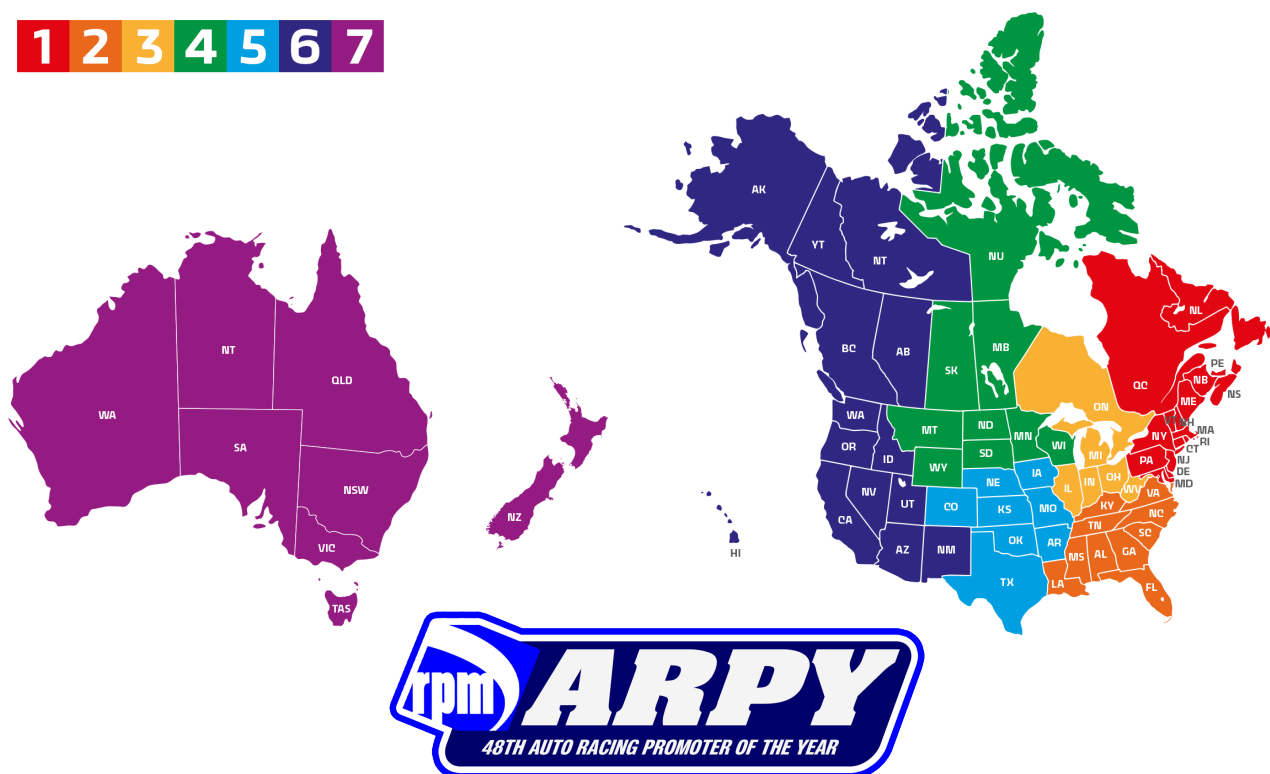
The goal is to host the **first race in Spring 2026**.

Jordan Tifft, originally from South Florida, said she and Matt — a Hinckley, Ohio native — already feel at home in the community.

The Joie 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

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Region 3;

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Region 4;

Canada – Manitoba, Saskatchewan, Nunavut

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Region 5;

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RPM believer, attendee and supporter Tommy Hunt, deserves a great deal of credit and a round of applause for bringing Calistoga Speedway in California back to life this year. Many thought this wouldn't happen, but with his foresight and persistence it did.

Calistoga to Re-Open Saturday, August 30 and Sunday, August 31 with Help from the West Coast Stock Car/Motorsports Hall of Fame

Calistoga Speedway, one of the west's most storied dirt tracks, returns to competition with the Louie Vermeil Classic on Aug. 30-31 and the West Coast Stock Car/Motorsports Hall of Fame will be part of the festivities.

The half-mile speedway, located at the Calistoga Fairgrounds, will host two nights of Northern Auto Racing Club 410 winged sprint car and United States Auto

Club (USAC)/California Racing Association 410 non-wing sprint car events.

Calistoga Speedway last hosted the Vermeil Classic in 2019, prior to its relocation to Silver Dollar Speedway in Chico. The West Coast Stock Car/Motorsports Hall of Fame is an associate sponsor of this year's event.

The West Coast Stock Car/Motorsports Hall of Fame also will sponsor this year's Calistoga Hall of Fame dinner and awards, set for Aug. 29 at the Tubb Building at the fairgrounds.

"As a longtime fan of Calistoga Speedway and learning of the opportunity to connect with the Louie Vermeil Classic, we jumped at the chance to become involved," said Ken Clapp, Chairman and CEO of the West Coast Stock Car/Motorsports Hall of Fame. "Having a longtime relationship with Tommy Hunt, we at the West Coast Stock Car/Motorsports Hall of Fame are looking forward to participating during the Aug. 29-31 weekend."

"The Hunt family is honored and proud to have the West Coast Stock Car/Motorsports Hall of Fame as a sponsor of this year's racing activities," said Tommy Hunt, the Calistoga Speedway promoter and member of the Calistoga Speedway Hall of Fame. "We're well on our way to the necessary improvements. People will be surprised what they see when they get here."



Bert Emick, who was the founder of the All Star Circuit of Champions, recently passed away. His passion for the sport was unwavering and he will be missed.

The dirt-track racing community lost an icon Thursday, June 26.

Former head of the All Star Circuit of Champions Sprint Car Series Bert Emick passed away at Halifax Hospital after a brief illness. He was 84 years old.

Emick was surrounded by his loving wife Brigitte, whom he married in 1962, and his daughter Kristi. His heart was filled with gratitude for the love and respect of the racing community.

Born in Columbus, Ohio, to Betty and Bert "Pop" Emick Sr., Bert became interested in auto racing through his father who enjoyed racing photography as a hobby. Bert later joined his father as a photographer by the time he was in his early 20s.

Bert began his working career in the automobile service industry, eventually owning his own muffler shop in 1975. Because of his upbringing, Bert and Brigitte were regulars at races in Ohio and the surrounding states in the 1960s and 1970s. Bert and Brigitte had racing photo stands at tracks in Ohio and West Virginia in the mid-to-late 1970s.

The All Star Circuit of Champions was formed in 1970 by

C.H. "Bud" Miller with partners Paul Waite, William Baieri and George Yobe. Eleven races were run in 1970, mostly 100 lappers on Wednesday nights in New York, Pennsylvania and Ohio, each paying \$1,000 to win. Ralph Quarterston won the first All Star point title over Bobby Allen, Lee Osborne and Lou Blaney.

Due to Miller's business commitments, no All Star events were contested in 1971 or 1972. However another season began in 1973 with 11 shows scheduled with Jan Opperman winning the series title.

Because of those early All Star successes and the renewed enthusiasm in "outlaw" sprint car racing generated by Ted Johnson's World of Outlaws in 1978, racing photographer friends Jerry Clum and Emick decided to start their own series in 1979. Five events under the Midwest Outlaw Super were held in Ohio and West Virginia with Dub May winning the point title.

Bert got involved because of his admiration for the grassroots, low budget traveling racers. Bert's goal was to help these type of racers out with good purses without a lot of travel. By 1980 the MOSS series was growing quickly with 22 events scheduled and the addition of a MOSS late model series.

MOSS events paid \$2,000 to win with a point fund champion taking \$10,000 claimed by Bobby Allen and Jim Dunn taking the late model title.

An All Star Board of Directors was created with Bert and Brigitte at the helm. As the series grew, Bert turned over the day-to-day operations of the late model series to Bill Moore in 1982.

In 1983 Ohio Sprint Speedweek was started featuring six races in six nights under the All Star Circuit of Champions banner. The brainchild of Eldora's Earl Baltes, Speedweek has been imitated in several other regions. In fact, Attica Raceway Park kicks off the annual Ohio Sprint Speedweek with the Bert and Brigitte Emick Classic each year.

Bert gives all the credit for the growth in purses and points funds for the All Stars over the years to his wife, Brigitte who worked tirelessly on financials, statistics and running the series souvenir trailer. She was always at Bert's side.

Bert was loved and respected by drivers, car owners, track promoters and the fans. He was voted the inaugural recipient of the National Sprint Car Poll's Outstanding Contribution to the Sport Award in 1985 and has been ranked in the top five of the most influential leaders in the sport every year since the poll's inception in 1991. He was inducted into the National Sprint Car Hall of Fame in 2000 and the Fremont Speedway Hall of Fame in 2012.



Quick Notes from our Support team!

There has been a lot of conversation about keeping driver data accurate in MyRacePass as of late, so I want to highlight two circumstances and what you should do to resolve those.

- A driver has two driver profiles - If you run across a situation where the same driver is listed twice, please send that to us. We can merge them together in a way that correctly combines their entry, lineup, results, and points data. We have an article on the topic, but I just really want to emphasize that you should send these to us.

- Driver name or hometown information is incorrect - If you see a driver profile where a name is spelled incorrectly or the hometown is wrong, We have an article outlining how to request that be changed.

It is very important to never share passwords for any reason. Whenever you bring on a new employee, you'll want to simply set up their own MyRacePass login credentials for your account. You can do this at any time by following these steps from the dashboard.

- **Select your profile photo from the top left > Select "Users" > Select "Add User Permissions" at the top left.**

From there, you'll enter the user's first name, last name and email address they use to log into the MyRacePass app. You'll also have a few different options for permissions to choose from as well.

- Site Administrator

This is the most common permission to choose from. Selecting the Site Administrator option gives the user access to race management and website management as well as the box office and ticket scanning. This does NOT give the user access to the Financial Reporting option.

- Box Office

Select this if you only want the user to be able to access the box office for race day tickets and nothing else

- Ticket Redemption

Select this if you only want the user to be able to scan tickets on race day with their phone and nothing else.

- Financial Reporting

Select this if you want any user to be able to see reports of payments sent to your account from ticket sales, registration payments or MRP Digital Ads funds for those with websites through MyRacePass. Adding a user as a standard admin does NOT give them access to this feature.

- Host Audio Announcer

Select this if you only want the user to be able to set up and stream the Announcer Audio feature and nothing else.

You can see our article at MRPHelp.com for more information:

[Adding user permissions to your account](#)



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.





This month's legal update is a simple and effective checklist to make sure we are doing the right things to keep all of our businesses on the right track.

The Most Common Legal Issues Small Businesses Will Face

The entrepreneurial spirit thrives on innovation and determination. However, the road to success for small businesses is often paved with unexpected challenges—particularly legal ones. Navigating the complex legal landscape is essential for protecting your business and ensuring sustainable growth.

Below are some of the most common legal pitfalls small business owners face—and how to avoid them.

1. Selecting the Wrong Business Entity

The foundation of your business starts with choosing the right legal structure. The wrong choice can affect your taxes, liability, and ability to raise funds. Here's a quick overview:

- **Sole Proprietorship** – Easy to form, but the owner holds unlimited personal liability.
- **Partnership** – Shared profits and liabilities between partners.
- **Limited Liability Company (LLC)** – Offers personal liability protection with flexibility in profit distribution.
- **Corporation** – Provides strong liability protection but requires strict adherence to formalities and regulations.

Tip: Consult an attorney or accountant before deciding

on a structure to ensure it aligns with your business goals and minimizes risk.

2. Operating Without Written Contracts

Contracts are the foundation of clear business relationships. Yet many small businesses rely on verbal agreements, which can lead to confusion, disputes, and potential legal battles.

Why written contracts matter:

- **Clarity** – Define terms, responsibilities, timelines, and payment details.
- **Dispute Resolution** – Provide a framework for resolving conflicts.
- **IP Protection** – Secure your intellectual property and define ownership.

Take the time to develop contracts for clients, vendors, and employees. This investment will save you time and legal trouble later.

3. Trademark and Licensing Issues

A strong brand is a valuable asset—but only if it's protected. Trademark infringement occurs when a business uses branding that's too similar to an existing one, causing consumer confusion.

Best practices:

- Conduct a thorough trademark search before finalizing your business name or logo.
- Ensure you have proper licenses for software, images, music, or any copyrighted materials.

Failure to comply can result in fines or lawsuits that damage your brand and finances.

4. Failing to Protect Intellectual Property

Your unique ideas and creations are valuable. Protect them with the appropriate legal tools:

- **Patents** – Protect inventions and processes.
- **Copyrights** – Safeguard original creative works like music, writing, or software.
- **Trademarks** – Defend brand identifiers such as names, slogans, or logos.

Register your IP to establish ownership and gain legal standing in the event of infringement.



5. Lack of Employee Agreements

Proper documentation helps manage your workforce while protecting your business.

Essential agreements include:

- **Employment Contracts** – Define roles, responsibilities, and expectations.
- **Confidentiality Agreements** – Prevent unauthorized sharing of sensitive information.
- **Non-compete Clauses** – Restrict employees from joining competitors under certain conditions.

Work with an employment attorney to ensure your agreements are enforceable and compliant with local laws.

6. Ignoring Tax Obligations

Taxes are a given, but they can become a liability if not properly managed.

Key considerations:

- Know your **filing deadlines** based on your business entity.
- Keep track of **deductible expenses**.
- Pay **estimated quarterly taxes** to avoid penalties.

A tax advisor can help create a strategy that optimizes deductions and ensures compliance.

7. Missing Website Terms and Conditions

If you operate online, your website needs clear **Terms and Conditions** (T&Cs) and a **Privacy Policy**.

Your T&Cs should cover:

- **Acceptable Use** – Outline permitted behavior on your site.
- **Limitation of Liability** – Define the extent of your responsibility for user actions.
- **Data Use and Privacy** – Explain how customer information is collected and stored.
- **IP Ownership** – Clarify who owns your website content and branding.

Having these policies in place sets clear expectations and offers legal protection.

8. Poor Record Keeping

Keeping accurate records is crucial for compliance, transparency, and protection.

Maintain documentation such as:

- **Financial Records** – Income, expenses, and balance sheets.
- **Tax Filings** – Receipts, invoices, and deductions.
- **Meeting Minutes** – Board or shareholder decisions (especially for corporations or LLCs).
- **Employee Files** – Contracts, evaluations, and payroll data.

Solid records can protect your business during audits, disputes, or future funding opportunities.

9. Operating Without Adequate Insurance

Accidents, lawsuits, and property damage can happen anytime. Insurance is your safety net.

Essential business insurance types include:

- **General Liability** – Covers injuries or damages caused by your business.
- **Property Insurance** – Protects against theft, fire, and weather damage.
- **Business Interruption** – Covers lost income due to unexpected closures.
- **Errors & Omissions (E&O)** – Critical for service-based businesses facing professional liability claims.

Consult an insurance broker to ensure your coverage meets your specific business needs.

Conclusion

The legal landscape can be daunting, but proactive planning helps you avoid costly mistakes. By understanding these common legal issues—and taking action now—you'll protect your business, reduce risk, and set the foundation for sustainable growth.

An ounce of prevention is worth a pound of cure.

Investing in legal guidance today can save you time, money, and stress tomorrow—allowing you to focus on what truly matters: building a successful business.





Angell Park Speedway is an “iconic” track in our industry. Run by the Sun Prairie, Wisconsin Fire Department, the track recently had a social media post that was floating in cyberspace in regard to the track’s property taxes. While it was interesting, the story has now been removed the platform it was on, however, was a reflection of what this issue is focusing on in the main story. There was a time when any publicity was good publicity, however even that has changed to the point where we have to manage things from all perspectives.



A great idea to bring your community together at your facility shared by Lucas Oil Speedway in Wheatland, MO. Fans bringing four non-perishable food items will be admitted free. A great night to drive people through the gate get people into your facility and get noticed in your community.



Interesting idea at BAPS Motor Speedway. "One of the most difficult issues facing Sprint Car racing as an industry is how to get new fans through the gates. It's not easy. There are more activities vying for the average person's dollar, and money for the average family is getting tighter. It's also difficult to advertise in the right place to get the most eyes on your product ... in this case, racing. But BAPS Motor Speedway General Manager Kolten Gouse and RPM presenter, has an idea to check all of the boxes. As part of his initiative to bring in more new fans, he has put together a promotion that hasn't been done in central Pennsylvania for at least 50 years. Gouse and the BAPS Motor Speedway management team announced Sunday that next year's 410 Sprint Car event on June 7, 2026, will feature a \$5 general admission price tag for fans. The Eagle Air Aviation \$5 Keystone Nationals will have a regular 410 Sprint Car purse, with Extreme Stocks also on the program. "This sport needs to bring in new fans, and we thought a good way to do that was to give people an opportunity to try dirt-track racing out at a low cost," Gouse said. "It also a way to say, 'Thank you' to our current fanbase for their support over the years. "The reason we are announcing it now is so we can promote it for an entire year. We want this to be one of the biggest events in the history of the speedway and don't want fans to miss out on this opportunity."



Josh Holt from MyRacePass proudly presented Gavin Migro, promoter of Perth Motorplex, with the prestigious Auto Racing Promoter of the Year award for Region 7—covering Australia and New Zealand. This historic moment marks the first time the award has ever been presented in this region, recognizing Migro's exceptional dedication and impact on motorsport promotion. The honor highlights not only the excellence of Perth Motorplex under his leadership but also the growing recognition of motorsport achievements across the Southern Hemisphere. We would like to thank Josh Holt for not only presenting this but, also sending us this photo of the presentation.



Are you advertising the fact that you take credit cards and give fans an opportunity to purchase tickets and move through the lines quickly? This is especially effective at bigger events and can also help alleviate having that ticket window open longer, saving a little bit when it comes to payroll. Just a thought...




"Practice what you preach". Here is our pace truck in line for the Williamson Apple Blossom Parade. Williamson, NY is the town where Spencer Speedway is and a track we promoter. Being a visible member of the community can never hurt and the kids had a great time tossing candy and bubble gum to parade attendees. Enjoyable all around.

OPPORTUNITIES DON'T HAPPEN. YOU CREATE THEM.

– Chris Grosser



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WORRIED
ABOUT THE
COST OF GOING
FOR IT. YOU
SHOULD SEE
THE PRICE OF
STAYING EXACTLY
WHERE YOU ARE.**



Central Missouri Speedway For Sale

Earl and Susan Walls have owned and operated Central Missouri Speedway (CMS) in Warrensburg, Missouri, for 31 years. They have recently announced this would be he and his wife's final year at the helm of the track and that the facility is now for sale.

Along with the racetrack itself, which sits on 30-plus acres of land with a lake and diesel water pump, the purchase includes the Pub 13 Bar and Restaurant ready to operate, two concession stand buildings, the pit office building, the technical inspection and equipment storage outbuilding, and two large grandstands.

Race-related electronics includes a 10 x 20 LED message center and virtual scoring and timing board with switch and computer, and a Westhold timing and scoring system, which includes 130 transponders, scoring loop, and IDEC system, two loudspeaker announcer systems, newly installed lighting, and a new technical inspection drive-on scale and scale equipment,

Motorized equipment includes a Cat grader, two water trucks, a large and small size tractor, a box blade, tiller, Sheep's foot, two wreckers, and a push truck, The asking price is one million dollars, which includes all of the above.

The Walls will finish the season out with their current staff and previously announced schedule, which includes racing through mid-September. For 31 years, Earl and Susan Walls have hosted nearly 390 different drivers at the track and 78 different track champions, they have definitely earned their retirement wheels!

Serious inquiries about the track may be addressed to the business phone line at (816) 229-1338 between 9 am and 5 pm, Monday through Friday, or on race days (Saturdays) at Central Missouri Speedway, 5 NE, State Highway V, Warrensburg, Missouri. The sale price is one-million dollars.



Rockingham Speedway For Sale

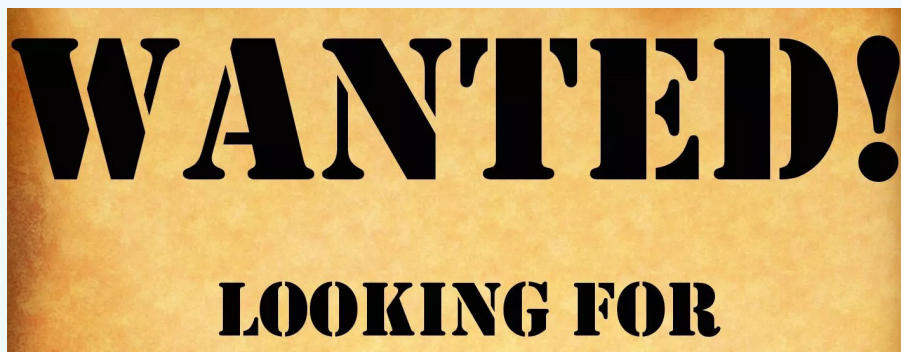
Rockingham Speedway, a 250+ acre motorsports and events venue located in Richmond County, North Carolina. The Speedway currently has permanent seating for 25,000 and can support up to 50,000 people per day. It lies at the intersection of US-1 (a four-lane highway) and NC-177 (a two-lane highway) and has six large entry gates. Rockingham Speedway offers four distinct paved motorsports areas: a 1-mile track called Big Rock, a half-mile track called Little Rock, a quarter-mile track called Little Rock and a road course. The property has received over \$12 million in infrastructure upgrades and improvements over the past three years and has full ABC permits site-wide. Rockingham Speedway also now qualifies for the new and extremely rare NC Sports Wagering License.

[The Rockingham Speedway Listing can be found here: www.loopnet.com/Listing/2152-N-US-Highway-1-Rockingham-NC/35995534/](http://www.loopnet.com/Listing/2152-N-US-Highway-1-Rockingham-NC/35995534/)

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New at RPM: Industry Job Board / Seeking Items / Services / Etc... Now Available

At the request of our friend and longtime RPM supporter **Calie Sullivan** of **WISSOTA**, we're introducing a new feature to better serve the racing industry community.

Calie inquired about listing an available position through RPM, which prompted us to create a dedicated space for **job postings and opportunities** across the motorsports industry. Whether you're hiring or seeking a position, **RPM is here to help connect the right people to the right opportunities.**

If your organization has a position open—or if you're a professional in the industry looking for your next opportunity—**don't hesitate to reach out.** We're happy to use this platform to help match talent with need.

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Let's keep building the sport—together.



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