

A SERVICE TO PROMOTERS SPONSORED



THE PROMOTERS VOICE & FORM SINCE 1972

ISSUES 55.7



RACING PROMOTION MONTHLY

THE IDEA NEWSLETTER FOR AUTO RACING PROMOTERS



**THE CUSTOMER EXPERIENCE
A BUSINESS STRATEGY**

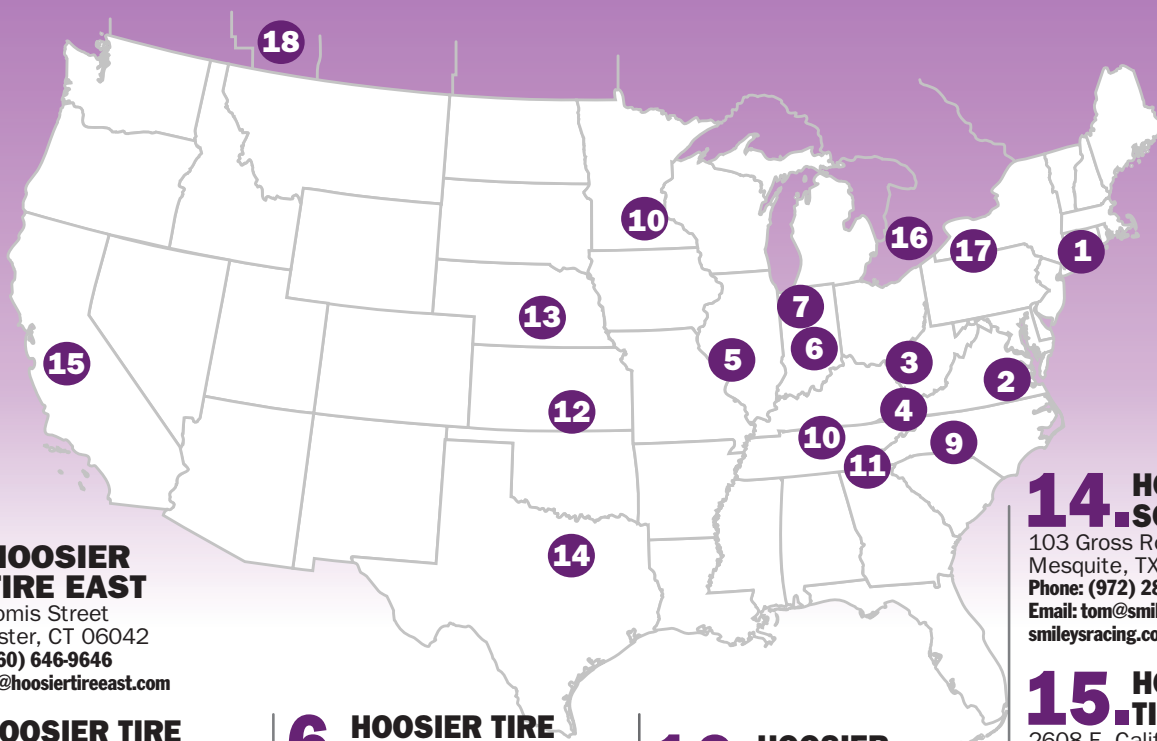
PG 9

PG: ZAS PERSONAL PHOTO COLLECTION

WWW.PROMOTERSNEWSLETTER.COM



TIRES DESIGNED FOR CHAMPIONS®



1. HOOSIER TIRE EAST

56-H Loomis Street
Manchester, CT 06042
Phone: (860) 646-9646
Email: rob@hoosiertireeast.com

2. HOOSIER TIRE MID-ATLANTIC BALTIMORE

2931 Industrial Park Drive
Finksburg, MD 21048
Phone: (410) 833-2061
Email: sales@hoosiermidatlantic.com
www.hoosiermidatlantic.com

3. HOOSIER TIRE MID-ATLANTIC PITTSBURGH

110 South Pike Road, #207
Sarver, PA 16055
Phone: (724) 360-8000
Email: sales@hoosiermidatlantic.com
www.hoosiermidatlantic.com

4. HOOSIER TIRE OHIO VALLEY

1933 Staunton Turnpike
Parkersburg, WV 26104
Phone: (304) 428-5000
Email: todd@poske.com
www.poske.com

5. HOOSIER TIRE MIDWEST SPRINGFIELD

3886 E. State Route 54
Springfield, IL 62707
Phone: (217) 522-1955
Email: jessica@racetires.com
www.racetires.com

6. HOOSIER TIRE MIDWEST INDIANAPOLIS

4155 N. 1000 E., Ste A,
Wally Parks Dr.
Brownsburg, IN 46112
Phone: (317) 858-1234
Email: hoosiertiregirl@gmail.com
www.racetires.com

7. HOOSIER TIRE MIDWEST PLYMOUTH

1801 Jim Neu DDrive
Plymouth, IN 46563
Phone: (574) 936-8344
Email: httnrace@aol.com
www.hoosiertirenorth.com

8. HOOSIER TIRE NORTH

21601 John Deere Lane
Rogers, MN 55374
Phone: (763) 428-8780
Email: httnrace@aol.com
www.hoosiertirenorth.com

9. HOOSIER TIRE SOUTH ASPHALT

P.O. Box 537
Welcome, NC 27374
Phone: (336) 731-6100
Email: hoosierasp@lexcominc.net

10. HOOSIER TIRE SOUTH DIRT OVAL

P.O. Box 1437
Clinton, TN 37717
Phone: (865) 457-9888
Email: hoosierdavid@bellsouth.net

11. HOOSIER TIRE SOUTH ROAD & DRAG

P.O. Box 6080
Maryville, TN 37802
Phone: (865) 984-3232
Email: road&drag@hoosiertiresouth.com

12. HOOSIER TIRE GREAT PLAINS

3801 W. Pawnee, Suite 200
Wichita, KS 67213
Phone: (316) 945-4000
Email: sales@hoosiertiregp.com
www.hoosiertiregp.com

13. HOOSIER TIRE GREAT PLAINS NEBRASKA

12252 N 153rd Circle
Bennington, NE 68007
Phone: (402) 281-9700
Email: sales@hoosiertiregp.com
www.hoosiertiregp.com

14. HOOSIER TIRE SOUTHWEST

103 Gross Road, Bldg. A
Mesquite, TX 75149
Phone: (972) 289-RACE (7223)
Email: tom@smileysracing.com www.smileysracing.com

15. HOOSIER TIRE WEST

2608 E. California
Fresno, CA 93721
Phone: (559) 485-4512
Email: racing@hoosiertirewest.com www.hoosiertirewest.com

16. HOOSIER TIRE CANADA

117-119 Cushman Road
St. Catharines, Ontario,
Canada L2M 6S9
Phone: (905) 685-3184
Email: ronmckay@bicknellracingproducts.com
www.hoosiertirecanada.com

17. HOOSIER TIRE CANADA-NY

1733 Maryland Avenue
Niagara Falls, NY 14305
Phone: (716) 285-7502
Email: usasales@bicknellracingproducts.com
www.bicknellracingproducts.com

18. HOOSIER TIRE WESTERN CANADA

5601-45 ST Leduc,
Alberta, Canada T9E 7B1
Phone: (780) 986-7223
Email: parts@geeandgeeracing.com
www.geeandgeeracing.com

www.hoosiertire.com

65465 SR 931, Lakeville, IN 46536 (574) 784-3152



TABLE OF CONTENTS

MAKING NEWS	PG 5
ORGANIC MARKETING	PG 8
CUSTOMER EXPERIENCE	PG 9
A FEW THINGS	PG 14
LEGAL UPDATE	PG 18
TRAXPIX	PG 20
MARKETPLACE	PG 25
JOB BOARD	PG 26
DIRECTORY OF SERVICES	PG 27

MAILING ADDRESS:

1670 Hall Road, Elma NY 14059 - PO Box 161,
174 E. Main Street, East Aurora, NY 14052

E-MAIL CONTACT:

jskotnicki@racingpromomonthly.com



THE FUN STARTS WITH K&K

Other insurance providers may come and go but with more than 70 years of experience in the motorsports industry, you can depend on the staying power of K&K Insurance. As a recognized and trusted motorsports insurance provider, you can choose K&K with confidence for competitive coverage designed for your needs. Work with an expert and call K&K Insurance today.

- Racing Teams
- Owners & Sponsors
- Facilities & Events
- Products Liability
- Racing Service & Repair Shops

- Competitive rates and coverage
- Extensive specialty insurance and claims knowledge
- Secure market with over 70 years of experience



800-348-1839
www.kandkinsurance.com

K&K Insurance Group, Inc. is a licensed insurance producer in all states (TX license #13924); operating in CA, NY and MI as K&K Insurance Agency (CA license #0334819)



WE USE



WWW.PROMOTERSNEWSLETTER.COM



There as been several instances this season that have provided us with serious reminders that we, as event promoters and administers need to be ready for anything at any time. It's a challenge to know exactly what you need for each circumstance and it's always a learning process, however, it's something we should all strive to do.

An Unusual Season: A Reminder to Stay Ready

This has been a strange and challenging season for many of us in the motorsports community.

Across the board, we've seen fluctuations in car counts, fan turnout, unpredictable weather, extreme heat, short tempers, and heightened attitudes. The reasons aren't always clear, but the effects are being felt at nearly every level.

Some promoters have reported solid progress and momentum. Others are facing real struggles, while a few remain in a holding pattern—steady but aware of the turbulent environment around them. Regardless of the situation, one thing is consistent: it's been tough sledding in 2025.

We've also witnessed some unusual and, at times, concerning incidents—not just at our own events and short tracks, but across the wider industry, including drag racing and even monster truck shows. These have reinforced something we've said time and again: **be ready for anything.**

In more than a few cases, situations may not have been entirely preventable—but they could have been handled better.

So, we ask:

- Are your safety teams truly ready?
- Do you have the proper fire suppression and rescue gear?
- Is your staff trained and prepared to transport an injured

driver?

- Are you monitoring your grandstands for signs of heat exhaustion or medical emergencies?

Just recently, at one of our events, an ambulance crew was alerted to an individual found incoherent in their car in the parking lot—thanks to a fan who noticed something was wrong. The cause? Dehydration from a long, hot, and humid day. It was a reminder that the elements affect everyone—not just drivers and crew, but fans, staff, and officials too.

We all have the tools and knowledge to do better—but are we applying them? The damage that comes from mishandling a bad situation isn't just operational—it's reputational. And in today's world, scrutiny comes fast, wide, and often without context.

Are you ready for something as unexpected as a loose **Monster Truck tire and wheel assembly**? (If you're not sure why we're asking, check out the footage on TraxPix.)

As we push harder to sell more tickets, sign more sponsors, and attract more competitors, we cannot afford to overlook the fundamentals. **Customer service** and **crisis management** are just as important as the racing product on the track. In fact, in many cases, they may define a customer's experience more than the race itself.

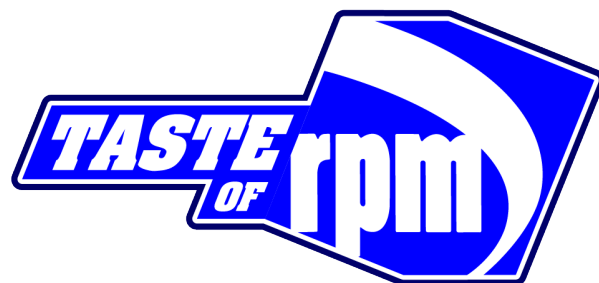
It's a truth few of us like to admit—but it's one we must not forget.

Please take this as a reminder to revisit your procedures, assess your readiness, and put plans in place that account for all possible scenarios. Make sound decisions with all the available variables in mind.

We hope you'll never have to thank us for this reminder. But if you do, it means you were prepared.



Even when a bluebird stops on the fence during practice for an event, be prepared, he might be carrying his next meal.



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>

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

**RPM@RENO
WORKSHOPS
WED, DEC. 3 &
THURS, DEC. 4, 2025**

**RPM@DAYTONA
WORKSHOPS
MON, FEB 9 &
TUES, FEB 10, 2026**

RPM@RENO - SILVER LEGACY, RENO, NV
RPM@DAYTONA- THE SHORES RESORT, DAYTONA BEACH, FL



TicketSpice brings a specialized ticketing experience to the promoter and the customers to provide effortless online event management and ticket sales, marketing and ticketing that helps event organizers increase their bottomline.

WWW.TICKETSPICE.COM

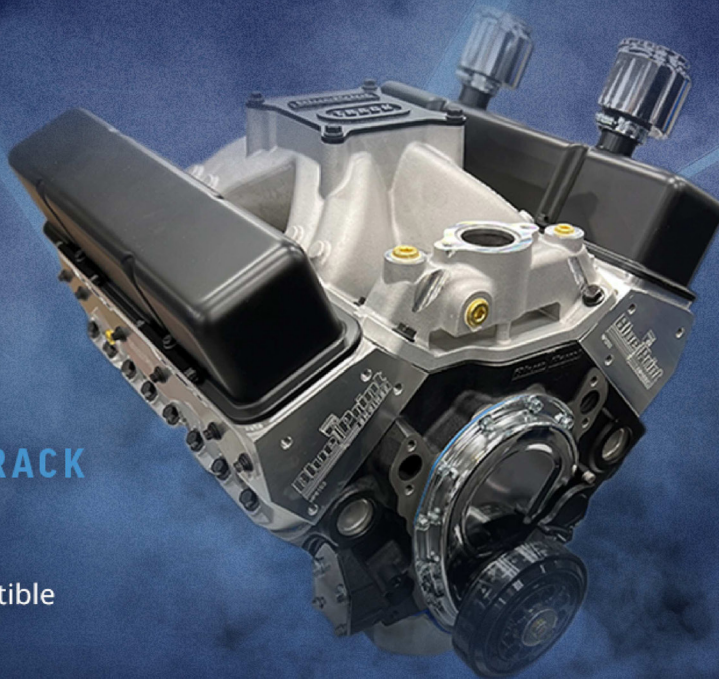
9142 D STREET, SACRAMENTO, CA 95814 888-798-9569



**ENGINES FOR
CIRCLE TRACK
COMPETITION.**

**PRECISION ENGINEERED TRACK
READY PERFORMANCE**

Coming soon! Small Block Chevy compatible
circle track engines.



VISIT: BLUEPRINTENGINES.COM | CALL: 308.236.1010



WHAT IS

ORGANIC MARKETING

Benefits, Tips, and Strategies

Does Organic Marketing Still Work?

Yes — organic marketing still works. However, its role and effectiveness have evolved significantly. While platforms like Facebook and Instagram now prioritize paid content, organic strategies remain essential for building trust, brand awareness, and long-term customer relationships.

1. Why Organic Marketing Remains Vital

• Builds Trust & Credibility

Content marketing and community engagement foster authenticity — a key driver of long-term brand loyalty.

• Cost-Effective Over Time

Though slower to yield results, organic efforts (especially SEO) often prove more sustainable and economical than ongoing paid campaigns.

• Strengthens Paid Efforts

A strong organic presence enhances the performance of paid advertising by reinforcing brand recognition and engagement.

2. The Evolution of Organic Marketing

• Changing Algorithms

Platforms increasingly favor paid content, making it harder for brands to gain reach organically.

• More Competition

With influencer marketing and content overload, standing out requires more creativity and consistency.

• The Hybrid Model is Key

The most successful strategies integrate both organic and paid approaches — using paid media to accelerate reach and organic content to build lasting value.

3. Core Organic Marketing Tactics

• SEO (Search Engine Optimization)

Boost visibility by optimizing website content around relevant keywords.

• Content Marketing

Deliver informative, entertaining, or problem-solving content

(blogs, videos, guides, etc.) to attract and retain your audience.

• Social Media Engagement

Go beyond posting — respond to comments, start conversations, and foster community interaction.

• Community Building

Create spaces (forums, events, groups) that empower audiences to connect with your brand and each other.

• Influencer Collaboration (Organic)

Partner with influencers who authentically align with your brand and engage loyal followings.

4. Effective Organic Platforms

• TikTok

The algorithm prioritizes engaging content, making it ideal for organic reach when using trends and storytelling.

• LinkedIn

Especially effective for B2B, organic content on LinkedIn drives thought leadership and trust.

• Web & Blog Content

Publishing high-value, evergreen content on your site builds authority and long-term traffic through SEO.

Conclusion

Organic marketing hasn't disappeared — it's just more strategic. The best marketing programs today use **both** organic and paid tactics. Paid media can deliver immediate traction, while organic efforts build the foundation for **sustainable, long-term growth**.



Yard signs are great form and example of organic marketing and truly helpful in getting the message of your event out there. Corner signs, where people frequently stop, are great tools to help bolster digital advertising.



Customer Experience

Is Your Customer Experience a Business Strategy — or Just a Marketing Slogan?

In today's business environment, where customers have nearly unlimited choices and instant access to alternatives, how a business delivers its products or services is often just as important as what it delivers. That's where Customer Experience (CX) comes in — not as a one-time project, a support function, or a “check-the-box” training, but as a **core business strategy**.

And yet, many businesses still treat CX as a secondary initiative. They roll out loyalty programs or customer service training — only to redirect resources when a new priority comes along. But CX isn't a feature that can be switched on and off. It's the connective tissue between your **brand, your operations, and your customer relationships**. When mismanaged or ignored, the results can be costly and frustrating for leaders and customers alike.

What Is CX as a Strategy?

Customer Experience as a strategy means **deliberately designing how customers perceive and interact with your business across every touchpoint**, aligning operations, culture, technology, and leadership accordingly.

It goes far beyond surveys and satisfaction scores. It means embedding customer-centric thinking into every department:

- Is your business built around your customers' needs, expectations, and desired outcomes?
- Are your service teams trained and empowered to resolve issues seamlessly?
- Do your sales and marketing teams deliver messaging consistent with the actual experience?
- Are your operations easy to do business with — of-

fering smooth processes, timely delivery, and reliable support?

- Do leaders model CX-first behaviors and hold teams accountable for the customer experience?

CX is not a one-year roadmap or an app launch — it's a long-term, enterprise-wide commitment.

The Strategic Role of CX: More Than Just a Differentiator

In today's competitive marketplace, CX is no longer just a “nice to have” — it's often a **qualifier**. Research shows:

- **73%** of customers say experience is a key factor in purchase decisions — right behind price and product.
- **32%** of customers say they'd stop doing business with a brand they love after just **one bad experience**.

Companies that treat CX as a strategic priority consistently outperform their competitors in customer retention, acquisition, and lifetime value.

CX vs. Other Business Strategies

Customer Experience isn't the only strategy — but increasingly, it's the **glue** that holds the rest together.

- A product-led strategy won't work if customers don't understand or trust the product.
- A price-driven strategy collapses when ordering or service is painful.
- A premium location won't matter if customers are met with indifference.

Customer Experience spans everything: onboarding, training, account management, support, billing — and more. Business owners investing in CX often see **5–10% higher revenue growth** than their competitors.

Why? Because they prioritize relationships, engage employees in the process, demonstrate servant leadership, and deliver **memorable experiences** — not just transactions.

Why CX Must Be a Strategy (Not Just a Campaign)

Here's where many businesses fail: they treat CX as a campaign — not a business discipline.

Customer Experience requires more than good intentions. It requires:

- **Dedicated training** for staff and leaders
- **Customer insight and journey mapping**
- **Soft skills development and coaching**
- **Hiring for attitude, not just skill**
- **Clear communication and cross-functional alignment**

A True CX Strategy Includes:

- **Ownership & Leadership:** CX must be championed at the highest levels — with shared ownership across departments.
- **Customer Journey Mapping:** Visualize every customer interaction to identify friction points and moments of truth.
- **Measurement & Feedback:** Collect insights from customers and staff — and use them to improve. Accountability: Tie CX to performance reviews, incentives, and KPIs.
- **Culture:** Hire, train, and reward people based on customer-first values. Make it real — not just a plaque on the wall.

Final Thought

If your CX “strategy” only exists in a handbook, mission statement, or slide deck — it's not a strategy. It's a **slogan**.

To make an impact, CX must move from boardroom rhetoric to **operational reality**. That requires training, sustained leadership, and strategic alignment at every level of your business.

Because in the end, customers don't remember your brand's tagline - **they remember how you made them feel**.



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.



WWW.PROMOTERSNEWSLETTER.COM

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



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 than 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"

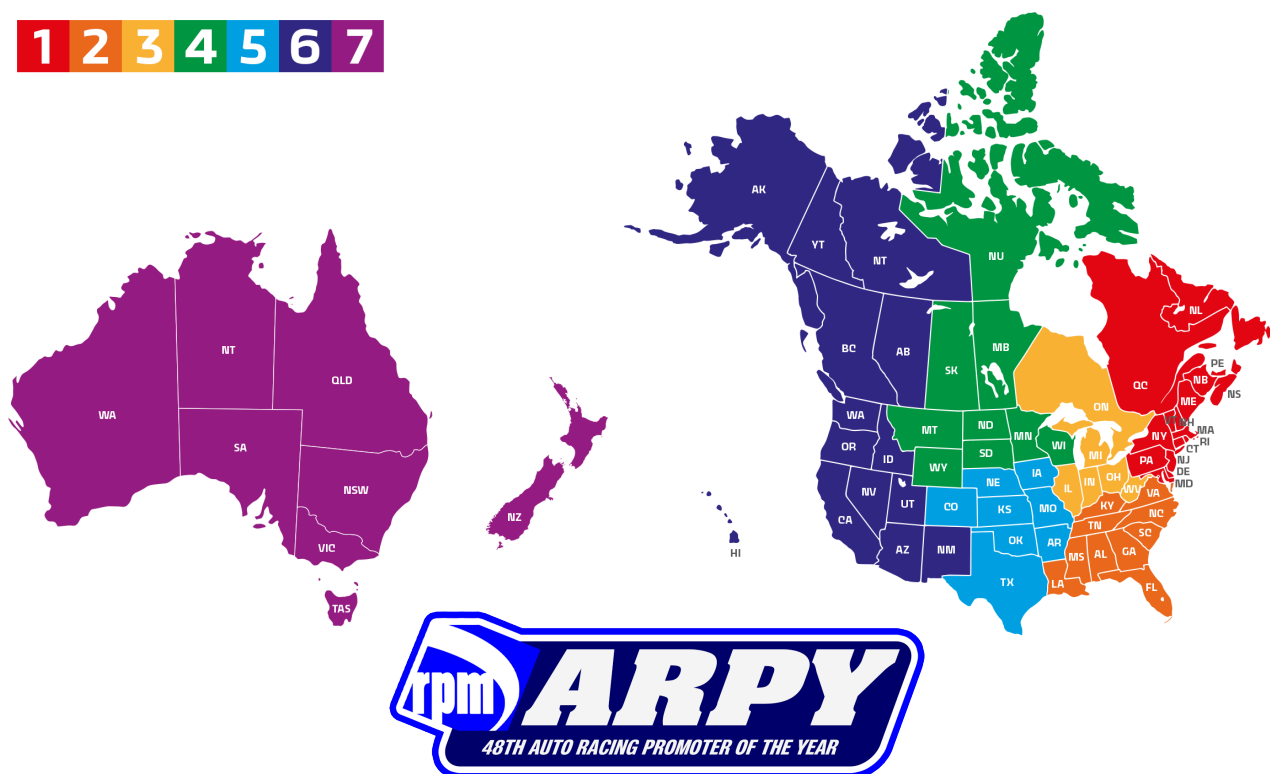
TIRES DESIGNED FOR CHAMPIONS



HOOSIER

hoosiertire.com
574-784-3152

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



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

Chicagoland Speedway revival rumors

The hum of stock cars may once again echo across the high banks of Joliet, Illinois. NASCAR is reportedly eyeing a return to Chicagoland Speedway, fueling months of speculation with recent comments that suggest a revival of the 1.5-mile oval could be on the horizon.

In a statement to Crain's Chicago Business, a NASCAR spokesperson acknowledged the potential for a comeback, saying, "While we currently do not have a timeline or specific series, we do hope to bring NASCAR racing back to Chicagoland Speedway at some point in the future."

Chicagoland Speedway, located about 50 miles southwest of downtown Chicago, has remained largely dormant since hosting its final NASCAR Cup Series race in 2019. The track, which opened in 2001, held 90 national races over two decades and served as the playoff opener from 2011 through 2017. While smaller events have dotted its recent calendar, the roar of the premier series has been absent for years.

Still, hope persists. NASCAR has maintained an active business license for the property, and recent activity — including upkeep and social media hints — suggests the track isn't forgotten. Fan favorite and Cup Series driver Carson Hocevar recently visited the facility and posted a video on social media. "It's kind

of abandoned, but obviously somebody is taking care of it," he said. During a Twitch livestream, Hocevar even teased a possible 2025 return: "Dude, I'm gonna be so pumped for Chicagoland next year. That track's going to be badass in the Next Gen car."

The potential Chicagoland revival comes at an interesting time for the sport. NASCAR recently announced it would pause the Chicago Street Race — the temporary downtown event that made waves in 2023 and 2024 — with tentative plans to return in 2027. For now, NASCAR will retain its Chicago-based offices and community engagement efforts, leaving fans to wonder what's next for the Windy City region.

A New Chapter: NASCAR to Race on a Military Base

While fans in Illinois wait with cautious optimism, NASCAR is writing a bold new chapter 2,000 miles away. The sanctioning body announced plans for a groundbreaking street race at Naval Base Coronado in San Diego, California. Scheduled for the weekend of June 19–21, 2025, the NASCAR San Diego Weekend will include all three national series — Cup, Xfinity, and Trucks — on a temporary circuit mapped within the active military installation.

Ben Kennedy, NASCAR's Executive VP and Chief of Venue & Racing Innovation, called it an honor. "As part of our nation's 250th anniversary, we are honored for NASCAR to join the celebration as we host our first street race at a military base," Kennedy said. "NASCAR San Diego Weekend will honor the Navy's history and the men and women who serve as we take the best motorsports in the world to the streets of Naval Base Coronado."

The one-year agreement marks the first time a Cup race has been held on an active military base. While the layout is still under wraps, NASCAR confirmed that iRacing played a key role in its design — a method increasingly used to prototype new circuits.

Navy Secretary John C. Phelan echoed the significance. "Hosting a race aboard Naval Air Station North Island, the birthplace of naval aviation, it's not just a historic first, it's a powerful tribute to the values we share: grit, teamwork, and love of country," Phelan said. "From the flight deck to the finish line, this collaboration reflects the operational intensity and unity of purpose that define both the United States Navy and NASCAR."

The Return to Southern California

The Coronado event also marks the return of the Cup Series to Southern California, a region that once boasted multiple major NASCAR events. Auto Club Speedway, which hosted its final race in 2023 before demolition, left a void that the Clash at the Coliseum briefly filled in 2024. Now, with military tradition meeting racing innovation, NASCAR fans in the region will have a new reason to celebrate.

What It All Means

Between the hope of reviving a beloved oval and the audacity of a street course on military grounds, NASCAR is continuing its push to innovate while reconnecting with its roots. For fans in Chicagoland, the signs are cautiously optimistic. And for those craving something entirely new, San Diego's military experiment may offer the most unique race in NASCAR history.

Whether it's the nostalgic hum in Joliet or the roar of stock cars near the Pacific, one thing is clear: NASCAR is still evolving — and the storylines are just getting started.



An aerial view of the Coronado Naval base outside of San Diego, California. NASCAR's national series will visit this location next season.

TicketSpice

for Speedways

 TicketSpice

Speedways Make More Money with TicketSpice

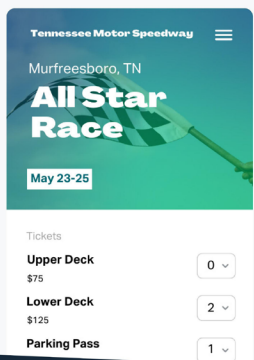


Rated 4.9/5 stars from over 300 reviews

Tired of outdated ticketing companies doing the bare minimum and over charging?



Book a call to learn more about TicketSpice.



Leading Speedways are switching to TicketSpice to save time, increase revenue, and elevate their visitor experience.

- Flexible Ticketing
- Reserved Seating
- Mass Cancellation Refunds
- Dynamic Add-Ons & Upgrades
- Single Page Ticketing
- Save with Fraud Protection
- Free Marketing Website
- Mobile Merchandise & Concession Sales

Scan and Schedule for the Promotion!

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

TicketSpice

for Speedways



Quick Notes from our Support team!

As the season goes on don't forget about the Tickets Analytics page inside of your Tickets Management Section. Here, you can select a date range inside of your tickets analytics page and download the sold tickets report. This will include the Customers name, email address and address for the selected date range. Here's how to do this:

- Select **Ticket Management** from your dashboard
- Select the **Analytics** on the left menu options
- Adjust the date range at the top left as needed
- Select **Print Report** at the bottom left
- Select **Customer Report** from the popup

The data can be exported from your MyRacePass account into Mailchimp or Constant Contact to be used for email campaigns to your fans!

You can also download full customer reports from each individual event you sold tickets to through MyRacePass as well.

- Select **Ticket Management** from your dashboard
- Change the Visibility Filter on the left to Any so all of your events you ever sold tickets to appear and click **Filter**
- Choose the event you would like
- Select **Sales** at the bottom left
- Select **Print Report** at the bottom left
- Select **Customer Report** from the popup

You'll be able to export fan's email addresses for specific events. This will be great to use if you would like to reach fans about renewals for a specific event.

Generally speaking "Fall Specials" seem to be a major portion of many track and series schedules. With those fall specials come different points and pay schemes. I wanted to take a moment prior to "Fall Special Season" to remind everyone that we have an article and video that goes through the process of adding point and pay schemes. This should allow everyone ample time to be prepared for your specials and take one less stress point out of the equation. You can find that article/video here:

<https://support.myracepass.com/hc/en-us/articles/360035656832-Creating-a-Points-or-Pay-Scheme-in-Settings>

I truly hope that everyone has a moment to look this over prior to the start of these special events. Remember that it's much easier to help answer your questions sooner than later when it comes to doing something different.



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.





A car makes it way through the rigors of inspection. Getting it right is important in more ways than one. This month's legal update reviews why it's so important.

Are Your Inspectors Getting It Right? A Necessary Refresher.

As society becomes increasingly driven by the “Burger King” mentality—where people expect to have it their way, right away, all the time—it’s critical that we evaluate and reinforce our technical inspection procedures with integrity, consistency, and precision.

In today’s racing environment, there’s no shortage of axes to grind from all angles. Separating emotions, personal biases, and public pressure from the job of “getting it right” is not just part of the process—it is the process. It takes dedication to the craft of inspection, an unwavering commitment to procedure, and most importantly, the ethics to do the right thing, even when it’s difficult.

Why Is This a Legal Reminder?

Because if you get the process wrong, it’s not just about a bad call—it could turn into a legal liability. If you get it right, you may never hear a thank you out loud, but behind closed doors, you’ll earn the respect of competitors, peers, and others in the pit area. Most racers won’t admit it, but they’d always rather compete on a fair playing field—even if they have questions—than wonder who’s cutting corners.

A Case Study in Doing It Right (and Wrong)

Roughly a year ago, a post-race inspection required a deep engine check. An initial “tube” test using an Engine Cubic

Inch Tester indicated a possible rules violation. This device, which calculates displacement using a sealed puck system and reference chart, is helpful—but not infallible. In two of three cases, inspectors took the correct next step: removal of the cylinder head to measure bore and stroke and verify compliance. One engine was legal. One was not—exceeding bore and failing to meet stroke requirements. That engine was determined to be in severe violation of Series rules.

The third inspection, however, veered off course.

In that case, the engine was disqualified after questionable tube readings. The team requested a further inspection—offering to break the seals and allow officials to physically measure bore and stroke. That request was denied. The team was not allowed to prove legality, even after volunteering full access. While they didn’t pursue legal action, this situation easily could have escalated. Post-event, the engine was examined by a neutral third party, and it passed inspection on multiple cylinders.

The lesson: cross every T and dot every I. Not just to satisfy your procedures—but to protect your legal footing.

The Bigger Picture: Know the Game You’re Playing

Very few race teams, especially at higher levels, are unaware of what’s in their engines. Most know exactly what they’ve got, and they’re often more familiar with the inspection process than we expect. Many will even call your bluff if they suspect shortcuts are being taken.

And while racers may not make good poker players, they are exceptionally skilled at public perception. If something feels unfair, they’ll use it to rally support and “save face.” Some also have the financial horsepower to escalate disputes, which makes fairness and transparency even more essential.

Remember: emotion has no place in inspection. Make your decisions based on process, facts, and integrity—not frustration or assumptions.

Silence Is Often Misinterpreted

In today’s climate, silence is often read as guilt or avoidance—but in truth, it’s often the best policy until the full story is known. Don’t feel pressured to explain or respond until your facts are straight. When the time is right, your actions will speak for themselves.



The Negotiators

You've met them: the racers who try to break down every penalty like a plea deal—claiming the infraction didn't impact performance, the part wasn't theirs, or it came from a supplier. The bottom line is this: the person presenting the car for inspection is responsible. Period.

Competitors are quick to hold everyone else accountable except the person in the mirror. As officials, we must remain grounded, factual, and consistent in our approach.

Final Reminder

There are countless examples—both from racing and other industries—of the importance of following proper procedures, maintaining chain of custody, and ensuring every inspection step is documented and verifiable. If you ever need reassurance, talk to your legal counsel. The cost of doing it wrong can far exceed any benefit of cutting corners.

In closing: Make sure your team is doing it right. Every time. It's the best protection you have—legally and professionally.

As the late Paul Harvey said:

"Now you know the rest of the story... good day."



Blueprint
MOTORSPORTS

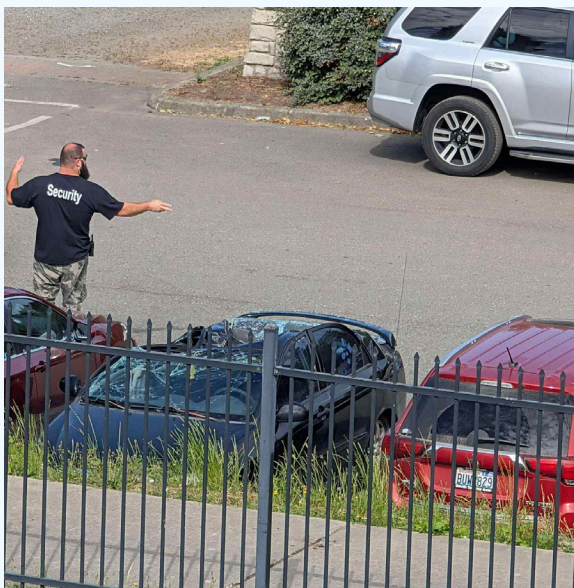
**ENGINES FOR
CIRCLE TRACK
COMPETITION.**

**PRECISION ENGINEERED TRACK
READY PERFORMANCE**

Coming soon! Small Block Chevy compatible
circle track engines.

VISIT: BLUEPRINTENGINES.COM | CALL: 308.236.1010





A "Monster Truck" lost a wheel during an event at a Fairgrounds in Bremerton, Washington. The residual affect was damage to vehicles in a parking lot near the venue. The loss of the wheel was obviously not something expected, thankfully there wasn't more damage.



Most people are recycling, but this is a good reminder with bold and easy to read labeling. These were located in a suite area, however, similar examples could be found in the midway.



Tailgating has become a bigger tradition in our sport for big events. It presents us all with a challenge because these folks are ultimately purchasing tickets, however, some rules in regard to open flames, fires, cooking, "picnic" and "camping" areas need to be defined due these types of things.

A "tidy" mezzanine is great place for fans to enjoy their experience. This condiment stand is clean with plenty of room so folks don't have to wait in long lines to enjoy their concession purchase.



If you have a special perpetual trophy. Display it. We learned this "the hard way". It's attention getting, it is a great photo opportunity for fans and it shows the historic impact of the sport. It's a helpful onsite promotion of the sport.



The fabric tripod signage is simple and effective and can show off your partners as well as dress the facility up during an event night. Just something to think about.



So often during pre-race ceremonies we see things where the cars scattered during the pomp and circumstance and driver introductions. If you have the time, take a second and line them up correctly. It elevates the professional delivery we're all looking for. Larry Woodruff is responsible for nailing this one.



"Bank Job"; Matt Curl does an outstanding job of promoting Fairbury Speedway in Illinois. This is another victory of from his Prairie Dirt Classic where they take the winner to the "bank" drive thru and do a photo. This year, Brian Shirley captured the \$50,000 prize a little later than expected following some weather, however, it didn't deter a big crowd showing up for the ceremonies.



A better photo of Perth Motorplex General Manager Gavin Migro with the first-ever internationally awarded ARPY Regional honor. The award was presented a few Saturday's ago in Brisbane, Australia at the Australian Speedway Awards. Migro was named Region 7 Promoter of the Year by Racing Promotion Monthly.



SMALL BUSINESSES

are the heartbeat of your neighborhood,
the spine of your local economy,
and the spirit of your town.

[@theboutiquehub](#)

**SOME PEOPLE DREAM OF
SUCCESS, WHILE OTHER PEOPLE
GET UP EVERY MORNING AND
MAKE IT HAPPEN.**



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/)

BINGE-WORTHY

ROKU amazonfiretv chromecast apple TV android apple iOS

GET.SPEEDSPORT.TV

WANTED!

LOOKING FOR

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.

To submit a listing or inquiry, please contact us directly.

Let's keep building the sport—together.



David Hoots Offering Assistance to Race Tracks

David Hoots of Lewisville, N.C., is offering his expertise to help race tracks refine their operations and procedures.

Hoots began his career as a NASCAR Winston Racing Series official while also working as a driver for UPS. He rose through the ranks to become the NASCAR Winston Cup Series Race Director, a role in which he developed a deep, detailed understanding of procedural standards and rulebook governance.

Since stepping away from his role with NASCAR in 2019, Hoots is now looking to lend his knowledge to short tracks across the country. His focus is on helping tracks clean up and simplify their rulebooks, ensuring clarity and consistency, and educating officials and promoters on what is essential — and what is not.

Race tracks seeking guidance on rules, procedures, or event operations can contact David Hoots directly at: TrackPositionLLC@gmail.com



ADVERTISING & DESIGN

PRINTED IMAGE OF BUFFALO

WWW.PRINTEDIMAGEOFBUFFALO.COM

1906 CLINTON ST, BUFFALO, NY, 14206
Your one stop source for printing, graphics, design & promotional materials for the racing industry.

IMAGE X GRAPHICS

WWW.FACEBOOK.COM/IMAGEXGRAPHICS

2375 STATE ROUTE 414, WATERLOO, NY 13165

Reliable source for printing, graphics, design and promotional materials including custom designs and banner work.

APPAREL, SOUVENIRS, NOVELTIES

RACE TRACK WHOLESALE

WWW.RACETRACKWHOLESALE.COM

817 DELAWARE, INDEPENDENCE, MO 64050,

816-718-2231 FAX: 866-365-2231

Wholesale distributor of racing souvenirs, imprinted promotional items, apparel, and track supplies. Serving short track racing since 2008.

AUDIO, VIDEO PRODUCTION

MOFFETT PRODUCTIONS

WWW.MOFFETT.COM

509 CLARENCE STREET, TOMBALL, TX 77375,

281-440-0044

Professional audio production. Radio spots, TV ads, Tracks Trax race track audio CDs. Great creative, fast service, reasonable prices.

BANNER PRODUCTION

GCI DIGITAL IMAGING

WWW.GCI-DIGITAL.COM

5031 WINTON RD. CINCINNATI, OH 45232

513-521-7446 Professional production for the fast and seamless way to produce your Grand Format Printing.

CRATE RACING ENGINES

BLUEPRINT ENGINES

WWW.BLUEPRINTENGINES.COM

2915 MARSHALL AVENUE, KEARNEY, NE 68847

308-236-1010 BluePrint Engines the authority in Crate Engines. Providing horsepower for street, strip and track use.

DECALS

PRINTED IMAGE OF BUFFALO

WWW.PRINTEDIMAGEOFBUFFALO.COM

1906 CLINTON ST, BUFFALO, NY, 14206
Your one stop source for printing, graphics, design & promotional materials for the racing industry.

IMAGE X GRAPHICS

WWW.FACEBOOK.COM/IMAGEXGRAPHICS

2375 STATE ROUTE 414, WATERLOO, NY 13165

Reliable source for printing, graphics, design and promotional materials including custom designs and banner work.

INSURANCE, RISK MANAGEMENT

K&K INSURANCE GROUP

WWW.KANDKINSURANCE.COM

1712 MAGNAVOX WAY, PO BOX 2338, FT. WAYNE, IN 46801-2338 800-348-1839

K&K INSURANCE GROUP CANADA

WWW.KANDKCANADA.COM

#101-5800 EXPLORER DRIVE, MISSISSAUGA, ON, L4W 5K9, 800-753-2632

The industry's largest provider of racing insurance. More than 60 years of underwriting and risk management experience. Motorsport's most experienced in-house claims staff. International service capability.

JONES BIRDSONG MOTORSPORT INSURANCE

WWW.JONESBIRDSONG.COM

125 W. LAKE, STE 200, WAYZATA, MN 55391,

952-467-6111 Jones Birdsong Motorsports offers the widest range of products designed to protect motorsports associations, facilities, teams, and special events.

NAUGHTON INSURANCE, INC.

WWW.NAUGHTONINSURANCE.COM

1365 WAMPANOAG TRAIL, EAST PROVIDENCE, RI 02915, 401-433-4000

Motorsports insurance programs for race tracks, teams, sanctioning groups, and drivers since 1947. Programs available in all 50 states.

SAFEHOLD

WWW.SAFEHOLD.COM/INSURANCE-PROGRAMS/MOTORSPORTS/

2050 WEST SAM HOUSTON PARKWAY SOUTH, SUITE 1500, HOUSTON, TX 77042
Decades of risk management experience in motorsports, Safehold understands the industry's unique exposures. Offerings of participant primary and excess medical coverage, as well as other benefits for drivers, crews, and other participants.

SPORTS INSURANCE SPECIALISTS

WWW.SPORTSINSURANCESPECIALISTS.COM

14033 ILLINOIS ROAD, SUITE A, FORT WAYNE, IN 46814, 855-969-0305 Sports Insurance Specialists offers a complete motorsports portfolio of participant and spectator insurance. A proven industry leader. "Let's kick some risk."

LUBE, FUEL, ADDITIVES

SUNOCO RACE FUELS

WWW.SUNOCORACEFUELS.COM

PO BOX 1226, LINWOOD, PA 19061 800-722-3427

The largest refiner of racing gasoline. National distribution of quality brands. SUNOCO, Turbo Blue, and Trick.

FUEL FACTORY USA

WWW.FUELFACORYUSA.COM

E-MAIL: info@fuelfactoryusa

4431 WILLIAM PENN HWY., SUITE 6, MURRYSVILLE, PA 15668 1-412-404-3329
Performance-driven, built for racers by racers. Focused on race fuel, plain and simple A desire to go fast and win, with the same goal for you. Fuel Factory, building a culture, built for speed.

MARKETING

DIGITAL THROTTLE, LLC

WWW.DIGITALTHROTTLE.COM

E-MAIL: INFO@DIGITALTHROTTLE.COM

774 MAYS BLVD #10-45, INCLINE VILLAGE, NV 89451 800-314-4702 Founded in 2009, we specialize in managing digital advertising for clients in automotive, powersports & motorsports markets. Working across all platforms: Social, Video, Display, Search & eCommerce. Our "real-world" industry experience and online advertising expertise utilize the latest technologies to measure ad performance and adjust every ad campaign to maximize results.

MEDIA & STREAMING SERVICES

SPEED SPORT, SPEED SPORT TV, TURN 3 MEDIA

WWW.SPEEDSPORT.COM

WWW.SPEEDSPORT.TV

142 F SOUTH CARDIGAN WAY, MOORESVILLE, N.C. 28117 704-790-0136

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.

PERFORMANCE RACING INDUSTRY (PRI)

WWW.PERFORMANCERACING.COM

27081 ALISO CREEK RD., STE 150 ALISO VIEJO, CA. 92656 949-499-5413

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.

SPEEDWAY ILLUSTRATED

WWW.SPEEDWAYILLUSTRATED.COM

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.

RACING AMERICA

WWW.RACINGAMERICA.COM

7188 WEDDINGTON ROAD, UNIT 144, CONCORD, NC 28027 705-534-0161

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

MOTORSPORTS SAFETY

INTERNATIONAL COUNCIL OF MOTORSPORTS SCIENCES (ICMS)

WWW.ICMSMOTORSPORTSSAFETY.ORG

9305 CRESTVIEW DR. DENTON, TC 76207 940-262-3481 An organization of passionate professionals dedicated to advancing the scientific, medical, and educational aspects of the human element in motorsport. The mission is: through rigorous research and collaborative discussions, to bring forth the latest innovations and initiatives in

motorsport safety.

THE JOIE OF SEATING

WWW.THEJOIEOFSEATING.COM

4537 ORPHANAGE RD, CONCORD, NC 28027 704-795-7474 In addition to producing seats of various safety compliances, The Joie of Seating, led by founder and NASCAR Champion, Randy LaJoie is the founder of "The Safer Racer" program, pushing safety initiatives throughout the entire sport.

PRINTING SPECIALISTS

PRINTED IMAGE OF BUFFALO

WWW.PRINTEDIMAGEOFBUFFALO.COM

1906 CLINTON STREET, BUFFALO, NY 14206

716-821-1880 Y

our one stop source for printing, graphics, design and promotional materials for the all of your print house needs.

IMAGE X GRAPHICS

WWW.FACEBOOK.COM/IMAGEXGRAPHICS

2375 STATE ROUTE 414, WATERLOO, NY 13165

Reliable source for printing, graphics, design and promotional materials including custom designs and banner work.

RACE TIRES

HOOSIER RACING TIRE

WWW.HOOSIERTIRE.COM

65465 STATE ROUTE 931, LAKEVILLE, IN 46536

574-784-3152 Complete line of custom-manufactured spec racing tires for oval tracks, drag racing and road racing. The only company exclusively manufacturing racing tires.

AMERICAN RACER RACE TIRES

WWW.AMERICANRACERONLINE.COM

1545 WASHINGTON ST., INDIANA, PA 15701, 800-662-2168 Race tires forged in the highlands of Western Pennsylvania for racing around the world.

T3 - TIRE TRACKING APPLICATION

2180 N PAYNE RD LAKE RD, MIDDLEVILLE, MI 49333, 269-348-1347 E-Mail: buddy@t3tireapp.com

The "Mobile Application" that is changing the tire tracking and inspection game. Easy to use mobile tire scanning application for us at the trackside tire inventory tracking.

RADIOS, COMMUNICATIONS

RACECEIVER RACE COMMUNICATIONS

WWW.RACECEIVER.COM

872 MAIN ST. SW, UNIT D2, GAINESVILLE, GA 30501, 866-301-7223 Raceceiver one-way radios and race communications.

WADDELL COMMUNICATIONS

WWW.FACEBOOK.COM/WADDELL-COMMUNICATIONS

12 NOB RD., PLAINVILLE, CT 86062, 860-573-8821

Racing Electronics Authorized Dealer with a focus on successful communication plan for competitors, officials, track and series applications.

MYLAPS SPORTS TIMING





DIRECTORY OF SERVICES CONTINUED

WWW.MYLAPS.COM

2030 POWERS FERRY RD SE, STE.110, ATLANTA, GA 30339 678-816-4000 MyLaps offers the best in class sports timing systems to measure, publish, and analyze race and participant results for all sports and specifically auto racing.

RELIGIOUS SERVICES

RACING WITH JESUS MINISTRIES

WWW.RJWM.COM

PO BOX 586, TOLLAND, CT 06084, 860-202-3598 Established in 1980, is known as the Racer's Church. Ministering to the racing community through established sanctioning bodies, regional touring series and local tracks, seeking to provide opportunities for those we reach to fulfill the Great Commission in their lives.

SANCTIONING GROUPS

IMCA

WWW.IMCA.COM

1800 WEST D STREET, VINTON, IA 52349 319-472-2201 The nation's oldest, largest, and leading sanctioning body. We focus on affordable divisions to assist the profitability of our sanctioned facilities and events.

NASCAR

WWW.NASCAR.COM

ONE DAYTONA BLVD., DAYTONA BEACH, FL 32114,

386-310-6272 The NASCAR Home Tracks Program offers sanctioning opportunities for weekly racing and touring series events across North America and Europe.

WISSOTA PROMOTERS ASSOCIATION

WWW.WISSOTA.ORG

24707 CTY. RD. 75, ST. AUGUSTA, MN 56301

320-251-1360 A member-driven sanction in the Upper Midwest featuring eight divisions of race cars: Late Models, Modifieds, Super Stocks, Midwest Modifieds, Street Stocks, Mod Fours, Pure Stocks and Hornets. As a member of WISSOTA, you vote on policies and rules and help guide YOUR organization. Click on Promoter Center at wissota.org.

TICKETS, TICKETING SYSTEMS

EVENT SPROUT

WWW.EVENTSPROUT.COM

Rana Ventures, LLC 2549 WAUKEGAN ROAD #782 DEERFIELD, ILL 60015 713-320-0809 specializes in electronic ticketing of events. Easy setup along with the sale of automated ticketing machines.

TICKETSPICE

WWW.TICKETSPICE.COM

9142 D STREET, SACRAMENTO, CA 95814 888-798-9569 TicketSpice brings a specialized ticketing experience to the promoter and the customers to provide effortless online event management and ticket sales, marketing and ticketing that helps event organizers increase their bottomline.

TRACKSIDE APP

WWW.TRACKSIDEAPP.COM

1321 DAVIS ST. SW., CANTON, OHIO 44706 330-754-3364 Trackside has been refined to provide seamless event management, marketing and ticketing that makes events better for event organizers.

TIMING, SCORING, DISPLAYS

FLAGTRONICS

WWW.FLAGTRONICS.COM

8052 ELM DRIVE, STE G, MECHANICSVILLE, VA 23111 804-8157201 providing track wide lighting, safety and other options to assist in race management and safety awareness inside and outside the vehicle.

MYLAPS SPORTS TIMING

WWW.MYLAPS.COM

2030 POWERS FERRY RD SE, STE.110, ATLANTA, GA 30339 678-816-4000 MyLaps offers the best in class sports timing systems to measure, publish, and analyze race and participant results for all sports and specifically auto racing.

RACECEIVER RACE MANAGEMENT

WWW.RACECEIVER.COM

872 MAIN ST. SW, UNIT D2, GAINESVILLE, GA 30501 866-301-7223 Raceceiver race communications. Raceceiver race management timing and scoring system.

WESTHOLD CORPORATION

WWW.WESTHOLD.COM

INFO@WESTHOLD.COM 5355 E. 38TH AVE., DENVER, CO 80207 408-533-0050 Westhold is a leading seller and manufacturer of race timing and scoring systems, scoreboards, message centers, video displays, and software

WEATHER INSURANCE

VORTEX INSURANCE AGENCY

WWW.VORTEXINSURANCE.COM

7400 W. 132 ND ST., SUITE 260, OVERLAND PARK, KS 66213, 913-253-1210 Vortex Insurance offers weather insurance policies to mitigate the financial risk adverse weather presents in business.

WEBSITES & E-COMMERCE

FIRETHORN MARKETING

WWW.FIRETHORNMARKETING.COM

E-Mail: clint@firethornmarketing.com

500 NORTH ESTRELLA PARKWAY, GOODYEAR, AZ 85338

304-481-2464 - Firethorn Marketing offers develops incredibly easy to manage and fully responsive websites.

MYRACEPASS

WWW.MYRACEPASS.COM

PO BOX 81666, LINCOLN, NE 68501 402-302-2464 MyRacePass is a leader in the software development in motorsports specializing in a Race Management System, Website Development, Online Ticket Sales and Apparel Design.



A SINCERE RPM "THANK YOU" GOES OUT TO THE FOLLOWING GROUP OF EXHIBITING COMPANIES WHO HELPED MAKE THE 50TH ANNUAL RPM WORKSHOPS AT THE SHORES RESORT & SPA IN DAYTONA BEACH SHORES A TRULY SPECIAL EDITION OF OUR ANNUAL EAST COAST GATHERING;

HOOSIER RACING TIRE (LAKEVILLE, INDIANA);
 K&K INSURANCE (FORT WAYNE, INDIANA);
 BLUEPRINT ENGINES (KEARNEY, NEBRASKA);
 TICKETSPICE (SACRAMENTO, CALIFORNIA);
 MYRACEPASS (LINCOLN, NEBRASKA);
 FIRETHORN MARKETING (GOODYEAR, ARIZONA);
 SPEED SPORT / SPEED SPORT TV / TURN 3 MEDIA (MOORESVILLE, NORTH CAROLINA);
 IMCA RACING (BOONE, IOWA);
 NASCAR (DAYTONA BEACH, FLORIDA);
 RACE TRACK WHOLESALE (INDEPENDENCE, MISSOURI);
 PIT PAY (CHARLOTTE, NORTH CAROLINA);
 SIMES GRAPHIC DESIGN (MANDAN, N.D.);
 RACECEIVER (GAINESVILLE, GEORGIA);
 MYLAPS TIMING & SCORING (AMB) (ATLANTA, GEORGIA);
 SPORTS INSURANCE SPECIALTIES (FORT WAYNE, INDIANA);
 JONES BIRDSONG (CHANHASSEN, MINNESOTA);
 VORTEX INSURANCE AGENCY (OVERLAND PARK, KANSAS);
 WISSOTA (ST. CLOUD, MINNESOTA);
 VP RACING FUELS (SAN ANTONIO, TEXAS);
 SUNOCO RACING FUELS (MARCUS HOOK, PA.);
 AMERICAN RACER TIRE (INDIANA, PENNSYLVANIA);
 EVENT SPROUT (DEERFIELD, ILLINOIS);
 WESTHOLD (SANTA CLARA, CALIFORNIA);
 MERCURY MARINE / QUIKSILVER (FOND DU LAC, WISCONSIN);
 PERFORMANCE RACING INDUSTRY (PRI) (LONG BEACH, CALIFORNIA);
 UNITED STATES MOTORSPORTS ASSOCIATION (USMA) (MOORESVILLE, NORTH CAROLINA);
 SPEEDWAY ILLUSTRATED (EPPING, NEW HAMPSHIRE);
 RACECALLS (AUBURN, WASHINGTON);
 SPECTRUM WEATHER INSURANCE (LIBERTY, MISSOURI);
 FUEL FACTORY (MURRYSVILLE, PENNSYLVANIA);
 DIGITAL THROTTLE (INCLINE VILLAGE, NEVADA);
 VIETTI MARKETING GROUP (SPRINGFIELD, MISSOURI);
 FLOSPORTS / FLORACING (AUSTIN, TEXAS);
 T3 TIRE TRACKING APPLICATION (MIDDLEVILLE, MICHIGAN);
 RACING WITH JESUS MINISTRIES (TOLLAND, CONNECTICUT);

RPM PROVIDES A UNIQUE UP CLOSE & PERSONAL OPPORTUNITY TO MEET WITH REPRESENTATIVES OF THE BUSINESS. THE FOLKS WITH THESE COMPANIES TOOK THE TIME TO RECOGNIZE HOW IMPORTANT YOU ARE BY BEING IN ATTENDANCE AT RPM TO CREATE NETWORKING, MEETINGS AND ONE-ON-ONE DISCUSSION, ALL IN THE BUSINESS WHEN IT COMES TO RPM AND THE ANNUAL RPM@RENO WESTERN & RPM@DAYTONA WORKSHOPS. COMES TO RPM AND THE ANNUAL RPM@RENO WESTERN & RPM@DAYTONA WORKSHOPS.



BluePrint Engines the authority in Crate Engines. Providing horsepower for street, strip and track use.

308-236-1010

2915 MARSHALL AVENUE, KEARNEY, NE 68847

WWW.BLUEPRINTENGINES.COM



MyRacePass is a valuable tool for any driver, track, association, or team owner! It brings all motor sports media into one central location. This makes the management of that media simple and less time consuming for everyone involved.

www.myracepass.com



DEVELOPER OF CUSTOM E-MAIL MARKETING CAMPAIGNS AND CUSTOM WEBSITE DESIGN. E-COMMERCE SPECIALISTS.

500 N. ESTRELLA PARKWAY, GOODYEAR AZ 85338
 304-481-9807
WWW.FIRETHORNMARKETING.COM



Raceceiver is the world's smallest radio receiver, used for one-way communications to drivers.

Raceceiver Race Management System by Westhold, transponder scoring for short tracks.

872 Main Street SW Ste D2., Gainesville, GA 30501

866-301-7223

www.raceceiver.com



The largest refiner of racing gasoline. National distribution of quality brands. SUNOCO, Turbo Blue, and Trick.

800-722-3427

PO BOX 1226, LINWOOD, PA 19061

WWW.SUNOCORACEFUELS.COM



Live Event Ticketing Made Simple

Specializes in electronic ticketing of events. Easy setup along with the sale of automated ticketing machines.

713-320-0809

Rana Ventures, LLC 2549 WAUKEGAN ROAD #782 DEERFIELD, IL

WWW.EVENTSPROUT.COM



Professional audio production. Radio spots, TV ads, Tracks Trax race track audio CDs. Great creative, fast service, reasonable prices.

281-440-0044 • 509 CLARENCE ST.,
 TOMBALL-HOUSTON, TX 77375

www.moffett.com



SPEED SPORT TV IS THE DIGITAL MEDIA BRAND FOR SPEED SPORT, AMERICA'S MOTORSPORTS AUTHORITY.

From demolition derbies, truck and tractor pulls, figure 8 racing, flat track, ice oval racing to Legends, stock cars, mid-gets, sprint cars, off-road trucks and anything in between, SPEED SPORT TV delivers just about anything motorsports fans want to see.

SPEED SPORT TV #FEEDYOURSPEED