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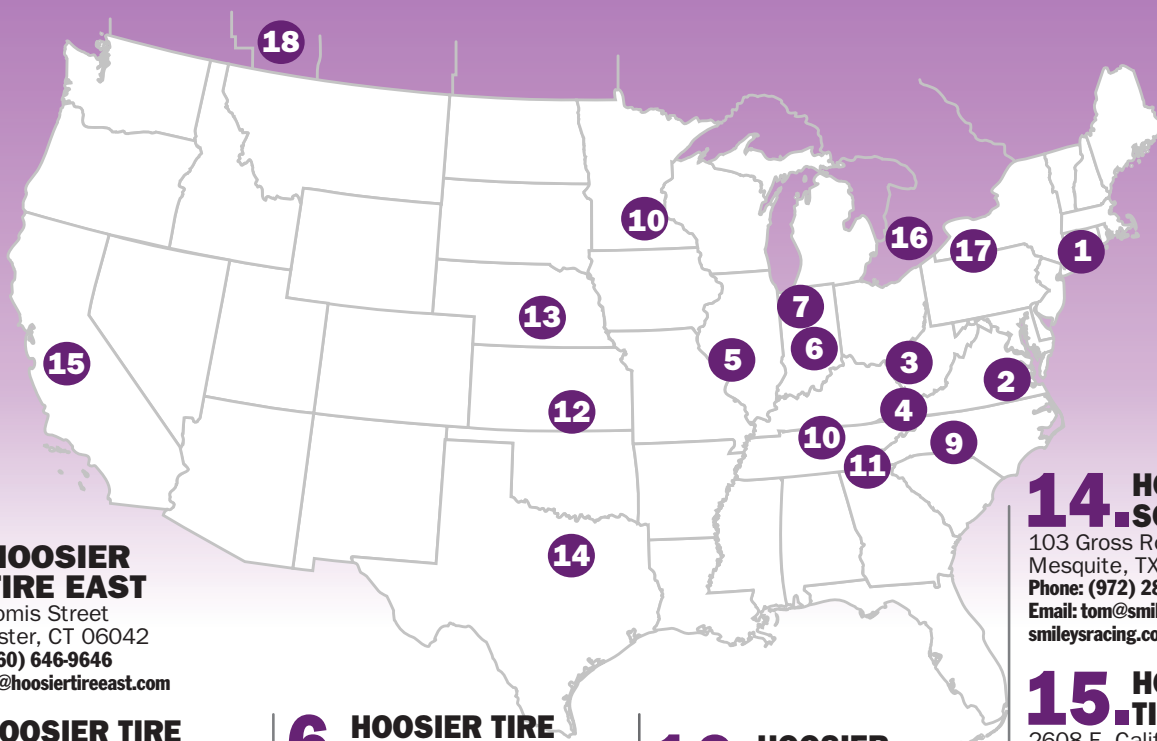
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TABLE OF CONTENTS

MAKING NEWS	PG 5
PLAN YOUR TRIP	PG 8
EFFECTIVE MARKETING	PG 10
A FEW THINGS	PG 15
HUMPY WHEELER	PG 18
LEGAL UPDATE	PG 22
TRAXPIX	PG 24
MARKETPLACE	PG 30
JOB BOARD	PG 31
DIRECTORY OF SERVICES	PG 32

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Eldora Speedway General Manager, Levi Jones will lead the RPM Workshops in both Reno and Daytona for the 53rd annual editions, bringing his passion for the business to his presentations.

Levi Jones: From USAC Champion to Industry Leader, Now Keynoting the 53rd RPM Workshops

Levi Jones is a family man, a hard worker and when it comes to racing, quite simply, a badass. No matter how you look at it. He raced in the toughest cars as the toughest places and won a bunch.

The former USAC star, who retired from driving in 2013, has done just about everything a racer — and later an executive — could dream of. Now, Jones will bring that wealth of experience to the stage as a presenter and keynote speaker at the **53rd Annual RPM Workshops**, set for **Reno, Nevada (December 2–4, 2025)** and **Daytona Beach, Florida (February 2026)**.

A Hall of Fame Career on the Track

Hailing from Olney, Illinois, Jones carved out one of the most successful résumés in open-wheel short track history. In 2024, he was inducted into the USAC Hall of Fame, recognition for a career that included:

- **Five USAC National Sprint Car Championships**
- **Two USAC Silver Crown Championships**

His years behind the wheel cemented him as one of the toughest competitors of his era.

Building Events, Leading Organizations

After retiring from driving, Jones seamlessly transitioned into leadership. He became **USAC National Series Director** be-

fore being named **Vice President of Competition for Circle Track Divisions**. During that time, he spearheaded several new cornerstone events, most notably the **BC39 at Indianapolis Motor Speedway**, created to honor his late friend Bryan Clauson.

Jones later moved into IndyCar as **director of the NXT program**, the developmental ladder toward IndyCar. His most recent chapter brought him back to the grassroots as **General Manager of Eldora Speedway**, reuniting him with his former car owner, **Tony Stewart**, at one of the country's most iconic dirt tracks.

Why Levi Jones Matters at RPM

When asked “Why Levi Jones?” the answer is simple: **he has seen it all**.

From ticket selling to concessions, competition to promotions, building events to running race nights — Jones has experienced every side of the sport. He understands what it takes to attract fans, support racers, and sustain a business.

“It’s exciting to come to the RPM Workshops and help,” Jones said. “I’m also looking to learn. The Workshops are an important function in our industry. They bring together people who are dedicated to maintaining and growing what we do. The promoters, the exhibitors, the attendees — it’s an incredible opportunity to speak to each other and build on our business. This is something I’m really looking forward to.”

Even Tony Stewart vouched for his former driver’s versatility when Jones joined Eldora:

“Levi combines a racer’s perspective with excellent managerial and promotional experience earned in USAC and IndyCar.”

Continuing a Tradition of Leaders

Jones joins a line of influential Eldora Speedway leaders — including **Earl and Bernice Baltes** and **Roger Slack** — who have also played significant roles in shaping the sport and the RPM Workshops themselves.

Quietly, but steadily, Levi Jones has become an industry leader. His story is not just about wins and championships, but about growth, leadership, and dedication to racing at every level.

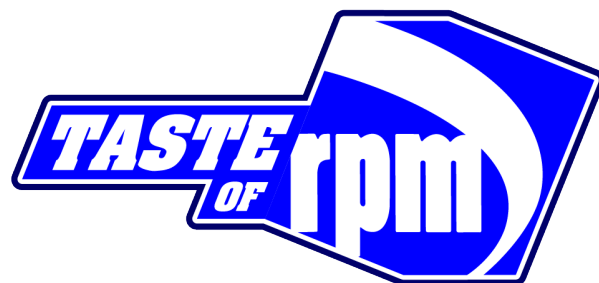
And this December, at the **53rd Annual RPM@Reno Western Workshops**, he’ll share those lessons with the industry.



Levi Jones is as comfortable with his family as he is at the Indianapolis Motor Speedway, behind the wheel of a Sprint Car or in victory lane.



During the running of the Kings Royal at Eldora Speedway, Jones and Stewart were captured fixing the fence following a pretty devastating crash. It's that sign of "do what needs to be done, whatever it is..." that has driven us to bring Jones into speak and help lead RPM.



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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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 &
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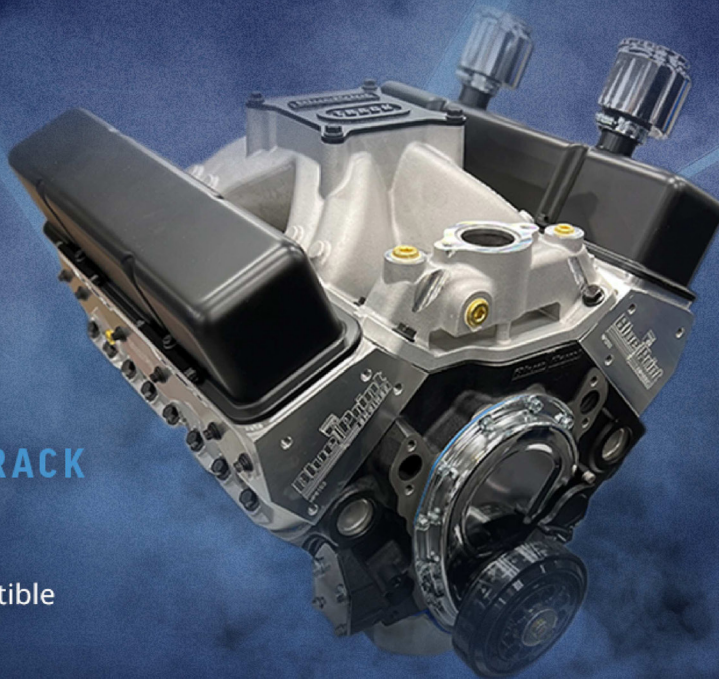
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As 2025 continues to take shape, one truth in business has become impossible to ignore: the marketing landscape is evolving faster than ever before. The days when a small business could coast on word-of-mouth or a few ads are long gone. Today, success demands a **multi-layered marketing approach**, blending traditional methods with digital-first tactics — all while adapting to rising customer expectations.

In short: **“good” is no longer good enough.** Consumers now compare your brand not only to competitors in your space, but to the best experiences they’ve had anywhere. That raises the bar for every industry.

So, how do you rise above the noise? The answer lies in building a comprehensive strategy that connects, engages, and delivers genuine value. Below, we’ll walk through what a marketing strategy is, how to build one, and the **10 most effective strategies shaping 2025.**

What Is a Marketing Strategy?

A **marketing strategy** is the master plan that directs how a business will promote itself and connect with its audience. It sets clear goals, tactics, and success metrics, serving as both **blueprint and compass** for navigating the marketplace.

Done right, it:

- Guides how resources are spent
- Aligns teams around key priorities
- Keeps businesses flexible in changing conditions
- Ensures focus on long-term growth, not just short-term wins

Whether you’re launching a new product, entering a new market, or cultivating customer loyalty, your marketing strategy is the foundation for everything else.

Traditional vs. Digital: The Two Pillars of Marketing

Traditional Marketing still has its place: print ads, TV and radio spots, billboards, and direct mail campaigns. For certain demographics — such as older audiences or commuters — these remain effective.

Digital Marketing has become the cornerstone. From SEO and social media to email and content marketing, digital strategies allow precise targeting, instant feedback, and cost-efficient campaigns — especially when reaching younger, tech-savvy audiences.

The most effective brands today combine both, tailoring efforts to audience behavior and market opportunities.

How to Create a Marketing Strategy

Every strong strategy is built step by step:

- 1. Conduct Market Research** – Gather insights into customer needs and industry trends.
- 2. Set Clear Goals** – SMART goals with KPIs keep your efforts measurable and focused.
- 3. Define Your Target Audience** – Develop detailed customer personas.
- 4. Analyze Competitors** – Use SWOT to identify gaps and opportunities.
- 5. Highlight Your Unique Value Proposition (UVP)** – Clarify what sets you apart.
- 6. Set a Budget** – Balance short- and long-term ROI.
- 7. Craft Compelling Content & Messaging** – Ensure consistency across channels.
- 8. Launch Coordinated Campaigns** – Clear timelines and communication are critical.
- 9. Track & Measure Performance** – Use data to adjust and optimize.

10 Marketing Strategies Defining 2025

1. Embracing Artificial Intelligence (AI)

AI is no longer optional — it’s the driver of personalization, predictive analytics, and campaign optimization. Think: chatbots, dynamic content, automated emails, and smarter ad placements.

2. Leveraging Data Analytics

Advanced analytics tools reveal customer behavior and campaign ROI in real time. Businesses that adapt quickly to these insights gain a serious edge.



10 EFFECTIVE MARKETING STRATEGIES

3. Content Marketing Evolution

Content remains king, but authenticity is queen. Focus on long-form thought leadership, interactive experiences (quizzes, polls), and user-generated content. Repurpose evergreen content for more reach.

4. Social Media Strategies

Short-form video (TikTok, Reels), micro-influencer collaborations, and community-driven engagement dominate 2025. Authentic storytelling outshines hard selling.

5. Video Marketing

From behind-the-scenes stories to tutorials and live streams, video remains one of the most engaging formats. Shoppable videos are gaining traction as conversion tools.

6. Voice Search Optimization

With voice assistants everywhere, optimizing for conversational, question-based queries ensures your brand is discoverable in the new search landscape.

7. Sustainability and Social Responsibility

Today's consumers want brands that share their values. Transparency, eco-friendly practices, and community initiatives build trust and loyalty.

8. Augmented Reality (AR) and Virtual Reality (VR)

Immersive experiences like AR try-ons, VR events, and interactive demos are bridging the gap between online browsing and real-world confidence.

9. Personalization and Customer Segmentation

Segment audiences with precision and deliver hyper-relevant offers. Personalization increases conversions and keeps customers engaged.

10. Omnichannel Marketing Integration

Consistency across touchpoints is critical. Link online and offline efforts — QR codes, in-store/digital crossover promotions — to deliver a seamless customer journey.

Final Word

The marketing game in 2025 is about more than visibility — it's about connection and relevance. By combining AI-driven insights, authentic content, and omnichannel consistency, businesses can build the kind of relationships that last.

Because at the end of the day, customers don't just want products. They want experiences. And the brands that deliver them will own the future.



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.



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\$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 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"

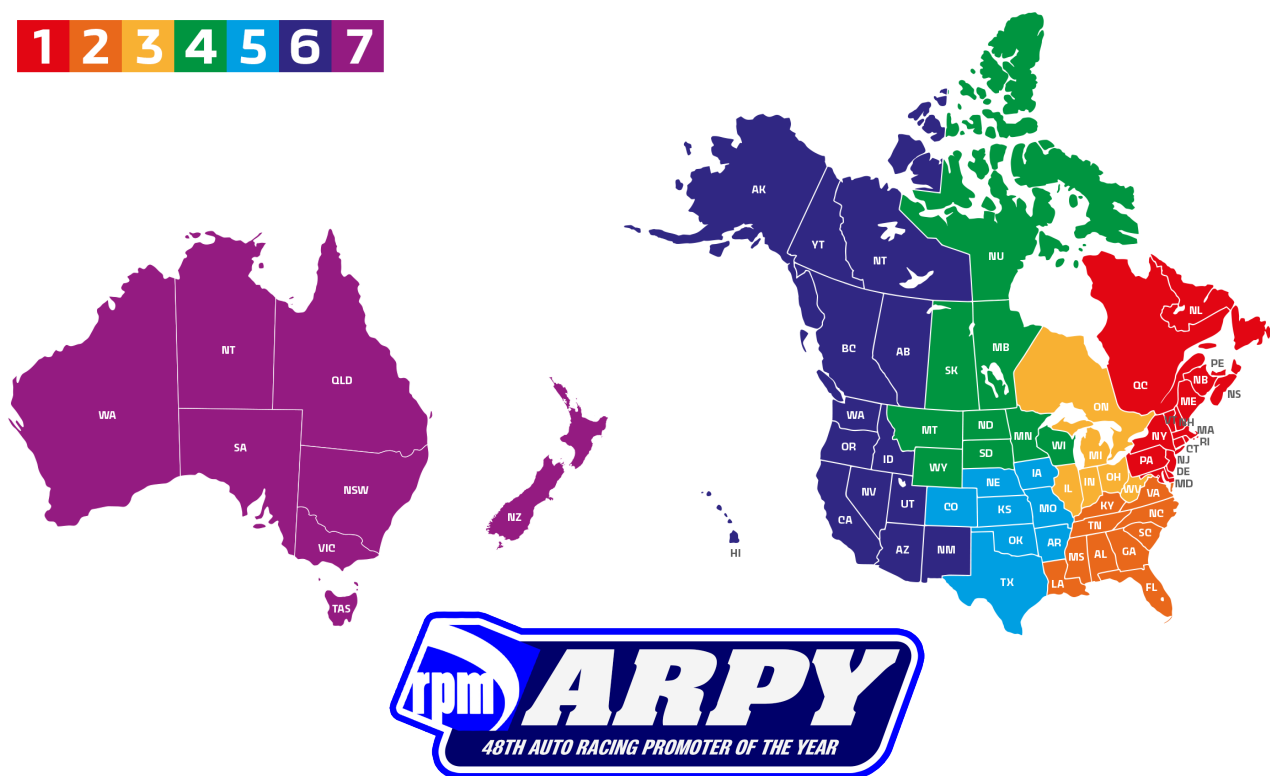
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Following an interesting meeting at PRI that happened quite by chance, we have chose to add Australia and New Zealand into our voting. Australia and New Zealand have a hotbed of racing. In addition to this we have adjusted the regions to include our 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, Ernie Saxton recently passed away. Saxton believed in our industry and the RPM Workshops and Newsletter. He was truly an advocate and person who helped advance our sport.

Remembering Ernie Saxton: Legendary Announcer, Columnist, and Advocate for Motorsports, 1941–2025

Langhorne, Pa. – (August 17, 2025) – The racing community is mourning the loss of Ernie Saxton, one of the most recognizable and respected voices in short track racing, who passed away on August 17 at the age of 84 after a brief illness.

Best known as the **“Voice of Grandview Speedway”**, Saxton spent more than four decades as the track’s announcer and public relations director, where his booming voice and unmatched enthusiasm became a Saturday night tradition for generations of fans.

In addition to his work behind the microphone, Saxton was a prolific writer and columnist. His long-running “My Two Cents Worth” column in Area Auto Racing News tackled racing’s biggest issues with honesty, insight, and conviction. His influence reached far beyond the pages, as he became a trusted voice for racers, fans, and promoters alike.

A passionate advocate for motorsports media, Saxton was a founding member and longtime president of the **Eastern Motorsport Press Association (EMPA)**, helping guide the organization into one of the most respected motorsports media groups in the country. He also operated **Ernie Saxton Communications**, where he worked with racers and promoters across the nation to secure sponsorships and grow their programs.

Saxton’s career took him to more than 150 speedways nationwide. He announced at marquee events, including **NASCAR and ARCA Speedweeks at Daytona**, while also dedicating himself to regional racing through events such as the **Motorsports trade show** and the **Indoor Auto Racing Series**. His tireless promotion of the sport made him a vital pillar of the racing industry.

Saxton is survived by his son, Richard, daughter-in-law, Jacki (Evans), and granddaughters Courtney and Carleigh. He was predeceased by his wife, Marilyn, in 2022. He was also preceded in death by his parents, Charles Saxton and Rhoda Weist; brothers Charles and Francis; and sister, Rhoda Corradetti.

On a personal note, Saxton was known for his professionalism and his passion for the sport. He often reached out to colleagues to share stories, seek collaboration, or simply to connect about racing. Though invited to the Daytona Workshops, he chose not to attend—preferring to stay closer to the grassroots level he championed for so long.

“Folks like Ernie Saxton are harder and harder to come by. He loved the sport, it was his passion. While racing continues to evolve, the loss of pillars like Ernie reminds us how much the business of motorsports depends on those who dedicate their lives to it. He will be deeply missed.”



Ricky Craven has always been a tough nosed, straight up individual, with a passion for short track racing. Prior to making to the NASCAR Cup Series, Craven cut his teeth in Northern New England and made a name for himself in the NASCAR Busch North Series.

Ricky Craven, retired NASCAR veteran and former commentator purchases Speedway 95 with \$5 Million Revitalization planned for Maine Short Track

Ricky Craven, one of Maine's most decorated race car drivers and a two-time winner at NASCAR's top level, has reached an agreement to purchase **Speedway 95**, the storied third-mile asphalt track in Hermon, from longtime owner **Del Merritt**. Craven, 59, will take over operations on **January 1, 2026**.

The sale marks a new chapter for the track, which sits on 32 acres adjacent to Interstate 95 and has been a cornerstone of Maine racing since opening in 1966. Merritt, who has been involved at the track since 1968 and sole owner for the past 15 years, said he could have sold the property for development but chose to pass it on to Craven to preserve its racing tradition.

"I could have sold for twice the price to a developer, but it wouldn't have still been a race track," Merritt said.

Craven, who grew up in nearby Newburgh, said he intends to transform Speedway 95 into **a year-round motorsports complex** while preserving its rich short track roots. He estimates it will take **at least \$5 million and five years** to fully realize his vision.

"I'm sliding all my chips into the center of the table. I'm going all in on this," said Craven. "The track has to be operating the overwhelming majority of every day, each year. It will be fun as hell. Enjoyable and also backbreaking. I've made up my mind."

Speedway 95 in Hermon, Maine is set to see some changes under the guidance and ownership of Ricky Craven beginning in 2026.

Among his plans:

- Construction of an indoor event facility with banquet and catering space for weddings and special events.
- Relocation of Ricky Craven Motorsports, his North Carolina-based classic car dealership, to the Speedway 95 property.
- Facility improvements, including moving the main grandstands closer to the track, adding seating capacity, and widening the racing surface to create more competitive lanes (targeted for 2026-27).

Currently, Speedway 95 operates Wednesday and Saturday nights from early May through mid-October. Craven said he envisions a product that consistently fills the grandstands and encourages car counts of **30-plus entries in each division**.

"I am not the savior of Speedway 95," Craven emphasized. "What's going to allow Speedway 95 Motorsports Complex to thrive is the product we produce. My involvement is causing curiosity, but at the end of the day it comes down to how good the product is. Period."

For Craven, Speedway 95 carries deep personal meaning. His earliest racing memories include watching his parents, Alan and Nancy, compete at the track. He later raced there himself before climbing the NASCAR ladder, ultimately securing Rookie of the Year honors at Unity Raceway at age 15 and going on to victories in all three national NASCAR divisions. His most famous win came at **Darlington Raceway in 2003**, where he edged Kurt Busch by .002 seconds — one of the closest finishes in NASCAR history.

After retiring from driving in 2006, Craven spent over a decade as a NASCAR analyst with ESPN and Fox Sports. Now, he is returning home to Maine to invest in the future of the sport that has defined his life.

Merritt, who kept Craven's original offer sheet in his wallet for five years, said the timing is now right.

"Did I need to sell it? No. Did I want to sell it? No. Is it time to sell? Yes, I decided it was," Merritt said. "I think you're going to see the place booming. I think this will probably become the primary race track in the state of Maine because of the things Craven's going to do and his name."



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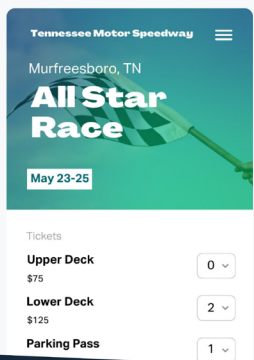


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Forrest Lucas made many contributions to the motorsports industry, including short track racing. The mark he left on the sport are incredible. Here is photographed with his wife at his namesake speedway in Wheatland, Missouri, where Dan and Dee Ann Robinson earned their Auto-Racing Promoter of the Year Award.

Forrest Lucas, Founder of Lucas Oil and Motorsports Visionary, Dies at 83

The motorsports world is mourning the loss of **Forrest Lucas**, founder of **Lucas Oil Products** and one of the industry's greatest supporters, who passed away on Saturday at the age of 83.

"We are deeply saddened by the passing of our founder, Forrest Lucas," the company said in a statement. "Forrest's boundless drive for Lucas Oil, his generosity and love for his family, friends, and community defined his life. While we grieve this tremendous loss, we take comfort in knowing his legacy will continue to inspire our team and all who knew him."

From Truck Driver to Global Brand Builder

Born in **rural Indiana in 1942**, Lucas began his career as a truck driver before founding Lucas Oil Products in 1989. What started as a small operation grew into a **worldwide brand**, synonymous with performance, innovation, and reliability.

Champion of Motorsports

Under Lucas's direction, **Lucas Oil became one of the most influential names in motorsports**. The company has supported:

- The **NHRA Lucas Oil Drag Racing Series**
- The **Lucas Oil Late Model Dirt Series**
- **Lucas Oil Speedway** in Wheatland, Missouri
- **Lucas Oil Indianapolis Raceway Park**

Lucas Oil's presence expanded beyond racing, most famously

with the **naming sponsorship of Lucas Oil Stadium in Indianapolis**, home of the NFL's Indianapolis Colts.

Through these efforts, Lucas ensured that grassroots and professional motorsports alike had the resources, sponsorship, and exposure to grow.

A Lasting Legacy

Forrest Lucas is remembered as much for his **philanthropy, generosity, and love of community** as for his business success. His influence will continue through the leadership of his son, **Morgan Lucas**, a former NHRA drag racer who now serves as president of Lucas Oil.

Lucas's passing leaves a void in motorsports, but his vision and dedication to the sport will continue to shape its future for decades to come.



For the fourth consecutive year, pre-entries for the Speedway Motors IMCA Super Nationals fueled by Casey's have topped the 1,000 mark. On August 20, Sunoco IMCA Hobby Stock driver Eric Cross of Salina, Kansas, became the 1,000th driver to register for the 43rd annual event. All divisions are currently pacing ahead of last year's totals, with 285 Sunoco IMCA Stock Cars, 237 Friesen Performance IMCA Modifieds, 168 Karl Chevrolet IMCA Northern SportMods, 159 Sunoco IMCA Hobby Stocks, 78 Stealth Racing IMCA STARS Mod Lites, and 60 Mach-1 IMCA Sport Compacts already entered. The overall all-time record of 1,036 competitors was set last year, with 1,061 pre-registered entries. The Stock Car total is already an all-time preregistration record for the class, surpassing last year's mark of 281. Outside of Iowa, leading states in registration are Wisconsin with 75, Minnesota and Nebraska each with 58, Texas with 52, Kansas with 50, Arizona with 40, Missouri with 38, Colorado with 27, California with 24, and Arkansas with 23.



Humpy Wheeler, Legendary Charlotte Motor Speedway President and “P.T. Barnum of Motorsports,” Dies at 86

Howard Augustine “Humpy” Wheeler Jr., one of motorsports’ most visionary promoters and the longtime president and general manager of **Charlotte Motor Speedway**, died peacefully of natural causes on Sunday surrounded by family. He was 86.

Wheeler’s legacy is woven into NASCAR’s rise to prominence. A showman with a sharp business mind, he combined creativity, risk-taking, and fan-first thinking to revolutionize the way stock car racing was presented. For more than three decades at Charlotte Motor Speedway, Wheeler transformed the fan experience, staged some of racing’s most memorable spectacles, and earned the nickname the **“P.T. Barnum of motorsports.”**

From Belmont to the Big Stage

Born **October 23, 1938** in Belmont, N.C., Wheeler’s passion for racing began early. At age 11, he hitchhiked to his first race at Charlotte Speedway. By 13, he was already promoting local bicycle races, offering prizes and fixing broken bikes in his shop.

Wheeler’s early years also included an impressive boxing career — with a 40-2 record, a Golden Gloves championship, and ambitions of making the **1960 U.S. Olympic team** before choosing a different path. He was inducted into the **Carolinas Boxing Hall of Fame in 1992**.

After playing football at the **University of South Carolina** until a back injury ended his career, Wheeler graduated in 1961 with degrees in journalism and political science. His first jobs ranged from WBTV television to Firestone Tire and Rubber before he returned to racing.

Shaping Charlotte Motor Speedway

Wheeler’s defining career move came in 1975 when he was hired by **Bruton Smith** at Charlotte Motor Speedway. Within a year, Wheeler became track president, launching a partnership that helped shape modern NASCAR.

He quickly made waves. In 1976, Wheeler helped orchestrate **Janet Guthrie’s groundbreaking entry** into the World 600, making her the first woman to qualify for a race at a NASCAR superspeedway.

Perhaps Wheeler’s most famous contribution was leading the installation of the **first-ever superspeedway lighting system**, debuting with the **1992 NASCAR All-Star Race**, famously dubbed “One Hot Night.” The success of that event ushered in the era of night racing at major tracks across the country.

Under his watch, Charlotte Motor Speedway also pioneered luxury suites, trackside condominiums, fine dining with a view of the race, and even motorsports’ first naming-rights agreement, rebranding the venue as **Lowe’s Motor Speedway**.

The Showman

Wheeler's flair for showmanship made him a fan favorite. He filled pre-race programs with boxing matches, three-ring circuses, military re-enactments, and fire-breathing machines like **Robosaurus**. He once staged an elephant ride, another time stuck his head into a tiger's mouth.

"I don't know what it was, but I just saw something in racing," Wheeler said. "There was spectacle waiting to happen. And that was always in my head."

Beyond the stunts, Wheeler never lost sight of the fan experience. As NASCAR Hall of Famer **Richard Petty** once said:

"His passion was to ensure that when each fan left the track, they felt as if they had been a part of a happening."

Expanding Motorsports' Reach

Wheeler also had a long-term vision for growing the sport:

- He helped launch **U.S. Legend Cars International** to make grassroots racing more accessible.
- He authored **Growing Up NASCAR** in 2010, sharing insights into the industry.
- His voice appeared in Pixar's **Cars** franchise as Tex Dinoco, cementing his larger-than-life persona in pop culture.

For his achievements, Wheeler was inducted into the **International Motorsports Hall of Fame (2006)**, the **Motorsports Hall of Fame of America (2009)**, and several others. In 2026, he will be honored with NASCAR's **Landmark Award for Outstanding Contributions**.

Family and Legacy

Wheeler is survived by his wife of 63 years, **Pat**; their three children, Patti Wheeler (Leo Hindery), Tracy Hardy, and Trip Wheeler (Jacqui); five grandchildren and one great-grandchild; as well as sisters Angie Wheeler (Janet Jones) and Mary Plexico (Lowry).

Humpy Wheeler leaves behind a sport forever changed by his vision, his daring, and his devotion to the fan. As Bruton Smith once said, Wheeler always believed in one simple question:

"What would ever happen if you did it right?"

And for decades at Charlotte Motor Speedway, Humpy Wheeler showed the world exactly what that looked like.



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Quick Notes from our Support team!

MRP Promoters Club Returns to the IMCA Super Nationals!

The **MRP Promoters Club** is back at the **IMCA Speedway Motors Super Nationals Fueled by Casey's**, and we've got some exciting new features and opportunities planned for this year. Don't miss your chance to be part of it — **get signed up early!**

Register here: myracepass.com/promoters-club

Important Reminders for Promoters

• Paid Registrations & Online Tickets

Be sure you're ready to receive funds before confirming tickets or registrations. Once a registration is confirmed, it's no longer public for drivers to complete if it's a paid item.

• New Ticketing Feature

We've added more flexibility to online ticket management! Now, within your ticket event screen, you'll see an **"Edit Availability"** button under each ticket type. This allows you to:

- Set custom availability dates
- Control public access for each ticket type individually

This means more control, more customization, and smoother ticketing for your events.

Managing Administrators

As we move into fall specials and year-end events, remember you can **add or remove administrators** for your track account as needed.

1. Go to your **Dashboard**
2. Click the **Profile** tab
3. Scroll to the **Users** section

Add/remove administrators (they'll need a MyRacePass login)

Learn more here: [Adding Administrators to My Account](#)

We're looking forward to another great year at Super Nationals and can't wait to connect with everyone in the Promoters Club. Let's make 2025's fall season one to remember!



Mark Your Calendars - RPM Workshop Dates for 2025 & 2026

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

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



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How to Implement Effective Safety Measures in Sports Venues - A Refresher

In today's fast-moving sports environment, ensuring the **safety of spectators, participants, and staff** is more critical than ever. From crowd management to cutting-edge security technology, a comprehensive safety plan not only protects people but also enhances the **overall fan experience**.

This guide outlines key strategies every venue operator should review and implement to keep events secure, efficient, and enjoyable.

1. Start with Risk Assessment

Safety begins with a thorough **risk assessment**. Venue operators should identify potential hazards — from natural disasters and structural vulnerabilities to crowd behavior patterns and security threats. Knowing the risks allows leaders to tailor safety measures and allocate resources effectively.

2. Collaborate with Authorities

Strong relationships with **local law enforcement, emergency services, and regulators are essential**. Regular communication and joint planning ensure safety protocols align with local standards and create a stronger, unified response network.

3. Emergency Response Planning

A well-practiced **emergency response plan** is critical. This includes:

- Clear procedures for medical emergencies, natural disasters, or security incidents.
- Regular staff training and drills.
- Coordination with hospitals for seamless medical transfers.

4. Surveillance, Monitoring & Access Control

Modern venues must integrate technology to deter and detect issues:

- **High-definition surveillance** for crowd monitoring and incident response.
- **Electronic ticketing, ID verification, and biometric systems** to regulate entry and reduce unauthorized access.
- Real-time monitoring of crowd flows to prevent bottlenecks and disturbances.

5. Communication Systems

Information is power during an emergency. Venues should ensure:



- Reliable **public address (P/A) systems** to reach all areas.
- Mobile apps and social media integration for **real-time updates** to fans and staff.
- Secure internal channels for staff coordination.

6. On-Site Medical Support

Dedicated **medical personnel and facilities** must be available to handle health emergencies quickly. Partnerships with local hospitals strengthen this layer of safety and reassure fans that care is close at hand.

7. Crowd Management

Organized crowds are safe crowds. Best practices include:

- Clear signage and designated seating areas.
- Trained staff to direct flow and de-escalate issues.
- Technology to track and predict congestion points.

8. Infrastructure & Facility Design

Safety should be built into the venue itself:

- **Well-marked evacuation routes and exits.**
- Structures that meet or exceed building codes.
- Consideration of **resilient materials and layouts** that reduce risks during emergencies.

9. Technology Integration

Innovative tools can enhance venue safety:

- **Facial recognition** and **metal detectors** for screening.
- **AI-based threat detection** to spot risks before they escalate.
- Regular system updates to keep pace with new threats.

10. Staff Training & Safety Culture



Staff are the **front line of safety**. Provide ongoing training in emergency response, customer service, and safety awareness. A culture where employees feel responsible and empowered ensures better decision-making in critical moments.

11. Engage the Community

Strong safety networks extend beyond the venue. Involving the **local community, stakeholders, and fans** in planning builds trust and creates a sense of shared responsibility.

12. Commit to Continuous Improvement

Safety isn't static. Review and update protocols regularly based on:

- Lessons learned from past events.
- Feedback from staff, fans, and local partners.
- Advances in technology and changes in the threat landscape.

Final Thought

By combining **risk management, collaboration, technology, and continuous improvement**, sports venues can create safe, resilient environments where the thrill of competition is matched by confidence in security.

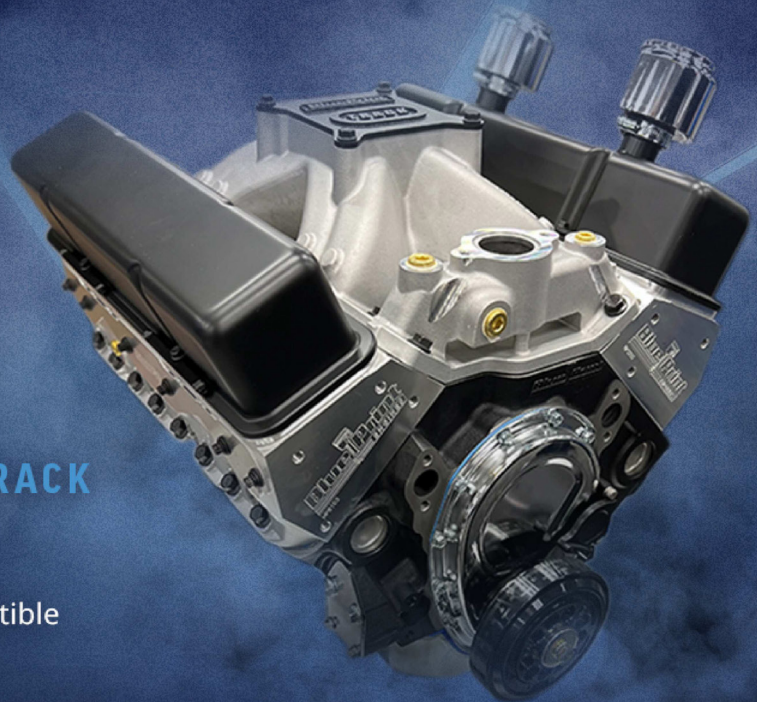
When fans know they're safe, they can focus on what they came for — the unforgettable excitement of the game.



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Steve York Returns to His “Sport of Choice” as New ARCA Menards Series West Director

Former ARPY (2005) from Magic Valley Speedway in Twin Falls, Idaho, Steve York, a 73-year-old Georgia native has worn many hats over the decades — criminology and business degrees, a 14-year stint with UPS, video rental stores, even an embroidery shop. He’s a hockey fan. He enjoys poker.

But when it comes down to it, racing has always been York’s “sport of choice.”

Now living in Jerome, Idaho, York is back in full force, returning to motorsports as the new ARCA Menards Series West director. It’s a role perfectly suited for a man whose relationships and influence have helped shape racing on the West Coast for decades.

ARCA Menards Series president Ron Drager sees York as the right man for the job.

“Steve brings with him an abundance of experience, and a deep passion for motorsports,” Drager said. “We’re confident that under his leadership, the series will continue to grow and thrive, delivering the best possible racing to our fans across the region. We look forward to the energy and vision Steve will bring.”



Gregg McKarns shared this photo of the Grinch piloting the big kart around Madison (WISC) International Speedway from their Christmas in July promotion. An interesting twist on a great way to get people out.

A NASCAR Cup Star is signing autographs in this photo. It is Ryan Preece. The line was long and Preece took his time to sign for those in attendance. These types of promotions with NASCAR stars do not seem as frequent these days.



A recent trip to the Langford, NY Tractor Pull event was quite an awakening. A huge crowd. A unique venue. \$25 admission through the pit area. We were able to document much of it in photos.



Ticketing was simple. There was however a lot of cash "out", even for a county fair type event in terms of thinking about security. It was the rare cash only event, there were no credit cards able to purchase anything on the property. There was only an ATM.



All of the viewing areas were extremely full around the facility, with people cycling in and out. It was simple, however, very effective to not have a bad view of the competition.



Concessions were under two tents on either side of the course including alcohol. It was an interesting variety as can be seen by the menu. Tickets were the only currency accepted in the tent and an ATM was nicely labeled on the property.



In order to obtain an adult beverage ID had to be presented and arm band was worn. This is a common practice at various events in the region, however the "Drinking Age Verified" was an interesting and easily identifiable twist on the system to make sure someone who isn't of age doesn't get served.



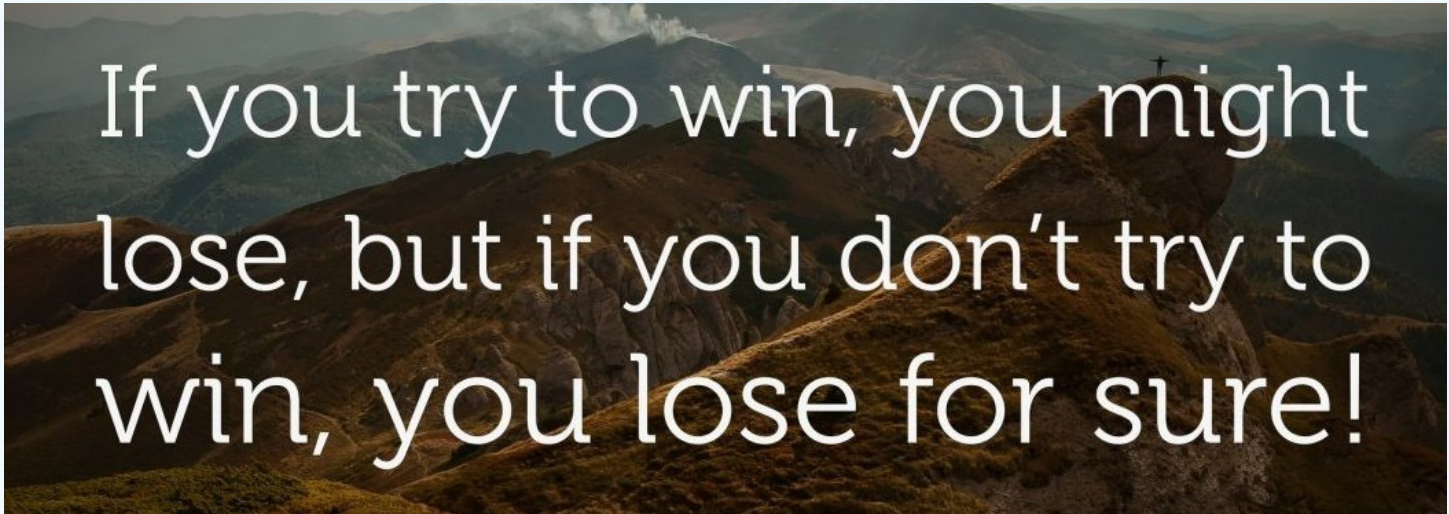
A digital replay board was hung from a crane, which signified how "temporary" the facility, besides the actual pulling track is. The board played replays and sponsorship materials. It was wisely used and an effective display.



The pit area was wide open, much resembling an NHRA event with a twist. It provided the driveway to an expansive parking area. It was unique to be able to walk up to the unique machines and talk to the participants, who were happy to be earning \$400-to-\$500 in some classes for a runner up or third place position. Interesting for sure to promoters who pay out a great deal more.



Placing the flag on the crane and giving an equipment company the ability to do so was a great two fold effort as it worked out in all regards with exposure for the equipment company as well as a dramatic view of the flag.



If you try to win, you might lose, but if you don't try to win, you lose for sure!

Success is not measured by what you do compared to what somebody else does. Success is measured by what you do compared to what you are capable of doing.



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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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



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