

## **SCHEDULE – Subject to Change • Additional Topics and Presenters May Be Added**

### **TUESDAY, DECEMBER 2, 2025**

**6:30 p.m. — RPM@RENO Western Workshop Credentials “The MyRacePass Green Flag Presented by Hoosier” to kick off the 53rd Annual RPM@Reno Western Workshops**

**NEW LOCATION: Rum Bullions, Silver Legacy**

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### **WEDNESDAY, DECEMBER 3, 2025**

**8:00 a.m. – Workshops Guest Services Desk Opens**

**Convention Area at the Silver Legacy; advanced and late-entry credentials available.**

**8:45 a.m. – Workshops Trade Show Opens**

**Products and services for promoters and short tracks.**

**9:45 a.m. – Promoters’ Welcome**

**53rd Annual RPM@Reno Western Workshops Opening – “Where It All Begins”**

**9:55 a.m. – KEYNOTE: LEVI JONES;** A lifelong contributor to the sport with experience as a driver, administrator, and promoter. Currently the General Manager and Promoter at Eldora Speedway.

**11:05 a.m. – “ARE DESTRUCTIVE HABITS FEEDING OUR RACING ADDICTION?” Led by Gregg McKarns with Chuck Deery and Matt Rowe**

A frank discussion on “night of destruction” events vs. traditional stock car racing; winners, losers, why, how, perceptions, and where we go from here.

**12:00 – 1:25 p.m. – Lunch Break**

**1:25 p.m. – Workshop Reconvenes**

**Announcements and introduction of special guests:**

• **Steve Sinclair – K&K Insurance**

• **Paul Menting – Hoosier Racing Tire**

**1:45 p.m. – Ticketing Presented by Ticket Spice**

**2:15 p.m. – Breakout Room Turnover**

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**2:30 – 5:00 p.m. – Concurrent Sessions (Two Rooms)**

#### **THE K&K INSURANCE ROOM**

**2:45 – 3:45 p.m. – “CALIFORNIA DREAMING”** A highly popular session that continues raising the bar. A discussion among California track operators, sanctioning bodies, and suppliers about the future of racing in the state.

**3:45 – 4:30 p.m. – THE JODY DEERY SESSION** Led by Michelle Lackey, with contributions from prior Jody Deery Award winner Nadine Strauss, Loretta Thieren of Edmonton International Raceway, and others.

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#### **THE HOOSIER TIRE ROOM**

**2:45 – 3:45 p.m. – AUDITORY DEFENSE with ANISSA BEZANSON** An occupational audiologist presenting a vision for protecting hearing while enhancing the sport.

**3:30 – 4:30 p.m. – DIGITAL DOLLARS with BRYAN ROBB** Who, what, where, and how you’re spending advertising dollars — what works, what doesn’t, and how to rethink old habits.

**4:45 – Gather in Silver Barron E – 5:00 p.m. – SLOT TOURNAMENT PRESENTED BY CAESAR’S** (Silver Barron E – with a “walk thru” to Top Golf)  
**Closing Day 1 with a little fun.**

**5:00 p.m. – CLOSING REMARKS** Following Slot Tournament

**THURSDAY, DECEMBER 4, 2025**

**8:15 a.m. – Workshops Guest Services Desk Opens**

**8:30 a.m. – Workshops Trade Show Opens**

**9:30 a.m. – Welcome & Announcements**

**2026 date confirmation and introductions.**

**9:45 a.m. – LORETTA THIERING (Edmonton International Raceway)** “Beyond the Finish Line – Promoting Grassroots Racing and Engaging Your Racers in Marketing & Promotions” A new session from one of North America’s most successful 1/4-mile promoters.

**10:45 a.m. – ANNUAL CASE LAW SUMMARY with Paul Tetreault**

A review of new and pending legal cases affecting the racing industry; includes a California pit-area altercation case and updates on waiver/release legislation.

**11:15 a.m. – MOTORSPORTS GENERAL LAW DISCUSSION**

Open-format Q&A (written questions encouraged).

**12:00 – 1:30 p.m. – Lunch Break**

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**1:30 p.m. – Workshop Reconvenes**

**Followed by Concurrent Sessions in Two Rooms:**

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#### **THE K&K INSURANCE ROOM**

**1:30 – 2:30 p.m. – PRO BONO HOUR** One-on-one time with attorney Paul Tetreault.

**2:30 – 3:00 p.m. – JOHN HAAK (EventSprout)** A fresh perspective on ticketing and customer retention.

**3:00 – 3:45 p.m. – DOLLARS & SENSE FOR PROMOTERS – A 101 With Dennis Gage** A new session covering A–Z financial fundamentals for new and veteran track operators.

**3:45 – 4:30 p.m. – “TIRE TALK”** Hoosier representatives discuss industry updates and recent changes.

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#### **THE HOOSIER TIRE ROOM**

**1:30 – 2:30 p.m. – JOSH HOLT (MyRacePass)** “Running the New Numbers” – Industry data and insights.

**2:30 – 3:00 p.m. – ONE-ON-ONE WITH LEVI JONES** A deeper conversation with one of the top promoters in North America.

**3:00 – 3:45 p.m. – TURNING THE POWER PLANT OVER** Experts from BluePrint Engines cover key technical touchpoints.

**3:45 – 4:30 p.m. – STATE OF THE WEST COAST** Led by Dennis Gage A broad follow-up to the popular “California Dreaming” session.

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**5:00 p.m. – ADJOURNMENT**

**Thank you for attending. Please travel safely and enjoy a wonderful holiday season!**