



RPM@DAYTONA WORKSHOP SCHEDULE – Subject to change, additional topics and presenters

SUNDAY, FEBRUARY 8, 2026:

4:30 – 5:30 p.m. RPM@DAYTONA Workshop Credentials **Exhibitors Area ***

6:00 p.m. – “The BLUEPRINT Engines Big Game Party presented by MyRacePass, EventSprout and Race Track Wholesale”

MONDAY, FEBRUARY 9, 2026:

8:00 a.m. WORKSHOPS GUEST SERVICES DESK OPENS, Convention Area Downstairs at the Shores Advanced and late-entry credentials available.

8:15 a.m. WORKSHOPS TRADE SHOW OPENS, products and services for promoters and short tracks.

9:15 a.m. PROMOTERS' WELCOME, The Shores Resort & Spa

9:20 a.m. 53rd Annual RPM@Daytona Workshops Opening – WHERE IT ALL BEGINS

9:30 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.

10:00 a.m. – 10:45 a.m. NEW SESSION, SPECIAL TIME DUE TO PRESENTERS COMMITMENTS THROUGHOUT ‘SPEEDWEEK’; Shawn Waddell, Waddell Communications. Radio, communications, safety certification questions, Shawn Waddell can help you. Shawn Waddell is communications expert and a certified Racing Electronics Dealer. (LOCATION TOP FLOOR BREAKOUT ROOM).

10:30 a.m. – 11:15 a.m. “ARE DESTRUCTIVE HABITS FEEDING OUR RACING ADDICTION?” Led by **Gregg McKarns with Chuck Deery and Matt Rowe;** A frank panel discussion on “night of destruction” events vs. traditional stock car racing; winners, losers, why, how, perceptions, and where we go from here, moderated by **AJ Moore** of Lake Erie Speedway.

11:15 a.m. – 12:00 p.m. “THE JODY SESSION” led by Michelle Lackey, promoter at Alaska Raceway Park with Renee Dupuis, a former racer, is an advocate of females in the sport and their success along with Loretta Thiering who is the promoter and general manager of Edmonton International Raceway.

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. CREATING THE BLUEPRINT, BLUEPRINT ENGINES, taking a look at what is net for engines in our business

2:15 p.m. – 3:00 p.m. – EXHIBITOR EXHIBITION TIME – Spend time with our vendors and enjoy a refreshment. There is a homework assignment. If you are a promoter, by the end of the show on Tuesday, February 10, 2026, collect and turn a business card from each vendor and your topic discussed with each exhibitor, that will be turned in at the registration desk. The Promoter with the most meaningful visits will win a prize announced at the final session of the Workshops presented by MyRacePass.

2:30-4:15 p.m. Concurrent Sessions:

THE K&K INSURANCE ROOM

2:30-3:30 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

3:30-4:00 p.m. “ANNOUNCERS AND WORKING WITH THE LIVE STREAM” with Chris Graner and Austin Lloyd. The importance of how your announcer works within the live stream, while keeping your program going and how it all comes together.

THE HOOSIER TIRE ROOM

2:30-3:30 p.m. – NEW SESSION - CONCESSIONS with **Austin Wells** from LaCrosse Fairgrounds Speedway. A fresh look at concessions in all aspects.

***** NEW SESSION *** 3:30-4:15 p.m. “THE SOUNDS WE MAKE with ANISSA BEZANSON** An occupational audiologist presenting a vision in regard to the sounds of our sport..

2:30 p.m. **** NEW SESSION / LOCATION *** - BOARDROOM – TOP FLOOR; DOLLARS & SENSE FOR PROMOTERS – A 101 With **Dennis Gage** A new session covering A–Z financial fundamentals for new and veteran track operators.

MAIN ROOM;

4:15-5:00 p.m. ASK AN ARPY – Past Auto Racing Promoters of the Year take to the stage to answer a multitude of questions.

5:00 p.m. CLOSING REMARKS, ADJOURNMENT – PROMOTER’S NIGHT @ VOLUSIA SPEEDWAY PARK, DIRT CAR NATIONALS

TUESDAY, FEBRUARY 10, 2026;

8:00 a.m. WORKSHOPS GUEST SERVICES DESK OPENS, Convention Area at the Eldorado Advanced and late-entry credentials available.

8:15 a.m. WORKSHOPS TRADE SHOW OPENS, Continental breakfast, products and services for promoters and short tracks.

9:15 a.m. WELCOME & ANNOUNCEMENTS; Sponsor Presentations;

9:30 a.m. – 9:45 a.m. – “SPECIAL GUEST” SPEAKER – “It’s all about relationships. 15 minutes with someone who recognizes the importance of building and engaging relationships for a healthy business.

9:45 a.m. – 10:30 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.

10:30 a.m. – 11:00 a.m. - JOHN HAAK, from EVENTSPROUT, a different perspective on the business of promoting and putting people in seats.

11:30 a.m. ANNUAL CASE LAW SUMMARY: Paul Tetreault, Agajanian, McFall, Weiss, Tetreault, & Crist, LLP review the the year’s case law decisions. **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**

12:15 p.m.-1:30 p.m. LUNCH BREAK

1:30 p.m. WORKSHOP RECONVENES, followed by **Concurrent Sessions**: with influential topics presented in two rooms.

THE K&K INSURANCE ROOM

1:30 – 2:30 p.m. – PRO-BONO HOUR, Tetreault updates attendees on the circumstances that surround our environment (open to written questions) with time to discuss topics individually

2:30 – 3:30 p.m. – NEW SESSION – “RACE OFFICIATING 101” – PANEL, MIKE HESS AND JOE SKOTNICKI, moderated by TOM DEERY – Looking at everything from race officiating to race directing and proper communication.

THE HOOSIER TIRE ROOM

1:30 – 2:00 p.m. – NEW SESSION - WHAT DOES YOUR SAFETY CREW NEED with Austin Wells from LaCrosse Fairgrounds Speedway goes over the basics in requirements for what your safety crew and ambulance might need on an event night.

2:00 – 2:45 p.m. – NEW SESSION - FANS, KEYS TO FAN INTERACTION, a panel led by Charlie Hansen with Megan Hazel, Dennis Paul from RaceTrack Wholesale and others.

2:45-3:45 p.m. – NEW SESSION - SPONSORSHIP SALES BRAINSTORMING, A PANEL AND A HOW TO SESSION, NO GUARANTEES, a panel led by Renee Dupuis, AJ Moore, Adam Stewart and others

1:45 p.m. ** NEW SESSION / LOCATION *** - BOARDROOM – TOP FLOOR; “GETTING TECHNICAL ABOUT STREAMING” with Joe Tripp and Chris Graner from Speed Sport - promoters need a primer on the spectrum of broadcasting options. From livestreaming to broadcast TV, there’s a lot of options and acronyms tossed around. It can be confusing. This session is new with explanations, examples, definitions, opportunities and best practices.**

MAIN ROOM

4:00 - 5:00 p.m. – MYRACEPASS PRESENTS “THE VICTORY LAP”; 5 minutes with Josh Holt, meet the RPM “Event of the Year” winner and the introduction of the 47th Auto-Racing Promoter of the Year

5:00 p.m. ADJOURNMENT: Enjoy, please remain safe, with a safe journey home or continuing enjoying the exciting racing action throughout Volusia County and all of Florida. – HOOSIER TIRE NIGHT @ NEW SMYRNA SPEEDWAY FOR THE PROMOTERS

Please note that this a preliminary schedule that is a tentative draft, with subjects and topics that may change.