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Workshops

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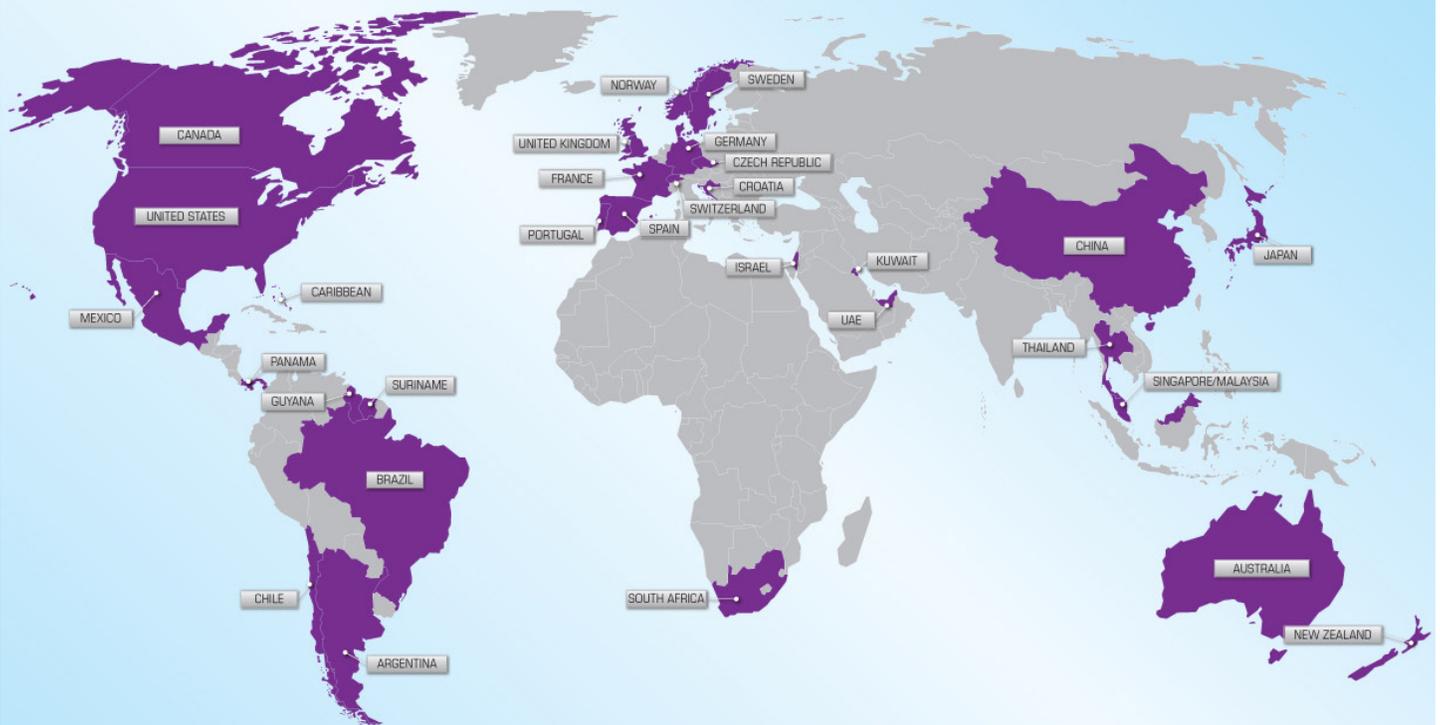
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Florida in February is an interesting time of year.

It's a time to celebrate the beginning of the heavy lifting for a new racing season—and it has also become home to our Workshops. For decades, Florida in February marked the unofficial start of the motorsports calendar, driven largely by the activity at Daytona International Speedway and the short track events scattered across the state.

Things have changed.

With the advent of additional events and expanded schedules, much of the industry is already in motion by the time we arrive in Florida. That's simply evolution. Still, for those of us who have spent months shoveling snow, enduring below-zero wind chills, and watching our breath hang in the air, Florida in February still feels pretty damn good.

What also feels good is what the **RPM@Daytona Workshops** have grown into. The experience begins with three major networking opportunities, starting with the **BluePrint Engines Big Game Party**, presented by **MyRacePass, EventSprout, and Race Track Wholesale**. What began as a simple "what if?" has grown into something special. Watching the game together while networking and reconnecting on a more personal level has become a highlight—something that sets the tone for the days ahead.

Monday night brings **Promoters' Night at Volusia Speedway Park**, followed by **Tuesday night at New Smyrna Speedway** as part of the ASA event. There truly isn't another place where you can combine education, networking, and live racing in this way. Florida in February is unique.

Then there are the Workshops themselves.

Bringing together some of the best minds in our business to collaborate, educate, exchange ideas, and discuss the direction of our sport is both humbling and inspiring. It's something we are deeply passionate about and incredibly proud of.

The Workshops also serve as the stage for the presentation of the **Regional Auto Racing Promoters of the Year**, the **National Event of the Year**, the **Jody Deery Award**, and the **National Auto-Racing Promoter of the Year**. These moments are emotional. They're humbling. And they're unlike anything else in our industry.

The anticipation is building for all of us. Our staff and volunteers pour their heart and soul into this event. The people you see on the floor, the moderators, and those at the podium know you. They talk with you one-on-one. They listen to your concerns and your goals—and those conversations directly influence the sessions you see on the schedule.

Every detail matters.

But at its core, these are Workshops. Racers spend countless hours in the shop fine-tuning their cars to reach peak performance. This is our time to do the same for our businesses—to fine-tune, evaluate, and prepare for the season ahead. It's that important.

We hope you understand how meaningful this is to all of us, and we truly look forward to hosting you in Florida this February. And if you're not attending, you're missing out—if nothing else, on sunshine alone, which is a pretty great reason by itself to be in Florida in February.



The Daytona 500 at Daytona International Speedway as well as the DIRTcar Nationals at Volusia Speedway Park and the World Series of Asphalt Stock Car Racing Series at New Smyrna Speedway are all highlights to a trip to Florida in February.



Get in touch with Racing Promotion Monthly and plan custom Taste of RPM sessions for your track or sanctioning body.

In late 2024, Adam Stewart, owner of Crate Racin' USA, asked a simple question: would RPM be interested in participating in his sanction's promoters meeting?

That question sparked an idea.

The result was Taste of RPM—a condensed, on-site version of the RPM Workshops designed to bring practical education, discussion, and collaboration directly to promoters and track operators. The program has since provided RPM with the opportunity to reach more facilities, engage new audiences, and introduce tracks to the value, depth, and impact of the full RPM Workshop experience.

Taste of RPM sessions are customizable and can be tailored to fit the needs of your organization, covering topics such as promotion, operations, staffing, safety, officiating, and best practices—delivered by people who understand the business from the inside out.

If you're interested in hosting a Taste of RPM and exploring how the Workshops can benefit your track or sanction, we invite you to reach out and start the conversation.



RPM@Daytona will once again return The Shores Resort & Spa in Daytona Beach Shores, FL in February on Sunday, February 8, Monday, February 9 and Tuesday, February 10. More details are forthcoming. Booking information for the 53rd RPM@Daytona Workshops has been released and may be found here; [The Shores Resort Spa - Reservations - Room Availability](#)

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**SCHEDULE RELEASED & REGISTRATION REMAINS OPEN
FOR 53RD ANNUAL RPM@DAYTONA WORKSHOPS
At The Shores Resort & Spa – Daytona Beach Shores, Florida**

- *Registration remains open via the MyRacePass Ticketing Platform for the 53rd Annual RPM@Daytona Workshops –*
- *BluePrint Engines Big Game Party, presented by MyRacePass, EventSprout, and Race Track Wholesale, set for Sunday, February 8, 2026 –*

The official schedule for the **RPM@Daytona Workshops** has been released, as registration continues for the **53rd annual event**, scheduled for **February 8–10, 2026**, at The Shores Resort & Spa in Daytona Beach Shores, Florida.

The Workshops kick off on **Sunday evening, February 8**, with the **BluePrint Engines Big Game Party**, presented by **MyRacePass, EventSprout, and Race Track Wholesale**, followed by two full days of educational sessions on **Monday, February 9, and Tuesday, February 10**.

Now in its **third consecutive year at The Shores Resort**, the RPM@Daytona Workshops continue to serve as a cornerstone event leading into **Speedweeks** activities throughout Volusia County.

Registration remains open, and all session times for the 2026 Workshops have been finalized.

Schedule Adjustments for 2026

In response to attendee feedback and the continued growth of the program, **sessions will now begin at 9:15 a.m. on both Monday and Tuesday**, with the **exhibitor area opening at 8:00 a.m.** These adjustments are designed to enhance networking opportunities, exhibitor engagement, and overall attendee experience.

Featured Speakers & Sessions

The 2026 speaking lineup will be headlined by **Levi Jones**, Promoter and General Manager of **Eldora Speedway**. Jones' diverse background as a driver, administrator, and promoter—combined with his attention to detail—has established him as one of the sport's leading voices in operational excellence and progressive promotion.

Joining the program on **Tuesday, February 10**, will be **Loretta Thiering**, owner and promoter of **Edmonton International Raceway**. Thiering will present a dynamic session focused on the evolving business of grassroots race track promotion. Jones and Thiering represent just the beginning of a **vibrant and diverse workshop schedule** that blends new content with long-standing RPM traditions, including:

- **“The Jody Session”**, honoring the legacy of **Jody Deery**, one of the founders and strongest supporters of the RPM Workshops. This session will be led by women in the motorsports industry, with all attendees encouraged to participate.

- **Legal Update & Pro Bono Hour**, expanded and delivered through targeted breakout sessions

- **Additional educational sessions** designed to support, inform, and strengthen the short track motorsports industry.

Additional information and registration details are available at www.promotersnewsletter.com, the official home of the RPM Workshops.

Registration Information

Registration for the **53rd Annual RPM@Daytona Workshops** is now open.

- **Online:** [MyRacePass Registration](#)
- **Offline:** [Download and complete the registration form](#)

Completed forms may be returned via:

- Fax: 716-685-0923
- Email: info@racingpromomonthly.com

Additional information is available at www.promotersnewsletter.com, the official MyRacePass website for the RPM Workshops.

Last year, Steve O'Neal of Port Royal Speedway (PA) was honored as the 49th ARPY recipient during the RPM Workshops in Daytona Beach. This year the 50th Auto-Racing Promoter of the Year will be presented in the “MyRacePass Checkered Flag Lap” session to close out the sessions on Tuesday afternoon.

The RPM@Daytona Workshops continue to stand as a “can't-miss” event for promoters across North America.

RPM@DAYTONA WORKSHOP SCHEDULE

Subject to Change • Additional Topics and Presenters May Be Added

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-en-

try 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. – 10:00 a.m. KEYNOTE: LEVI JONES; A lifelong contributor to the sport with experience as a driver, administrator, and promoter.

Currently General Manager and Promoter at Eldora Speedway.

10:00 a.m. – 10:45 a.m. - NEW SESSION (Special Time – Speedweeks Commitment) - Radio, Communications & Safety Certification Q&A - Shawn Waddell – Waddell Communications; Top Floor Breakout Room; Certified Racing Electronics Dealer and communications expert.

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

Moderated by AJ Moore (Lake Erie Speedway) A frank discussion on "night of destruction" events vs. traditional stock car racing.

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:

Paul Underwood / Steve Sinclair – K&K Insurance
Paul Menting – Hoosier Racing Tire

1:45 p.m. - Creating the Blueprint - BluePrint Engines A look at what's next for engines in our industry.

2:15 – 3:00 p.m. - Exhibitor Exhibition Time Spend time with vendors and enjoy refreshments. Promoter Homework Assignment: By the end of Tuesday, February 10, 2026, collect a business card from each exhibitor and note the topic discussed. Turn in at registration. The promoter with the most meaningful visits wins a prize presented by MyRacePass.

CONCURRENT SESSIONS (2:30 – 4:15 p.m.)

THE K&K INSURANCE ROOM

2:30 – 3:30 p.m. - Digital Dollars – Bryan Robb - Where, how, and why advertising dollars are spent—what works and what doesn't.

3:30 – 4:00 p.m. - Announcers & Working with the Live Stream - Chris Graner & Austin Lloyd - How announcers integrate with livestreams while keeping programs on track.

THE HOOSIER TIRE ROOM

2:30 – 3:30 p.m - NEW SESSION – Concessions - Austin Wells – LaCrosse Fairgrounds Speedway - A fresh look at concessions from top to bottom.

3:30 – 4:15 p.m. - NEW SESSION – "The Sounds We Make" - Anissa Bezanson - An occupational audiologist discusses sound exposure in motorsports.

BOARDROOM – TOP FLOOR 2:30 – 4:15 p.m. NEW SESSION – Dollars & Sense for Promoters (101) - Dennis Gage - Financial fundamentals for new and veteran track operators.

4:15 – 5:00 p.m. - Ask an ARPY - Past Auto Racing Promoters of the Year answer attendee questions.

5:00 p.m. -Closing Remarks & Adjournment - Promoters Night at Volusia Speedway Park -DIRTcar Nationals

TUESDAY, FEBRUARY 10, 2026

8:00 a.m. - Workshops Guest Services Desk Opens - Convention Area - Advanced and late-entry credentials available

8:15 a.m. - Workshops Trade Show Opens - Continental Breakfast

9:15 a.m. - Welcome & Announcements; Sponsor Presentations

9:30 – 9:45 a.m. - Special Guest Speaker - "It's All About Relationships"; A 15-minute perspective on building healthy business relationships.

9:45 – 10:30 a.m. - Loretta Thiering – Edmonton International Raceway - "Beyond the Finish Line" - Promoting grassroots racing and engaging racers in marketing.

RPM DAYTONA PREVIEW

10:30 – 11:00 a.m. - John Haak – EventSprout; A different perspective on promotion and filling seats.

11:30 a.m. – 12:00 p.m. - Annual Case Law Summary - Paul Tetreault; A review of new and pending legal cases impacting racing.

12:15 – 1:30 p.m. - Lunch Break

1:30 p.m. - Workshop Reconvenes

CONCURRENT SESSIONS

THE K&K INSURANCE ROOM

1:30 – 2:30 p.m. - Pro Bono Hour - Paul Tetreault; Open legal discussion with written questions.

2:30 – 3:30 p.m. - NEW SESSION – Race Officiating 101 - Panel: Mike Hess & Joe Skotnicki; Moderated by Tom Deery

THE HOOSIER TIRE ROOM

1:30 – 2:00 p.m. - NEW SESSION – What Does Your Safety Crew Need? Austin Wells

2:00 – 2:45 p.m. - NEW SESSION – Fan Interaction: Keys to Engagement; Panel led by Charlie Hansen

2:45 – 3:45 p.m. - NEW SESSION – Sponsorship Sales Brainstorming - Panel led by Renee Dupuis, AJ Moore, Adam Stewart, and others

BOARDROOM – TOP FLOOR - 1:45 – 3:00 p.m. - NEW SESSION – Getting Technical About Streaming; Joe Tripp & Chris Graner – Speed Sport
A primer on livestreaming and broadcast options.

4:00 – 5:00 p.m. - MyRacePass Presents: “The Victory Lap”; Meet the RPM Event of the Year winner, Introduction of the 50th Auto-Racing Promoter of the Year

5:00 p.m. – Adjournment

Safe travels or enjoy continued Speedweeks racing

Hoosier Tire Night at New Smyrna Speedway

Please note: This is a preliminary schedule and remains subject to change.



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

**RPM@RENO
WORKSHOPS
WED, DEC. 2 &
THURS, DEC. 3, 2026**

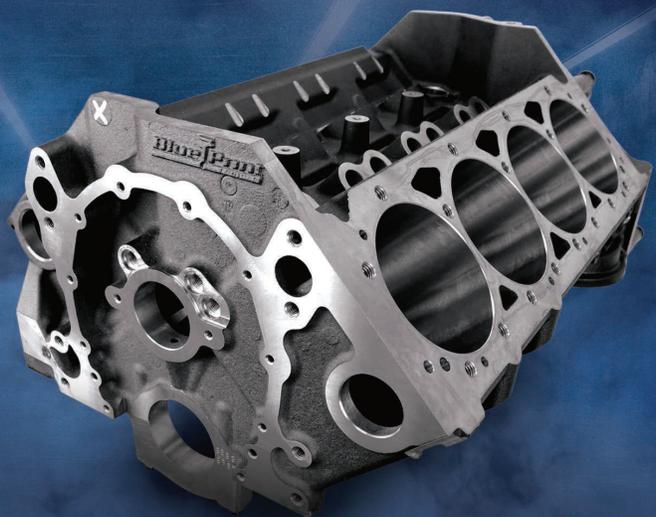
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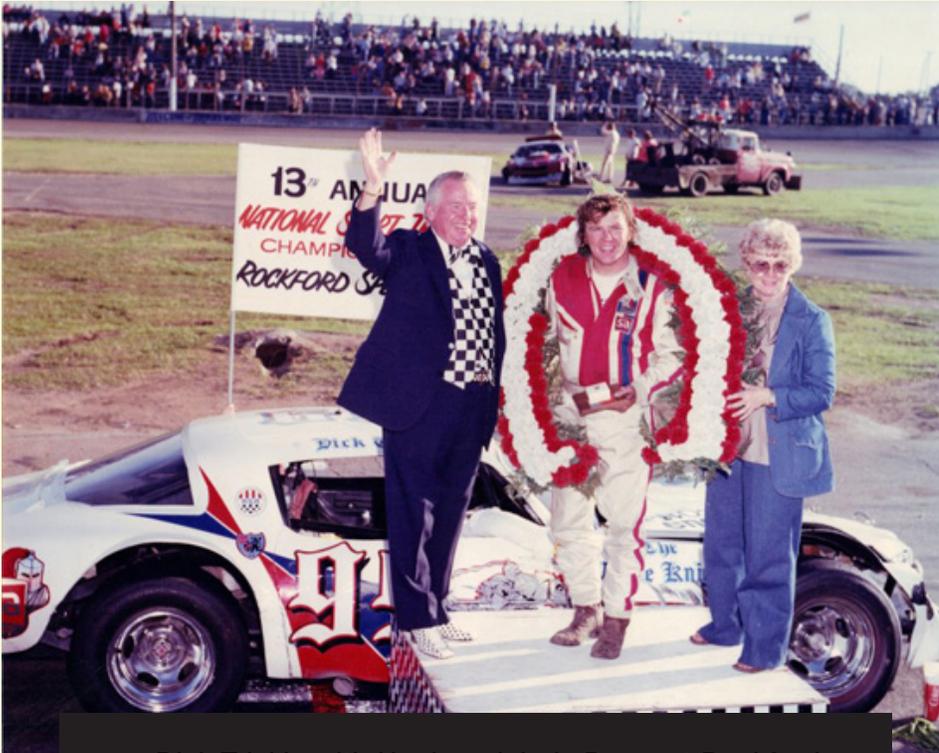


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Jackie Ressa from Contingency Connection recently reached out seeking a couple of participants in the Contingency Connection program for 2026. The program can be an excellent asset to your racing program. If you are seeking contact information, please reach out to info@racingpromomonthly.com and we will get you in touch with the right people.



Dick Trickle with Hugh and Jody Deery at Rockford (IL) Speedway. Trickle knew a thing or two about short track racing promotion.

Why Short Track Racing?

Here's 100 Reasons.

Taken from *Dick Trickle's "Die Hard" Journal & Scrapbook*

There are arguments you can make for short track racing. Then there are truths you don't need to argue at all.

This list falls squarely into the latter.

Long before "engagement metrics," before algorithms, before the industry convinced itself it needed to be something else to survive,

Dick Trickle and the writers around him understood exactly what short track racing was — and why it mattered.

It wasn't polished. It wasn't perfect. And it never tried to be.

What follows is not marketing copy. It's culture. It's community. It's the smell, the noise, the people, the humor, the heart-break, and the joy — written by those who lived it.

Read it slowly.

Smile when you recognize yourself.

Laugh when it makes you uncomfortable.

And remember why this sport still works. Thank you to Tom Deery for the historic contribution.

100 Reasons Why Short Track Racing Matters

100 "Gentlemen, start your engines!"

99 It's like being adopted into one big family — if the family includes weekly gatherings, a few fistfights, at least one idiot uncle, and a cousin who aspires to be a trophy girl.

98 Trophy girls.

97 Children figure it out immediately.

96 Any dirt track with covered wooden grandstands.

95 Speeding is not only allowed, it's encouraged.

94 Ditto for leaving the scene of an accident.

93 Most of the sport's stars have been pretty doggoned broke at some point.

92 It costs more to enter a place called the pits.

91 Since race drivers do their best work while seated, they don't depend on their legs the way other athletes do... (Joyce Standridge)

90 There are plenty of such old timers around... (Joyce Standridge)

89 The first lap of the IMCA Super Nationals.

88 The last lap of the Daytona 500.

87 Any lap under the lights at Bristol.

86 Modifieds at New Hampshire International Speedway.

85 You'll see as much — or more — three-wide action in the entry-level classes as in the top class.

84 The victory lap.

83 Most short tracks still offer free parking, free admission for kids, and reasonable concession prices.

82 Cars are divided into classes based on equipment — people are not.

81 There's usually a cold wrench handy when you spot some butt cleavage.

80 No two tracks are alike... (Al Robinson)

79 Despite their differences, all speed-



WHY SHORT TRACK RACING?

ways play the Star-Spangled Banner.

78 Fan loyalty to the sponsors who support the sport.

77 The less likely the victory, the louder the cheers.

76 Regional divisions that grow cult-like followings.

75 Hard work and experience matter more than formal education.

74 The dreams aren't any better than the reality.

73 Racing has directly contributed to society.

72 It will never be politically correct.

71 The smell of rubber, oil, brake fluid, and metal.

70 Fire in the eyes.
(Bones Bourcier)

69 It's a babe magnet.

68 "NO CRYBABIES."

67 Creativity still matters, even with tight rulebooks.

66 Martinsville Speedway feels like home.

65 Southern accents don't get hidden on TV.

64 Warm February nights at Daytona.

63 The Winston.

62 Waiting to see what Humpy Wheeler does next.

61 "Hell yeah" is an acceptable answer to ice cream.

60 Track food.
(Rob Sneddon)

59 Dale Earnhardt's grin.

58 No need for special effects.
(Al Robinson)

57 The smell of freshly popped popcorn. (Tom Deery)

56 Styrofoam coolers

55 "Ordinary People doing Extraordinary Things..." (Ken Squier, later Paul Schaefer)

54 Fresh Cut French Fries in a corner of the world where you didn't think deep fryers existed

53 "Somewhere in this pit area a child is admiring what you're doing, act like you know that..."

52 Fenders or open wheel, the debate will always remain.

51 Ramp trucks for life

50 Open trailers with tire racks are just as cool

49 The smell of alcohol-laced exhaust and fresh clay.

48 Drivers sign autographs because they want to.

47 Vintage racing keeping history alive.

46 It's an equal-opportunity sport.

45 The empathy when heroes are lost.

44 People talk with their hands.

43 Visiting places you'd never otherwise see.

42 A gentle rain in victory lane.

41 Victory Lanes everywhere require no open container law.

40 Two words: two grooves.
(Joyce Standridge)

39 Tire donuts.

38 Rescue crews doing ballet at full speed.

37 Watching drivers climb out of destroyed cars.

36 Smiling after wrecking everything you own.

35 Fine tuning with sledgehammers.

34 Fenders that pop back out.

33 Threaded inserts.

32 Rooting for the "bag of walnuts" car.

31 Fans who ask non-winners for autographs.

30 Gimmicky short track races that actually work.
(Bones Bourcier)

29 Raw talent everywhere.

28 Watching locals climb the ladder.

27 Seeing the same faces, year after year.

26 Racing families on both sides of the fence.

25 Volunteers who make it all work.

24 Crews running to fix a broken car.

23 Shop visits while the car is on stands.

22 Summer nights — and winter re-plays.

21 Post-season team parties.

20 Racing belongs to small towns.
(Rob Sneddon)

19 Speculators never last.

18 A good championship battle.

17 Fall specials in crisp air.

16 Seeing the sunrise at a track.

15 Watching the sunset.

14 The nicknames.

13 Superstitions.

12 Numbers that aren't numbers.

11 Beautiful, oddball race cars.

10 A lifetime of unforgettable moments.
(Stew Reamer)

9 Cool helmets.

8 Sponsors with names like Al's Used Cars.

7 First-time fans realizing what they've been missing.

6 Every new track still feels special.

5 The stars stick around.

4 Anyone can find a way in.

3 Fierce competition — and deeper camaraderie.

2 Checkered patterns never go out of style.

1 Knowing you'll never meet better people.

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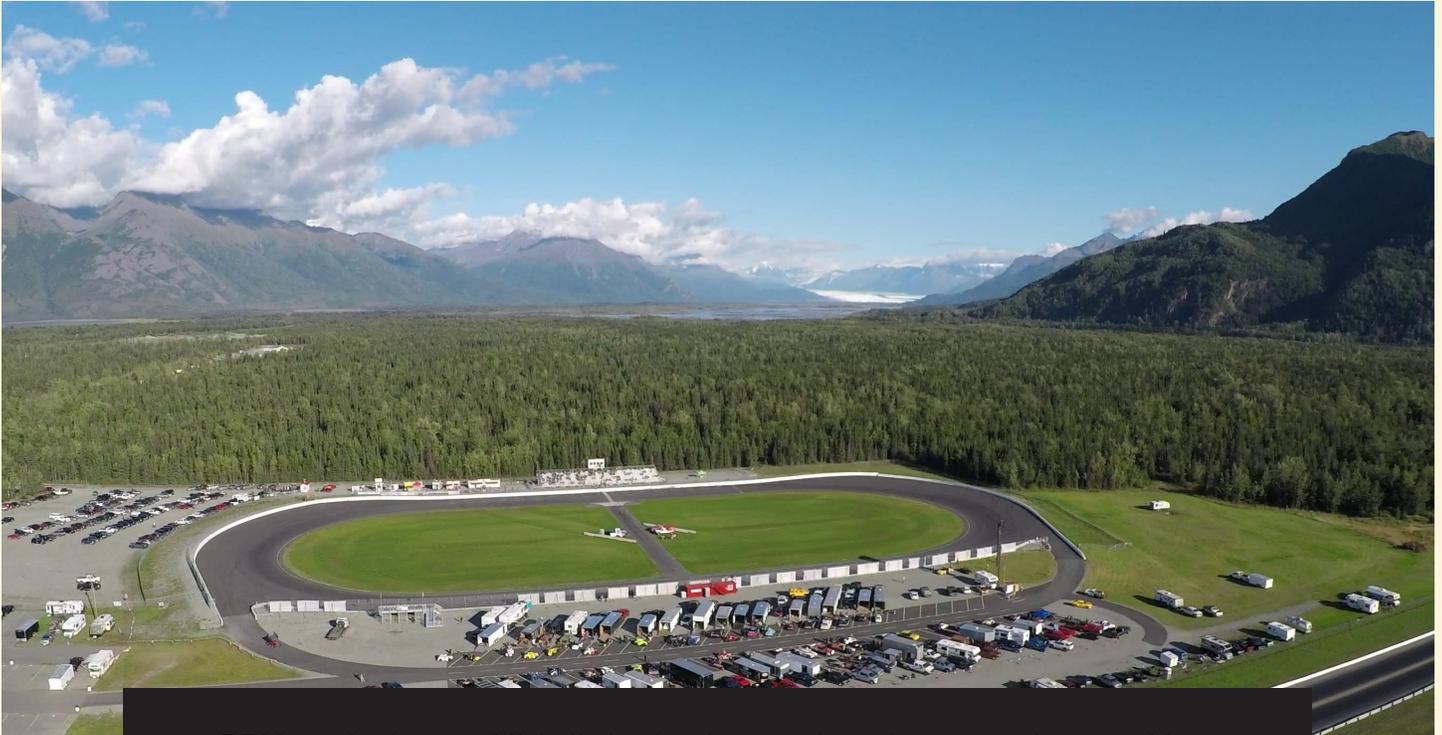
TRACK OPERATORS, PROMOTERS & SANCTIONING BODIES HEADQUARTERS

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Track Operations Breakout



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.



RPM reached out to Michelle Lackey in regard to what promoting a multi-use race facility in Alaska is like. She responded in kind and provided some interesting points and insight on promoting a track in a remote location.

Michelle Lackey on Community, Commitment, and Alaska Raceway Park

When people think about motorsports markets, Alaska rarely tops the list. But for Michelle Lackey, promoter of Alaska Raceway Park, that reality is exactly what defines the track—and the people who support it.

“Our entire state has a population of about 700,000,” Lackey explained. “The Anchorage and Mat-Su Valley area accounts for roughly 400,000 of that, and even then, people are spread out anywhere from 15 to 60 miles away from the track. We also have fans and racers who will travel several hundred miles one way just to participate. That’s just part of racing in Alaska.”

Distance is only one challenge. Logistics and weather are constant variables that affect nearly every decision made at the speedway.

“Everything takes a long time to get here, and shipping is expensive,” she said. “Our tracks sit in a river valley between two mountain ranges, so the weather can be completely different at the speedway than it is anywhere else in the area.”

That reality forces Alaska Raceway Park to stay proactive.

“We try to do weather updates constantly,” Lackey noted. “It’s a 30- to 60-minute drive for many of our racers and fans, and we want them to know exactly what they’re heading into before they leave home.”

The short Alaskan racing season only adds to the pressure.

“We don’t have much we can do during the winter months,” she said. “So summer becomes nonstop—construction, maintenance, and equipment upgrades all have to happen while we’re racing. There’s no off-season buffer.”

Competitor numbers present another unique dynamic.

“We are limited in the number of competitors we have,” Lackey said. “We’ll get a few racers who visit from time to time, but our core family is who we are built around. We do have some ‘bi-track-sual’ racers who run both tracks, which helps everyone.”

Despite those challenges, Alaska Raceway Park continues to thrive—not because of geography, but because of culture.

“What really makes this place successful is our community,” Lackey said. “I focus on making sure our user groups—racers, employees, fans, and sponsors—understand the role they play in

our ecosystem. We all need each other for motorsports in Alaska to work.”

There are no illusions about financial windfalls.

“None of us are getting rich doing this,” she added. “But if we work together, we can keep doing what we love. That’s what makes it special, and I’m incredibly fortunate to be in charge of it.”

That mindset is also why Alaska Raceway Park remains connected to the RPM Workshops.

“What helps me most is the community of like-minded individuals,” Lackey said. “Motorsports is a challenging business. We all succeed when we work together.”

Each year, she takes something tangible back with her.

“I learn from operators and promoters of all ages,” she explained. “If we can help each other, we strengthen what we do across the country. Every year I leave with a few ideas that make my season better.”

Beyond the racetrack, balance remains a priority.

“I spend time working on improving my mental and physical health,” Lackey said. “I want to continue doing this as long as I can, be present for my friends and family, and find joy in every day.”

Alaska Raceway Park may operate at the edge of the map, but its foundation—community, collaboration, and commitment—is at the heart of short track racing everywhere.

And that’s a lesson that extends far beyond Alaska.





The views at Alaska Raceway Park are not only dramatic and beautiful, but also a constant reminder of just how unique its location truly is. Fans flock to the facility to enjoy both drag racing and stock car racing, drawn by the experience as much as the competition.

But scenery alone doesn't fill grandstands.

Despite its remote location and the challenges that come with operating motor-sports in Alaska, it takes everything Michelle Lackey brings to the table—strong community involvement, consistent communication, and smart, dedicated promotion—to bring people through the gates. Her commitment to the racers, fans, sponsors, and the broader community continues to be the driving force behind the facility's success, proving that even at the edge of the map, great promotion and leadership still matter most.

“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”



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The Racing Promotion Monthly breakdown of regions for voting in regard to the regional and national Auto-Racing Promoter of the Year. The nominations for the 51st Auto Racing Promoter the Year will open next October (2026).

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



FEATURES DONE BY 9 P.M. OR GRANDSTANDS MONEY-BACK GUARANTEE!

Kolten Gouse Sets the Pace with Fan-Focused Innovation

There has been an increased emphasis across short track racing on running efficient, timely programs—driven by feedback from both fans in the grandstands and competitors in the pit area.

With attention spans shorter than ever, and drivers and teams eager to get to the car wash and home to their families, **BAPS Motor Speedway** has introduced a promotion designed to benefit everyone involved.

General Manager **Kolten Gouse** and his team have announced a “**Features Done by 9 P.M. or Your Money Back**” guarantee for the **Saturday, July 25, 2026** racing program.

The event will feature **Super Sportsman, 358 Late Models, and Limited Stocks**, with racing scheduled to begin promptly at **7:00 p.m.** If the third and final feature is not completed by **9:00 p.m.**, every fan in the grandstands will receive a **race voucher** valid for a future event at BAPS Motor Speedway.

“People just have more going on in their lives, and this is a way to provide good entertainment in a timely fashion,” said Gouse. “It also puts the pressure on us to follow through with a speedy and efficient program.”

“We are always looking for ways to streamline our events and make them fan-friendly. This isn’t something we can do all the time, but we thought it would be a fun promotion that adds a little intrigue and interaction to one of our summer programs.”

Heat races will begin at **7:00 p.m.**, giving officials a two-hour window to complete the entire program. Should the deadline not be met, vouchers will be distributed for use at an upcoming race night.

“If we’re done in two hours, it’s good for the fans,” Gouse added. “If we aren’t, it’s still good for them as well. Call it a win-win for everybody involved.”

EVENT DETAILS

Saturday, July 25, 2026

- Super Sportsman
- 358 Late Models
- Limited Stocks

Start Time: 7:00 p.m.

PROMOTION DETAILS & CONDITIONS

- Promotion is void in the event of rain delays or other uncontrollable circumstances.
- If features are not completed by 9:00 p.m., fans must retain and use the special wristband within three weeks at BAPS Motor Speedway.
- Wristbands may not be used for upgrades, 410 Sprint Car events, or exchanged for a cash refund.

By continuing to think creatively and put the fan experience at the forefront, **Kolten Gouse** and **BAPS Motor Speedway** are setting positive trends within the sport. This promotion represents another step forward—and it will be interesting to see how it influences race-night expectations moving ahead.



Kolten Gouse is a young and innovative promoter making an impact on his community, region and the sport. This press release from him in regard to BAPS caught the local media’s attention and moved the mark. We will keep an eye out on this works out later in July.



Champion Racing Association announced that the long-running CRA JEGS All Stars Tour will undergo a major rebranding ahead of the 2026 season.

Beginning next year, the series will compete under its new official name: the Turn One CRA Pro Series on a multi-year deal.

The rebrand reflects an elevated level of industry support and a renewed commitment to advancing Pro Late Model competition across the region.

The transition marks a significant milestone for the series, which has served as one of the premier Pro Late Model Series since its inception. By aligning with Turn One as its new title sponsor the series strengthens both its competitive framework and its long-term strategic foundation.

Series Owner Marty Melo emphasized the significance of the rebrand and the partnership supporting it. "This is an important and exciting step forward for the series," said Melo. "Turn One brings tremendous

credibility and commitment to short-track racing. Their involvement will help strengthen our operations, expand our reach, and provide long-term stability for the Series. We look forward to building a strong future together under this new banner."

Turn One Owner Junior Roethlisberger expressed enthusiasm for the partnership and its potential impact. "We're proud to take on this role as the title sponsor of the Turn One CRA Pro Series," said Roethlisberger. "CRA has a long and respected history in short-track racing, and we believe deeply in the importance of supporting this level of competition. Our goal is to help elevate the series, provide meaningful value to the teams, and contribute to the continued growth of Pro Late Model racing."

Turn One Performance, a respected name in motorsports manufacturing and technology, enters the partnership with a strong commitment to supporting short-track racing. The newly rebranded Turn One CRA Pro Series will release its full 2026 schedule and additional details in the coming weeks.



Track Enterprises and longtime promoter and former “ARPY” **Bob Sargent** have announced their **2026 plans**, marking a renewed focus on **major event promotion at marquee venues across the country.**

Since 1985, Sargent and Track Enterprises have produced premier racing events across dirt and asphalt, national touring series, and grassroots short track racing—a legacy that continues strong in 2026.

A cornerstone of the upcoming schedule will be the **2nd Annual Easter Weekend event at Rockingham Speedway**, following a highly successful and sold-out Saturday in 2025. The 2026 weekend will again feature the **NASCAR O’Reilly Auto Parts Series, NASCAR CRAFTSMAN Truck Series, and ARCA Menards Series East.**

Track Enterprises will also return as promoter of **Nashville Fairgrounds Speedway**, highlighted by a new **April 11, 2026** event headlined by the **zMAX CARS Tour**, alongside Nashville’s Pro Late Models.

While the company recently sold the ASA STARS National Tour, ASA Midwest Tour, and ASA/CRA Super Series, Track Enterprises will remain deeply involved as an **event promoter** at numerous facilities nationwide, including Rockingham, Nashville, Cordele, Five Flags, Hickory, Slinger, Madison, DuQuoin, Springfield, and others.

The company will continue its long-standing promotion of marquee events at the **Illinois State Fairgrounds** and **DuQuoin State Fairgrounds**, including **USAC Silver Crown, ARCA Menards Series, and American Flat Track.**

Track Enterprises will also celebrate its **11th season at Lincoln Speedway (IL)**, featuring major events such as the **Castrol FloRacing Night in America, DIRTcar Summer Nationals, and DIRTcar Fall Nationals.**

“Our heart has always been in bringing big events to fans,” said Sargent. “With 2026, we’re excited to put our full focus back into doing exactly that.”



Attention all ticket users! Here at MyRacePass, we are going to switch our ticketing platform up a little bit and move to QR codes as opposed to the barcodes we use now. We think this will make the scanning process significantly easier, but we want some feedback! If you sold tickets through MyRacePass in 2025, and if you scanned tickets as fans came through the gate please complete this super short survey.

[MRP Ticket Redemption Survey](#)

New year, new schedules, new MRP Features! As you start to get your 2026 schedules added in season management, don't forget that MRP Digital Waivers are officially available across the board for 2026! Whether you are insured through SIS or K&K, you will have the ability to add pit passes to any event on your schedule.

Below will be a link to an article from [MRPHelp.com](#) that will help guide you through everything to do with MyRacePass Digital Waivers. We look forward to seeing everyone add waivers to their 2026 events!

[Getting Started with MRP Digital Waivers](#)

WHERE IT ALL BEGINS



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Mark Your Calendars - RPM Workshop Dates for 2026

Dates for the upcoming RPM Workshops—the industry's premier short track promoter and operator gatherings—have been confirmed for the 2026 sessions.

RPM@Daytona

February 8, 9 & 10, 2026

Tentatively scheduled at The Shores Resort – Daytona Beach Shores, Florida
(Subject to change based on availability)

RPM@Reno Western Workshops

December 1, 2 & 3, 2026

Silver Legacy Resort – Reno, Nevada

The RPM Workshops continue to provide short track operators, series officials, and industry stakeholders with critical insight, shared resources, and invaluable networking as the industry evolves and adapts to new challenges.

Be sure to mark your calendars, make your plans, and join us in Reno and Daytona to help shape the future of short track racing.





Common Questions & Information About Commercial General Liability Insurance

A refresher in regard to a topic that is frequently discussed at the RPM@Daytona Workshops

Protecting your business from risk can feel intimidating—but it doesn't have to be.

Insurance is a complicated world, and too often decisions are made under pressure, without the benefit of education. That's why RPM has added a dedicated session at the RPM@Daytona Workshops designed to allow promoters, track operators, and industry professionals to ask important questions in an open, forum-style setting.

Our goal is simple: **get informed first—then make decisions with confidence.**

What Is Commercial General Liability Insurance?

Commercial General Liability Insurance—often referred to as CGL or business liability insurance—protects businesses against claims resulting from unintentional accidents that occur during normal operations.

These claims generally fall into two categories:

- **Bodily Injury** – Physical harm to a third party
- **Property Damage** – Damage to, or loss of use of, tangible property belonging to a third party

This coverage applies to businesses of all sizes and is considered foundational protection.

Does My Business Really Need General Liability Insurance?

If you interact with clients, customers, or the public—whether at your facility, their location, or a third-party site—**incidents are not a matter of “if,” but “when.”** Some incidents may be minor and manageable. Others can be financially devastating. While you can't control when an accident occurs—or how a third party responds—you can protect your business against the financial consequences. In today's environment, lawsuits are increasingly common. The cost of defending yourself in court often far exceeds the cost of carrying insurance. Additionally:

- Some **state or local regulations** require coverage
- Many **clients, partners, or venues** will not do business with uninsured entities

What Type of Insurance Should Small Businesses Carry?

For most businesses, **General Liability Insurance should be the starting point.** Depending on your operation, you may also consider **Professional Liability Insurance**, which complements General Liability coverage by protecting against:

- Errors and omissions
- Claims of inadequate or improper performance
- Financial losses suffered by third parties

Professional Liability typically does not cover bodily injury or property damage—those remain under General Liability.

Is Operating Without General Liability Insurance Illegal?

There is no federal mandate requiring General Liability insurance. However:

- **State and local laws may require it**



- Certain industries and venues impose mandatory coverage standards

It is essential to understand the regulations where you operate and the requirements of those you do business with.

What Does General Liability Insurance Not Cover?

General Liability policies typically cover:

- Bodily injury and property damage
- Personal and advertising injury (e.g., libel, slander, invasion of privacy)
- Medical payments for third-party injuries

Coverage may not apply if:

- The incident involves **excluded activities**
- The event occurred **outside the policy period**
- The act was **intentional or expected**

Always review policy documents carefully to understand exclusions.

How Much Coverage Should a Business Carry?

A common recommendation is **\$1 million to \$2 million** in General Liability coverage.

However, the appropriate amount depends on:

- The level of risk involved in your operation
- Client or investor requirements
- State or venue mandates

Higher-risk environments may require higher limits.

How Much Does General Liability Insurance Cost?

The cost varies based on:

- Coverage limits
- Risk classification
- Policy duration
- Business type and exposure

The goal is not the cheapest policy—but the **best protection for the exposure you face.**

Insurance Options for Startups & Small Operators

For startups, sole proprietors, and independent operators, **on-demand and short-term policies** may be available.

These options can provide coverage for specific events or work periods without the commitment of an annual policy.

Why This Matters

Insurance decisions should never be made blindly or under pressure

- Educate yourself.
- Clarify misconceptions
- Reduce risk through understanding
- Empower better decision-making

Knowledge is the first line of defense.



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WHERE IT ALL BEGINS



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While we know this is unrealistic, this hauler was utilized to take a car to the Chili Bowl in Tulsa, Oklahoma and it reminded us how important visual recognition is to our sport. If we could rewind the clock in the hauler department, how many people would follow a hauler with a racecar on the back of it, similar to this ramp truck to wherever it is going to see what it's all about? It's an interesting thought.



The Chili Bowl Nationals were once again a sold out event with a week filled with exciting racing as well as the Tulsa Shootout being run before the Chili Bowl in the Tulsa Expo Center. The current promoter of the event, Emmett Hahn will be inducted into the state of Oklahoma Sports Hall of Fame based on his career where he also founded the American Sprint Car Series. An incredible honor for someone in our business. Lanny Edwards, who was the 27th annual Auto-Racing Promoter of the Year in 2002, was originally Hahn's partner in the Chili Bowl event.



Big crowds are expected to fill the grandstands at both Volusia Speedway Park and the New Smyrna Speedway in Volusia County Florida during "Speedweeks 2026" and the RPM Workshops will be a part of that.

**WHEN EVERYTHING SEEMS
LIKE AN UPHILL STRUGGLE,
JUST THINK OF THE VIEW
FROM THE TOP.**

"We rise
by lifting
others."



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.

A promotional banner for Speed Sport TV. On the left, there is a smartphone displaying the Speed Sport TV app interface. To the right of the phone, the word "BINGE-WORTHY" is written in large, bold, yellow capital letters. Below this, the website "GET.SPEEDSPORT.TV" is written in white capital letters. At the bottom of the banner, there are logos for various streaming services: Roku, Amazon Fire TV, Chromecast, Apple TV, Android, and iOS.

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

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Megan Hazel - Owner

More Info

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 MHRacingPromotions@gmail.com

Megan Hazel is an excellent resource with a great deal of “front line” experience in the business of short track racing during her career, with her most recent experience being at World Racing Group. She has a tremendous background in promotional efforts and customer service as well as marketing, publicity and public relations.



BAPS Motor Speedway — Open Position

Job Title: Jumbotron Content Producer

Company: BAPS Motor Speedway

Location: York County, PA

Employment Type: Part-Time, Seasonal (Event-Day Staff)

Level: Entry- to Mid-Level

BAPS Motor Speedway is seeking a **Jumbotron Content Producer** to elevate our live event fan experience through multimedia entertainment and real-time audience engagement.

Job Description

As an **In-House Technical and Jumbotron Content Producer** with a focus on live fan entertainment, you will support the BAPS competition and event team by managing video and LED playback systems. This role is essential in delivering dynamic, seamless visuals that enhance every event—driver introductions, highlight reels, sponsor-integrated graphics, replays, hype moments, and more—to create an immersive atmosphere for fans at BAPS Motor Speedway.

Key Responsibilities

- Operate the **dual-sided Jumbotron LED board** using **Motion Rocket software** for video playback, sponsor displays, full-screen content, animations, and real-time graphics during motorsport and specialty events.
- Create and cue **on-the-fly Jumbotron graphics**, including score overlays, lower-thirds, fan cams, promotional elements, and other integrated broadcast graphics.
- Collaborate with the **race director, general manager, promotional manager, and live announcers** to execute live show rundowns, synchronizing visuals with audio cues and on-track action.
- Troubleshoot technical issues, manage replay feeds, and integrate sponsor assets into live displays to increase brand visibility and engagement.

Qualifications & Requirements

- Associate's or bachelor's degree in **Content Creation, Media Production, Graphic Design**, or a related field preferred; equivalent hands-on experience in live sports events is welcome but not required.
- Proficiency with **Microsoft tools, Adobe Creative Suite**, or similar graphics and media creation/playback software.
- Ability to work **flexible, irregular hours**, including evenings, weekends, and holidays, during a **60+ event season**.
- Strong critical-thinking ability, good team collaboration skills, and a passion for **sports entertainment and fan engagement**.

Compensation & Benefits

- Part-time, seasonal position
- Compensation based on experience
- BAPS Motor Speedway hosts **60+ live events per season**, with potential opportunities for additional event days

This role provides a high-energy entry point into professional sports production, offering exposure to cutting-edge venue technologies such as Motion Rocket, MyRacePass, Orbits Live Timing, and advanced stadium video systems.

How to Apply

For more information or to express interest, please contact:

Kolten Gouse, General Manager **Becky Dayton, Office Manager**

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Media provider, formerly National Speed Sport News 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.

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Since its 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.

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