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# RACING PROMOTION MONTHLY

THE IDEA NEWSLETTER FOR AUTO RACING PROMOTERS



**WHERE IT ALL BEGINS**

FEB. 11<sup>TH</sup> - FEB. 13<sup>TH</sup>, 2024

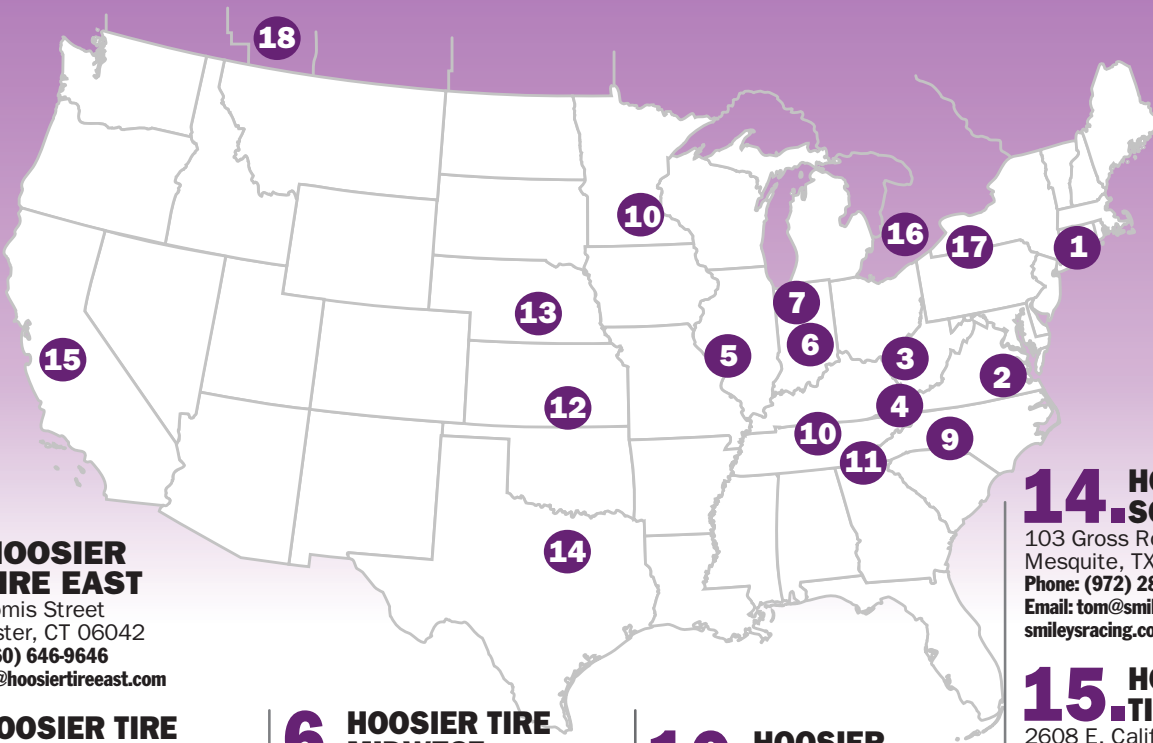
**THE SHORES RESORT & SPA** DAYTONA, FL

**DONT MISS THIS EVENT!!**

**PAGE 6**



## TIRES DESIGNED FOR CHAMPIONS®



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Phone: (860) 646-9646  
Email: rob@hoosiertireeast.com

### 2. HOOSIER TIRE MID-ATLANTIC BALTIMORE

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

### 3. HOOSIER TIRE MID-ATLANTIC PITTSBURGH

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Email: sales@hoosiermidatlantic.com  
www.hoosiermidatlantic.com

### 4. HOOSIER TIRE OHIO VALLEY

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Email: todd@poske.com  
www.poske.com

### 5. HOOSIER TIRE MIDWEST SPRINGFIELD

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Springfield, IL 62707  
Phone: (217) 522-1955  
Email: jessica@racetires.com  
www.racetires.com

### 6. HOOSIER TIRE MIDWEST INDIANAPOLIS

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

### 7. HOOSIER TIRE MIDWEST PLYMOUTH

1801 Jim Neu DDrive  
Plymouth, IN 46563  
Phone: (574) 936-8344  
Email: hoosiertireply@aim.com  
www.racetires.com

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Rogers, MN 55374  
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Email: httrace@aol.com  
www.hoosiertirenorth.com

### 9. HOOSIER TIRE SOUTH ASPHALT

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

### 10. HOOSIER TIRE SOUTH DIRT OVAL

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

### 11. HOOSIER TIRE SOUTH ROAD & DRAG

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

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

### 13. HOOSIER TIRE GREAT PLAINS NEBRASKA

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

### 14. HOOSIER TIRE SOUTHWEST

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

### 15. HOOSIER TIRE WEST

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

### 16. HOOSIER TIRE CANADA

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

### 17. HOOSIER TIRE CANADA-NY

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

### 18. HOOSIER TIRE WESTERN CANADA

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

[www.hoosiertire.com](http://www.hoosiertire.com)

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





Please take note of our locations for the 51st Annual RPM Workshops, whether it be the Silver Legacy in Reno or the Shores in Daytona and plan to patronize and stay there. Your help in attending and supporting the locations of the Workshops help us grow the activities and sessions. The dates once again for Daytona are Sunday, February 11; Monday, February 12 and Tuesday, February 13, 2024. We look forward to seeing all of you there.

## TABLE OF CONTENTS

DONT MISS THIS!!	<a href="#">PG 4</a>
WORKSHOP SCHEDULE	<a href="#">PG 8</a>
LEGAL UPDATE	<a href="#">PG 11</a>
ARPY VOTING	<a href="#">PG 15</a>
LEADERSHIP	<a href="#">PG 16</a>
GET IN THE KNOW	<a href="#">PG 19</a>
TAKE NOTE	<a href="#">PG 22</a>
TRAXPIX	<a href="#">PG 23</a>
RPM MARKETPLACE	<a href="#">PG 26</a>
DIRECTORY OF SERVICES	<a href="#">PG 28</a>

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## THE FUN STARTS WITH K&K

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

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## TIME TO BOOK YOUR TRIP TO THE 51ST ANNUAL RPM@DAYTONA VENUE

51st Annual RPM@Daytona Workshops begin to Take Shape

Time to Book Your Trip to the 51st Annual RPM@Daytona Venue;

As we continue to move forward this season, things on the short track level are looking good.

Crowds and cars are positive and the panic that seemed to consume "off-season" discussions has become quieter. There remains a lot of work to be done, no different than any of us face as we continue to build the 51st Annual RPM Workshops as well as running through the bulk of our racing schedule. The work seemingly never ends.

The long grinds, the tireless effort without fanfare, we all face it. Make sure you attend the 51st Annual RPM Workshops at the Shores Spa & Resort in Daytona Beach, Florida.

Registration for the 51st Annual RPM@Daytona Workshops can be found here;

Online; [www.myracepass.com/businesses/21560/tickets/1365753](http://www.myracepass.com/businesses/21560/tickets/1365753)

Offline; [www.promotersnewsletter.com/downloads/get.aspx?i=893307](http://www.promotersnewsletter.com/downloads/get.aspx?i=893307)

The 51st Annual RPM@Daytona will take place at the Shores Resort and Plaza in Daytona Beach Shores, Florida on February 11, 12 and 13.

The link of the 51st RPM@Daytona Workshops is



**51ST ANNUAL RPM@DAYTONA WORKSHOPS, WILL TAKE PLACE FEBRUARY 11, 12 AND 13, 2023 AT THE SHORES SPA & RESORT IN DAYTONA BEACH SHORES, FLORIDA FOR THE SECOND CONSECUTIVE YEAR. WE ARE IN THE MIDST OF MAKING ADJUSTMENTS TO MAKE THE SHORES MORE VISITOR FRIENDLY FOR ATTENDEES AND EXHIBITORS.**

here. Book now for accommodations as many of the sessions last year were "Standing Room Only" for one of the most exciting meetings in years; [https://be.synxis.com/?Hotel=17713&Chain=5433&arrive=2024-02-09&depart=2024-02-15&adult=1&child=0&group=2402RPMRAC\\_001](https://be.synxis.com/?Hotel=17713&Chain=5433&arrive=2024-02-09&depart=2024-02-15&adult=1&child=0&group=2402RPMRAC_001) (Room Reservations begin at \$195 per night).

Current speakers for the 51st Annual RPM@Daytona Workshops already include Josh Holt (MyRacePass); Sean Foster (promoter at the Waterford Speedbowl); Renee Dupuis (Monaco Modified Series) and Megan Hazel (World Racing Group) among others.

The 51st Annual RPM Workshops are certain to be exciting and educational experiences and a "can't miss event" for promoters.

### **51st Annual RPM@Daytona Workshops ready to Bolster Industry into New Season**

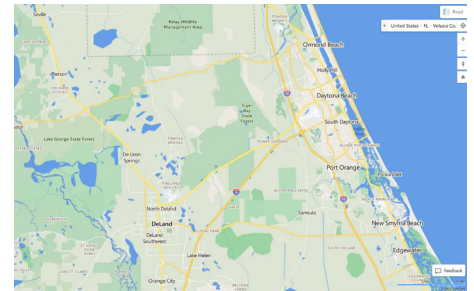
**A record amount of exhibitors are set to turn out since 2019 at The Shores Resort & Spa in Daytona Beach Shores, Florida when the doors swing open for the 51st Annual RPM@Daytona Workshops. Over 40 exhibitors will jam the hallways along with two full days of educational sessions for promoters to achieve and build their businesses toward success in the 2024 season and beyond.**



# WE USE



[WWW.PROMOTERSNEWSLETTER.COM](http://WWW.PROMOTERSNEWSLETTER.COM)



# THINGS TO DO?

Daytona Beach and Volusia County have plenty to offer beside multiple racing opportunities. "Speedweeks" has always been a gathering place, a magnet if you will, for snowbirds during February and March, especially those that like motorsports. From the Rolex, straight through "Bike Week" and everywhere between there are things to do all around Volusia County.

Unique dining experiences, visiting Ponce Inlet and the lighthouse, Ormand Beach, world class golfing at LPGA and then there are the get togethers and of course the races.

RPM Exhibitors are hosting race nights in the region. Monday night, February 12 will be a race night as part of the DIRTcar Nationals at Volusia County Speedway. Sign in will take place at the RPM Credentials area.

On Monday, February 12, there will be a

hospitality night at the races at Volusia Speedway Park presented by RPM Exhibitor Sports Insurance Specialists (SIS). Credentials are available to RPM Attendees and Exhibitors at the RPM Credentials area.

On Tuesday, February 12, Hoosier Racing Tire will be hosting promoters after the Workshops at New Smyrna Speedway as part of the STARS ASA National Series race, the first ever at the track in Samsula, Florida.

Once again the "Midwest is Best" Party takes place on Monday, February 12 at 6:30pm at the First Turn Inn, make sure to stop in and meet some great racing folks from the Midwest.

Besides the racing activities, Volusia County and Central Florida have become a true destination for all types of visitors far and wide. Enjoy your trip to Daytona and make it memorable



[WWW.PROMOTERSNEWSLETTER.COM](http://WWW.PROMOTERSNEWSLETTER.COM)

**WHERE IT ALL BEGINS**

**51<sup>ST</sup> rpm Promoters Workshops**

FEB. 11<sup>TH</sup> - FEB. 13<sup>TH</sup>, 2024

**THE SHORES RESORT & SPA DAYTONA, FL**

Contact RPM: [info@racingpromomonthly.com](mailto:info@racingpromomonthly.com)  
[www.promotersnewsletter.com](http://www.promotersnewsletter.com)





# MIDWEST IS BEST!

# Party



RACERS • FANS • TEAMS • SPONSORS  
MANUFACTURERS • TRACKS • SERIES

First Turn Port Orange  
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Port Orange, FL



MON FEB 12, 2024  
Party Starts at 6:30PM

COMPLIMENTARY FOOD  
CASH BAR • TONS OF FUN • PRIZES  
RACE STREAMS • LIVE MUSIC

## SPEEDWEEKS 2024

If You've Ever Considered  
the Midwest Home....



# You're Invited!



MORE INFO: [GM@MISRACING.COM](mailto:GM@MISRACING.COM) 815-703-0285



## RPM@DAYTONA 51ST ANNUAL WORKSHOPS SCHEDULE PREVIEW

Assembling the schedule for the RPM Workshops is always challenging. It's a delicate balance to build something that helps promoter's. The schedule between Reno and Daytona, due to the time of year is different. What works for one promoter, may not work for another and we try to be mindful of that, but only have so much time in two-days to give our visitors and exhibitors a program that is robust and rich in content.

For the 51st annual RPM@Daytona Workshops we continue to work toward that goal, weighted heavily in aspects that will drive sales for you, helping to increase your bottom line. That is the ultimate goal, the one thing, the one idea in which you can draw from the Workshop that helps make your program, track, event better and hopefully a benefit that helps make the bottom line shine.

We have also added two all-new sessions in different locations without running against the timer. Those sessions are intended to help educate in areas where you have provide more specifics. We've listened.

AJ Moore from Lake Erie will be walking folks through "The 101" of promoting, looking at all of the basics, while Carson Gramm from IMCA, will walk you through the A-Z of sponsorship sales, from what you can sell, right through to how to build and present a sales deck, down to execution.

These are topics that are being guided by people with strong backgrounds, years of experience and development in their respective categories.

Please remember this is the first draft of the final schedule and some situations may change based on a variety of changes that can happen. Stay tuned for any of those changes.

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

#### SUNDAY, FEBRUARY 11, 2024;

4:00 – 5:00 p.m. RPM@DAYTONA Workshop Credentials \*\*Ex-

hibitors Area \*\*\*

#### MONDAY, FEBRUARY 12, 2024;

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

8:30 a.m. WORKSHOPS TRADE SHOW OPENS, products and services for promoters and short tracks.

9:45 a.m. PROMOTERS' WELCOME, The Shores Resort & Spa

9:45 a.m. 51st Annual RPM@Daytona Workshops Opening – WHERE IT ALL BEGINS

9:50 a.m. JOSH HOLT, One of the founding partners of MyRacePass. Holt will bring his unique insight, experience and thoughts as we move through what can be considered different times in our industry.

10:40 a.m. BRETT DEYO, Deyo has become one of the most successful ticketing selling promoters in the Northeast's dense market. He is here to help you enhance your ticket sales with what he has found successful in the promotional world.

11:45 a.m. TBD; "Special Guest"

12:00-1:25 p.m. LUNCH BREAK

1:25 p.m. WORKSHOP RECONVENES, announcements and introduction of special guests; PAUL UNDERWOOD – K&K Insurance (May be Steve Sinclair Speaking) PAUL MENTING – Hoosier Racing Tire

1:45 p.m. CHEVROLET PERFORMANCE; STATE OF THE CRATE, Chevrolet Performance, "State of the Crate" direct from one of the top executives at Chevrolet Performance.

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 14, 2023, 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.

2:30-5:00 p.m. Concurrent Sessions: .

#### THE K&K INSURANCE ROOM





2:30-3:45 p.m. "THE JODY SESSION" led by Renee Dupuis. Dupuis, a former racer, is an advocate of females in the sport and their success. She is now a promotional partner in the Monaco Modified Series she will lead an entire session devoted to "Women in the Promotional Business..." named after Jody Deery, this session will be featured at each workshop.

3:45-4:15 p.m. "THE BIG EVENT" a hearty panel of promoters, who put on "Big Events" like the Snowball Derby, Oktoberfest at LaCrosse and others who are willing to do a Q & A Session to help you make your "Big Event" bigger.

### THE HOOSIER TIRE ROOM

2:30-3:30 p.m. TICKETS, TICKETS, TICKETS... RPM Takes a look at Ticketing, a ticketing session hosted by experts.

3:30-4:15 p.m. A DIFFERENT TICKETING PERSPECTIVE... John Haak from EventSprout gives his views on the Ticketing Industry.

2:00 p.m. \*\*\*\* NEW SESSION / LOCATION \*\*\* - BOARDROOM – TOP FLOOR; "PROMOTION 101" – AJ MOORE FROM LAKE ERIE SPEEDWAY, the very basics.

### 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 SPEEWAY PARK, DIRTCAR NATIONALS

### TUESDAY, FEBRUARY 13, 2024;

8:15 a.m. WORKSHOPS GUEST SERVICES DESK OPENS, Convention Area at the Eldorado Advanced and late-entry credentials available.

8:30 a.m. WORKSHOPS TRADE SHOW OPENS, Continental breakfast, products and services for promoters and short tracks.

9:30 a.m. WELCOME & ANNOUNCEMENTS; Sponsor Presentations;

9:45 a.m. DIGITAL MARKETING, BRYAN ROBB, from Full Throttle Marketing, Bryan Robb gives a presentation on Digital Marketing

10:30 a.m. ICMS & the IMPORTANCE OF SAFETY INITIATIVES AT YOUR TRACK, TOM WEISENBACH & RANDY LAJOIE, discuss

Safety Topics that apply directly to what you do with your business.

11:00 a.m. TICKETING IN THE INDUSTRY

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

12:00 a.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. – MOTORSPORTS, GENERAL LAW DISCUSSION; Tetreault updates attendees on the circumstances that surround our environment (open to written questions).

2:30 – 3:30 p.m. – PRO-BONO HOUR, Tetreault takes an hour to discuss topics individually

### THE HOOSIER TIRE ROOM

1:30 – 2:00 p.m. – MOVING FORWARD WITH ELECTRONIC PIT PASSES

2:30 – 3:00 p.m. – THE EVOLVING ADVANCES IN RACE MANAGEMENT EQUIPMENT

3:00-3:50 p.m. – FOSTERING SHORT TRACK RACING, Sean Foster, Promoter, Traveler, Willing Maintainer of Short Track Racing shares his thoughts and takes questions on moving the ball forward.

1:45 p.m. \*\*\*\* NEW SESSION / LOCATION \*\*\* - BOARDROOM – TOP FLOOR; "PRO – CARSON GRAMM, an A-Z to in Sponsorship from start-to-finish, what to sell, how to approach and a how your presentation should look.

### 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.



*Some of the faces you'll see at the 51st RPM@Daytona Workshops from top-left, moving clockwise; Josh Holt of MyRacePass will expound on his RPM@Reno Western Workshops efforts; Carson Gramm from IMCA will help you with your sponsorship questions; Brett Deyo has become one of the most dynamic promoters this country has to offer and he's willing to help you become more successful and Renee Dupuis is on board to help lead the Women's Initiative and drive "The Jody Session" forward "with a little help from her friends".*





### 10 Tips to Help You Buy Small Business Insurance

The range of options for small business insurance can be overwhelming, especially in our industry. Every small business owner needs to manage risk, and selecting insurance is among the easiest, and best, ways to do that. The right insurance protection helps you.

Finding the right insurance is a vital part of any business plan, but the process can be overwhelming – especially for those who've never purchased coverage before.

These 10 tips can help you. They'll help you meet legal requirements, minimize your business risks, and save you headaches and money.

#### 1. Know the types of business insurance

Your insurance needs will vary based on a number of factors, including your industry, your specialty, and your business assets. Here are the most common business insurance policies you'll want to consider, and what they cover:

- General Liability Insurance covers liability lawsuits over third-party injuries, third-party property damage, or advertising injuries like defamation or copyright infringement.
- Business Owners Policy (BOP) combines general liability insurance with commercial property insurance – usually at a lower cost than when purchased separately.
- Commercial Property Insurance pays to repair or replace stolen, lost, or damaged business property, including your office or workspace, inventory, equipment, and furnishings.
- Business Interruption Insurance may be included in a BOP or commercial property policy, and covers operating costs if your business is forced to temporarily close due to a storm, fire, or other event.
- Professional Liability Insurance is popular among businesses that provide professional services, and is also known as errors and omissions insurance (E&O). It covers lawsuits over work mistakes, oversights, and negligence.
- Cyber Insurance helps cover the costs of a data breach or other cyber incident at your business, as well as the costs if you're sued over your client's data breach.
- Workers Compensation Insurance will pay medical expenses and lost wages for work-related injuries or illnesses. Coverage

usually includes employer's liability insurance, that protects against employee lawsuits over negligence.

- Commercial Auto Insurance covers medical expenses, property damage, and legal bills if your business vehicle causes an accident.
- Hired and non-owned auto insurance (HNOA) can help pay for accidents involving a personal, rental, or leased vehicle that is used for business purposes.

#### 2. Consider what insurance may be legally required

Buying business insurance may not just be a good investment for your small business – it may be a necessity. Depending on your industry, your state, your clients, and your lenders, you may be required to carry certain insurance coverage.

For example, if you're renting a commercial space, your landlord may require you to buy a general liability policy to cover potential third-party lawsuits over claims of bodily injury or property damage. Mortgage lenders often have similar requirements for business property owners.

With few exceptions, businesses with employees must carry workers' compensation insurance. Regulations vary by state, but most require you to get coverage when you hire your first employee.

Clients may also require that you carry certain coverage before they'll hire you. The types of insurance policies can vary based on the industry and risks. Examples include:

- Any small business that provides a service or offers advice, may be required to carry professional liability insurance.
- An IT Consultant may be required to purchase workers' comp insurance.
- A construction company's contract with a client may require that they carry builder's risk insurance to cover theft or damage to property under construction.
- We know and have access to what is required to insure your motorsports events.
- Client contracts may also require you to carry a certain level of coverage, to give clients peace of mind that you'll cover any financial losses if the worst happens. A very common requirement is to maintain a \$1 million general liability insurance policy.



If the requirements of a client contract exceed the limits of your policy, you may want to consider commercial umbrella insurance. An umbrella policy provides additional coverage for liability claims made on general liability, commercial auto, or employer's liability insurance.

Research the legal obligations for your area and industry to ensure you have proper coverage. An experienced insurance agent can help advise you on the coverage you're likely to need.

### 3. Understand your industry's risks

Every industry is different, and so are the risks to your business. For example, an accountant, need to worry about being sued if a mistake is made filing a customer's tax return. A restaurant owner, on the other hand, should be more concerned about a customer becoming sick after eating a meal at their restaurant.

Professional liability insurance can protect experts like accountants from lawsuits related to errors they make in their professional capacity, while product liability insurance can pay a restaurant's legal bills if customers become ill or suffer an allergic reaction because of the food they were served.

By carefully evaluating the risks you're likely to face in your industry, you can buy business insurance to guard against them.

### 4. Prioritize business insurance coverage over cost

Once business owners know which policies they need, their next question is usually how much business insurance will cost. After all, when your budget is tight, every penny counts. However, it's important to realize that while business insurance is an added expense, it plays a crucial role in protecting your business from serious financial damage. Besides, small business owners can typically deduct the cost of the business insurance from their taxable income.

It can be tempting to pick the most economical insurance policies you can find to save on your premiums, but that could actually cost you more in the long run. Cheaper policies are priced that way for a reason. They may offer very limited coverage that leaves you vulnerable to common risks. Or they may be offered by an insurance carrier with questionable business practices, like slow claim processing times or abrupt premium hikes.

You're better off using reputable insurance providers, and buying the most insurance coverage your budget will allow. Otherwise, you may find that your cheap insurance won't cover your losses to keep your business running.

To get an idea of how much coverage might cost for your business, reach out to K&K Insurance or any of the insurance companies that are exhibiting at RPM.

### 5. Learn what might affect your insurance rates

Beyond your industry's risks, you need to know what can affect your business insurance quote. The size of your company, your location, and the assets you wish to insure may all impact the premium you pay for coverage, among other factors. For example, your claims history and years of experience could impact how general liability insurance premiums are calculated.

While many of these factors are beyond your control, there are some steps you can take to keep your premiums down, such as:

- Ensure you don't allow your insurance to lapse. Breaks in coverage can cause your premiums to increase.
- Install fire suppression systems and security alarms. These may reduce your commercial property insurance costs.
- Create a safe work environment. This can reduce the chances of an on-the-job injury, and fewer claims means lower workers' compensation premiums.
- Avoid having employees with poor driving records operate your business vehicles. Drivers with a good driving history will help keep rates lower.
- Of course, the price you pay will also be affected by your policy limits, which are the maximum amount your insurance policy will pay on a claim. Your premium will also be affected by the deductibles you choose.

By carefully evaluating the risks you're likely to face in your industry, you can buy business insurance to guard against them.

### 6. Consider your deductibles

Most business insurance policies include a deductible, which is the amount you'll be responsible for paying before your





insurance policy kicks in to help cover a loss. After your deductible is paid, your insurance carrier will then cover the rest of the claim amount, up to the policy limit.

The higher your deductible, the lower your premiums – so you might be tempted to choose a high deductible. However, you need to be sure your business can afford to pay the deductible should you ever need to file a claim. Consider this when you're choosing your deductibles.

## 7. Overestimate your insurance needs

A lawsuit could be financially devastating to your business. Even if a suit is dismissed, it can still cost your business thousands of dollars in legal fees. That's why it's better to buy more than the minimum insurance coverage if you can – you never know when you might need that extra protection.

If a customer is injured at your business, or an employee gets into a car accident while running work-related errands, expenses can add up quickly. If a settlement is awarded, any amount beyond your policy limits would have to come out of your pocket.

You may also consider a commercial umbrella insurance policy to supplement your existing policies. It will cover business liability lawsuits costs that exceed your existing policy limits.

## 8. Work with top-rated insurance providers

The best way to ensure you have insurance coverage you can depend on is to buy business insurance from an insurance carrier you can trust.

When evaluating insurance companies, look at their ratings to find the most reputable ones. Insurance providers with an "A" rating are financially stable and have a reputation for offering quality, reliable coverage, prompt payouts, and consistent terms.

## 9. Read your business insurance policies thoroughly (or have them read for you)

Policies vary widely from carrier to carrier, and each one has its own limits, premiums, deductible, and exclusions. You should make sure you understand what is covered under a policy – and what is excluded – before you buy it.

As a busy business owner, you may feel that you don't have the time to spend on digging through the details of a policy. However, taking the time to read and understand a policy before you buy can help assure you don't have any gaps in coverage, or get a nasty surprise if you ever need to file a claim.

## 10. Don't hesitate to ask for help

Buying business insurance can be a confusing process for anyone. If you need guidance on the best insurance products for your business, or simply need a better understanding of insurance terms and coverage, be sure to reach out to an insurance agent.



FEB. 11<sup>TH</sup> - FEB. 13<sup>TH</sup>, 2024

**THE SHORES RESORT & SPA**

# NOTICE SAVE THESE DATES

## 51st Annual RPM@Daytona & 52nd Annual RPM@Reno Workshops

**RPM@DAYTONA  
WORKSHOPS  
MON, FEB 12 &  
TUES, FEB 13, 2024**

**RPM@RENO  
WORKSHOPS  
WED, DEC. 4 &  
THURS, DEC. 5, 2024**

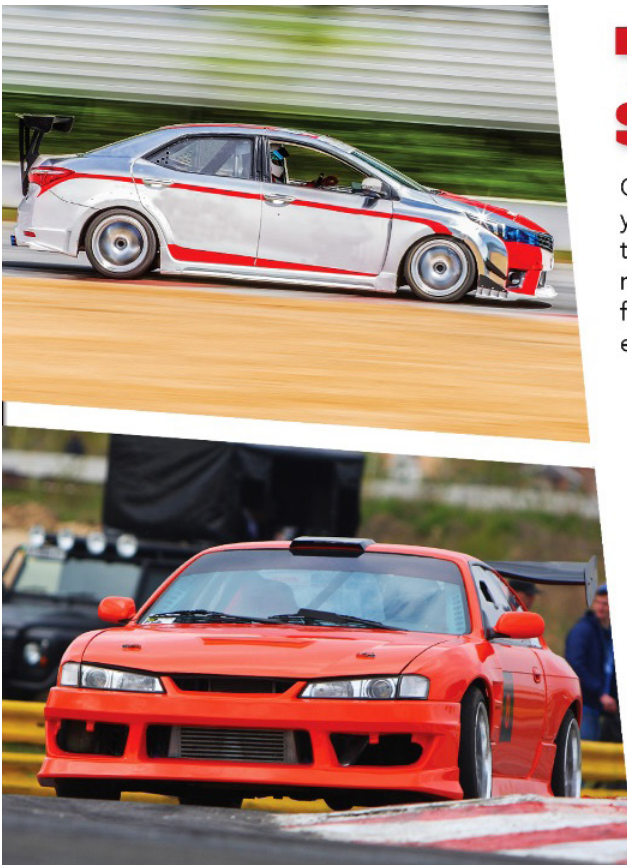
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**NOMINATIONS SET, VOTING OPENS FOR REGIONAL ARPY AWARDS, THE RPM OUTSTANDING EVENT OF THE YEAR AND THE 48TH ANNUAL AUTO-RACING PROMOTER OF THE YEAR**

- Nominee List Included along with Link for Voting -

*The nomination ballot has been set for the 48th Annual Auto Racing Promoter of the Year, regional Auto Racing Promoter's of the Year and the RPM Outstanding Event of the Year has been set and is released below.*

*Voting begins today and will run through midnight on Thursday, February 1st, 2024 to determine all award winners.*

*Region 1 Nominees: Paul Cole, Land of Legends Raceway, NY; Brett Deyo, Fonda and Utica Rome Speedway, NY; Kolten Gouse, BAPS Motor Speedway, PA; Alicia Hughes & Jay Fitzgerald, Glen Ridge Motorsports Park, NY; Steve O'Neal, Port Royal Speedway, PA; CV Elms & April May Preston, Bear Ridge Speedway, VT; The Arute Family, Stafford Motor Speedway, CT.*

*Region 2 Nominees: Tim Bryant, Five Flags Speedway, FL; Keely Dubensky & Jack McNelly, CARS Tour, NC; Scott Tripp, Lakeview Speedway, SC; Garrett Mitchell, Freedom Factory, FL; Wendall Durrance, All-Tech Raceway, FL; William Scoggin, Clarksville Speedway, TN.*

*Region 3 Nominees: Randy Maggio, Painesville Speedway/Lorain County Speedway, OH; Kevin Gundaker, Tri City Speedway, IL; The Deery Family, Rockford Speedway, IL; Larry Boos, Montpelier Motor Speedway & Rumble at Fort Wayne, IN; Jerry Gappens, Eldora Speedway, OH; Kim and Randy Smart, Midvale Speedway, OH.*

*Region 4 Nominees: Todd Thelen, Slinger Super Speedway, WI; Wayne Brevik, Marshfield Motor Speedway, WI; Terry Tucker, Jefferson Speed-*

*way, WI; Steve Sinclair, IRA Sprint Car Series, WI; Toby Kruse & Ratajczak Family, 141 Speedway, WI; Cole Queensland & Queensland Family, Deer Creek Speedway, MN; Doug Johnson, Huset's Speedway, SD.*

*Region 5 Nominees: Brad Stevens, & Jessi Mynatt, 34 Raceway, IA; John McCoy, Knoxville Raceway, IA; Scotty Allen, Dallas County Speedway, MO; John Allen, 81 Speedway, KS; Danny Lorton, Lucas Oil Speedway, MO.*

*Region 6 Nominees: Scott & Kim Russell, Placerville Speedway, CA; Dennis Gage, Marysville Raceway, CA; Peter Murphy, Skagit Speedway, WA; Kevin Sustaie, Rocket Raceway Park, TX; Brad Whitfield, Cocopah Speedway, AZ; Tim Huddleston, Irwindale Speedway, CA.; Jeremy Anders, Wenatchee Valley Super Oval, WA; Michelle Lackey Maynor, Alaska Raceway Park, AK.*

*Outstanding Event Nominees: Gerald Haers Memorial, Land of Legends Raceway, NY; Sean Lias Memorial, Penn Can Speedway, PA; Rockford Speedway's Last Lap Season, Rockford Speedway, IL; Eldora Sprint Million, Eldora Speedway, OH; The Marvin Smith Memorial, Cottage Grove Speedway, OR; Buckeye Figure 8 Nationals, Painesville Speedway, OH; Fall Classic, 141 Speedway, WI; Trophy Cup, Tulare Thunderbowl, CA; IMCA.TV Winter Nationals, Cocopah Speedway, AZ.*

*The link for balloting is as follows: <https://forms.gle/fqZdb6gXsdvvcJvo6> (All regions must be voted for. Ballots may be rejected).*

*Lyle DeVore, who promoted Albany-Saratoga Speedway in Malta, NY, was introduced as the 47th Auto-Racing Promoter of the Year in February of 2023 at the 50th Annual RPM@Daytona Workshops presented at the Shores Resort & Spa in Daytona Beach Shores, Florida, representing Region One, the East Coast region of RPM balloting.*

Scan the QR code to be taken to the Voting Form for the regional and national Auto Racing Promoter of the Year Awards.





**Leadership Secrets Continued**

We continue to learn Leadership Secrets and how we can use some philosophy and strategies to make our own business, organization or team better.

**LESSON FOUR - Listen To Your People**

- Involve your employees in the operation.
- Seek and listen to ideas and opinions of your team for constructive feedback in making things better.
- Empower your staff to make decisions particularly when it involves fulfilling your goal of creating a magical customer experience.
- Pay attention on how you are perceived as their leader by accepting feedback and taking action.
- Seek, obtain and listen to customer feedback to show that you care.
- Walk awhile in your customer's as well as employee's shoes.

**LESSON FIVE: Get Beyond The Red Wagon (Dealing With Change)**

Some of you may remember asking for or having a “red wagon” as a child. In fact many of us still have one in the garage. It use to be one of the most popular toys. Years ago and while growing up, every child dreamed of getting a red wagon.

However, as time passed, the red wagon became less and less popular. Everyone realized the necessity of adapting to the new demand of popular toys, video games, etc. Just like your customers, their wants and needs are constantly changing. Change is inevitable

and you have very little choice but to accept it. Your only choice is how you respond to it.

- Help everyone accept the reality of change and the reason why it is important for the success of your business or organization.
- Provide surveys, customer round table discussions, ask for feedback, observe other businesses to learn about what your customers really want.
- Teach “The Business” - The more your employees understand about how your business works, the more likely they are to accept and support change.
- Cross train your staff or have them job shadow other areas and positions to get a better understanding of everyone's job and how it affects the business or organization.

**LESSON SIX- Share The Rewards**

We would all agree that the owner is the one who is in the spotlight and usually gets a lot of the credit for making everything happen or even when things go bad, getting the credit for that. Even though everyone works very hard to make sure the mission is accomplished. Who gets credit? Who enjoys the rewards when things go well? How do you keep everyone motivated and appreciated?

- Make sure everyone sees the positive differences that they make not only to your customers but to each team member.
- Be more visible to your team and spend time with them watching how hard they work, catch them when they do things right, thank them and tell them often that you appreciate them.
- Post emails, reviews or letters of customer's positive feedback in the office or breakrooms.
- Celebrate successes at staff meetings and share your appreciation.
- Expand recognition to all employees not just the ones who are in contact with your customers. Appreciate those that are behind the scenes.
- Make it everyone's responsibility to recognize and appreciate others.

As you can see, from the last two Leadership Secrets, many are simple and easy to implement in any business or organization. Try them and I am sure you will create a great environment and productive atmosphere.





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.



**Is Everyone On Board?**

As a team professional, you know the importance of employee engagement and how team culture influences, leaders, your fellow co-workers, the business and your customers.

However, does everyone in your business and organization, as well as your leaders know the importance too?

Whether you have a good culture or you want to make it better, your team culture needs a fresh start for 2024.

Make sure you know that “People Matter”. When they feel right, they will want to help you achieve your goals, keep working to get your full team on board to achieve the results you want. Remember it is okay to make changes when necessary. Albeit, difficult, those changes may be necessary.

We don’t know what 2024 will bring, but we all know the importance of people now more than ever! From connecting your remote or hybrid employees, to retaining your top talent, make sure your company and culture are the best it has ever been in 2024 – and that starts with engagement, the employee experience and team culture!

# 51ST ANNUAL RPM WORKSHOPS - WHAT TO EXPECT

**WHERE IT ALL BEGINS**



FEB. 11<sup>TH</sup> - FEB. 13<sup>TH</sup>, 2024

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[www.promotersnewsletter.com](http://www.promotersnewsletter.com)



“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

If you attend the sessions at the 51st Annual RPM@Daytona Workshops mark your calendar and plan on attending the “Ask an ARPY Session” at the conclusion of the Monday, February 12, 2024 sessions.



*A photo of the popular “Ask an ARPY” session at the 50th Annual RPM@Daytona Workshops last year at “The Shores”.*





**TicketSpice for Speedways has an Offer for Tracks Associated with RPM**

We are thrilled to announce an opportunity for Speedways available this December and January!

All you need to do:

- Scan the QR code & schedule a meeting with TicketSpice
- Evaluate if you want to use their ticketing services
- TicketSpice implements a world class ticketing and website solution
- Scan and Schedule for the Promotion!

*Scan and Schedule for the Promotion!*

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



# WHERE IT ALL BEGINS



FEB. 11<sup>TH</sup> - FEB. 13<sup>TH</sup>, 2024

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*The Joie  
of Seating*



**Virtual Flagman introduced at Lincoln Speedway**

Lincoln Speedway is excited to introduce the virtual flagman to Central PA racing.

Starting with the Ice Breaker Weekend, February 24-25, Lincoln Speedway will implement a state of the art virtual flagman system that will include lighting and message boards around the speedway to alert drivers and fans of important situations on the track. This technology has been implemented at tracks around the world and Lincoln Speedway will be the first track to utilize this proven system in Central PA.

In addition to the virtual system, there will be flaggers and safety personnel on the inside of the track in the corners and on the front straightaway. The virtual system will be run from the scoring tower.

“When you take a step back and look at it, we are removing two individuals from a hazardous environment that were an extension of the scoring tower. We are modernizing a system that was already in place,” is how General Manager, Jerry Parrish is looking at the change. “Lincoln was the first track in Central PA to utilize a jumbotron and now other tracks have them and the World of Outlaws bring one on their tour. We are always looking at opportunities to bring innovation to a sport that has been slow to take on change.”

For the first few weeks of the season there will be a flagger in the main flag stand to help adjust to the change and to work through any unexpected situations.

“The safety of the drivers and officials is our number one priority and putting this system in place continues our efforts towards that goal,” shared Parrish.



*Lincoln Speedway announced that they will introduce a virtual flagman in 2024. The technology of the sport has advanced a great deal and with the panel lighting provided by multiple manufacturers including MyRacePass, RACEceiver and Flagtronics, who will all be displaying at the 51st Annual RPM@Daytona Workshops at the Shores Resort & Spa is incredible and can help you advance your speedway or series and the sport.*



**Live Stream Help**

MCA drivers didn't have to wait until Christmas morning to open envelopes containing IMCA.TV bonus checks.

A total of 705 drivers in the nine divisions sanctioned by IMCA earned shares \$97,645 generated by replays of weekly and special events at 57 tracks broadcast by IMCA.TV or its affiliates.

Modified, Late Model, RaceSaver Sprint Car and Stock Car drivers finishing in the top three in point standings at those tracks receive checks for \$240, \$160 and \$135; Northern SportMod and Southern SportMod checks are distributed in the amounts of \$140, \$115 and \$100, and Hobby Stock, STARS Mod Lite and Sport Compact checks are in the amounts of \$115, \$85 and \$70.

Those checks are being mailed this week from the IMCA home office.

"This bonus program is the first of its kind and was developed by our streaming platform provider Riivet in 2021," explained IMCA President Brett Root. "A percentage of subscription fees paid by replay viewers is paid to tracks and to top three drivers in sanctioned divisions."

"Almost \$28,000 was paid to nearly 400 drivers in 2021 and more than \$65,000 to 501 drivers last year," he continued. "As replay viewership increase, so will the amount of revenue and the number of drivers receiving bonuses."

RPM frequently references to the benefits of streaming and here is a true benefit to streaming. Benefits like this keep racers racing, driving fans to watch your events. While your independent contribution may not be as much as what IMCA has published, remember, every drop in the bucket helps.



[WWW.PROMOTERSNEWSLETTER.COM](http://WWW.PROMOTERSNEWSLETTER.COM)

**Mark Your Calendars - RPM Workshop Dates for 2024 and 2025**

The RPM Workshops dates for next year following RPM@ Daytona in 2024 will be as follows:

RPM Western Workshops will take place on December 3, 4 and 5, 2024.

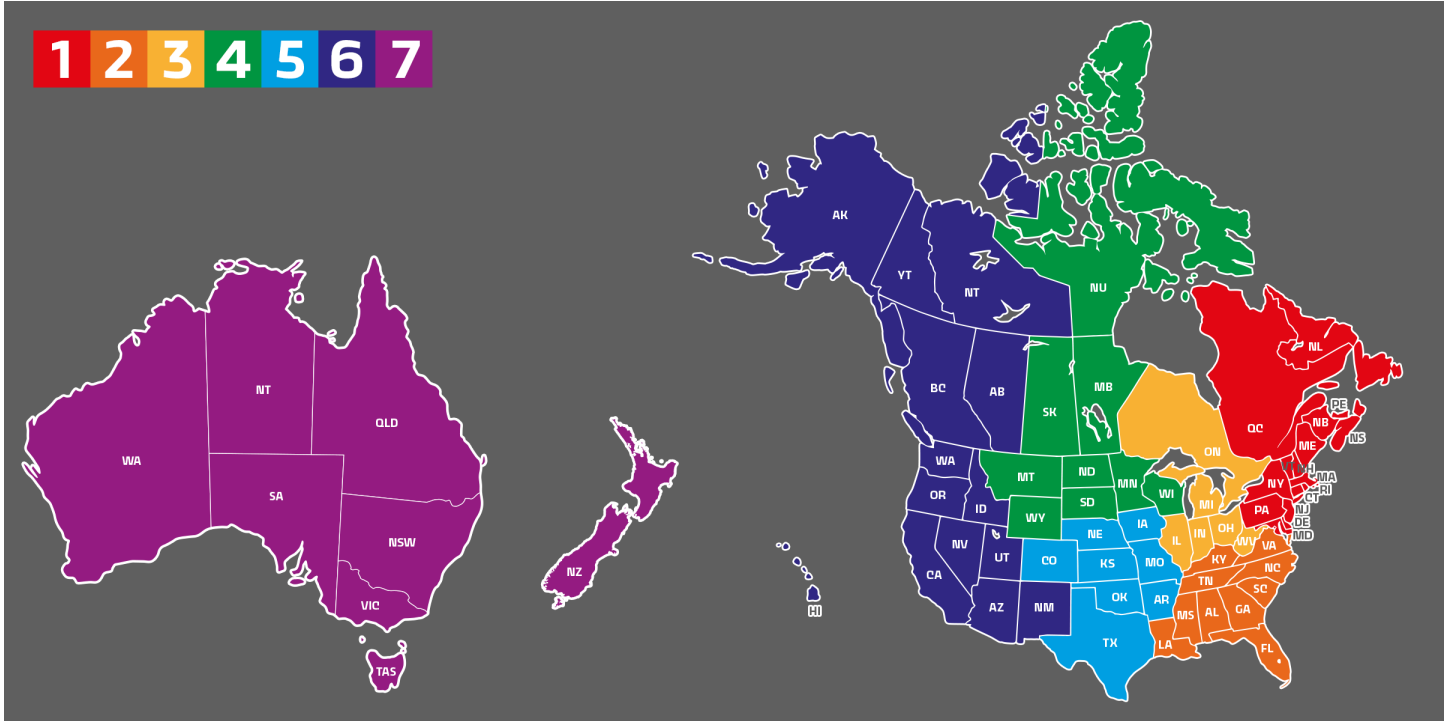
RPM@Daytona will take place February 9, 10 and 11, 2025 and will likely take place at The Shores in Daytona Beach Shores, Florida, provided things do not change.





# TAKE NOTE - ARPY REGIONS CHANGING FOR 2024

1 2 3 4 5 6 7



Following an interesting meeting at PRI that happened quite by chance, we have chose to add Australia and New Zealand into our voting. Australia and New Zealand have a hotbed of racing. In addition to this we have adjusted the regions to include our neighbors to the North. As RPM continues to seek growth, we feel this is a positive move for the organization.

Region 1;

Canada - Nova Scotia, Quebec, Prince Edward Island, New Brunswick, Newfoundland

United States – Maine, Vermont, New Hampshire, Connecticut, New York, Massachusetts, Rhode Island, Pennsylvania, New Jersey, Delaware, Maryland

Region 2;

United States – Virginia, Tennessee, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, Kentucky

Region 3;

Canada – Ontario

United States – Michigan, Ohio, Indiana, Illinois, West Virginia

Region 4;

Canada – Manitoba, Saskatchewan, Nunavut

United States – Wisconsin, Minnesota, North Dakota, South Dakota, Wyoming, Montana

Region 5;

United States – Missouri, Nebraska, Colorado, Texas, Oklahoma, Kansas, Arkansas, Iowa

Region 6;

Canada – Alberta, British Columbia, Northwest Territories, Yukon

United States – Idaho, Washington, Oregon, California, Nevada, New Mexico, Arizona, Utah, Alaska, Hawaii

Region 7;

Australia, New Zealand





*The 2024 race season has kicked off with the Tulsa Shootout, the Chili Bowl Nationals, indoor and outdoor racing scheduling continues to grow during “the off season”.*



*Volusia Speedway Park kicked their season off along with the World of Outlaw Late Models in January.*

*Cocopah kept things turning in Arizona with the IMCA.TV Winternationals.*







*Even racing in the Northeast kicked off with Indoor Racing Series at the PPL Center in Allentown, Pennsylvania.*

*Some folks have asked why we include photos of racecars and we've been trying to avoid this, however, this is an exercise in the amount of racing that takes place across the nation. The Winter months used to be a certain down time, however, as time moved on and people discovered people would travel and attend events, the schedules for all racing divisions in all corners of the country have grown with each year. The addition of these events continues to add pressure to the industry in many different ways, whether it be personnel, manufacturers or expendable dollars from thousands of racers or fans. We've wondered if there has been any consideration to the fact that a racer may break their budget during what is considered "the off season" and not be able to support their local program during the normal season? We've discussed this but it doesn't seem to resonate with the industry. We have to manage our steps and we hate to see anyone fail, however, there may come a time when "less is more..."*





**RECENTLY TNT SPEEDWAY LOCATED IN NORTHERN WISCONSIN LISTED**

“It is with great sadness that we share this link and announce the track is for sale or lease. Current circumstances, prior commitments and work loads do not allow us to dedicate the time and effort into bringing our dreams for TNT Speedway to fruition,” this was posted and taken from the tracks Facebook page.

The track was previously sold in 2021 via auction. Zabel-Ackerman in Fond du Lac, Wisconsin is handling the listing. Various record may be found on the facility.  
[zacommercial.com/Search.html#/property/63062206e207a5000751b2e7763062503ba895e0007f8b27d](https://zacommercial.com/Search.html#/property/63062206e207a5000751b2e7763062503ba895e0007f8b27d)



**HISTORIC FRIENDSHIP MOTOR SPEEDWAY IS NOW AVAILABLE**

This 40.84+/- Acre property features a 3/8 Mile Oval Dirt over Asphalt Track, Multiple Concession Stands, 9 Vender Booths, Restroom Facilities that have all been recently updated in 2021. In addition to recent updates, the owners have installed new Whelen Track Safety Lights, New Scoreboard, New Westhold Timing & Scoring Loop System, Updated Concession Stand Equipment, New 8'X12' Platform Scales. The grandstand has seating for 4000 people, 97 Trackside Tailgating Spots. Additional fill dirt is being delivered, compacted and seeded by January 1, 2023.

More information can be found here;  
[www.loopnet.com/Listing/11420-NC-268-Elkin-NC/27089397/](http://www.loopnet.com/Listing/11420-NC-268-Elkin-NC/27089397/)



**WEST VIRGINIA MOTOR SPEEDWAY HAS BEEN PLACED ON THE MARKET FOR SALE.**

West Virginia Motor Speedway and it's facilities recently received an entire renovation with all brand new finishings inside the buildings. West Virginia Motor Speedway is known for its beautiful valley views and its unique terraced seating on the front straight hillside. More information can be found here; [www.loopnet.com/Listing/1-Matheny-Dr-Mineral-Wells-WV/29717599/](http://www.loopnet.com/Listing/1-Matheny-Dr-Mineral-Wells-WV/29717599/)



very near the Pennsylvania border, with pride and upkeep being a focus on the facility, this track is ready for the right owners.

**GREENVILLE-PICKENS SPEEDWAY IN SOUTH CAROLINA IS LISTED FOR SALE**

The historic Greenville-Pickens Speedway in Easley, just west of Greenville, was recently listed on a real estate website.

According to the listing from RealtyLink, a real estate development company, ground lease or “built to suit” opportunities are available for the 305-acre property at 3800 Calhoun Memorial Highway.  
 Starting as a dirt track in 1940, the Green-

ville-Pickens Speedway hosted the first-ever, start-to-finish live-televised NASCAR race in 1971 after being paved in 1970.

The race track also holds events like the Upstate Holiday Lights Show and the Upper SC State fair.



**STATELINE SPEEDWAY IN BUSTI, NY FOR SALE**

77 acre property, with a ranch home, in addition to the stock car track is a gokart track. The facility, in the Southern Tier of New York is

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## MACON SPEEDWAY IN MACON, ILLINOIS FOR SALE

The famed bullring dirt track is up for sale in Illinois, Macon Speedway is a 1/5-mile bullring dirt track. The facility is located in Macon, Illinois and hosts races from all the major touring series. The track was born in 1946. It was built by Wayne Webb on the site of a brick factory.

In late 2022, the Kearns family took over ownership of the facility. Since then, they have brought improvements to the facility, some of those are still underway. The track recently hosted their season-ending event. Now, the track is on the market. They have stated that if the track is not sold during this off-season, then they'll continue to manage it through 2024 and beyond. The right buyer is required to lift the property.

Chris Kearns explains that health in the family is the reason the track is listed for sale; "It is with heavy heart and unforeseen circumstances in my family's health that I must announce the decision to put Macon Speedway up for sale," Chris Kearns opened.

"Owning Macon Speedway has been a long time dream of mine, and turning it into an exceptional facility that would make not only my family but the also the entire Macon community proud. The plan was for my wife and I to do this venture together as a promoting team."

"Unfortunately, her medical issues are not going to allow that to happen and, I honestly can't and don't want to pursue this journey without her. In the brief time we've been here, I am very proud of the improvements that have been made."

"I want to emphasize that if Macon Speedway does not sell in the off season to the right person, my son Blade and I have every intention and are committed to running the Speedway in 2024 & beyond, and further enhancing its facilities."

"Despite being in the middle of the new bathroom project, I have already been making plans for our off season improvements, which include enhancements to the concession stand and fencing. If the speedway sold tomorrow, I still have every intention to host the 2023 banquet and honor the racers who have supported Macon Speedway throughout the 2023 season."

"I want to extend my sincerest apologies if this news disappoints anyone (might make some happy lol); it certainly was not my intention. I sure didn't work this hard, invest this much money and have my son quit his job & move to a new state with the intent of owning Macon Speedway for 1 year. Blade has turned into a great track prep guy and an asset to Macon Speedway."

"This is a very, very difficult decision for me, I think everyone knows that I bought Macon Speedway because I love this track. In the year I have been here, I have learned things that have made me love it more."

"I knew this race track was special and unique, I honestly didn't realize that it's actually one of the most unique tracks in the country. We have hosted amazing races in Micro Sprints, Super Late Models, Non Wing Sprint Cars, Wing Sprint Cars, and Midgets this year. I'm not sure if there's another track in the country that offers that much versatility."

"The unwavering support from the Macon community has also weighed heavily on my decision. I am always bragging and take pride in the support I receive from the City of Macon, the local fans & racers who have donated their time, as well as the generosity of the locals that have handmade me gifts, and dropped off produce from their garden, etc. It's a great feeling that I cannot fully express!

He concluded, "I appreciate your understanding and support going forward."

Bob Sargent, Ken Schrader, Kenny Wallace and Tony Stewart formerly owned the track.



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