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RACING PROMOTION MONTHLY

THE IDEA NEWSLETTER FOR AUTO RACING PROMOTERS



WHERE IT ALL BEGINS

FEB. 11TH - FEB. 13TH, 2024

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

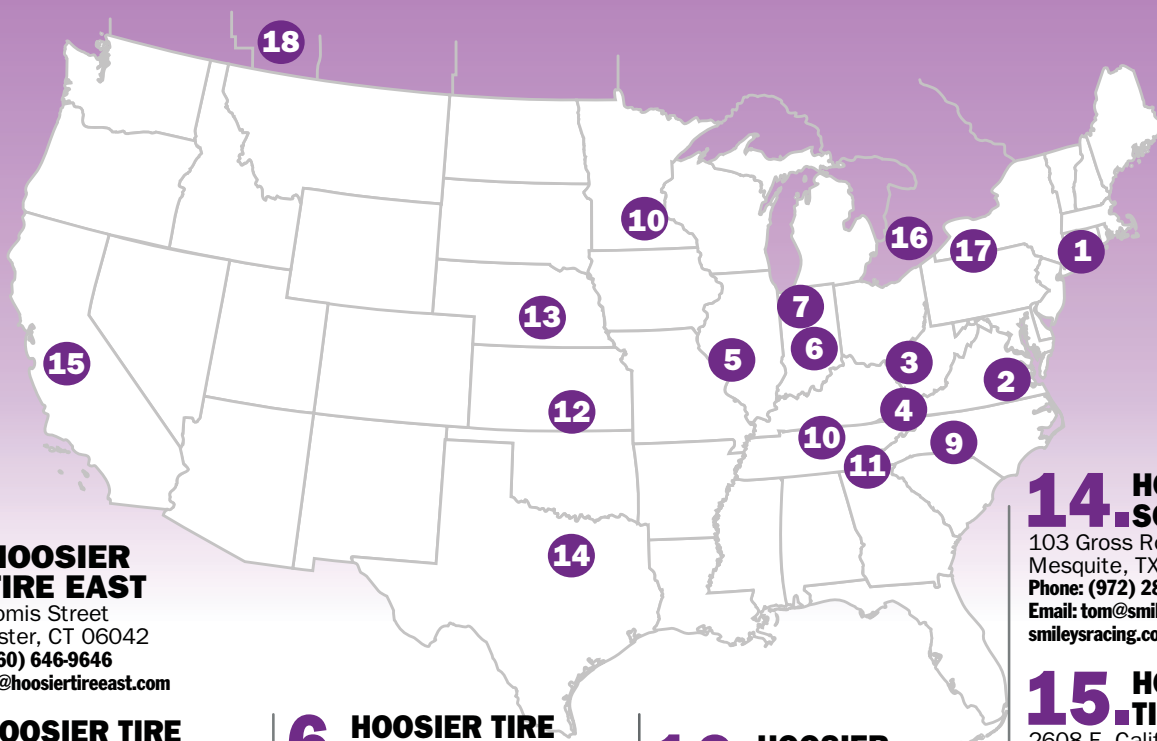
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Please take note of our locations for the 51st Annual RPM Workshops, whether it be the Silver Legacy in Reno or the Shores in Daytona and plan to patronize and stay there. Your help in attending and supporting the locations of the Workshops help us 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.



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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

Offline; 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 (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.

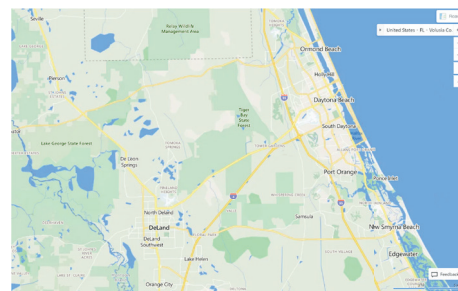
51st Annual RPM@Daytona Workshops ready to Bolster Industry into New Season

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



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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



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WHERE IT ALL BEGINS



FEB. 11TH - FEB. 13TH, 2024

THE SHORES
RESORT & SPA
DAYTONA, FL

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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;

NEW EXTENDED TIME 3:00 – 5:00 p.m. RPM@DAYTONA Work-

shop Credentials **Exhibitors Area ***

SUPER BOWL WATCH PARTY - 6:00pm until GAME ENDS - RICHARD PETTY ROOM - presented by Race Track Wholesale

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

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 SPEEDWAY PARK, DIRT CAR NATIONALS

TUESDAY, FEBRUARY 13, 2024;

8:15 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, 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 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. - GET THE MOST OUT OF YOUR DRIVER'S MEETING with Matt Rowe

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; "SPONSORSHIP A-Z - 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 is a preliminary schedule that is a tentative draft, with subjects and topics that may change.



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".





Top Regulatory Issues of 2024: What Businesses Should Know and Prepare For

You hear it every day, in every conversation, newscast on the TV, or in line at your favorite coffee shop; AI – artificial intelligence. You'll continue to hear it throughout 2024 as AI surges into every facet of our lives, both personal and professional. It will, as it probably already has, impact your business. The coming year will see legislation and regulatory action around AI. Some big players such as Google, Meta, and Microsoft, not to mention the European Union and the U.S. government have begun to shape the "dos" and don'ts" of the budding industry.

In 2024, businesses also will need to keep up with the impact of legislation and regulations aimed at advancing the employee experience, whether that is worker safety, workplace retirement plans, or an expected new overtime rule. Our in-house compliance analysts at Paychex compiled a list of regulatory issues that could impact businesses the most in 2024 to help employers and HR professionals prepare for what could be coming down the road.

Artificial Intelligence Regulation

AI is changing how we work and there is a potential huge upside for small- and mid-sized businesses to incorporate AI in to automating tasks or providing better access to information that can help improve decision-making.

And then there are significant risks, especially if a business doesn't fully understand how the use of AI relates to its workflows.

Artificial intelligence has limitations, including the potential to introduce bias, threaten copyright protections, and weaken the protections around an individual's personal privacy, to name a few. AI is, as its name indicates, "artificial" intelligence. It gets its power from the humans that control it, and understanding when to apply human traits such as compassion, creativity, and innovation can go a long way to harnessing the good AI can do. So, should AI be regulated?

Federal, state, and local governments have begun the task of catching up to the technology, focusing attention on regulatory action to ensure AI technology continues to be developed ethically and used responsibly. For example:

- Executive Order on Artificial Intelligence announced by Biden administration to establish standards for safety and security, protect privacy, and promote innovation.

Takeaways included:

- Requiring developers of AI systems to share safety test results with the federal government.
- Developing standards and tools to detect AI-enabled fraud. These examples are from the Safety and Security section of the executive order, one of six sections. Other section topics include privacy, equity and civil rights, consumers, and more.

Congress also continues to propose bills regarding the development and use of AI. At the state level, a great deal of regulatory activities included focusing on the establishment of guardrails for the responsible use of artificial intelligence.

It is noteworthy that in a presidential election year, a great deal of attention has been given to political ads. Facebook and Instagram require disclosure on their platforms if AI is used to create a political ad, while Meta's policy includes the use of labels. Microsoft has a tool that allows digital watermarks to be inserted on their political content to validate its authenticity.

Internationally, the release of the EU AI Act by the European Union could serve as a global framework around the governance of the use and sale of AI, which addresses the risks of AI technology with the goal of safeguarding health, safety, and fundamental rights.

AI can help improve efficiency and raise productivity, but employers need to assess the risks of using tools that leverage AI and implement safeguards as they seek to enhance their internal business processes. Business owners also need to be aware of all the regulatory requirements in the various jurisdictions where they conduct business, including audits and disclosure requirements at the state and local levels.

Data Privacy and Cybersecurity

Data is everywhere in our interconnected world, leaving businesses with the challenge of protecting their employees' and customers' most-vital information from cyberattacks. Data breach notification and data protection laws continue to broaden across most states, which means small- to mid-sized businesses must remain vigilant to stay compliant.

No business is immune, even those who have high-quality cybersecurity systems. Take the breach at MGM Resorts in Las Vegas in September 2023, for example, that forced one of the world's largest casinos to shut down its system to thwart further exposure of customers' personal details, including contact information, date of birth, and driver's license numbers.





Now consider your own business, which has the same responsibility of protecting the important personal data of your customers or clients.

Employers should review their privacy and cybersecurity programs regularly to ensure they reflect changes to the business since the previous review.

Workplace technology solutions such as biometrics, facial recognition, and geolocation continue to evolve. However, employers need to be aware of privacy laws, regulations, and best practices governing each solution.

Eleven states have consumer data privacy laws and five went into effect in 2023 – California Consumer Privacy Rights Act, the Virginia Consumer Data Protection Act, the Colorado Privacy Act, the Connecticut Data Privacy Act, and the Utah Consumer Privacy Act. Florida, Montana, Oregon, Texas, and Washington have privacy laws taking effect in the coming year.

Cyber liability insurance can help mitigate the impact a cyber-attack can have. What Is Cyber Liability Insurance?

Also, in 2024, businesses can expect to see more efforts to control the collection, storage, and use of this type of data, so it is important that the solution you are considering complies with the rules and regulations of your state. Plus, with the hybrid work environment the norm, employers will have to be more diligent with:

- Training workers about best data protection practices
- Educating workers on how to recognize the various forms of a potential cyberattack (e.g., phishing, smishing, malware, ransomware, etc.)

Wage and Hour Regulations

Following listening sessions that date back to 2022 and a public comment period on the proposed rule, the U.S. Department of Labor is getting ready to announce the final overtime rule. The final rule, expected to increase the white-collar salary threshold exemption significantly, is likely to be challenged in court, much like overtime rulemaking attempts in prior administrations.

Businesses should know that, if it stands as proposed, the salary threshold exemption would be just a few hundred dollars shy of doubling the current weekly salary threshold exemption.

Despite the uncertainty of when this final rule will be pub-

lished, employers should prepare for the potential impacts to their business, including which employees will be impacted, how it will affect budgets, procedures related to payroll, and even morale if wage compression comes into play.

For employers who must also consider state, local, and even industry-specific wage and hour laws and regulations, it's no surprise that wage and hour compliance presents a major challenge.

Non-compliance can be costly, too, including potential monetary civil penalties for each violation under the Fair Labor Standards Act (FLSA) in addition to any fines or penalties that exist at the state and local levels.

Minimum wage is always on the minds of employers, especially if you have businesses located in multiple states and local jurisdictions. The following states will see minimum wage increases Jan. 1, 2024:

- Alaska, Arizona, California, Colorado, Connecticut, Delaware, Hawaii, Illinois, Maine, Maryland, Michigan, Minnesota, Missouri, Montana, Nebraska, New Jersey, New York, Ohio, Rhode Island, South Dakota, Vermont, and Washington.
- Most of these increases were previously scheduled.
- Nevada's minimum will increase on July 1, 2024, due to a ballot measure that eliminated its tiered minimum wage based on whether health benefits were offered.
- Michigan could see additional developments around minimum wage depending on the outcome of ongoing litigation.

Additionally, the elimination of sub-minimum wage rates and tip credits in certain jurisdictions have occurred at the state and local level, including Washington, D.C., and Chicago. Industry-specific requirements in the hospitality, retail, and healthcare sectors continue, too.

In California, the signing of a law (AB 1228) in September 2023 repealed the Fast Food Accountability and Standards (FAST) Recovery Act while establishing new regulations in the state's fast-food industry. The minimum wage will increase to \$20 starting April, 1, 2024, and a council has the ability to raise the minimum on January 1 of every year, and set different minimums based on the region.

In mid-October 2023, a law (SB 525) was signed in California that gradually would raise the minimum wage for any employees working in healthcare to \$25 per hour. This includes medical technicians, nursing aides, and custodians, to name a few.





Using California is just one example of the complexity of multi-tiered requirements that employers must track and understand to stay compliant with wage and hour laws and regulations.

Another such tiered requirement is in New York state, where there are different minimum wages in New York City, Long Island and Westchester County, and the rest of the state. And in Maryland, where the minimum wage increases to \$15 in January 2024, employers can pay workers who are younger than 18 only 85% of that per-hour wage.

OSHA/Workplace Safety

Worker safety standards are evolving, so the Occupational Safety and Health Administration (OSHA) and OSHA-approved State Plans continue to reflect that changing environment. Businesses must stay informed to comply with the current standards because the requirements and enforcement of those requirements are increasing.

Plus, businesses could require OSHA certification and training to avoid violations that could be discovered during an OSHA inspection.

In fact, to conduct more inspections, federal OSHA proposed a clarification to a rule that would broaden the definition of a third-party representative. An employee or non-employee from a third party may be authorized to walk an inspection if it is determined by a compliance officer that the individual's presence is reasonably necessary. Also, third-party representatives don't have to be safety engineers, for example, but rather possess knowledge and experience on workplace conditions or even language skills that can assist in communicating with employees.

The U.S. DOL does have another revised rule that goes into effect Jan. 1, 2024, that requires designated high-hazard industries with 100 or more employees to submit reports electronically on injury and illness information. Forms must be submitted for the 2023 calendar year by March 2, 2024. The DOL includes manufacturing, construction, grocery stores, retail, and even performing arts among its high-hazard industries.

Employers need to:

- Check on the applicability of this rule to their business
- Assess their record-keeping procedures
- Find out if there are additional requirements from their state

Heat and heat-related illness is a hot-button topic, so while

OSHA continues developing a rule it also has noted that it will increase inspections and enforcement. Businesses can be proactive in protecting their employees by establishing policies and strategies based on OSHA recommendations such as acclimation of new workers through shorter work shifts to build tolerance to the heat conditions, training that includes identification and recognition of symptoms, etc.

States with OSHA-approved plans have gotten ahead of federal OSHA when it comes to rules on heat and heat illness, including for indoor settings. The following states have their own standards:

- California, Colorado, Minnesota, Oregon, and Washington

Temperatures don't have to get blistering hot for employers to have requirements. Cal/OSHA's Heat Illness Prevention Standard is triggered when the temperature hits 80 degrees Fahrenheit, and employers would then have to provide water, shade, and even additional training.

The evolution of workplace and worker safety has evolved beyond falls or accidents. California passed legislation requiring most employers to implement a workplace violence prevention plan in 2024. Those plans must include the process/policy for addressing issues involving violence at the workplace and:

- Training
- Maintaining records
- Communicating with employees

OSHA has taken note of some of these state initiatives and has begun discussion and developing potential rules at the federal level. From safety assessments and training to safety manuals and ongoing support.

Retirement Planning

There is a beginning and an end to one's professional life, and that goes for employers and employees. However, preparing and helping others be prepared for retirement can take place during one's full working career.

SECURE Act and SECURE 2.0 Act have made preparing easier and the impact of those laws will continue to be felt for years to come.

Businesses can take advantage of a Pooled Employer Plan (PEP), which pools assets of many employers into one large plan. Employers can save time and money because most of the administration tasks are handled by a Pooled Plan Provid-



er, which also helps reduce the fiduciary risks for the employer. Tax credits also are offered through the SECURE Act – up to \$16,500 over three years for starting a plan that includes auto-enrollment.

SECURE Act 2.0 expanded some of the tax credits available under the SECURE Act, which coupled with the continued growth of state-mandated workplace retirement programs has helped accelerate access to retirement plans. According to the U.S. Bureau of Labor Statistics, 69% of private-industry workers had access to employer-provided retirement plans as of March 2022.

At the state level, 16 states have enacted laws for workplace retirement plans, with three – Maine, New York, and New Mexico – expected in 2024 to join the seven that have implemented their programs.

- California
- Colorado
- Connecticut
- Illinois
- Maryland
- Oregon
- Virginia

As of October 2023, seven additional states have proposed legislation for workplace retirement savings programs.

In 2024, expect regulatory guidance on key provisions of SECURE 2.0, notably the need for clarity on student loan matching contributions, as well as scrutiny on the infrastructure needed to support several distribution types that the law permits – particularly, emergency distributions and distributions to victims of domestic violence.

Find the right workplace retirement plan for your business and employees.

Other Areas of Interest for Businesses To Consider

Paid Family and Medical Leave (PFML): Fourteen states and Washington, D.C., have passed paid family leave laws as of Jan. 1, 2024, including California, Colorado, Connecticut, Delaware, Maine, Maryland, Massachusetts, Minnesota, New Hampshire, New Jersey, New York, Oregon, Rhode Island, and Washington state.

State programs vary, so employers with employees in multiple states might need to accommodate different eligibility requirements, benefits, length of leaves, and even implementation

dates in some cases. Employers also will need to understand how individual, generally through payroll taxes paid by employees. In some cases, employer-paid payroll taxes also will help fund the programs.

E-Verify: This web-based system allows employers to verify that newly hired employees are eligible to work in the U.S. by matching the information provided on the completed Form I-9 with the information the Social Security Administration and Department of Homeland Security have on record about the employees.

E-Verify is a voluntary program, but employers, including private employers, might be required to utilize the program under either federal or state law. The following states have mandates that certain businesses use E-Verify, including Alabama, Arizona, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Utah.

In 2024, E-Verify Next Generation is scheduled for release, further integrating the I-9 process with E-Verify and allowing a new employee to enter required information electronically, including uploading acceptable identification documents into a personal portal. Employers will be prompted to finish the E-Verify process including examining the documents submitted by the new hire.



WHERE IT ALL BEGINS

51ST rpm

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Managers Matter!

The role of a manager has grown beyond overseeing tasks and timelines. However, Businesses investing in their leaders haven't kept pace. Many managers are struggling with unreasonable demands, lack of resources, impossible workloads, and little input in making company decisions.

Today, investing in success starts with investing in your managers.

Did You Know:

1. Your managers set the tone and help create the culture you want, this applies to all race officials in decision making positions as well.
2. Your managers support, reinforce, reward and help your employees carry out the mission statement and purpose.
3. Your managers boost employee motivation and correct what is de-motivating your staff
4. Your managers improve employee confidence in your business to create exceptional customer experiences.
5. Your managers instill positive employee habits of excellence.
6. Your managers help differentiate your business from the competition.

Managers don't just offer support – they need it too!

Your managers should not be your babysitter. They play a critical role in shaping your customer and employee experience and your overall success as an organization. Have you ever honestly asked and listened

to your managers to perhaps find out what is frustrating them today?

Why listen to your managers? Why listen to me? The Harvard Business Review said that In businesses and organizations with low employee engagement scores, they experienced

18% lower productivity
16% lower profitability
37% lower job growth

Importantly, businesses with highly engaged employees enjoyed 100% more job applications. How many of you could use more job applications from the best candidates?

Mentor your leaders, it will help create a highly engaged team. Teach them how to connect to your workplace communities and lead by being humble, hungry and smart, to 1 on 1s and investing in relationships to help your leaders all learn together and become the best leaders they can be.

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 probably needs a fresh start for 2024.

We don't know what 2024 will bring, but we both know that people matter! From connecting your remote or hybrid employees, to retaining your top talent, you and I want your business and company culture to be the best it has ever been in 2024 – and that starts with making managers matter, leadership development, employee engagement, the employee experience and team culture!



this is where it all begins

We have a challenging task, maintaining and building our businesses which directly relate to maintaining and growing an entire sport. A sport, where the goal is the same at every one of our events and our facilities. The tracks may be shaped different, long and shorter, it doesn't matter, the goal remains the same for the participants.

There are, however, remains a gap with many of us in regard to working together. Things get in the way. We can create words for those things, scheduling, race nights, divisions, rules, but it all boils down to personal differences, preferences and a will to swim upstream when everyone else may be swimming downstream.

The jigsaw puzzle in motorsports is massive with too many moving elements to count. It is something all of us need to consider. We all have loyalties to brands, manufacturers, sponsorship partners, however the sooner we can set the differences aside with our colleagues and come to the table with an open mind and be willing to work together, the better off the sport will be, even for those following us. It will also teach a great lesson to live by.

Sure, this won't happen overnight. It never will and it never has. Doing this the right way will be like turning an ocean liner, it's going to take some time, trials and tribulations to get it right. We all have to recognize that, however, if it's scheduling, rules, Series working together, tracks in agreement not scheduling against one another, we will be much further ahead and our businesses will be viewed in a much more positive light.

The easiest way to shut down the negativity is to get rid of that aspect and be positive. We all become down trodden and negative, it's human nature, so our goal, should be to remove that. It makes us better as a whole and lifts up our business. What's wrong with that?

I often wonder why this isn't said more, perhaps it's too simple? It is very easy to say and very difficult to accomplish. It's something we should all strive for.

We just need to begin and the RPM Workshops are truly "Where it all Begins..."





INTERNATIONAL
COUNCIL OF
MOTORSPORT
SCIENCES



Tom Weisenbach from the International Motorsports Council of Motorsports Sciences and Randy LaJoie will take to the stage to talk about safety in our sport and some of the initiatives that are taking place all around us in the motor-sports world offering their take on what it takes to help us stay on track.



Dennis and Kim Paul of Race Track Wholesale are presenting a Super Bowl LVIII watch party at the Shores Resort & Spa in Daytona Beach Shores on Sunday, February 11, 2024. Tentatively, the watch party will be scheduled in the Richard Petty Ballroom. The watch party will begin at 6:00 pm. If you are looking for more information in regard to this please contact info@racingpromomonthly.com for more details and a RSVP.



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



"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".



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WHERE IT ALL BEGINS



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Crisp Motorsports Park Gets New Owner, New Name, New Plans for Future as Cordele Motor Speedway

CRISP MOTORSPORTS PARK, the famous asphalt oval track located in Cordele, Georgia, has a new owner as the facility was purchased by Greg and Lori Noland in January of 2024. To commemorate the occasion, and to showcase the bright new future ahead for the property, it has officially been renamed to Cordele Motor Speedway (CMS).

In addition to the new name, the Nolands have lots of exciting plans for Cordele Motor Speedway including a whole new look, a new general manager, a new RV park, a new restaurant serving delicious concessions, a new road course for Legend cars and go karts, and much more.

To help move forward with their plans and elevate Cordele Motor Speedway to an even higher level of greatness, the Nolands named Ricky Brooks as the new General Manager of the facility. Brooks has a wealth of expertise in the industry, as he is also a managing partner of the SRL National Super Late Model Tour and owner of the SRL Sportsman Series.

"Ricky's 30+ years of experience in motorsports will be priceless both in moving CMS in the right direction and in implementing our ideas for the Speedway," said Greg Noland. Lori Noland agreed, adding she has "seen firsthand the passion and professionalism that Ricky possesses for motorsports, especially for short track stock car racing, and that he's a racer at heart."

Both Brooks and his wife, Tracy, are sure to be great assets to the Cordele team. "I look forward to working every day to make the new Cordele Motor Speedway a better place for everyone involved. My focus is to remodel the facility into a state-of-the-art speedway while growing the 2024 race season and beyond," said Brooks, who has worked with many prominent teams and tracks throughout his career and appreciates the opportunity the Noland family has presented to him.

The track's previous owners, Wayne and Flo Lyle, purchased the property with a vision of making improvements and giving drivers and fans a great place for racing. Now, with the Nolands' ownership and their eagerness to further improve CMS, the Lyles' legacy will continue to live on.

"The Lyle family would like to thank all of the teams, fans, Crisp Motorsports Park employees, and sponsors for their support over the years," said David Sumner. "Wayne and Flo's dedication made Crisp Motorsports Park well-known all over the Southeastern United States as one of the most successful race tracks, and one of the nicest facilities for enthusiasts to enjoy."

Greg and Lori Noland are no strangers to motorsports, as their son, Jett Noland, is a passionate short track racer with multiple championship titles to his name and experience in a variety of classes ranging from shifter karts to NASCAR Camping World Truck Series, IMSA road racing, Trans-Am TA2, and even Formula 4.

The family has dedicated their lives to building a respected and successful racing team, and that drive will carry forward into their work with Cordele Motor Speedway. The Nolands are also veteran business owners, having operated their roofing company in Florida, Noland's Roofing, since 2011.

"We are devoted to developing the next generation of racers and fully committed to ensuring that Cordele Motor Speedway will always be a short track," affirmed Greg Noland.



Crisp Motorsports Park is a wonderful facility in the Southeast with more improvements forthcoming along with an exciting layout for great racing. The future is bright for the freshly renamed Cordele Motor Speedway.

Mark Your Calendars - RPM Workshop Dates for 2024 and 2025

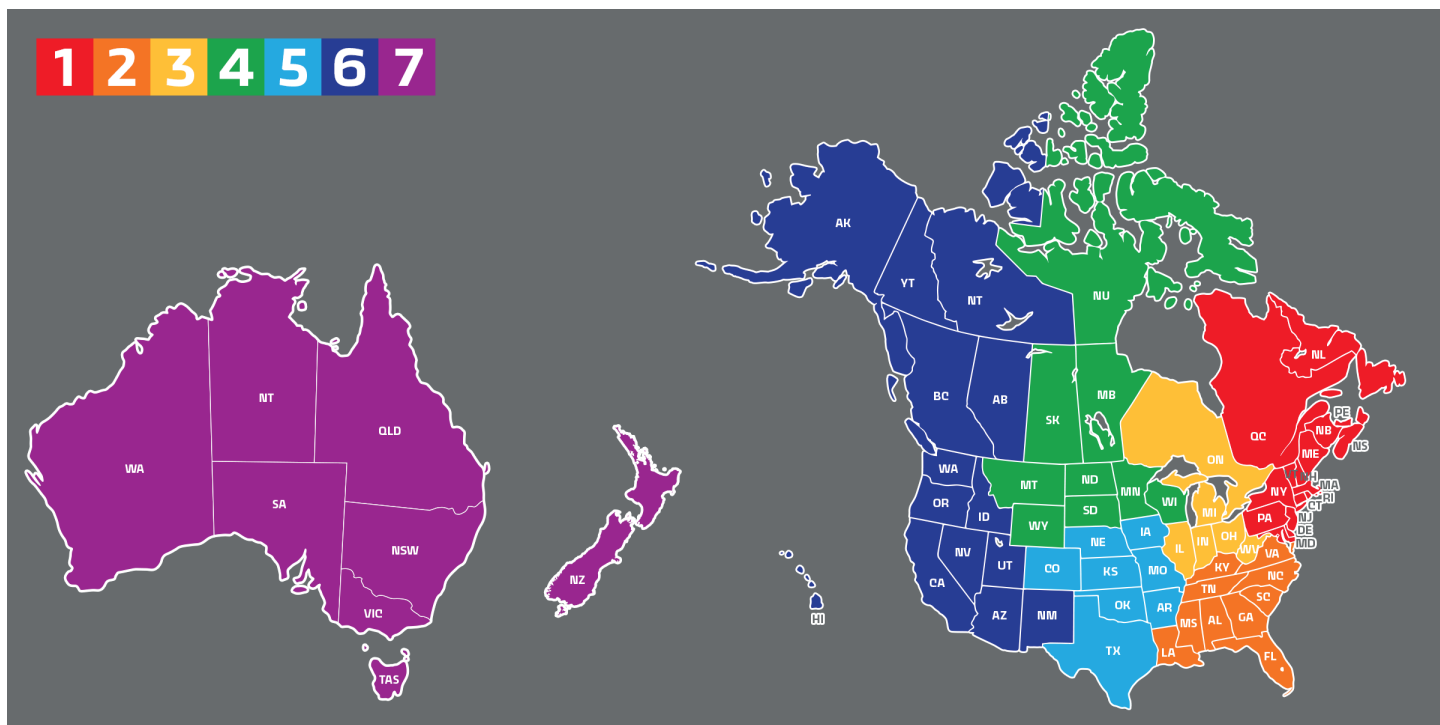
The RPM Workshops dates for next year following RPM@Daytona in 2024 will be as follows:

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.



WWW.PROMOTERSNEWSLETTER.COM



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



There is plenty of racing to “Go-See-Do” during the month of February in Florida. (Top-to-Bottom) East Bay Raceway Park near Tampa is nearing the end of its historic lifespan. All-Tech Speedway in Lake City has become an increasingly popular destination each February for all forms of dirt track racing. Auburndale Speedway near Winter Haven is a popular stop for asphalt racers of all types. Bubba’s Raceway Park in Ocala is the host to many divisions and series kicking off their respective seasons. Volusia Speedway Park near Barberville turns into a proverbial city as it hosts DIRTcar Nationals. New Smyrna Speedway in Samsula hosts nine consecutive nights of asphalt racing and has been a popular destination for racers for many years. Finally Daytona International Speedway, home to the Daytona 500. While all of these speedways provide homes for thrilling racing, they are also great points of interests of visiting promoters to take an event and continue evolving and learning, working on making the sport better.



Event promotion isn't easy, from start-to-finish there are challenges and land mines all over the landscape. Entertaining folks of all ages with a live screen and racing is an art form like no other but it's not for everyone. The product is outstanding, the stories are compelling, however, if someone is not interested we can't force it on them, if we try, we may lose other valuable paying customers, a truly valuable lesson for all of us.



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/63062206e207a5000751b2e7/63062503ba895e0007f8b27d



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

West Virginia Motor Speedway and its 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/



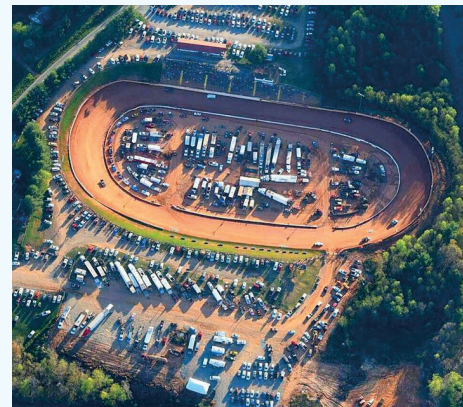
very near the Pennsylvania border, with pride and upkeep being a focus on the facility, this track is ready for the right owners.

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-



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/

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

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

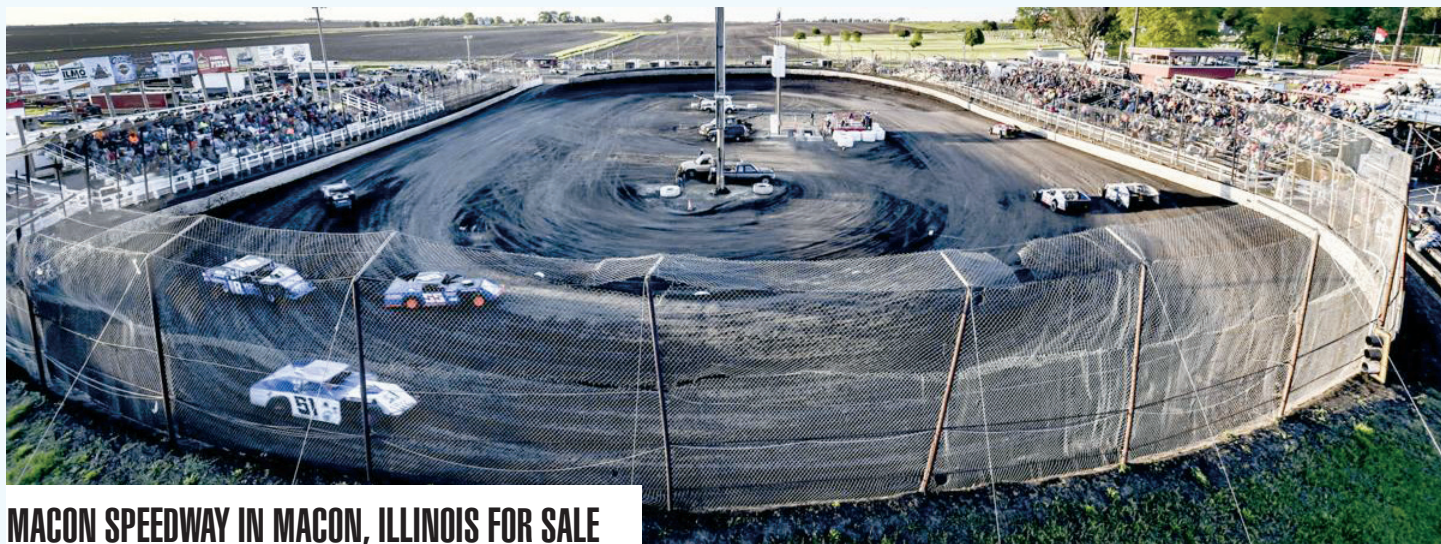
The race track also holds events like the Upstate Holiday Lights Show and the Upper SC State fair.



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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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