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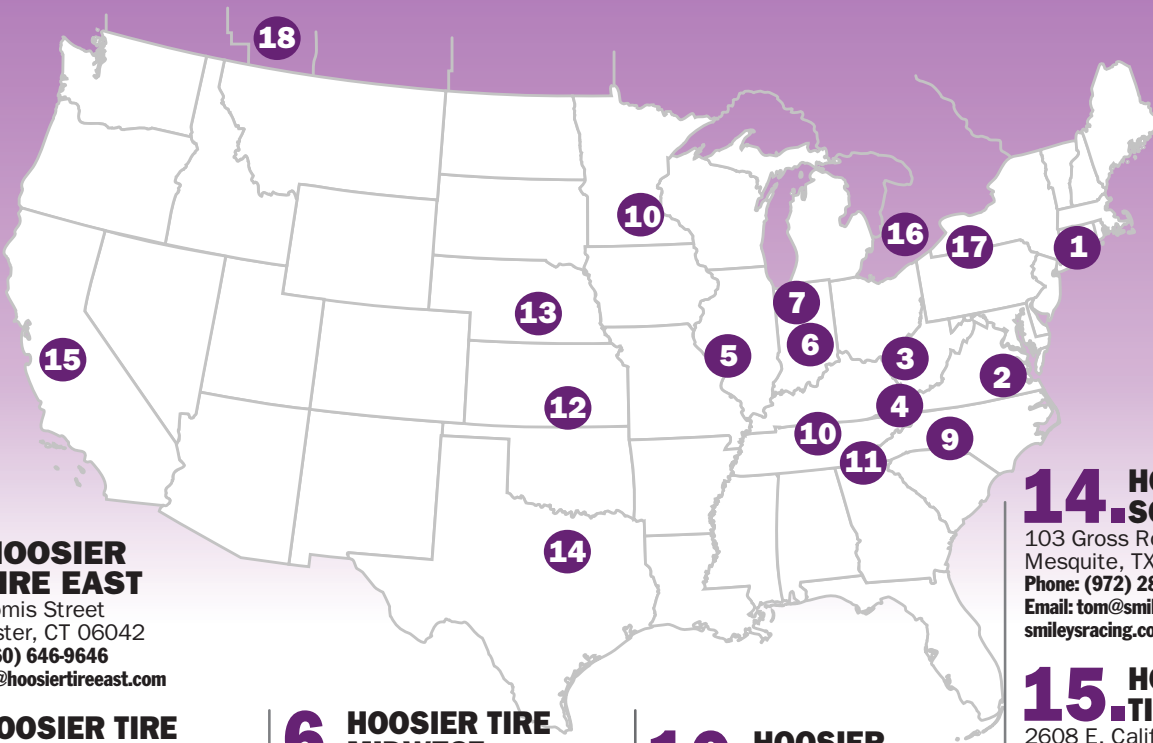
KEN SQUIER

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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 Tuesday, November 28,; Wednesday, November 29 and Thursday, November 30 for Reno, while Daytona is 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@RENO WESTERN AND RPM@DAYTONA VENUES

SAs 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 and make arrangements to stay with us at the Silver Legacy in Reno, Nevada or the Shores Spa & Resort in Daytona Beach, Florida.

Some folks have already called and there are airfare breaks, with more expected in regard to Reno. Please note the correct dates for the 51st Annual RPM@Reno Western Workshops are Tuesday, November 28; Wednesday, November 29 and Thursday, November 30. Early bird airfare breaks were being offered by Southwest Airlines.

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.



**(TOP) LOCATION OF 51ST ANNUAL RPM RENO WORKSHOPS, SILVER LEGACY, RENO, NEVADA
(BOTTOM) LOCATION OF 51ST ANNUAL RPM WORKSHOPS, THE SHORES RESORT, DAYTONA BEACH, FLORIDA**

Booking information for Reno is available at this link; The group code is SRRPM23; <https://book.passkey.com/go/SRRPM23> (Room Reservations begin at \$55.00 per night).

The link of the 51st RPM@Daytona Workshops is 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@Reno Western Workshops already include

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.

The 51st Annual RPM@Reno Western Workshops are beginning to take shape as speakers and presentations continue to be added to the agenda, which will be released at the end of September. Registrations will be available for all parties beginning October 1, 2023 but that doesn't mean you should stop planning your travel itinerary to help bolster your business. That is our goal with the RPM Workshops, to help you increase your bottom line, which is the most important part of business for all of us. We are working on updating everything so please stay tuned, we are looking forward to a successful 51st Annual RPM Workshops season that is approaching all too quickly.

WE USE



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capability and that young man is Josh Holt. Holt is from Webster, South Dakota, currently residing in Sioux Falls, South Dakota after studying at South Dakota State University and he turns 40 in January. He's a bright light in our business.

He has experienced more than any of us probably know. He's been involved in racing for more than 30-years; a retired sprint car racer, previous track and event promoter. Holt held the lease

our trends, our successes and our failures.

Holt is not charged to stand before us and discuss websites or any of the products within MyRacePass, but to help us come together, "Where it all Begins" the 51st Annual RPM@Reno Western Workshops.

In our discussions we have discussed topics from "building a business from scratch" to "the numbers" to the importance of "relationship building" and how it takes all of us pulling the rope in the same direction. For the betterment of our business, that point has become imperative.

Sometimes we have looked outside of the business for guidance, however, sometimes we have to start within ourselves when it comes to reevaluating things and returning toward success. That's what we did this time and we know "Where it all Begins..." the 51st annual RPM@Reno Western Workshops, we hope to see you there.

To learn a little more about Josh and his two partners Zach and Ross, please watch this video put together by the PRI Road Tour just a couple of years ago. <https://www.youtube.com/watch?v=O2yG67EdGhQ>

Josh Holt of Webster, South Dakota has played a vital role in the continued development and production of the RPM Workshops, a true "RPM Believer" will play a major role "Where is all Begins" when we gather at the Silver Legacy for the 51st Annual RPM@Reno Western Workshops.

Putting together the Workshops is quite an undertaking. We have to take the temperature of the industry, arrange for discussions on relevant topics and attempt to assemble the best program possible for all in attendance. From the outside looking in, it may appear easy, however it is far from it.

One of the most relevant topics that has come out recently is the ability to work with one another. The landscape of the business is always changing, but we - as the major stakeholders in all of our businesses - do very little to work together and benefit one another.

It's evident, even more so if you are in the trenches, so as I looked near and far to find someone who seemed to have the capability to pull us all together and make us stronger, I realized there was one person who had this

and role of promoter at Rapid Speedway in Rock Rapids, Iowa and as the General Manager and Promoter at Park Jefferson Speedway in South Dakota, His current business is MyRacePass, that he owns with partners, Ross VanEck and Zach Calmus.

The business of MyRacePass began in 2008 with a vision of building driver's websites. Over time the vision and direction changed to what is now MyRacePass.

Holt's passion for the business is obvious, but his ability to work with everyone is what has caught the attention of many. NASCAR, IMCA, WISSOTA, USMTS, World of Outlaws, DIRTcar, Super DirtCAR, nearly 800 promoters across North America and now they are venturing into drag racing, constantly growing, working with everyone, seeing



 **CONTINUED**



From top-to-bottom moving clockwise; Holt, laptop open, on the phone working a tradeshow booth. This is Holt on most days. Holt piloting his kart at Indianapolis Motor Speedway. A young Josh Holt ready for karting competition. In victory lane at a sprint car race and prior to his retirement, behind the wheel of a sprint car.





BE PREPARED AND PREPARE YOUR FACILITY FOR EVERYTHING...

With the weather taking a turn lately, it may be a good time to once again look at your facility and make sure everything is in proper order;

Preparing can take away the nasty word “negligence”. Often times slip or fall accidents occur due to the negligence of another and more often negligence is sought as a solution to a bad situation. With the constantly moving goal posts, we are pressed to be more prepared than ever.

If you do an internet search of “slip and fall” it is amazing the amount of legal assistance there is for plaintiffs in regard to trying to achieve a beneficial settlement in regard to. This has become an individual segment of legal business where attorney’s can focus on making a living.

We have to remain prepared, unfortunately in our circumstances, many times for the worst situation possible.

As facilities evolve into multi-purpose facilities due to current economic climate conditions, this rings true much more. Different traffic or pedestrian patterns forces us to look at our facilities differently.

There are also new regulations providing different and edited regulations for attendees and workers or employees. Additional cleansing and sanitizing stations, PPE for safety and medical workers, at every turn has seemingly changed.

Unfortunately, if we know this and choose not to do anything about it, it puts us in a position where that nasty word “negligence” comes into play. It is our responsibility to make sure we do as much possible to prevent ourselves from being placed in a bad situation.

The prevention is in the details, no matter what they may be, whether that’s making sure a walkway is cleaned and unobstructed or that you have an extra package of medical gloves at a cleansing station, it becomes our responsibility.

We advise that you check with your insurance company and your local authorities in regard to policies, regulations and expectations. You may even find a conversation with either will help you to achieve a better solution than originally anticipated.

Review your policies. If you have counsel on retainer, check in with them, see if they know or have examples that can help you prepare.

This will become a common them for all of us and with the Newsletter and the Workshops in communicating this message. Unfortunately, we all become complacent and complacency often times leads us down paths that do not create positive results.

Stay tuned for more details as we continue to learn...



NOV. 28TH - NOV 30TH, 2023

SILVER LEGACY RESORT CASINO

NOTICE SAVE THESE DATES

51st Annual RPM@Reno & RPM@Daytona Workshops

**RPM@RENO
WORKSHOPS
WED, NOV. 29 &
THURS, NOV 30, 2023**

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

RPM@RENO - SILVER LEGACY, RENO, NV

RPM@DAYTONA- THE SHORES RESORT, DAYTONA BEACH, FL



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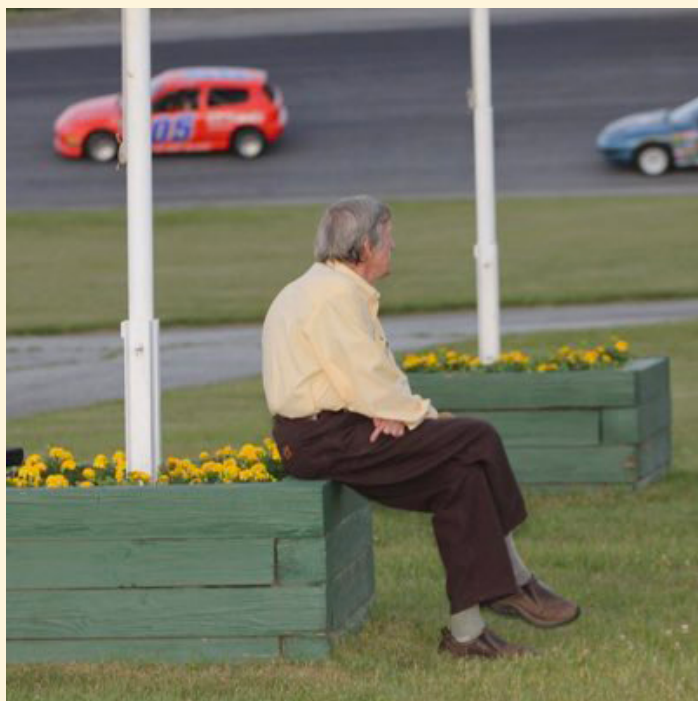
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Ken Squier taking in the action at Thunder Road, his home, his track until 2017. Squier recently passed after a battle with illness.

I didn't know Ken Squier that well. I saw him, we shook hands and we passed each other many times running in the same groups of folks that people in this business often do. I did look up to him though, as we all should. If it weren't for his efforts, our sport may not be so mainstream these days.

Ken Squier was a publicist, a promoter and someone with a great vision. He and Billy France, Jr., founded the Motor Racing Network (MRN Radio). He saw things on a grand stage in a grand manner. Squier through his channels at NASCAR was for the most responsible for getting "flag-to-flag" coverage of the Daytona 500, which began in 1979 and we all know how that worked out.

"It was a tough sell," Squier noted in regard to the telecast of the Daytona 500. "There was a general feeling that this was more of a novelty thing and that it wouldn't work on a national level."

Squier opened Thunder Road in 1960, "the Nation's Site of Excitement..." and he was partners with 5 others that opened Catamount Stadium in Milton, Vermont. Catamount was open from 1965 until 1987 when it became the grounds for an industrial park. Thunder Road, sold in 2017 remains operated

by Chris Michaud, who owns several facilities, leases and the ACT (American Canadian Tour) for Late Models that Squier was influential in developing with Tom Curley.

Squier understood the importance of short track racing. When he was live on television, it was never far from his references. He was always promoting it.

Uniquely, Squier was another great link to Stock Car Racing and more importantly short track racing's grand past.

Folks like Squier are guys that come along once in a lifetime. They really are a national treasure, especially to our sport. Squier will be missed greatly.



Ken Squier high atop Daytona International Speedway (top) and with Paul Schaefer at teh RPM Workshops.

RPM@RENO WESTERN WORKSHOP SCHEDULE



Some of the familiar and new faces you will see at the 51st annual RPM@Reno Western Workshops. Paul Tetreault during the legal presentation; Dennis Gage, our always gracious Master of Ceremonies; Kendra Jacobs, who is now with the High Limit Sprint Car Series, but can speak on multiple topics in the business, including streaming and Sean Foster, an articulate and observant contributor to the Short Track Industry.

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

TUESDAY, NOVEMBER 28, 2023;

6:30 p.m. RPM@RENO Western Workshop Credentials **NOVI * in the Eldorado**

WEDNESDAY, NOVEMBER 29, 2023;

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

8:45 a.m. WORKSHOPS TRADE SHOW OPENS, products and services for promoters and short tracks.

9:45 a.m. PROMOTERS' WELCOME, The Silver Legacy, Ken Ostempowski, Senior Vice President and General Manager – The Row

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

9:55 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.

11:05 p.m. KENDRA JACOBS; Making your Stream Right for You!

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. – 2:20 p.m. – ASK AN ARPY! – The Hit Session from RPM@DAYTONA COMES TO THE WEST COAST

2:30-5:00 p.m. Concurrent Sessions: Five topics, two rooms.

THE K&K INSURANCE ROOM

2:30-3:45 p.m. “CALIFORNIA DREAMING” RAISING THE BAR, A discussion among California Track Operators, Sanctioning Bodies, Suppliers about the future of California Auto Racing.

3:45-4:15 p.m. CHEVROLET PERFORMANCE; STATE OF THE CRATE, Chevrolet Performance, “State of the Crate” direct from one of the top executives at Chevrolet Performance.

THE HOOSIER TIRE ROOM

2:30-3:15 p.m. BRYAN ROBB, Digital Marketing Choice – Understand & Grow through Online Advertising

3:15-3:45 p.m. “THE JODY SESSION” – an entire session devoted to “Women in the Promotional Business...” named after Jody Deery, this session will become a permanent session at the Workshops.

3:45-4:15 p.m. TICKETS, TICKETS, TICKETS... How as an industry are we selling tickets? Walk up? Online? Do we need to change?

4:15-5:00 SLOT TOURNAMENT PRESENTED BY CAESAR’S... Closing the day with a little bit of fun. (Casino Floor)

5:00 p.m. CLOSING REMARKS, ADJOURNMENT



THURSDAY, NOVEMBER 30, 2023

8:15 a.m. WORKSHOPS GUEST SERVICES DESK OPENS, Convention Area at the Silver Legacy 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, 2024 Date and Introductions

9:45 a.m. TIMES ARE CHANGING, CHRIS GRANER; Partners at Speed Sport and Rivet, Graner will break down things that will help all of us look at what we are doing differently to be more successful

10:15 a.m. ONLINE AND TICKETING TRENDS, An overview of ticketing.

11:00 a.m. PARTNER MINUTES; Partners of RPM get there time.

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 – 3:00 p.m. – MOTORSPORTS, GENERAL LAW DISCUSSION / PRO-BONO HOUR; Tetreault updates attendees on the circumstances that surround our environment (open to written questions). Tetreault takes an hour to discuss topics individually.

3:00 – 3:45 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.

3:45 - 4:30 p.m. – SANCTIONED RACES, “TO BE SANCTIONED OR NOT, THAT’S A GREAT QUESTION”; (Tom Deery, Dupuis and Jacobs)

THE HOOSIER TIRE ROOM

1:30 – 2:15 p.m. – BRINGING BACK 25; Chuck Deery and Gregg McKarns and their famous “25 ideas”

2:15 – 3:00 p.m. – MARKETING TIME; Tammy Vietti of Vietti Marketing presents.

3:00-3:45 p.m. – TECHNICAL DEVELOPMENTS ONLINE AND OTHERWISE; AULLS, HOLT AND GRANER – WEBSITE, SCORING AND STREAMING EQUIPMENT ADVANCEMENT, WHAT HAS CHANGED, WHAT YOU NEED...

3:45-4:30 p.m. – INSPECTIONS, TECHNICAL DISCUSSION, ETC.. (Bob Strauss, Joe Skotnicki)

5:00 p.m. ADJOURNMENT: Enjoy, please remain safe, with a safe journey home and a wonderful Holiday Season!



51ST rpm
Promoters Workshops

WHERE IT ALL BEGINS
NOV. 28TH - NOV 30TH, 2023
SILVER LEGACY RESORT CASINO RENO, NV



WHERE IT ALL BEGINS

NOV. 28TH - NOV 30TH, 2023

SILVER LEGACY RESORT CASINO

RENO, NV

What will the 51st Annual RPM@Reno Western Workshops look like?

The 51st Annual RPM@Reno Western Workshops, full schedule will be released shortly, however, individuals can plan on a full slate of sessions that help move their sport forward.

Topics will include;

- Streaming, how to make the right deal for you.
- Dennis Gage's "California Dreaming" - a session dedicated to California Tracks the issues, challenges and solutions.
- "Ask an ARPY" - The well received session in Daytona
- Fan Engagement and what it can give your business.
- Paul Tetreault from Agajanian, McFall, Weiss, Tetreault & Crist, LLP, Legal Sessions
- Sean Foster's enthusiastic brand of looking ahead at short track racing.
- Renee Dupuis looking at things from the Women's perspective in the sport leading the Jody Deery Session.
- And a few more surprises along the way.



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



Secrets To Create Customer Loyalty and Drive Revenue and Profits

Does your customer experience and customer engagement build customer loyalty to drive more revenue in your business? For many years, business owners and marketers have been experimenting with methods to drive customer loyalty. From redeeming tokens and stamps to collecting box tops and punch cards, loyalty programs were (and still can be) a way to move customers along the buyer’s journey and retain them. After all, it pays to have loyal fans, as they often spend more and provide free advertising as they spread the word to friends and colleagues.

But with a world of choices now at their fingertips, consumers are no longer confined to the limited selection that’s available at their neighborhood store. They can buy whatever they want, whenever they want it at a competitive price by shopping around the internet. Building genuine, lasting relationships requires a deeper connection between your business and customers: It’s called “emotional loyalty”.

Today, building loyalty is about creating memorable experiences and building a base of ambassadors to share your story, not just increasing transactions.

What is “Emotional Loyalty”?

Emotional loyalty is the deep connection achieved when every touch point and communication a customer receives from your business makes them feel valued and respected. True loyalty is not just a points program or a rewards card. Though these are tactics that bring your business and your customers closer together. But genuine loyalty is an outcome—a goal you can only achieve by truly knowing your customers and carefully nurturing every relationship you have.

Establishing an emotional connection between your business and customers is the ultimate goal, as it builds lasting relationships that keep your customers engaged and coming back over and over. But achieving this level of customer love requires a strategy of activities and behaviors between your business, your staff and the customer to drive engagement at every single touchpoint.

Prioritizing customer loyalty is a worthy investment in your business. By investing in customer loyalty through deeper emotional

connections, your business will stand to not only gain increased profits now, but future sales as well.

It costs up to 25x more to acquire new customers than to retain existing ones.

There are three types of loyalty:

1. Affinity - "I like you but I don't love you." - Customers have affinity for your business when they enjoy what they offer: high-quality goods or products at a great value. But liking your business doesn't mean being loyal to it and return again.

2. Attachment - "You know me well." - Attachment is less about liking your business and more about making a connection. When you and your staff make the effort to connect in meaningful and personalized ways with your customers your customers feel valued, appreciated, and confident in your company's ability to meet their expectations.

3. Trust - "Let's be friends." Trust is the secret of emotional loyalty and the main ingredient to retaining a loyal customer. When a customer feels respected, their willingness to trust increases. Customers then become eager to make referrals and give you frequent feedback on their experience. Remember that trust is earned and can easily be taken away.
Meaningful Customer Engagements:

Building true emotional loyalty with your customers requires a mix of activities and interactions between your business, staff and customers that will drive engagement at every touchpoint. The best and most thriving loyalty programs consistently follow these guidelines to build affinity, attachment, and trust among customers:

1. Evaluate your present customer journey and touchpoints - Put yourself in your customer's shoes. How can their customer experience journey be improved?

2. Reward your best customers - Offer special treatment to your best customers. Loyalty is a two-way street. If customers are going to trust your business, they better receive something in return, whether in product/monetary rewards or exclusive content/offers.

3. Ask for customer feedback - When customers can connect with you and provide their feedback and opinions, they feel valued, appreciated, and respected, sparking attachment and trust. Enable your loyal customers to be vocal advocates of your business by inviting feedback and rewarding them for the referrals they give across social media

4. Personalize offers and communications - Define, manage, and target highly personalized offers online, at the register, or even in-store with coupons, recommendations, and exclusive offers. It is valuable to make them feel important and special.

Building genuine, lasting relationships requires a deeper connection between your business and your customers. Customer loyalty is based on emotions. If you want to create loyalty for life, you need to connect emotionally with your customers. Get your entire staff and team involved. Make it a priority, fun and rewarding.

ARPY VOTING NOW OPEN!

NOMINATIONS ARE OPEN FOR THE 46TH ANNUAL AUTO-RACING PROMOTER OF THE YEAR AND REGIONAL AUTO-RACING PROMOTER OF THE YEAR WINNERS

The nomination ballot for the 48th Annual Auto Racing Promoter of the Year has been released.

Lyle DeVore, who promotes Albany-Saratoga Speedway in Malta, N.Y., was introduced as the 47th Auto-Racing Promoter of the Year last February at the 50th Annual RPM@Daytona Workshops presented at the Shores in Daytona Beach Shores, Florida.

The 48th Auto-Racing Promoter of the Year Award will be presented at the 51st Annual RPM@Daytona Workshops at the Shores in Daytona Beach Shores, Florida, February 11-13, 2024.

Industry representatives wishing to nominate promoters may do so at the link included within the release. All six regions (Eastern, South Eastern, Central, Northern, Great Plains, West) are eligible and once again will have representatives that will be recognized at the 51st Annual RPM Workshops in Daytona Beach Shores, Florida at the Shores, February 11, 12 and 13, 2024.

The link for balloting is as follows: <https://forms.gle/ip-avq1gRkg9YkeRi7> (a gmail account is required to participate and nominate).

Nominations will close at midnight, Friday, December 31, 2023, with voting for the 48th Annual Auto-Racing Promoter of the Year to commence on Wednesday, January 3, 2024, once all nominees have been announced. All polling will be tracked digitally

NOMINATE NOW!



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





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!

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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

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.



MYRACEPASS TO PRESENT THE “GREEN FLAG RECEPTION”, THE CAESAR’S SLOTS TOURNAMENT AND “THE VICTORY LAP SESSION” AS PART OF THE RPM WORKSHOPS

Following the 50th Annual RPM Workshops and meetings with promoters in regard to how they see the future of the Workshops progressing, RPM and current website partner MyRacePass management agreed to grow their partnership with the introduction of several key elements that will be a part of the RPM Workshops going forward.

MyRacePass will continue to present the “Victory Lap” session at RPM@Daytona. The session which will include the introduction of the 48th Annual Auto-Racing Promoter of the Year.

At the 51st Annual RPM@Reno Workshops MyRacePass will present the “Green Flag Reception” - Where it all begins” to kickoff the 51st Annual RPM@Reno Western Workshops, hosting the annual registration reception as well as presenting the Caesar’s “slot tournament” at the Silver Legacy Resort and Casino that will conclude the first day of Workshop sessions.

“We want our constituents being the Promoters and Stewards of the sport to know that we listen to them,” stated Joe Skotnicki, Racing Promotion Monthly. “It is important to give them what they want and this was requested by them at the Workshops. We did it for the first time in Daytona and it was very well received by everyone in attendance. While it will change how we approach things, it gives us the opportunity to include different elements in the Workshops. We are thankful for our partnership with MyRacePass and their assistance in providing another step in building a stronger and more beneficial workshop atmosphere.”

MyRacePass, in just over 10-years has become one of the leaders in the motorsports industry in regard to technology and software, bringing together content and distributing it back through their network of tagged drivers, tracks, race tracks, racing series and associations. The MyRacePass has become universally recognized and accepted in regard to Event Management and Administration, Websites, Online Ticket Sales, Dropship Apparel and anything else technologically related to motorsports branding and administration. They have been present at the Workshops for many years.

“This was a natural fit for us,” stated Josh Holt, co-founder and co-owner of MyRacePass. “The RPM Workshops are part of the fabric of our business. We look forward to them and being a part of them. We are excited for this opportunity and look forward to building our relationship for many years to come.”



Give Thanks for Your People, 'Tis the Season...

We at RPM have often offered words about the importance of people.

We put our people through a lot of challenges. It can be crazy at times and uncalled for at others. It's the nature of our business and the nature of the beast if you will. There isn't much we can do to change that, but we do have one thing in our arsenal that all of us probably don't use frequently enough.

The words “Thank You” and doing something for them that shows their value. It could be anything.

We have come up with a “Friendsgiving” concept that brings us all together away from the race track, in an environment that is just relaxed and fun. It works for us.

The size of the gesture really doesn't matter, what matters is that you take care of your people. It's critical in a time when we are struggling to find help, let alone good help.

Don't forget them, give thanks to them, 'Tis the season.





SATURDAY OCTOBER 7TH, 2023 - TOLEDO SPEEDWAY, OHIO

TOLEDO SPEEDWAY
SATURDAY, OCTOBER 7 2023

| | | | |
|--------------|----------------|--------------|------------------|
| APR 21, 1963 | IGGY KATONA | MAY 30, 1993 | BOBBY BOWSHER |
| MAY 3, 1964 | JIM CISHMAN | SEP 12, 1993 | DAVE WELTNER |
| MAY 23, 1965 | JACK BOWSHER | MAY 22, 1994 | FRANK KIMMEL |
| JUL 5, 1965 | JACK BOWSHER | SEP 11, 1994 | BOBBY BOWSHER |
| MAY 1, 1966 | IGGY KATONA | JUL 7, 1996 | FRANK KIMMEL |
| JUL 4, 1966 | LES SNOW | JUN 29, 1997 | KEN SCHRADER |
| SEP 5, 1966 | LES SNOW | JUN 28, 1998 | FRANK KIMMEL |
| APR 30, 1967 | IGGY KATONA | JUN 25, 1998 | BLAISE ALEXANDER |
| SEP 4, 1967 | ANDY HAMPTON | JUN 25, 2000 | FRANK KIMMEL |
| MAY 5, 1968 | BENNY PARSONS | SEP 16, 2001 | FRANK KIMMEL |
| JUL 20, 1968 | BENNY PARSONS | JUN 23, 2002 | FRANK KIMMEL |
| AUG 2, 1969 | BENNY PARSONS | MAY 4, 2003 | FRANK KIMMEL |
| APR 26, 1970 | BOBBY WATSON | MAY 16, 2004 | KEN SCHRADER |
| SEP 7, 1970 | TOM BOWSHER | SEP 3, 2004 | FRANK KIMMEL |
| APR 26, 1971 | TOM BOWSHER | MAY 22, 2005 | KEN SCHRADER |
| JUL 4, 1971 | TOM BOWSHER | SEP 2, 2005 | FRANK KIMMEL |
| SEP 5, 1971 | RANDY STOTT | MAY 21, 2006 | KEN SCHRADER |
| JUL 2, 1972 | RON HUTCHERSON | SEP 1, 2006 | CHUCK BARNES JR. |
| AUG 18, 1972 | JOY FAIR | MAY 20, 2007 | KEN BUTLER III |
| MAY 6, 1973 | BRUCE GOULD | OCT 14, 2007 | MICHAEL McDOWELL |
| JUL 1, 1973 | BRUCE GOULD | MAY 18, 2008 | MATT CARTER |
| JUL 28, 1973 | BRUCE GOULD | OCT 12, 2008 | JUSTIN ALLGAIER |
| SEP 1, 1974 | BRUCE GOULD | MAY 17, 2009 | PARKER KLIGERMAN |
| JUN 28, 1975 | DAVE DAYTON | SEP 4, 2009 | JUSTIN LOSTON |
| AUG 31, 1975 | WOODY FISHER | MAY 23, 2010 | CHRIS BUESCHER |
| JUL 27, 1976 | DAVE DAYTON | SEP 12, 2010 | CHRIS BUESCHER |
| AUG 29, 1976 | DAVE DAYTON | MAY 15, 2011 | TY DILLON |
| OCT 19, 1976 | LARRY LAMAY | OCT 16, 2011 | CHRIS BUESCHER |
| JUN 26, 1977 | MOOSE MYERS | MAY 20, 2012 | CHRIS BUESCHER |
| SEP 11, 1977 | MOOSE MYERS | MAY 19, 2013 | KEN SCHRADER |
| SEP 15, 1984 | HOWARD ROSE | MAY 18, 2014 | JUSTIN BOSTON |
| SEP 15, 1985 | ED JACE | MAY 17, 2015 | TODD GILLILAND |
| SEP 7, 1986 | SCOTT STOVALL | MAY 22, 2016 | MYATT SNIDER |
| MAY 31, 1987 | BILL VENTURINI | MAY 21, 2017 | HARRISON BURTON |
| AUG 27, 1989 | BOB STRAIT | MAY 20, 2018 | ZANE SMITH |
| AUG 26, 1989 | BOB STRAIT | MAY 19, 2019 | CHANDLER SMITH |
| AUG 26, 1990 | BOB KESELOWSKI | JUL 31, 2020 | SAM MAYER |
| MAY 26, 1991 | BOBBY BOWSHER | AUG 2, 2020 | SAM MAYER |
| AUG 25, 1991 | BOBBY BOWSHER | SEP 12, 2020 | SAM MAYER |
| MAY 24, 1992 | BOB STRAIT | MAY 22, 2021 | TY GIBBS |
| AUG 30, 1992 | BOBBY BOWSHER | OCT 8, 2022 | SAMMY SMITH |





One more thing from Toledo from former ARPY Ron Drager. After being "invited into the ARCA Series Trailer" and spending a few minutes with Ron and some of his staff, Ron wanted to point out this handout that was given to the fans at the race. It described the field and the past event winners, as well as another opportunity to get your track and event sponsors in front of your attendees, whoever they are. A very simple and effective effort and a great tip.



The Turkey Night Grand Prix takes place at the picturesque Ventura Raceway (top) on the coast of the Pacific Ocean, while the Turkey Derby takes place on the coast of the Atlantic Ocean at Wall Stadium in New Jersey (bottom). Both events are sure to have packed grandstands and bolster strong car counts as the “Winter” racing season kicks into high gear. As we think about consumable shortages and other issues, we need to remember events like these used to shut the racing season down for a few months, not lead into busier times for everyone. Motorsports has not been a seasonal business for quite some time.





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



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/



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/



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-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.



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.

A SINCERE RPM "THANK YOU" GOES OUT TO THE FOLLOWING GROUP OF EXHIBITING COMPANIES WHO HELPED MAKE THE 50TH ANNUAL RPM WORKSHOPS AT THE SHORES RESORT & SPA IN DAYTONA BEACH SHORES A TRULY SPECIAL EDITION OF OUR ANNUAL EAST COAST GATHERING;

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- FIRETHORN MARKETING (GOODYEAR, ARIZONA);
- SPEED SPORT / SPEED SPORT TV / TURN 3 MEDIA (MOORESVILLE, NORTH CAROLINA);
- IMCA RACING (BOONE, IOWA)
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- RACE TRACK WHOLESALE (INDEPENDENCE, MISSOURI);
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- AMERICAN RACER TIRE (INDIANA, PENNSYLVANIA);
- EVENT SPROUT (DEERFIELD, ILLINOIS);
- WESTHOLD (SANTA CLARA, CALIFORNIA);
- MERCURY MARINE / QUIKSILVER (FOND DU LAC, WISCONSIN);
- PERFORMANCE RACING INDUSTRY (PRI) (LONG BEACH, CALIFORNIA);
- UNITED STATES MOTORSPORTS ASSOCIATION (USMA) (MOORESVILLE, NORTH CAROLINA);
- SPEEDWAY ILLUSTRATED (EPPING, NEW HAMPSHIRE);
- RACECAL (AUBURN, WASHINGTON);
- SPECTRUM WEATHER INSURANCE (LIBERTY, MISSOURI);
- FUEL FACTORY (MURRYSVILLE, PENNSYLVANIA);
- DIGITAL THROTTLE (INCLINE VILLAGE, NEVADA);
- VIETTI MARKETING GROUP (SPRINGFIELD, MISSOURI);
- FLOSPORTS / FLORACING (AUSTIN, TEXAS);
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