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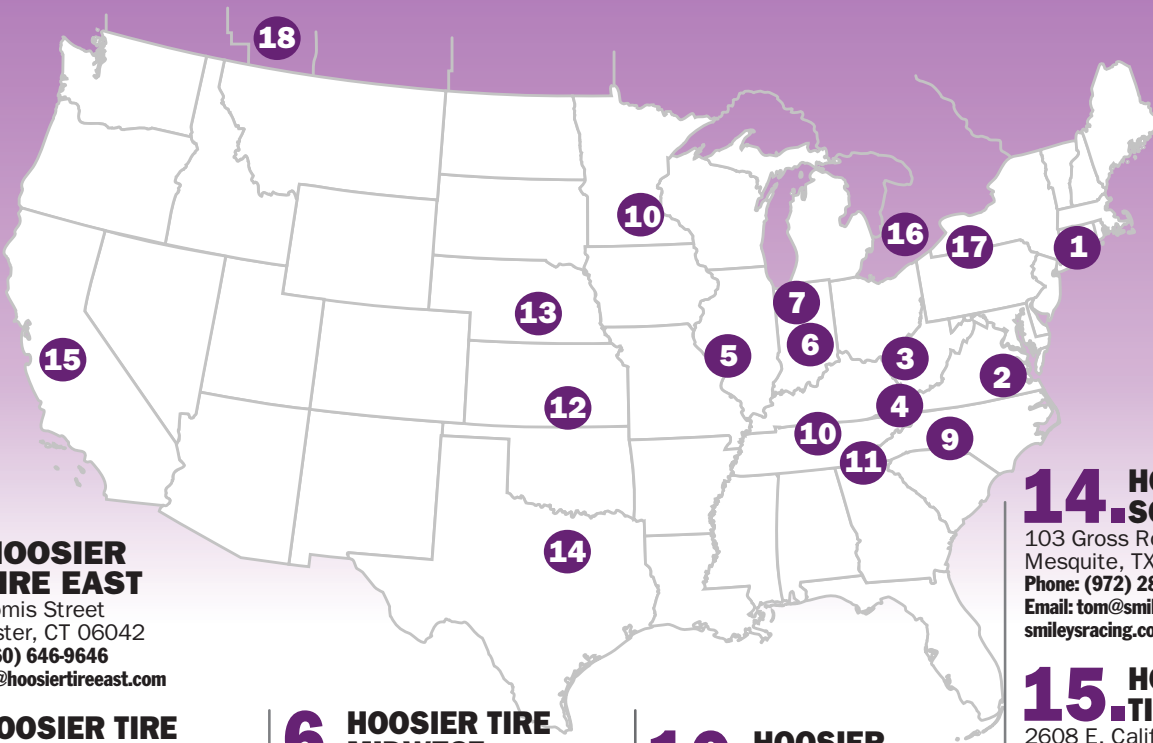


MAKING NEWS

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In many parts of North America and where short tracks are located traditional media, newspapers, sports reporters, etc..., have become overlooked, however, where many of our tracks are located in suburban and rural areas, the local county newspaper and Pennysaver type outlets give us an excellent opportunity to reach our constituents. County and community news outlets are still read and looked upon for information and details. Here is a perfect example that traditional media still works.

Tried-and-True Methods Can get the Job Done...

In the June edition of the RPM Newsletter, Dennis Gage talked about the state of weekly racing. The piece drew positive reviews from around North America.

For the July edition, we have reached one of our busiest times of the year with racing book-ending many weekends and weeknights as we head toward "the big events" that traditionally close out the season.

We wanted to stop and take a look at the "tried and true" things that remain a positive factor in promoting your events. We seem to gravitate directions and get locked in to different directions. For some it may be specifically digital, others streaming and we often lose site of the traditional methods that work for much of our specific demographics.

Many of our paying customers still like the feel of a newspaper in their hand and that doesn't just go for people who reaching up in age, there are younger people who also read actual printed newspapers.

There are also individuals, who actually watch the local news, so work on getting a spot, a driver interview.

Recently, we encountered several of these opportunities and were able to capitalize on them while also using social media and digital marketing and planning to promote events.

We have devised a system for events from big-to-small with somewhat manageable budgets to keep things in line and balanced rather than throw good money after bad. It has taken a lot of experimenting to determine what worked and what didn't.

We would be happy to share those methods with anyone that asks. The challenge is that it may or may not work in your region because not everything is a guarantee.

Geographic location has an incredible amount of impact of what may work for your facility just as much as what type of event you are trying to promote. We adjust for tracks that are just a couple of hours apart due to who we are reaching and what we are trying to accomplish.

It is all unique. It all takes work, but don't forget those "Tried and True" methods of promoting your event to create success. Newspapers, local news, yard signs, flyers and local business visits all work, you just have to be willing to put the time and effort in.

We hope you are all enjoying a successful season filled with great promotions and we look forward to hearing your stories at the upcoming Workshops in Reno and Daytona!



An Interesting Share from J.A. Ackley and the Outside Groove

Recently, former racing promoter, Joe Callavini, who promoted Mountain Speedway in St. Johns, Pa., (now Evergreen Raceway) recently passed away at the age of 85. Callavini promoted the track for 14 seasons (2000-2013), which has been one of the longest tenures of promoters at the track.

Callavini had his fair share of critics, some with valid points, but Joe must have done something right. You don't stay in this business that long by doing the wrong things. If you did, the racing community will send you packing, and in a hurry.

During his time at Mountain, Callavini gave the young Ackley some lessons which we wanted to share here for promoter's to see.

1. Stay Thrifty, Spend Wisely

Callavini was the type to ask for the rubber bands back from the bank after making a deposit from a race night. While some might view this as extreme, it exemplified his penchant for saving money wherever he could. However, he used those savings to spend where it mattered. Examples included bigger purses, and, early in his time at Mountain, capital improvements. Many misunderstood Joe's frugality. Let me put it another way. How many of us spend money on a cup of coffee when we could make it at home for far cheaper? That's the mentality he had — and it kept him in the racing business for more than a decade.

2. Adopt Technology

When Callavini started promoting, he was in his 60s. Yet, Mountain Speedway was one of the first to have computerized scoring, a modern website for the time, and an embracing of social media when it arose. The computerized scoring allowed the track to rent out transponders and charge for scoring, which obviously made it some money. Using the internet allowed the speedway to directly communicate with its fans and racers. These elements may seem like commonplace nowadays, but that was cutting edge for a short track back in 2000. Racetracks must evolve or they will go extinct.

3. Stay Open-Minded

Some might not believe it, but he was fairly open-minded. Got a new series? Let's give it a try. Got a good idea for a rule? Let's hear it. Think you can do this or that at the track? Go

for it. Joe gave many people a chance when it came to them offering an idea. If it didn't work, however, he never tried it again. But, if it did work, he cheered you on ... because your success was his, too.

4. Answer Your Phone

How often do you call, email, or message a track to only get a prerecorded message? Too often, right? If you called Mountain Speedway, you got Joe Callavini. He answered every time. Why? You never know when opportunity might come calling. Editor's Note; This is a challenge at times, even electronically, but find the time to get back to people.

5. Know Your Weaknesses

I feel he knew he was best served as being the guy behind the scenes running the business part of track. For example, he often placed likeable people as the face between the track and the public. Joe put top-notch people in roles such as tech, race directing and announcing. He knew how to run a business, he did so for decades at D&B Towing and Truck Service. That was his strength, he stuck with it, and had others fill in for his weaknesses.

6. Be Kind, but Don't Be Afraid to Send Them Away

Many people remember him for the latter rather than the former. Certainly, if you were trouble, he had no problem kicking you out. Trouble breeds trouble. However, he did have a heart of gold and had a special spot in his heart for the little guy trying their all to make it to a race. Joe appreciated those people, because he, too, was a little guy once, who built a business out of nothing but hard work.

In one instance, he offered his shop to a traveling racer so he could make the next night's race. That racer never forgot it. Others experienced the same hospitality, but never said anything.

Callavini allowed Ackley to promote a race in memory of a friend that competed at the speedway. Ackley with no promotional experience.

The memorial race was a success, which in turn brought Ackley back to do more races, however Ackley only did it for one year, but it launched his career in motorsports.

Without Callavini offering Ackley the opportunity, that doesn't happen. Ackley will forever being grateful for that to Callavini.

There are a couple things to take from this. As stewards of the sport, we all have a responsibility to make sure that we leave something for future generations to continue on the traditions we have built. It's an uphill battle, but when someone takes interest engage them, see where it leads and if possible cultivate the relationship. It's important, it's our future.

Folks like Joe Callavini will be missed greatly. It's not the gruff personality or the late night stories, but the things people like him brought to the table in making sure the sport continued forward. A message for all of us.



Top-to-Bottom; Joe Callavini was the promoter of Mountain Speedway (now Evergreen Raceway) in St. Johns, Pa., and recently passed at the age of 85. J.A. Ackley, in his only event at "Promoter" hands Todd Hoddick of Cheektowaga, N.Y., the checkered flag.



A Refresher Course...

Preventing Slips, Trips, and Falls

What are Slips, Trips, and Falls?

Slips, trips, and falls are among the most common hazards in the workplace and at events. They put many individuals at risk of sprains, strains, cuts, bruises, fractures, and other injuries. At worst, they can also lead to death, especially in high-risk occupations such as construction. But with adequate training and safety practices, companies can keep their personnel safe from these hazards.

Slips

Slips occur when there is little to no traction between the footwear and the walking surface. Since the friction is too small to hold the feet on the ground, a person can lose their balance. For example, if a supermarket staff member runs on a wet produce aisle, they will most likely slip on the floor.

Trips

On the other hand, tripping happens when a person's foot hits an object or steps down to a lower, uneven surface. Any of the two can disrupt a person's balance and make them lose their footing. For example, an electrical engineer can trip on tangled cables lying on the floor. A fan can trip on cables going to audio or visual equipment in a midway. It can happen when things are overlooked.

Falls

Falls are the number one cause of fatalities among construction workers. They can happen to anyone if they stumble and fall too far off their center balance. For example, an electrician can fall from a ladder while fixing a light bulb. There are people who fall through grandstands or down stairs.

The Occupational Safety and Health Administration (OSHA) classifies them into two types:

- Fall at the same level—occurs on the same working surface
- Fall to a lower level—takes place below a person's working surface, common for those working at heights.

Slips, Trips, and Falls in Numbers

The US Bureau of Labor Statistics (BLS) reports alarming rates of slip, trip, and fall incidents in 2022. Their most recent data show that slips, trips, and falls are among the top causes

of fatal and non-fatal injuries in the workplace.

This section contains key data points from the Census of Fatal Occupational Injuries (CFOI) and Survey of Occupational Injuries and Illness (SOII).

Some of the statistics are dated

Fatal Injuries

- Slips, trips, and falls have garnered about 850 cases in 2021.
- This makes them the second leading cause of fatalities in the workplace next to transportation incidents.
- The construction industry accounts for over 46.2 percent of these cases.
- A whopping 80 percent of the total cases come from falling to lower levels.

Non-Fatal Injuries

- Slips, trips, and falls accounted for over 211,640 cases in 2020.
- They are one of the top three causes of non-fatal work injuries involving days away from work.
- More than half of these cases result from floors, walkways, and ground surfaces.
- A substantial amount of these incidents are caused by falling on the same level.

Note: Detailed nonfatal data for 2021 is not currently available since BLS transitioning from an annual to a biennial publication schedule.

Industries at Risk

The National Safety Council lists the following industries as those that have the highest risk of slip, trip, and fall incidents:

- Transportation and material moving occupation
- Construction and extraction
- Installation, maintenance, and repair
- Building, grounds cleaning, and maintenance

Common Causes and Risk Factors

Slips, trips, and falls can happen due to many reasons—from uneven working or walking surfaces to unsafe ladder positions. Knowing the causes can help managers assess risk factors and devise ways to prevent them.

This section lists the causes and risk factors for each type of



hazard.

Slips

- Wet spills (e.g., water, mud, grease, oil, food, blood, etc.)
- Dry product spills (e.g., powder, dust, wood chips, granules, plastic wraps)
- Weather hazards (e.g., ice, snow)
- Loose, unanchored mats and rugs
- Concrete, ceramic tile, or marble floors
- Newly waxed floors
- Sloped or uneven walking surfaces
- Wet, muddy, greasy shoes
- Ramps or planks without skid- or slip-resistant surfaces
- Metal surfaces
- Climbing ladders

Trips

- Clutter on the floor
- Obstructed view
- Poor lighting
- Misshapen, wrinkled carpets or mats
- Uncovered cables, wires, hoses, and extension cords
- Open drawers, cabinets, doors, etc.
- Uneven walkways
- Unmarked steps or ramps
- Missing floor tiles and bricks
- Damaged steps
- Irregular, improper, or non-uniform steps

Falls

- Weak or damaged ladders
- Ledges without proper railing
- Carrying heavy objects
- Failure to use guardrails on scaffolding
- Unprotected edges
- Unsafely positioned ladders
- Misused fall protection and height access equipment.

Slips, Trips, and Falls Hazards

Slips, trips, and falls can result in severe and life-changing injuries, and unfortunately, they can even be fatal. To give you a comprehensive idea, here is a list of the most frequently occurring injuries associated with slips, trips, and falls hazards:

- Sprains and strains – When a person slips or trips and tries to catch themselves or regain balance, they may twist

or stretch their muscles or ligaments, leading to sprains or strains. This commonly occurs in the ankles, wrists, or knees.

- Fractures and broken bones – Falling from a height or landing forcefully on a hard surface can cause fractures or breaks in bones. The wrists, hips, and ankles are particularly vulnerable to fractures during falls.

- Contusions and bruises – Impacts with the ground or objects during a fall can cause contusions, commonly known as bruises. These result from damaged blood vessels beneath the skin, leading to discoloration, pain, and swelling.

- Head injuries – Falls that involve striking the head on a hard surface can cause traumatic brain injuries (TBIs). These injuries can range from mild concussions to more severe cases that result in brain damage, loss of consciousness, or long-term cognitive impairments.

- Cuts and lacerations – Falls may involve contact with sharp or rough objects, leading to cuts and lacerations. These injuries can vary in severity and may require stitches or medical attention.

- Back and spinal cord injuries (SCI) – Falls that involve landing on the back or experiencing a jarring impact can cause damage to the spine, such as herniated discs, spinal fractures, or spinal cord injuries. These injuries can result in long-term disabilities or paralysis.

- Neck injuries – Related to the previous item, neck injuries are sometimes a result of spinal injuries or damage to the muscles, ligaments, or tendons in the neck.

OSHA Regulations

The Occupational Safety and Health Standards 1910 Subpart D (Walking-Working Surfaces) provides general standards for walking-working surfaces. These surfaces include passageways, storage rooms, service rooms, working areas, and more.

The 1910.22 Regulations outline several points for safe working surfaces as follows:

- Keep workroom floors clean, orderly, and dry.
- Maintain a functional drainage system if working on wet surfaces.
- Keep surfaces free of hazards such as sharp objects, loose boards, corrosions, leaks, spills, snow, and ice.



- Ensure that the working surface can support the maximum intended load.
- Provide safe means of entering and exiting from walking surfaces.
- Inspect the working surface to keep it in good condition.
- Repair hazardous floors as soon as possible.

While many things here apply to employment, they apply to race fans, participants, anyone walking through or working at your facility and may be able to help you look at things a bit differently when you're walking around your facility trying to prevent your next "situation" from happening.

Preventing Slips, Trips & Falls

Overview

The most frequent injuries in the workplace arise from slipping or tripping.

Most of these can easily be avoided and this poster is intended to help you identify problem issues.



42% of workplace injuries are caused by slips and trips

* Source HSE

Wet Surfaces

Spillages should be cleared immediately.

If cleaning agents are used which leave the surface area wet, warning signs should be left in place. For larger areas it is preferable to cordon the area off and highlight diversions.

If persistent leaks are known about (such as roof areas which leak during bad weather) they should be properly repaired.



Trailing Cables

The use of extension cables should be limited. Wherever possible, additional sockets should be fitted.

If this is not possible, 'drop points' from suspended electricity supplies may be created.

Where cables must lie on the floor these should be arranged to run tight to, or under furniture. Where this is not possible, robust cable covers should be placed to protect these from damage and minimise trip risks.



Obstacles in Walkways

Temporary obstructions such as personal baggage create unexpected trip risks. If left near a 'turn point' they may not be seen.

Do not stack up material which will not immediately be used and may be left unattended.

Where permanent obstacles are in place, consider building a barrier on each side and highlight with safety markings.



Faults in Flooring

Be on the lookout for damaged surfaces. Loose stair nosings, holes in concrete floors or tears in carpeting pose a considerable risk of tripping.

Regular checks should be made on floor condition and any faults reported to Management. This will ensure that faults are identified and repaired in a timely manner.



Poor Footwear

In some work applications the choice of footwear can be very important. For instance, wearing leather-soled shoes in an environment with contamination by fine solids on a smooth concrete floor can be hazardous. The level of grip of footwear must be appropriate.

High heels should not be worn in certain circumstances e.g. when using stepladders.



General Environment

Lighting must be adequate to ensure that any problems at floor level are easily spotted. The lighting must be maintained to ensure bulbs are not left when faulty and dirt does not obscure them.

Where possible, changes in level (such as steps) should be highlighted by yellow / black banding.

Where external surfaces are affected by bad weather, such as in car parks, the surface should be gritted.

External stairs such as those made of steel should be built with an anti-slip surface to allow better grip.



Protective Steps

Regular workplace inspections should be carried out. As with other inspections, the responsibility for carrying these out should be designated to specified individuals.

Inspections should be recorded, signed and dated.

A hazard reporting system must also be in place to ensure faults uncovered are relayed to the appropriate person.

Finally, all relevant staff must be provided with information and training to ensure they are capable of implementing the system.





"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

NOTICE SAVE THESE DATES

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Several folks have asked and details will start to flow out. The 52nd Annual RPM@Reno Workshops will take place at the Silver Legacy as part of the "The Row" in Reno, Nevada on Tuesday, December 3; Wednesday, December 4 and Thursday, December 5. The RPM@Daytona Workshops will take place Sunday, February 9; Monday, February 10 and Tuesday, February 11, 2025 at The Shores Resort & Spa.





3 Ways To Continue To Be Successful In Your Business Today!

Fear or staying complacent is not a strategy. Many business owners are worried about their businesses and how they can continue to grow and be profitable. Challenges like social media, AI, the economy, politics, online sales, more competition and the list can go on. But just because these issues are creating scary market indicators doesn't mean businesses, business owners and managers like you should be running scared. Even success can be a challenge. Being complacent, not adapting to change, or just putting your business on autopilot and not looking at how you can continue being successful can be just as bad for a business. What your competition is doing?

The real question you need to ask right now is, "How can I take advantage of the challenges happening today?"

There are many ways to do it. Three things to focus on in your business today and every day in order to continue to strengthen your business, keep your current customers, one up your competition and set yourself up for massive success.

1.) Improve Your Customer Experience

It's time to reevaluate your entire customer experience journey, starting with every customer touchpoint in your business. What is your team doing to build relationships with each customer during the journey? How are you emotionally connecting and engaging with your customers? These are extremely important but often times overlooked.

Too many businesses focus solely on bringing in new customers and don't develop personal relationships with the people who have already proven willing to pull out their wallets and buy your product and use your services. It is much cheaper to upsell and resell to the clients you have right now than to find new customers, especially in this economy. So, what are you waiting for? Start learning, communicating and relationship building right now. Don't be one of those businesses that are just average.

Businesses with a superior customer experience brings in 6X more revenue than competitors who have just average experiences.

2.) Find and Smooth Out and Friction Points

Friction points in your business and customer experience will lead to increased customer turnover and unhappy employees. Two issues that won't help you be successful. To prevent future problems, look for areas in your business, hiring, team culture and customer journey that frustrates your employees, annoys your customers or are just overly complicated.

What do your customers complain about? What does your team gripe about? The biggest issues are your friction points. Remember that for every complaint that comes in, there are three people who remain silent by keeping their mouths shut.

Maybe you get a lot of complaints from customers about support, follow up, hard to do business with, not caring or empathizing, being treated like a number or product satisfaction. Maybe your team struggles with not having the right tools, overworked, lack of recognition, no feedback or even your technology. Figure out what is causing these challenges, revise policies and remove those friction points.

3.) Cut The Fat Out Of Your Business

Businesses tend to get sloppy when sales are rolling in and money is easy. You might be shelling out money on Facebook marketing campaigns right now that haven't done anything for your bottom line. Maybe you are sending out emails with the wrong content or message, letting a third of your leads to fall through the cracks. Are you wasting money on the wrong type of employee recognition programs, office supplies and new shiny objects and business toys?

Now is the time to sit down with your staff and team, look at the money going out and the systems you have in place. Is there a lot of unnecessary expenses and policies in place. It is time to clean things up. Don't knock the basics or keeping things simple.

This type of advise is given all the time, but business owner's don't always listen or act. Often, they fall victim to these challenges and issues. They either wait too long to get started or they let their ego get in the way and refuse to get the help they need to make it happen. Don't be one of those people! Instead follow the wise words of Warren Buffett: "Be fearful when others are greedy and greedy when others are fearful. I believe many of your competitors are fearful. They're laying off staff, compromising customer experiences, dealing with employee turnover and slacking off. It's time for you to be greedy! Make those investments in yourself and your business. Learn to work right not just smarter or harder in your business. If you do that, your business will come out on top no matter how tough the economy gets.

“It takes 20 years to build a reputation and 5 minutes to ruin it. If you think about that, you'll do things differently.”

~ Warren Buffet



“Tried and True” Continued, “The Mailer, does it Still Work?”

15 Direct Mail Templates & Ideas That Work

Despite the advent of marketing technology and social media, however, a classic marketing strategy remains more relevant than ever: mailers. These tangible letters facilitate a level of communication that resonates with members of your community, giving them a tried-and-true option to purchase a ticket and attend an event, where there are many potential leads.

In the following sections, we’ll walk marketers through various mailer templates and concepts, each designed to help maximize outreach efforts. We’ll cover everything from eye-catching postcard designs to heartfelt handwritten letters. Discover the power of real estate mailers and learn everything there is to know about these physical letters, including:

What Are Mailers?

Mailers are carefully crafted pieces of communication designed to resonate and spur potential customers into action. These physical letters can come in all sorts of shapes and sizes, including postcards, letters, and brochures. Their primary function is to drive potential customers into spending money, potentially reaching your untapped ticket purchasing community. The intent is to greet on a personal level, bypassing digital clutter to deliver a message directly to the recipient’s doorstep.

Mailers are integral to today’s most comprehensive marketing strategies. Among the various methods, mailers have earned their place as a timeless and effective engagement means. With a simple call to action, there’s no reason a direct mail postcard can’t get the job done. In a landscape teeming with advanced technologies, the effectiveness of mailers is a testament to their relevance and impact.

While the digital age has ushered in new methods of communication, mailers have persevered, proving perfectly capable of capturing leads and fostering genuine connections.

Do Mailers Still Work?

Yes, mailers still work and can generate valuable marketing

production within an affordable pricing model—all thanks to the United States Postal Service (USPS). To be clear, there’s no need to use first-class options; basic mail services will do.

In a rapidly evolving world where technology has reshaped the marketing landscape, in fact, mailers can be more relevant than ever. While technology has introduced innovative ways to reach potential customers, there’s an irreplaceable charm to mailers that continues to resonate with potential customers.

Mailers are a personal medium within an increasingly impersonal marketing sphere. These tangible communications offer a human connection that technology, for all its sophistication, cannot replicate. Mailers’ lack of technological advancements works to their advantage, offering recipients a moment to consider the personal attention to detail they show.

While mailers remain viable, they should not be the only marketing strategy deployed. Instead, they are a valuable complement to a comprehensive approach. When integrated into a broader marketing strategy, mailers can amplify efforts, increasing the likelihood of securing new potential customers and even potential partners, who may have not known your business existed. So, while technology transforms the way we connect, mailers continue to carve a distinctive niche in the world, proving that some old-fashioned methods still hold relevance.

The 15 Best Real Mailer Ideas & Templates

Here are 15 mailer ideas and templates into a single list, each designed to resonate with potential customers, boost engagement, and enhance the chances of securing new customers:

1. Handwritten Note With A Mailer
2. “New Event” Mailer
3. “Have you Checked Out Our Improvements” Postcard
4. Mailers With A Calendar
5. Safety Tips with a Schedule
6. Postcards With Special Events
7. Brand Reputation Mailers
8. Postcards For Fence-Sitters – “Come Out and Check Us Out”
9. Free “Concession Item with Purchase of Two (2) General Admission Tickets” Mailers
10. Mailers For Campers
11. Easy-To-Make Recipe Postcards
12. “Fireworks” Night Mailers
13. “First-Time Visitor” Mailers
14. Funny & Humorous Mailers
15. Seasonal Cleaning Checklist

Handwritten Note With A Mailer

A handwritten note alongside a mailer is a personalized marketing approach that combines the effectiveness of a direct mail campaign with the heartfelt touch of a handwritten letter. This unique idea stands out by conveying genuine care and attention to potential leads, setting it apart from digital marketing communications.

A handwritten note evokes a sense of authenticity and connection that resonates with recipients, making them more likely to engage and respond, thus creating a powerful avenue for generating business. The “handwritten letter” can be generated in an electronic manner for multiple copies.

“New Event” Mailer

A “new event” mailer is a marketing tactic that notifies recipients about “new events” that may have not happened before and can also list “upcoming” events. By showcasing these things, it can tap into the curiosity of potential customers, making “new event” postcards an effective lead-generation tool.

“Have you Checked Out Our New Improvements” Postcard

A “Have you Checked Out Our New Improvements” mailer is a promotional method that gives recipients an update about recent improvements on your facility. Check out our new concessions and lights... better parking, etc... identify any specific area. This approach leverages the investment and the story that goes with it to pique the interest of potential customers actively seeking entertainment opportunities. The “Have you Checked Out Our New Improvements” mailer’s ability to spotlight recent improvements creates credibility, making it an effective tool for lead generation.

Mailers With A Calendar

A mailer with a calendar including your events is a creative promotional strategy that combines property information with a functional event calendar. This unique approach offers recipients a practical tool while showcasing all of your events throughout the season. Including a calendar serves as a helpful resource and keeps your events visible to the potential customer throughout the year.

By providing valuable content event details, this mailer has the potential to attract potential customers, making it an effective tool that can remain at the top of mind year-round and increase the odds of a new ticket sale.

Safety Tips

A mailer with the addition of “safety” tips of any variety is a distinctive approach that blends insights with valuable advice and a caring community approach, giving your business recognition. This unique idea provides recipients with useful information and positions your business as a knowledgeable and helpful resource. This mailer establishes trust and engagement by offering practical tips on a variety of information. The inclusion of these types of tips not only attracts potential customers, but also appeals to prospective customers seeking value.

Marketing Postcards With Special Events

A postcard featuring a special events calendar is a creative and engaging strategy to capture new and potential customers as well

as advise traditional customers to “mark their calendars”. This mailer adds value beyond traditional offerings by incorporating your big events. The dates grabs the recipients’ attention and positions those events as a community-oriented experience. Prospective customers are enticed by the prospect of staying informed about your events, making them more likely to engage with the mailer’s content.

Brand Reputation Mailers

A brand reputation mailer is a method used for generating interest by enhancing brand exposure. This mailer showcases positive reviews, testimonials, and success stories, demonstrating credibility and expertise.

Highlighting a solid track record and satisfied clients instills trust and confidence in potential customers. The unique focus on brand reputation and adding business cards captures attention and attracts those seeking reliable and reputable professionals. As potential customers continue to see positive reviews, they are more inclined to engage and explore new entertainment opportunities.

Postcards For Fence-Sitters – “Come Check Us Out”

A postcard designed for “fence-sitters” is a clever approach to get potential customers to “Come Check Us Out”, see what we do at our venue. This mailer addresses the concerns or hesitations that potential customers may have, offering solutions, opportunities, and expert advice to help them make informed decisions. By catering to the needs of those on the fence, this strategy captures their attention and positions it can help entice potential customers to spend money with you. The focus on addressing uncertainties creates a unique opportunity to engage future transactions, ultimately converting them into active fans.

Free “Concession Item with Purchase of Two (2) General Admission Tickets”

A free concession item is far less valuable than an empty seat and it is far better than a “Free Ticket” that tells the entrant “there is no value” to attending the venue. Offering a complimentary concession item is a great way to say “we appreciate you giving us a try...”. This approach appeals to potential customers who needed something to push them into attendance.

By providing valuable mailing services, you create credibility and initiates a connection with the potential customers who are already interested in the venue but haven’t attended.

Mailers For Campers

Give people a reason to attend. Sending out a mailer that says “Free Camping” may pique a potential customers interest because they are getting “added value” to the price of their admission. It also taps into the potential of customers who may not have attended because they have other plans to go elsewhere where “Free

“Camping” is part of the package. Even if it is just “Free Parking or Free Overnight Parking” there is a tremendous value to this based on the current culture of events, where parking for many other types of events is looked at as a specific revenue stream.

Easy-To-Make Recipes

Incorporating easy-to-make recipes into a mailer allows you to connect with potential customers. Including recipes that appeal to a broad audience makes the mailer a valuable resource that recipients will likely keep, ensuring your contact and event information remains easily accessible (like a QR code that leads to a phone number).

This approach positions you as a thoughtful and helpful professional. It creates a lasting impression, increasing the likelihood that recipients will turn to you when ready to explore getting out for entertainment opportunities.

“Fireworks” Night Mailers

There is always someone seeking a night out and many of us host “fireworks” programs several times a season, which is an eye catching introduction to potential customers. Tell them about in a simple and effective manner giving yourself the opportunity to attract new customers through a “tried and true” selling method with fireworks as a bonus to the show.

This service captures their attention and encourages them to contemplate attendance because of a “bonus” to your show.

“First-Time Visitor” Mailers

Promoting an upcoming event is great, however, extend a special invitation to that “First-Time Visitor”. It will create goodwill amongst new and potential customers with an incentive to get them there if they bring their “Mailer” and receive a discount or a discount at the concession stand. It shows that you are willing to engage new customers. The mailer will help create anticipation, drawing the attention of potential new customers within the local market. This approach highlights active involvement in the community.

By showcasing the directive at the “First-Time Visitor” it may tap into the natural curiosity of individuals interested in exploring the venue.

Funny & Humorous Mailers

Injecting humor into a mailer creates a memorable and relatable connection with recipients, sparking their interest and encouraging them to engage further. By eliciting a positive emotional response, promoters can capture the attention of potential customers, making your mailer stand out in their minds.

The element of humor entertains and establishes a sense of approachability and authenticity, increasing the likelihood of recip-

ients considering the promoter’s services for their entertainment needs.

Seasonal Cleaning Checklist

Providing recipients with a practical and valuable resource like a cleaning list showcases a promoter’s commitment to their customers needs and establishes them as knowledgeable and helpful professionals.

This unique approach combines relevant home care tips with your marketing efforts, creating a positive association with your brand.

The 10 Best Mailer Services & Websites

If the process of developing a mailer strategy is too overwhelming, consider enlisting the help of professional mailer services and websites. For the most trusted mailer services, contact these companies:

- PsPrint
- Overnight Prints
- PostcardMania
- Canva
- Modern Postcard
- ProspectsPLUS!
- VistaPrint
- Corefact
- Quantum Digital
- Addressable

Final Thoughts

The effectiveness of mailers remains undeniable, whether originating from a single entrepreneur’s small business or from a bustling corporation. These tried-and-true marketing tools offer a personal touch that resonates with recipients in a way technology cannot replicate. Aspiring promoters should consider all of the “every door direct mail (EDDM)” ideas listed above to boost their potential engagement with new customers.



A sample of a postcard for a health club getting its message out.

Advances in Technology continue to happen...

The short track racing world is in a constant state of flux and it isn't just from the technology involved with the race-car.

2024 has seen Lincoln Speedway in Pennsylvania go to a "remote" flagman on their flagstand.

The development of GPS and different lighting systems continue from companies like Flagtronics, who has primarily been a road course operation company; RACEceiver, run by long time promoter of the Workshops, Joe Vinson, MyLaps and their AMB brand led by folks like Balton Aulls, who believe in short track racing as well as Julian Lin and his Westhold brand.

There are more, but these folks have spearheaded developments that just a few decades ago were unthinkable at many of our race tracks. They have made them a reality and will continue do so for years to come.

Recently Joe Vinson from RACEceiver shared a photo (below) of his new remote lighting system. Another incredible development for utilization in making our events better.

We just thought they were all deserving of "a plug" for all of the effort they put into the sport.

For more information visit the following;

- www.raceceiver.com
- www.westhold.com
- www.flagtronics.com
- www.mylaps.com



PERFORMANCE RACING INDUSTRY / THE BUSINESS OF RACING



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.

The new remote controlled track light from RACEceiver. Bright, effective and simple seemed to be Vinson's goals in his design.

Reno-Fernley Speedway, Once the Field Dreams is Coming Back to Life...

There are many challenging stories about tracks falling by the wayside, however one good news story is that Reno-Fernley Speedway is being brought to life after sitting dormant since 2020, with plans to reopen in 2024.

Once built with a “field of dreams” mentality, build it and they will come, developer Dan Shore, has taken over and expanded on the plans of the sprawling 630-acre motorsports complex that includes a dirt track.

“The dirt oval has been missed,” said Shore. “For years, it had full grandstands every weekend. We will get it back to that.”

Shore has reconstructed the 1960s wooden grandstand with aluminum seating at the dirt oval, which holds 2,000 fans. The other two grandstands increase that capacity to a total of 3,000 seats. That’s just the tip of the iceberg for the changes.

“We changed the dirt track back to a true 3/8-mile clay oval,” Shore said. “We’re adding total LED lighting. Concessions and restrooms are being updated as we speak.”

Reno Fernley Raceway will run under the IMCA banner on Saturday nights. Rattlesnake Raceway in Fallon, also runs an IMCA program and is located less than an hour away.

Reno Fernley Raceway makes up a 630-acre motorsports park that offers opportunities for road racing, motocross, sand drags, drag racing, drifting and more.

Locals have been supportive of the track, especially the municipalities. Lyon County and the city of Fernley have been supportive. The community has a goal of utilizing the facility to keep kids off the highways and involve them in organized racing rather than the alternative.



Reno-Fernley Speedway is coming back to life now under the new leadership Dan Stone and is reopening this season.

High School Racing Association, a Great Idea...

Many high school students dream of representing their schools under the lights on athletic fields across the country. In Wisconsin and Illinois, students can also represent their schools under the lights of their local short track.

The High School Racing Association (HSRA) formed in 2020, racing at La Crosse Speedway and Madison International Speedway. Now, the series has nine member tracks at both dirt and pavement facilities in Wisconsin and Illinois where students can compete affordably.

“The High School Racing Association was started between LaCrosse Speedway in West Salem, Wisconsin and Madison International Speedway in Oregon, Wisconsin,” explained HSRA Director Jonathan Eckelberg. “It started in 2020 between those two racetracks as a way to get younger talent into the sport.

“Car counts were dwindling, especially in those lower-level divisions. You and I know some of the biggest hurdles to get

into the sport is cost. Cost is a huge barrier to entry and knowledge, knowing how to get started. HSRA was started with those goals in mind, getting young talent into the sport, new fans in the stands and new cars on the track.”

Naturally, the biggest hurdle to getting these students on track is the cost of racing. The HSRA works to resolve this in several ways, starting with a \$25 annual pit pass that applies for all HSRA-member tracks.

“One big thing that we’ve done with HSRA is all racers pay a \$25 pit pass at the beginning of the season,” said Eckelberg. “That gets them into every single HSRA race at all HSRA tracks for the rest of the season. It costs them \$25 at the beginning of the season, and they don’t have to buy another pit pass.

“At a lot of the tracks, it’s \$25 to \$40 a week for a pit pass, even if you’re racing and competing, so that saves them a lot of money. They get an HSRA membership card, and they can race just at their local track or they can go around to all of the other HSRA tracks, travel and race and not have to pay another pit pass.”

HSRA has also worked with several sponsors to provide discounts for student participants to help alleviate the costs of racing. Whether it’s gift certificates to Kwik Trip, meal vouchers to local restaurants or discounts at local NAPA Auto Parts stores, these partners help keep HSRA racers on track.

There are even scholarships available for the top performers in HSRA, helping them prepare for life after high school.

“One of our new partnerships this season has been the Wisconsin Automobile and Truck Dealers’ Association,” said Eckelberg. “They’re offering up to \$3,000 in scholarships for the Wisconsin State Champion. Snap On Tools and Wehrs Machine in Bangor, Wisconsin has offered a scholarship the last couple of years for the Wisconsin State Champion.”

High schools in the state are also buying into the HSRA. Several schools have started offering athletic letters to HSRA racers, just like the athletes who compete in “traditional” sports.

“In 2022, Melrose-Mindoro High School here in Wisconsin became the first high school in the country to make racing a letterable sport,” Eckelberg said. “They had four high school students racing in HSRA from Melrose-Mindoro. I had a conversation with them and they said, yes, why would we not want to recognize our students competing in

these non-traditional sports?”

“Two years later, we’re up to six or seven schools between Wisconsin and Illinois that are offering athletic letters or athletic pins that are participating in racing through HSRA. That’s how a lot of the schools have been able to recognize the students as athletes in their schools.”

HSRA has already celebrated several “success stories” of participants who continued racing even after graduating high school, or gaining interest in the motorsports and automotive industries as a result of the series.

“Jayden Dahlberg was racing at Madison International Speedway. He started with HSRA and made the jump to Late Models after he was done with high school. He was Rookie of the Year his rookie year in Late Models down at Madison and continues to race Late Models and has done really well.

“One of our past HSRA champions is racing Sportsman at LaCrosse Speedway, and a handful of them have moved up to the Six-Shooter division. If we can get a lot of these kids to stay in the sport, that’s a huge goal for us, growing the sport from the ground up.

“If they aren’t moving on to continue racing, going into a motorsports career or deciding they really want to work on cars and deciding they’ll go to school for auto mechanics or for welding. We’ve seen some of those, too, and that’s a big part of what we exist to do, too. Not only grow the sport of racing, but grow the motorsports industry and the automotive industry, too.”

Those interested in learning more about HSRA can visit highschoolracing.org, or follow the HSRA on Facebook and Instagram.

“If anyone has questions or schools want to get involved or students want to know how to get into HSRA racing, reach out to us,” said Eckelberg. “We’d love to have these interested people at the racetracks this season and expose them to what it is we’re doing.”

Shared from Racing America.





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.



Tips from MyRacePass (MRP)

Welcome to July! The year really seems like it's flying by. I have a couple reminders this time around for everyone.

I know you hear this from us constantly, but I really want to recommend that you add online tickets in some way to your events. At minimum your major events. Our data and records show such an elevated level of success with online tickets this year. The younger generation of fans are much more accustomed to purchasing tickets online in advance.

- I have a list of help center articles showing how to add tickets, and many other related things.
- Use this link to find all of the articles related to online tickets.

I also want to remind you of the value of Push Notifications from the app going directly to your fans. When your fans favorite your track or series in the MyRacePass app, they get push notifications on their devices with updates from your facility.

- We have a link to a PDF that works great for sharing on social media showing fans how to do so!
- Push notifications for things like when you release a news article, when you "go live" with MRP Live, when fantasy picks open up, or when you have a rain out/cancellation.

We have created a little guide to help promote an MRP Fantasy Leaderboard. It's been really cool to see so many of you really embrace the MRP Fantasy Racing features of the app, and have you really engage your fans in creative ways!

- Here is that PDF Link

I also want to highlight Announcer Audio in the MyRacePass app! This is now turned on for all tracks and series in your dashboard. If you have any questions on setup, reachout to Support@MyRacePass.com

- We have an article for that too!

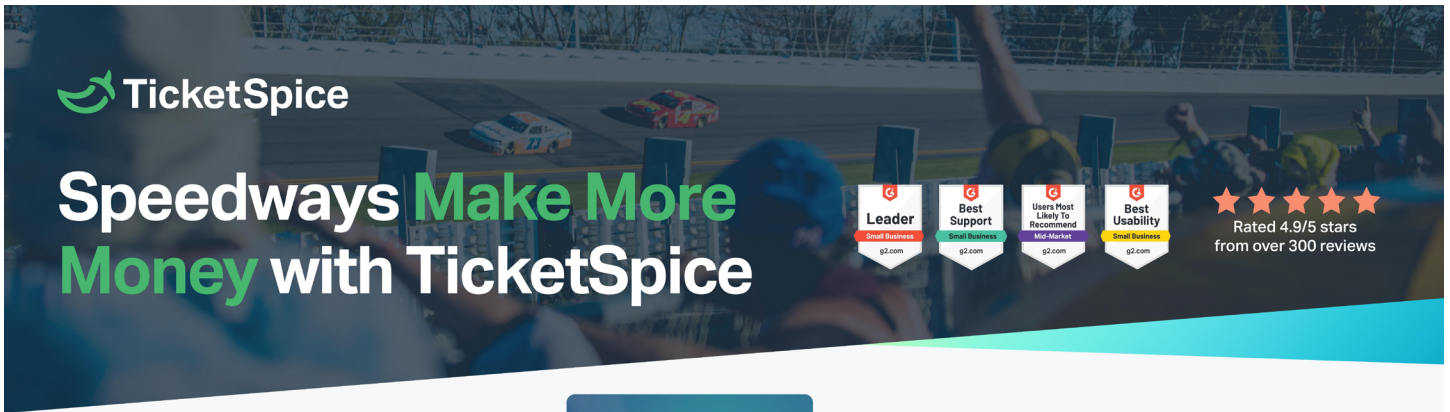
QUICK NOTES!


- Our YouTube page is being updated weekly! View help videos by visiting our Youtube Page.
- Facebook support group - Join our group here. Please Remember to answer the questions, or you won't be allowed in!
- The MRP Help Center was completely re-written in the last few months, and you can find it [HERE!](#)

- Best way to contact us is our support inbox | Email Us - support@myracepass.com

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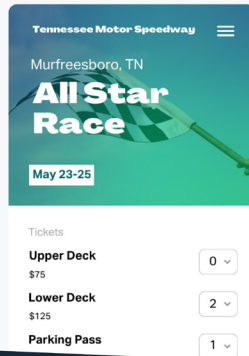
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TicketSpice was started in 2008 and has worked with 60,000 organizations, processing over \$1 Billion per year. Birthed from the enthusiast motorsports industry, we know what it feels like to be overcharged for solutions that overpromise and underdeliver.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

TicketSpice

for Speedways



TAKE NOTE - ARPY REGIONS CHANGING FOR 2024

1 2 3 4 5 6 7



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

Region 1;

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

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

Region 2;

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

Region 3;

Canada – Ontario

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

Region 4;

Canada – Manitoba, Saskatchewan, Nunavut

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

Region 5;

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

Region 6;

Canada – Alberta, British Columbia, Northwest Territories, Yukon

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

Region 7;

Australia, New Zealand

**DO NOT FEAR MISTAKES.
THERE ARE NONE**

**LIFE IS INHERENTLY RISKY.
THERE IS ONLY ONE BIG RISK
YOU SHOULD AVOID AT ALL
COSTS, AND THAT IS THE RISK
OF DOING NOTHING**



Left-To-Right; Jefferson Speedway in Cambridge, Wisconsin drew an outstanding crowd for their Orange Blossom Special honoring the career of Jerry Eckhardt. Events like this are happening more and more across the nation. There are many folks who are “buying local” staying close to home and doing things within their means. It is up to us as industry to capitalize on those events when they are in front of us.



Left-To-Right; In Quebec, each year for the past 50-years, the province in a unique manner takes time off for a “Construction Holiday” where much of the province goes on “vacation” for two-weeks during the “dog-days” of Summer. This year, nearly 200,000 construction workers go on “Holiday” from July 21 until August 3. It is an interesting concept as the construction workers receive more than \$347 million in vacation pay, 28% of Quebec’s population takes time off during this time. More than half of that 28% spend their time off and money in the province. The above photos are from the Super DIRTcar Series Big Block Modified Series two-night stand at Autodrome Drummond in Drummondville, Quebec - between Montreal and Quebec city where race fans came out in droves on back-to-back nights to watch the popular Modified series.



Top-to-Bottom; Holland Speedway, owned by RPM legal presenter, Ron Bennett, Sr., is now being operated by his son, Ron Bennett, Jr., and his wife Julie. They have had to make a serious commitment to the facility in an effort to rebuild items after a former "lease-holder" wasn't the best tenant, costing the Bennett family thousands. Their efforts are paying off with a scenic and modern venue in the Southern Tier of Western New York. The concessions caught our during a recent event. They were busy, yet organized and broke down into a "Cash Only" line along with a "Cash & Credit" purchase ability. There are tracks that are still accepting "Cash Only" throughout North America. If you are not accepting credit cards, despite the fees, you are leaving money on the table. We have been come an "electronic currency" society.



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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704-325-8003 Formed in 2015 by a coalition of industry businesses who recognized the need for greater organization, data and state/local advocacy for racing. Working every day all day as America's Grassroots Racing Advocate.

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WWW.SIMESGRAPHICDESIGNS.COM
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Wholesale distributor of racing souvenirs, imprinted promotional items, apparel, and track supplies. Serving short track racing since 2008.

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WWW.VELOCITA-USA.COM
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336-764-8502 Retailer of fire suits; safety crew suits; officials shirts, custom awards and jackets.

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WWW.MOFFETT.COM
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WWW.CHEVROLET.COM/PERFORMANCE/CRATEENGINES
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