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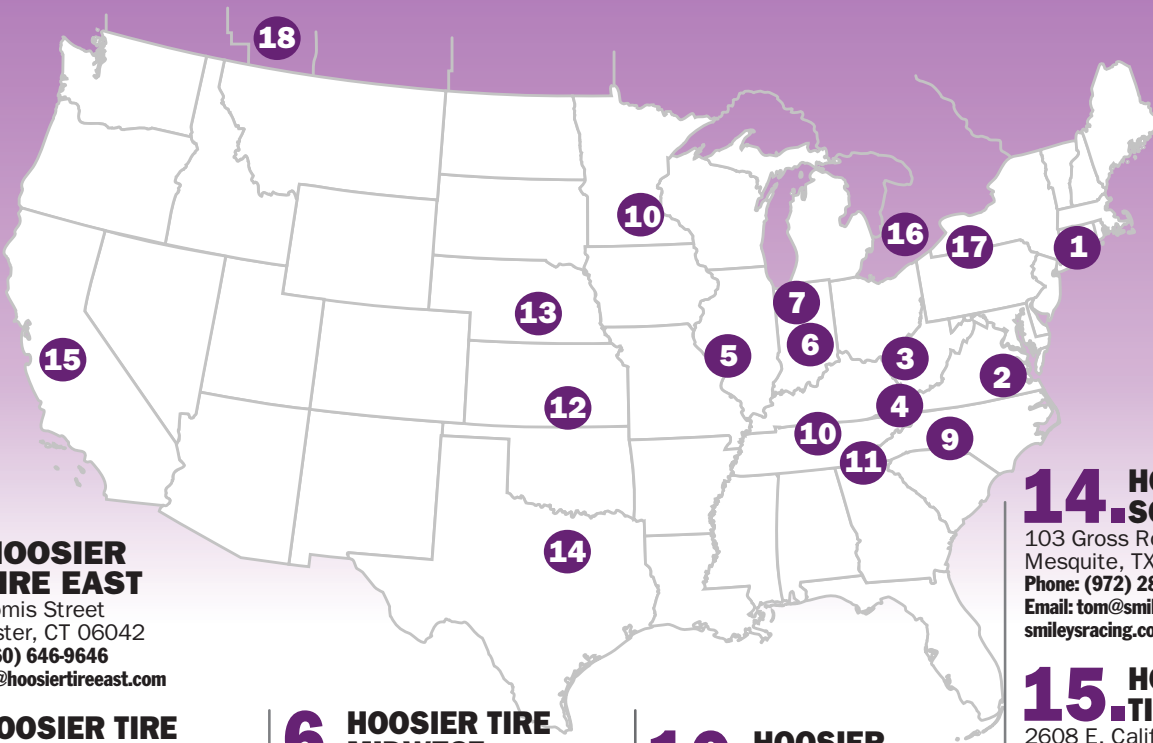


RPM RENO

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WE USE



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The 52nd Annual RPM@RENO Workshops will take place once again at the Silver Legacy Resort & Casino part of “The Row” in Reno, Nevada. Tuesday, December 3rd will see RPM & MyRacePass once again host “The Green Flag” reception at Novi in the Silver Legacy, a popular gathering for industry insiders and Workshop attendees. The Workshops will take place once again in the Silver Legacy on Wednesday, December 4th and Thursday, December 5th. Booking links will be released shortly.

Common Things, Thoughts, Hard Work and Failures.

As all of you very well know, this business takes a lot of work. It's a grind and when it doesn't go so well it can be a real kick in the pants. There aren't any of us that would be doing "all of this" if it wasn't our passion.

We - our Race of Champions program - recently went through one of those times. You pour your heart and soul into this and when the crowd doesn't turn out on a perfect weather weekend it stings, almost a burn. Every emotion you can imagine.

We managed all of the promotion, got it out there and in the most common terms failed in grandstand attendance when the on track product was well supported with competitive racing and a good presentation.

The second guessing never ends and sure there are those sitting on their couch or in their "Mom's basement" who can tell you how to make it better. None of them ever will, but "wow" can they make a keyboard go on social media.

Then there is what is going on in your own head. What could you have done differently? Answers are never solid, many are "maybe..." or "what if?" but they will never sell another ticket and you've got to pick up the pieces, sweep up the garbage and move forward.

It's cold, it's hard and difficult to comprehend, however, if you plan on being successful in this business, it is absolutely what you do. I've had a lot of people who have educated me in that regard along the way.

This is where the Workshops become critical in all of our development. Whether you're new at this or a seasoned veteran there are so many things to be learned. Whether it's directly from a presentation, a session or networking in the halls in and around the Workshops themselves.

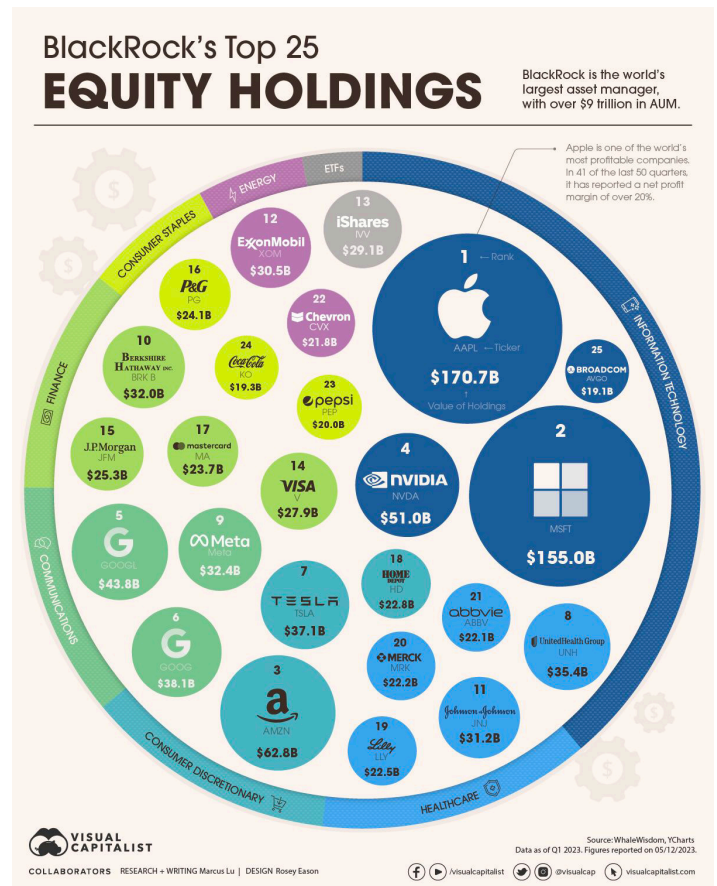
Of course I'm going to be a Workshop cheerleader, it's easy from my seat, however there are many people who would endorse the importance of our gatherings from attendees to vendors. The thing with them is it requires people and openness to make them successful.

The more we are willing to share, the further we push the business forward.

As we head into the 2024 RPM Workshop season and ramp up for some great presentations, sessions, solutions and networking, we thought this would be a good place to remind

everyone of you that there's place to help you with your business of promotion and we hope that you will join us in Reno or Florida.

We aren't just the organizers of the Workshops, we are attendees and believers as well because we know they work. See you in Reno or Daytona, we're looking forward to it.



An interesting business and investment fact that we thought was worth sharing, BlackRock, StateStreet and Vanguard have a stranglehold on the world's investments. Above is just BlackRock's Equity holdings. Between the three companies they hold \$20 Trillion in assets. BlackRock alone managed 40% of the GDP of the United States in 2021. Categorize this under things that will make you think.



WHERE IT ALL BEGINS



DEC. 3RD - DEC. 5TH, 2024

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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.



Contracts, Proof Reading and Rights...

As we head toward the off season, negotiations, new contracts, renewals, we thought it would be a good time to review some of the things that are critical in making things right.

Who is proof reading your contracts? Are you? Are you making sure every base is covered. Proof reading and having an expert (typically legal counsel) proof read and help build your contract is solid legal advice. We speak from previous experience.

Proofreading is incredibly important? Proofreading is essential. Proofreading can also define what can be gained (or lost) based on whether written work is adequately proofread.

It is the last chance to find and fix errors before a document is presented to readers or for execution. Proofreading eliminates mistakes in grammar, punctuation, capitalization, spelling, formatting and potential contractual changes that are unintended.

Final copy proofreading lets our audience focus on our message, not our mistakes (Editor's Note: We miss many things and completely understand this message). Overlooked errors can be distracting and take away from the message.

Writing should aim to inform and even to fascinate, but never to frustrate.

Proper proofread documents with proper presentation enhances authority and protects reputations. Text riddled with errors can quickly bring credibility questioning. Having well-written content will boost authority and protect the reputation of the author.

Ensuring proper punctuation ensures the proper message. Punctuation has the power to change the meaning of sentence which can alter the meaning of your document.

Interestingly, proofreading, while time consuming can potentially save money. Errors in documents that have meaning can prove costly. Everyone of us deal with documents that affect expense and income, so there should be a greater awareness to this.

Proper documents also will help in instances of closing a sponsorship deal or landing a job or a contract. Influential decision makers want to see and work with the best, so this is always a consideration as they review documents to help make their decisions.

While we may not think in this regard, proofreading has an impact in every area of our life. Professionals, Medical Fields, Students at every level, Translators, Content Creators. The need for proper proofreading is everywhere. It can even affect earning potential.

Listed below are just a few examples of critical items that we use every day that require proper proofreading;

- website copy
- proposals
- reports
- product descriptions
- user manuals
- letters
- emails
- memos
- brochures
- social media posts

While we may have become sidetracked with the everyday need to proofreading, it is imperative that you your contracts proofread. Yourself, outside sources and legal counsel all provide strong resources for proofreading.

Remember, if you are proofreading a document which you created, it is always positive to have another set of eyes on that document. There is a good chance, that you will see the document differently than someone else, which changes the intent or omits verbiage that is required to create the right document.

When it comes to legal counsel. Proofreading in their regard enables a document to be created that is free of misunderstandings and misinterpretations, covering all of the details which becomes incredibly important if there is a dispute, especially in the form of payment. The day of the "handshake" deal has fallen by the wayside in most instances.

Proofreading is like vehicle maintenance and similar to the famous words of those now gone Purolator Filter commercials, "You can pay me now, or pay me later..." Finding time to proofread or contracting someone to do the job for you is something we can no longer do without.

It has always been a part of life, often overlooked due to time restraints, but vital in all lines of our written communication. If it wasn't for Joe Tripp at Speed Sport, stating, "I wonder how many people even proofread their contracts", this article would not have appeared. That's how easy it is to overlook this important step in our process.



Rights, Who Owns Them? Do We Have Any? All Great Questions...

Broadcasting & Media Rights in Sport

As we all examine “streaming” our products, many of us do not look into the legal perception of the “rights” to the sport and on track production that produces what it is turned into the streaming content.

Advances in communications technologies have revolutionized broadcast sports coverage and enabled billions of people around the world to take part in the spectacle and excitement of major sporting events.

Copyright and related rights, particularly those relating to broadcasting organizations, underpin the relationship between sport and television and other media. Television and media organizations pay money for the exclusive right to broadcast top sporting events live.

For some sports organizations, the sale of broadcasting and media rights is now a major source of revenue, generating the funds needed to finance major sporting events, refurbish stadiums, tracks and arenas, contributing to the development of sport at grassroots level. The royalties that broadcasters earn from selling their exclusive footage to other media outlets enable them to invest in the costly organizational and technical infrastructure involved in broadcasting sports events to millions of fans all over the world.

Broadcasters’ rights:

- safeguard costly investments in televising sporting events
- recognize and reward the entrepreneurial efforts of broadcasting organizations
- recognize and reward their contribution to diffusion of information and culture

Under the International Convention for the Protection of Performers, Producers of Phonograms and Broadcasting Organizations (Rome Convention) of 1961, broadcasters have exclusive rights for 20 years to authorize rebroadcasting, “fixation” (recording), reproduction and communication to the public of their broadcasts. However, there is wide agreement that the protection of broadcasters’ rights needs updating to accommodate the digital communications revolution. Ongoing negotiations at WIPO aim to create an international legal framework that adequately and efficiently protects against the piracy of broadcast signals.

Competitive sport has become a global billion-dollar industry due in large part to intellectual property rights and ever closer cooperation between the media, sponsors and sports authorities. However, more sophisticated communications technologies, accessible to a wide public, have not only enabled fans to follow live sports wherever they may be, but have opened new possibilities for signal theft. Live sports broadcasts have been a particular target for unauthorized retransmission on the internet. Streaming with fees (subscription or event based) has eliminated some of those challenges, but many social media platforms provide easy access to piracy.

Signal piracy not only threatens the advertising and sales revenues of the broadcasters that have paid for exclusive rights to show live coverage of sports events, but also risks reducing the value of those rights and hence the revenues of sports organizations. While national laws provide various options for tackling signal piracy, including shutting down illegal websites, broadcasting organizations have pressed for better legal protection at international level. At the same time, broadcasters and sports organizations are using digital media to reach out to and engage their audiences, especially younger viewers, by offering sports coverage in a variety of formats.

Looking at Social Media Rights;

Who Owns the Photos and Videos You and Your events Posted on Facebook, Instagram or Twitter?

Well, it depends on what you mean by “own.” Under copyright law, unless there is an agreement to the contrary or the photograph or video is shot as part of your job, a copyright to a photograph generally belongs to the creator. As the copyright owner, you own the exclusive rights to display, copy, use, produce, distribute and perform your creation as you see fit and approve. As the subject of the photograph, you have a right to publicity, which allows you to get paid for the commercial use of your name, likeness or voice.

But what happens when you decide to post that picture on the Internet — perhaps on Facebook or Twitter (using Twitpic), or some other social network or photo-sharing site?

You may be shocked to learn once you post on these sites, although you still “own” the photograph you grant the social media sites a license to use your photograph anyway they see fit for free AND you grant them the right to let others use your picture as well. This means that not only can Twitter, Twitpic and Facebook make money from the photograph or video (otherwise, a copyright violation), but these sites are making commercial gain by licensing these images, which



contains the likeness of the person in the photo or video (otherwise, a violation of their “rights of publicity”). This is the exact reason “watermarks” or different identifying factors are placed in many photos, to prevent the reuse of them.

Facebook

Under Facebook’s current terms (which can change at anytime), by posting your pictures and videos you grant Facebook “a non-exclusive, transferable, sub-licensable, royalty-free, worldwide license to use any [IP] content that you post on or in connection with Facebook (“IP License”). This IP License ends when you delete your IP content or your account unless your content has been shared with others and they have not deleted it. Beware of the words “transferable, sub-licensable, royalty-free, worldwide license.” This means that Facebook can license your content to others **for free** without obtaining any other approval from you! You should be aware that once your photos or videos are shared on Facebook it could be impossible to delete them from Facebook, even if you delete the content or cancel your account (the content still remains on Facebook servers and they can keep backups)! So, although you may be able to withdraw your consent to the use of photos on Facebook, you should also keep in mind that if you share your photos and videos with Facebook applications, **those applications may have their own terms and conditions** regarding how they use your creation! You should read the fine print to make sure you are not agreeing to something that you don’t want to have happen.

Twitter

Twitter’s photo sharing service, Twitpic, continues to update their terms of Service(which, of course, can and will be updated at any time). By uploading content using Twitpic, you are giving “Twitpic permission to use or distribute your content on Twitpic.com or affiliated sites.” You are also granting “Twitpic a worldwide, non-exclusive, royalty-free, sublicenseable and transferable license to use, reproduce, distribute, prepare derivative works of, display, and perform the Content in connection with the Service and Twitpic’s (and its successors’ and affiliates’) business, including without limitation for promoting and redistributing part or all of the Service (and derivative works thereof) in any media formats and through any media channels.”

The terms go on to state that you also grant “each user of the Service a non-exclusive license to access your Content through the Service, and to **use, reproduce, distribute, display and perform such Content** as permitted through the

functionality of the Service and under these Terms of Service. The above licenses granted by you in media Content you submit to the Service terminate within a commercially reasonable time after you remove or delete your media from the Service **provided that any sub-license by Twitpic to use, reproduce or distribute** the Content prior to such termination may be perpetual and irrevocable.”

First, there is no definition of “Service” on their site (they need to find a more detailed oriented internet attorney to draft their terms), so your photo could be used throughout the Internet. More troubling is that your photos and videos may be reprinted and used in anything **without your getting paid a dime**. Books, magazines, movies, TV shows, billboards — you get the picture!

Second, Twitter can create derivative works from your creations. A derivative work is anything that is built upon your work (like adding your video to a TV show, putting your photo in a montage, etc.).

Third, even after you delete your photos from Twitpic, Twitter and Twitpic can still use your creations for a “reasonable” amount of time afterwards. So what would be a reasonable amount of time to continue using your photo after you terminate the “license” if your photo or video is incorporated by Twitter or Twitpic in a larger work? **Perhaps forever** if it would cost them money to remove!

Lastly, since Twitter/Twitpic can grant others to use your photos (and make money from it without paying you; remember the nasty word “royalty-free”), even if you terminate your Twitter/Twitpic account, the rights they grant to others **can never be terminated!** Twitter has a deal with World Entertainment News Network permitting them to sell Twitpic content with **no money to you**.

Celebrities and celebrities-to-be, beware! Your right to publicity (e.g. **your right to get paid** when others use your name, likeness, or voice for commercial gain like product or sports endorsements) is stripped away each and every time you post on Twitter! You or your intellectual property attorneys should read the fine print before you post your photos or videos on Twitter or Facebook.

Instagram

Well Facebook was at it again (changing their terms of service for their latest acquisition, Instagram). The proposed changes are to take place on January 16, 2013. Basically, Instagram had a brilliant idea to generate money off the backs of their



members. The proposed terms of service explicitly state “To help us deliver interesting paid or sponsored content or promotions, **you agree that a business or other entity may pay us to display your username, likeness, photos** (along with any associated metadata), **and/or actions you take**, in connection with paid or sponsored content or promotions, **without any compensation to you**. If you are under the age of eighteen (18), or under any other applicable age of majority, you represent that at least one of your parents or legal guardians has also agreed to this provision (and the use of your name, likeness, username, and/or photos (along with any associated metadata)) on your behalf.”

This means that Instagram can make money from advertisers that want to use your face or pictures of your loved ones on any advertising (TV, web, magazines, newspapers, etc.) and never pay you a penny. If you are under 18 (which means you don't have the legal capacity to enter into a contract) you are making a contractual agreement that you have asked your parents permission to agree to the Instagram terms. This not only is an egregious position (see discussion above about rights of publicity) but defies logic — Instagram acknowledges that minors can't enter into a contract, but nevertheless for the under-18 force them to agree by (unenforceable) contract that they have permission anyway.

Instagram announced that it was backing off of its proposed T&C's to be able to sell content without paying the members. But a closer look of their replacement terms of use are; “Instagram does not claim ownership of any Content that you post on or through the Service. Instead, **you hereby grant to Instagram a non-exclusive, fully paid and royalty-free, transferable, sub-licensable, worldwide license to use the Content** that you post on or through the Service, subject to the Service's Privacy Policy. . .” **This means that Instagram can still sublicense your photos to any company for a fee (without paying the member!** For instance, let's say a posted photo is of a celebrity. Instagram then licenses that picture to an advertiser. But then the advertiser gets sued by the celebrity for violation of their right of privacy (who in turn sues Instagram). You the poster would have to indemnify Instagram because in section 4(iii) of the terms, “(iii) you agree to pay for all royalties, fees, and any other monies owed by reason of Content you post on or through the Service.” **Bottom line – Instagram still gets to sell your pictures without paying you and you can be liable in the event they have to return that money to the advertiser.**



NOTICE SAVE THESE DATES
52nd Annual RPM@Reno
52nd Annual RPM@Daytona Workshops

**RPM@RENO
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 WED, DEC. 4 &
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Keep those Tickets Selling...

With the big season events happening each weekend and in the competitive world of event marketing, selling tickets effectively can make or break your event. To ensure your event is a success, you need a well-thought-out ticket sales strategy. Here are ten of the best tips to help you sell more tickets and optimize your event's success.

Pre-Sale - Pre-Registration

Pre-registration is a powerful tool that serves multiple functions: it measures interest, builds anticipation, and collects valuable attendee data. Adding a pre-registration form to your website can encourage potential attendees to sign up early, giving you access to a pool of data that you can use to tweak your marketing strategies.

Targeted Marketing

Gathering customer data is crucial for any ticket sales campaign. Use the data collected from your ticket shop, pre-registration form or past events to create targeted marketing efforts. Personalized email campaigns and targeted ads can significantly boost engagement and conversion rates.

Offer Tiered Pricing

Implement a tiered pricing strategy such as the Early/Regular/Late approach. Reward early supporters with discounted tickets and increase prices as the event date approaches. This creates urgency and incentivizes early purchases.

Ticket Shop / Ticketing Site

Your event's ticket shop should be user-friendly, mobile-optimized, and collect all necessary information. To reduce drop-offs and increase conversions, make the ticket purchasing process as smooth as possible. For that reason, don't ask for any information that is not strictly necessary.

Choose the Correct Sales Timing

Timing is everything when launching ticket sales. Data suggests that Mondays and Wednesdays, during late mornings (10:00 -

12:00 AM) and post-work hours (17:00 - 19:00 PM), are the best times to launch ticket sales. These times align with potential buyers' schedules, making them more likely to engage and purchase.

Maintain continuous Engagement

Keep your audience engaged throughout the ticket sales period. Use teaser campaigns, regular updates, and interactive content to maintain interest. Consistent communication helps keep your event top-of-mind and encourages ticket sales.

Implement Scarcity Tactics

Creating a sense of scarcity can drive faster purchasing decisions. Limited-time offers, countdowns, and highlighting low-ticket availability can create urgency and encourage buyers to act quickly. FOMO is real!

Utilize Social Media Effectively

Social media is a powerful tool for promoting your event and selling tickets. Use targeted ads, influencer partnerships, and engaging content to reach a broader audience. Ensure your social media strategy aligns with your overall ticket sales goals.

Offer Group Discounts

Encourage group purchases by offering discounts for bulk ticket purchases. Group discounts can increase overall ticket sales and bring more attendees to your event.

Analyse and Adjust your Strategy

Continuously monitor your ticket sales and marketing efforts. Use analytics to identify what's working and what's not. Adjust your strategies based on data insights to improve your ticket sales performance.

All in all, selling more tickets requires a strategic approach that combines data-driven marketing, effective engagement tactics, and optimal timing. By implementing these ten essential tips, event organisers can boost ticket sales, enhance audience engagement, and ensure the success of their events. Remember, the key is to continuously engage with your audience, use data to guide your efforts, and remain adaptable to changing circumstances.



Successful nights at the track like this one have a good advertising plan, a great event and a little blessing from Mother Nature to help you sell tickets.



How to Accept Credit Card Payments

While many of us accept credit cards, there are a great deal of facilities that remain cash only and we thought it would be a great time to look at the process of being able to accept a credit card for a form of payment. It can be intimidating but once you've done the work and you're able to accept the card, you won't leave as much as money on the table and potentially increase profits. Accepting credit cards helps small businesses increase revenue and attract more customers. This step-by-step guide explores ways to take payments online, in person, and over the phone.

Aside from fees, it's hard to argue against the benefits of accepting credit cards. Electronic payment options are convenient, support multichannel sales, and boost revenue. The flexibility and simplicity of modern payment systems allow businesses of all sizes, from the freelancer with occasional one-off transactions to the e-commerce retailer with high-volume sales, to accept credit card payments from any location or platform.

Once you find the right payment service provider (PSP), setting up your account is straightforward. Learn how to accept credit card payments as a small business and see solutions to jump-start your research.

How to accept credit card payments for a small business

An account with a payment processor is the minimum requirement for an individual or business to receive card payments. You may need to take additional steps or purchase hardware, depending on your situation.

What every business needs for credit card processing

Electronic payments, including mobile wallets like Apple Pay and credit and debit cards, use sophisticated infrastructure to connect to the customers' bank and credit card networks. The merchant account provider or credit card processor is the go-between that facilitates these transactions.

It isn't feasible for a small business to build and maintain the

technologies necessary to accept credit cards, so you must partner with a third-party payment processor like Helcim, Stripe or ProMerchant. However, payment acceptance tools and functionality vary among providers. Understanding how credit card processing works and how vendors differ can inform your decision-making process.

Understanding how your business processes transactions and the volume can help you compare vendors and find the best rates.

Steps to accepting business credit card payments

Before processing credit cards over the phone or online, you must find a processing provider, establish an account, and set up your services. Many options exist, offering affordable processing fees and various payment terminals.

1. Assess your credit card processing requirements

Credit Card Processing Fees vary between providers and payment methods. Understanding how your business processes transactions and the volume can help you compare vendors and find the best rates.

For instance, two providers may offer nearly identical online processing fees, but one may charge a much higher rate for invoicing. A small business that collects most of its credit card payments through invoices should look for a processor with lower invoice rates, preferably one that integrate with existing software or that has better invoicing tools.

Consider the following questions before beginning your search for a credit card processing provider:

- Where do you process the most transactions (in-person, online, or over the phone)?
- What is the average dollar amount of your transactions?
- Do you want to accept all major credit cards (Visa, Mastercard, Discover, American Express)? What about mobile payments like Google Pay?
- Will your payment service integrate with your existing website, or do you want vendor-provided checkout services?
- Do you have a point of sale (POS) system that you need to integrate with payment terminals or card readers?
- What type of hardware does your business require to process payments?
- Will you implement a surcharge or cash discount program?
- Is your business considered high risk? These industries may include cannabis, telemarketing, and credit repair.
- Do you want mobile payment apps to manage your merchant account services or for payment processing?
- Would you like to accept international payments or local currencies in the near future?
- Do you anticipate having \$10,000 or more in monthly credit card sales?

2. Compare payment processors and pricing

First, many credit card processors have similar rates, especially those that charge flat fees. However, even slight differences can affect companies with different pricing models.

Suppose your business has a high transaction volume, but most sales are less than \$25. In this case, a vendor offering a slightly higher percentage rate but a lower cents per transaction fee could be the better deal. On the other hand, when your average ticket is over \$100, but you have fewer total transactions, the opposite could be true.

A great way to compare credit card processors is to create a mock-up of your sales and calculate your fees for each provider. But as noted above, costs are only one part of the picture. Find information from the processor's website and check out online reviews to get an idea of what to expect. Then, schedule a consultation with the vendor.

Have a list of questions ready so you can get a quote, learn about payment processing times, and understand how their company supports your business and integrates with your site and systems.

3. Choose a credit card processor and open an account

Once you've compared vendors to find the best credit card processing provider for your small business, it's time to apply. Many services offer online applications and quick approval times.

However, you need a business bank account to get paid. Although the funding process differs between processors, ultimately, payments transfer from the customer's account to a merchant account and then to your business bank account.

4. Set up your payment processing systems

To begin accepting credit card payments online, over the phone, or in person, you must configure your account and any hardware. Providers like ProMerchant may offer free, preconfigured EMV and near-field communication terminals. If you go with an all-in-one service like Clover, you will have a more extensive set-up process involving a POS system.

The process is straightforward for small businesses using a smartphone to take payments. It involves downloading the payment app and completing the signup process. Tap to Pay works on Apple devices, and you can add mobile card readers to accept credit cards through a contactless tap, swipe, or inserted chip card.

E-commerce configurations can be more complex, depending on your website, processor, and online payment gateway. Your provider should offer technical support, and your e-commerce software may also have tutorials.

Ways to accept credit cards

Now that you've met the prerequisites for accepting credit card

payments at your small business, it's time to process them and get paid. Most customers are familiar with these checkout methods.

A 2023 Federal Reserve study showed that 60% of all payments were made by debit and credit cards (31% credit and 29% debit). Follow these steps to take payments from your customers.

Process in-person payments

To accept card payments in a restaurant, retail store, or food truck, you can use a stand-alone credit card machine or a POS with an integrated payment terminal. For portability there are several companies that offer hand-held terminals with built-in receipt printers.

The process varies slightly, depending on the hardware and POS features, but cashiers typically follow these steps:

- Calculate the sales total and select the payment method.
- Ask the customer to insert, swipe, or tap their credit card.
- Customers may finalize the transaction by signing a paper receipt or on-screen display.

Use your mobile device to take payments

For many startups and freelancers, mobile payment processing is the easiest way to accept credit cards. Several vendors, including several services that, offer free applications known as mobile POS apps. Some also provide card readers that connect to Android and iOS devices through Bluetooth, a headphone jack, or a Lightning connector.

Take payments from customers with your phone with the following steps:

- Open the mobile app, and then enter the buyer's total, or select the products or services from inventory.
- Swipe or insert the customer's card, or ask them to tap to pay if your hardware supports contactless payments,
- If necessary, shoppers can sign the screen to complete the payment and request a receipt through email or text.

Accept a credit card payment online

Although small businesses don't need hardware to take online payments, they require payment gateways, which transmit card data to credit card processors. Most PSPs offer online payment services; some integrate with e-commerce platforms that are web based in design.

Alternatively, you can select a payment processor that provides website tools for building online stores and checkout pages. There are others that have solutions for small businesses without an existing e-commerce presence.

Take payments over the phone

CREDIT CARD PAYMENTS

When customers want to pay over the phone, you can process transactions through a virtual terminal, mobile app, or onsite hardware. Card-not-present (CNP) payments cost more than in-person transactions but help small businesses collect past-due bills and prepayments for delivery orders.

Accept CNP credit card payments over the phone by completing the following steps:

- Generate a sale through a virtual terminal or POS system.
- Follow the on-screen instructions to request customer information.
- Verify that the information and sales total are correct before submitting.
- Finalize the sale and tell the buyer how they will receive their receipt.

Alternative payment acceptance methods

Secure payment systems come in all shapes and forms, giving merchants the flexibility to receive funds when, how, and where they want.

Review these guides to learn how to process credit cards:

- SMS Payments: Send customers a text message to request money. When they click to pay, they land on a payment page where they can complete the transaction.
- QR Code: Create a code for shoppers to scan using a quick response (QR) code generator.
- Recurring payments: Streamline subscription and membership payments with an automated payment processing tool.

Cost of accepting credit card payments

When a business processes credit cards, it pays fees to the card networks (Visa, Mastercard, American Express, and Discover) and the merchant account provider or PSP. The total per transaction can range from 1.5% to over 3.5% plus 10 to 40 cents. The cheapest way to take credit card payments is to use an EMV card reader and manually enter the card details.

Vendors may charge for virtual terminals, payment gateways, and other services in addition to transaction fees. Review the terms of service, understand common terminology before signing any contracts, and look over your monthly statements to catch any hidden charges.

Credit card payment solutions

While Square, PayPal, and Stripe are well-known flat-rate processing services, small businesses should consider alternatives before settling on a provider. They may offer similar or better rates, support, and hardware with more long-term scalability.

Before making any business decision, you should consult a professional who can advise you based on your individual situation.



“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



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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.

Ultimate Motorsports Park - formerly known as Friendship Motor Speedway reopened

Ultimate Motorsports Park - formerly known as Friendship Motor Speedway — hosted its grand reopening on Saturday, Aug. 26. The Elkin, NC, track—shuttered for almost a year—is now owned by Bobby and Jessica Koehler of Mount Airy.

The Koehlers own the Koehler Motorsports team, which fields Dirt Late Model entries for their sons Jordan Koehler and Evan Koehler along with racing veteran Jimmy Owens.

“The opportunity to purchase Friendship Motor Speedway was presented to me, and I’m passionate about keeping racing going in our area, so it seemed like a natural fit,” Bobby Koehler said.

“We’ve got a lot of big plans for the facility. I have a vision of making this place look like a ‘smaller dirt track at Charlotte’ and our crews are starting to work immediately. It’s obviously going to take time to get everything the way we want it, but I couldn’t be more excited about the future for the facility.”

The facility will operate under the direction of Wayne Quesinberry of Mount Airy, who has been involved in various facets of racing since he was 16 years old and has multiple feature wins in late models.

Among the planned improvements for the facility are the removal of the asphalt under the existing surface, the placement of a new red clay surface, construction of a complete onsite campground, relocation of the infield pits to the outside of the track, and more.

After more than 30 years of hosting races, the speedway announced it was canceling the remainder of its races in August 2022. The decision was reached due to a group boycott of the track, non-compliance with safety standards by fans, littering and vandalism, among other reasons stated by track officials.



Super Late Models roar around Ultimate Motorsports Park - formerly Friendship Motor Speedway - in Elkin, NC - as the speedway became another “good news” story and reopened this past August.



Keeping Tabs on the IMCA Super Nationals - Car Count Hits 1,032

Another IMCA Speedway Motors Super Nationals fueled by Casey’s, another record number of cars. With Modifieds and Stock Cars beginning qualifying today at Boone Speedway, car count for the 42nd annual Super Nationals is at 1,032, up from 1,017 last year, 1,000 in 2022 and 909 in 2021.

“We’re just going to keep building on what makes IMCA racers want to race here,” said IMCA President Brett Root. “This place hits the mark on everything drivers want, starting with a really racy track and all the other details that go with it, like the format and pit parking.” “Boone is a very, very competitive track. We added more dirt this year and continue to put the focus on where it needs to be,” he emphasized. “The event staff that makes up Super Nationals has been doing this a long time and really helps make the entire week America’s Racing Vacation.”

Three divisional records have been established this year with 264 Stock Cars, 168 Hobby Stocks and 78 STARS Mod Lites. Also seeing action over the course of the Sept. 2-7 Super Nationals at Iowa’s Action Track will be 223 Modifieds, 176 Northern SportMods, 84 Sport Compacts and 39 Late Models. Those cars come from 30 states, equaling the mark set last year, two Canadian provinces and Australia.

IndyCar goes to Charter System - The system doesn't guarantee starting position in the Indianapolis 500

IndyCar has finalized a charter system for 25 entrants that pales in comparison to the contentious deal reached between NASCAR and its teams but does give 10 open wheel organizations some guarantees

IndyCar on Monday finalized a charter system for 25 entrants that, while it pales in comparison to the contentious deal reached between NASCAR and its teams over their revenue sharing model, does give 10 open wheel organizations some guarantees. The initial agreement runs through the 2031 season and ensures the 25 chartered cars a starting spot in all IndyCar races except the Indianapolis 500. Teams will still have to qualify on speed for the Indy 500's 33-car field, and that was one of the biggest elements of negotiations as opinions were divided among traditionalists and those seeking greater value for their teams.

Chartered entries are also the only cars eligible for the Leaders Circle program, which is a monetary bonus awarded by IndyCar to the top 22 finishers at the end of each season. That bonus money covers significant portions of some teams' annual budgets.

"This is an important development that demonstrates an aligned and optimistic vision for the future of our sport," said Mark Miles, president and CEO of Penske Entertainment Corp. "We're pleased to have a system in place that provides greater value for our ownership and the entries they field."

Charters were extended to team owners based on full time entries over the previous two seasons and capped at three per team. The cap most affected Chip Ganassi Racing, which fielded five cars this year.

But Ganassi has created an alliance with Meyer Shank Racing and Marcus Armstrong will move to MSR after two seasons with Ganassi. It is not clear what will happen to the fourth car at Ganassi, who also fielded entries for six-time champion Scott Dixon, three-time champion Alex Palou, and rookies Linus Lundqvist and Kyffin Simpson.

Lundqvist had indicated at last week's season finale that he would be the odd man out with no plans for 2025.

Andretti Global, Arrow McLaren, Ganassi, Rahal Letterman Lanigan and Team Penske all received three charters. AJ Foyt Enterprises, Dale Coyne Racing, Ed Carpenter Racing, Juncos Hollinger Racing and MSR received two charters each.

Prema Racing, which is entering IndyCar next year with two cars, did not receive any charters. The team announced last week Callum Ilott as the first of its two drivers.

Most teams were pleased with the system, which is essentially a franchise tag that gives team owners something of value beyond cars, parts and pieces.

"It is incredibly challenging to get a large group of owners to agree on something, and certainly there was some give and take but, in the end, I believe this is a path that is beneficial for all of the owners and for IndyCar, while also maintaining the availability for open competition," said Larry Foyt, president of A.J. Foyt Enterprises.

But the system does little to move the needle for Arrow McLaren Racing chief executive officer Zak Brown, who wasn't sure what the team actually gained in the charter agreement.

"I have found that there's nothing material in there that drives for us any substantial incremental value. So if the hype was this is going to be a big thing and be great for the foundation of an IndyCar team, I haven't seen those benefits," Brown said. "It's not bad. I think it's good that it's a first step. But there's no revenue sharing model. Indy, I don't have a guaranteed spot.

"It really only helps, from my perspective, helps in an event if a race is oversubscribed. If we had a (crash) in qualifying ... and couldn't qualify, I'm protected to make the race. From what I can see, that's what I'm getting."

But rival Ganassi ranked the arrival of charters in IndyCar importance behind only the merger of the defunct CART Series with the IRL that create America's current open-wheel series, and Roger Penske's 2020 purchase of the series and Indianapolis Motor Speedway.

"When you look back in the modern era of IndyCar racing, you will look at a few important moments," Ganassi said. "I truly believe the charter system will be the third."

IndyCar did sign a new television deal with Fox Sports that begins next year, and team owner Ed Carpenter indicated the TV package and charter agreement paved the way for upcoming organizational announcements. Presumably, Carpenter needed the charter system finalized and the Leader's Circle bonuses for his two cars to be able to sign his 2025 lineup.



The new IndyCar charter agreement still leaves qualifying on the table for the greatest spectacle in racing, the Indianapolis 500. Good news for old school racing enthusiasts.



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 Updates

Fall is here, and there has been a lot of good racing so far in September. It seems like every time we open social media or turn on a PPV there are just really good races happening across the country.

Let's start with sharing the 1099 video again. This has proven helpful for many, many tracks in the past so I want to make sure everyone has a chance to see it!

Working with 1099 Forms in MyRacePass

Season Passes are most certainly a thing here at MyRacePass. Now is a great time to reach out to the MRP Team to learn about how you can get 2025 Season Passes available to your fans which would make a great Christmas Gift!

Manually adjusting lineups can be necessary for many as you run new and unique formats that might not be built into MRP at this time. Here is an article for manually adjusting lineups here

Manually adjusting lineups article

We get a lot of questions from fans and tracks alike about Ticket Refunds. Here are 3 different articles showing how they work for promoters to see.

Issuing Refunds for Rainouts/Cancellations

Refunding an individual ticket

Migrating tickets from one event to a new event

A reminder! Make sure to confirm or refund your paid registrations!

It can be a good idea for your end-of-the-year banquets to have tickets available. It not only helps to get a head count, but also alleviates the lines to get into your banquet halls.

If you are interested in a ticket map for your grandstands, pits, campgrounds, or anything else in 2025, now is the time to get the process started! Please reach out with any questions you might have!

The same holds true for announcer audio in the MyRacePass app! If you have questions about connecting for your fall specials or for 2025, please reach out!

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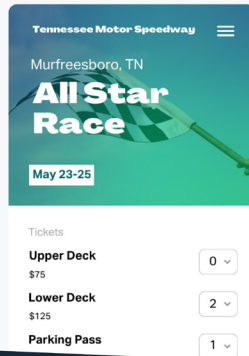
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






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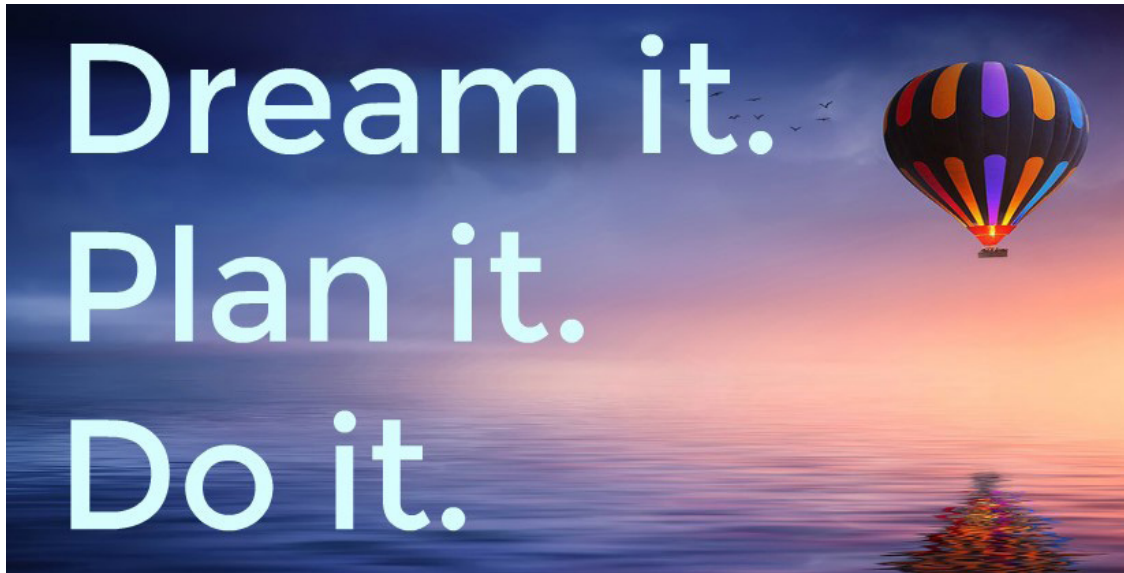
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First we'd climb a tree
and maybe then we'd talk
Or sit silently
and listen to our thoughts
With illusions of someday
casting a golden light
No dress rehearsal
this is our life.

marie johns

— Gord Downie



Left-to-Right; The Internattional Classic is still alive and well at the Oswego (NY) Speedway. Once guided by former ARPY, Dick O'Brien, the race still has all of the pomp-and-circumstance (top) along with an exciting and different race for the unique machines. Does the unique event still matter? (below). This is a great question for promoters who are hosting traditional events from coast-to-coast.



Above & to the Right; Glenn Styres and his staff att Ohsweken Speedway in Central Ontario have done a marvelous job with their facility. The paved, concrete areas well marked in the pits for pedestrians is great. Also the signs remind you where you are and help to keep you from being hit by a wayward racecar.



Above; We just thought this was a unique billboard and it also shows money will come from anywhere for advertising. The company has a product and with taste it was placed on a billboard. Congratulations for making this look the way it does.



Styres built a massive facility for holding his track prep equipment. The track equipment produces wide multi-groove race track for racers.



Above; RPM friend Sean Gibbs submitted this photo of Delaware Speedway near London, Ontario, which has seen a revival in recent years as many improvements have been made to the facility which was once owned by Tony Novotny, who also owned CASCAR. The United Racing Series currently operates and promotes the Speedway. The track is Canada's longest running asphalt speedway.

A photo of the track at Humberstone Speedway near Port Colborne, Ontario, where the last weekend of racing is rapidly approaching on October 4th and 5th. After the event on the 5th the track will cease operations, which will see one of the longest running tracks in Canada close its doors.





Left: While we like to joke in regard to trailers at the race track, recently in a feature division race this trailer hauled the winning car of Jessie Kent to the track. The racecar photos really don't matter. The Kent family has been a fixture in Northeast racing and doesn't have a lot to spend on their effort so they spend it wisely without flash and pretentious purchases.



Left; For those of you that donate, "Thank You" this brick sets just outside the main entrance to the Roswell Park Institute campus. We sincerely appreciate your consideration and hope that you will continue to support our fight against such a terrible disease.



Above; Have a major event? Always take a class photo. Michelle Holmes-Anderson, an official and office manager with Race of Champions demands it. The photos are great keepsakes, could boast souvenir or program sales and if you have a 74-year old trophy it's great to gather everyone around it.



HERMISTON RACEWAY IN OREGON IS NOW AVAILABLE FOR SALE

This 25.47 acres of industrial land offered at 2,000,000 USD in Hermiston, Oregon at 81242 N Highway 395. The sale is subject to a least that will expire September 30, 2024.

More information can be found here; www.loopnet.com/Listing/81242-N-Highway-395-Hermiston-OR/31063623/

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

More information can be found here; 4150 Kortwright Rd, Jamestown, NY 14701 | MLS #R1453778 | www.loopnet.com/Listing/4150-Kortwright-Rd-Jamestown-NY/27671334/

Note that there has been a significant price reduction for this facility and from an RPM perspective, it is worth it.



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/

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