



**January 19-21, 2017**



*Since 1995*



*Since 2001*



*Since 2003*



*Since 2010*



**CHEVROLET**

*Since 2016*

SCCA Leaders,

As the Dean of the SCCA Leadership Academy, and on behalf of the National Convention Planning Committee and the National Staff Convention Team, I would like to welcome each and every one of you to our club's National Convention and the SCCA Leadership Summit.

Thank you for taking your valuable time to make the journey to Las Vegas for this year's SCCA National Convention. You are a leader and you get things done. The membership looks to you for direction and guidance in the wonderful world of amateur motor sports.

The vision for the 2017 convention is "Membership Development" and "Feeling Connected to the Club." Starting in August we began the process of recruiting over 70 of the fantastic presenters with various professional and club backgrounds to assist you in making your little corner of SCCA the best it can be. Try to pick up at least one concept or idea in each session and take it back to your home region.

Attend as many sessions as possible. Take lots of notes. Have conversations in the halls. Bounce ideas off each other and enjoy catching up with old friends. We've done the best we can, but let us know how we can do better. We are here for you!

Sincerely,

Jeff Luckritz  
Dean  
SCCA Leadership Academy  
jluckritz@scca.com

**National Convention Planning Committee Members**

Velma Boreen  
Raleigh Boreen  
Sydney Davis Yagel  
Carol DeBorde  
Dan Hodge  
Linda Rogaski

**National Staff Convention Team**

Aimee Thoennes  
Heyward Wagner  
Rick Myers



# 2017 CONVENTION SCHEDULE AND INFORMATION

January 19-21, 2017

## REGISTRATION HOURS

Registration Desk - 2nd Floor

Thursday 1:00 pm - 6:00 pm

Friday 7:30 am - 4:00 pm

Saturday 7:30 am - 4:00 pm

## EXHIBITOR HOURS

Napa A

Friday and Saturday 8:00 am - 5:00 pm

*Stop by for coffee and donuts 9:00 am  
and Afternoon Snacks around 1:30 pm*

THURSDAY	2:00	New RE and Region Board Member Training Monarch							
	4:00	Annual Meeting Grand Ballroom B							
	5:00	Welcome Party Grand Ballroom A							
FRIDAY	8:00	Leadership Summit Kickoff Sonoma A							
	9:00	Rallycross ABC's and XYZ's Scott Carlson Napa B	Successful Solos and Shenanigans- Chris Brake, Stefanie Stribling & Brian Harmer Napa C		Club Race Speed Dating Part I Sonoma A		Electronic Communications Heyward Wagner Napa D		
	10:00	Developing & Maintaining a Rally Program in an Autocross Region Laguna	S2 Training Napa B	Time Trials How To Dave Deborde and Tony Machi Huntington	Why Your Region Should Hold a TRSS Scott Dobler II Napa C	Building a Successful Race Series Gary Pitts & Chris Mosley Sonoma A	Building Your Brand Shea Holbrook (Repeated on Sat) Sonoma D	The Art of Delegating Sydney Davis Yagel (Repeated on Sat) Napa D	
	11:00	Recruiting Volunteers and Leaders-Bob Tunnell/Bob Davis Sonoma A							
	12:00	Closed Meeting: Regional Executives & BoD Sonoma D		Lunch Break					
	1:00	Building a Regional Road Rally Program Rich Bireta Napa B	Solo-Attracting and Keeping the Rookies Zack Barnes Napa C		Club Racing Speed Dating Part II Sonoma A		Succession Planning Bob Davis (Repeated on Sat) Napa D	Social Media Marketing Deffenbaugh/Albin (Repeated on Sat) Huntington	
	2:00	True Meaning of Stewardship Sonoma A					E-mail Marketing SCCA Staff (Repeated on Sat) Napa B	Regional Governance Quantum Governance (Repeated on Sat) Sonoma D	
	3:00	Making a Race an Event Sheila Burkett/Blair Deffenbaugh Napa D			New Types of Solo Events Tom Reynolds, Velma Boreen and Jamey McDaniel Napa C		SCCAGear Napa B	Risk Management Insurance (Repeated on Sat) Sonoma A	
	4:00	Time Trials Town Hall Napa D	RoadRally Town Hall Huntington	RallyCross Town Hall Napa C	Solo Town Hall Sonoma D		Club Racing Town Hall Sonoma A		
	5:00								



SATURDAY	8:00	Road Rally Safety Steward Training Jeanne English Huntington	Track Review Sonoma A	Solo Site Acquisition George Schweikle and Raleigh Boreen Napa C	RE Panel Part I Napa B		Event Marketing Brian Ghidinelli Napa D	The Art of Delegating Sydney Davis Yagel (Repeat) Sonoma C
	9:00	Rallycross Best Practices and Marketing Jon Jareo Huntington		Best Practices: Majors Paula Hawthorne and Sam Fouse Sonoma C	Engaging Current and New Members Jamey McDaniel Napa C		Electronic Communications- Heyward Wagner (Repeat) Napa D	Succession Planning Bob Davis (Repeat) Napa B
	10:00			Matters of the Moment with the SCCA Board of Directors Sonoma C		Building Your Brand Shea Holbrook (Repeat) Napa B		Targa and Cross- Discipline Events Heyward Wagner Napa C
	11:00	Keep the Volunteers Coming Back-Sam Centellas Sonoma C					Social Media Marketing- Deffenbaugh/Albin (Repeat) Napa B	Risk Management Insurance (Repeat) Sonoma A
	12:00	Lunch Break						
	1:00	Tire Rack Street Survival from a Regions Perspective Sam Centellas Napa C		How To Hide Cars Napa D	Solo Tools Eric Clements Napa B		Incentive Programs Chris Robbins Sonoma A	
	2:00	Solo Course Design-TBD Napa D		Membership Strategies-Steve Balanecki Bob Crawford Sonoma A		Registration Ops Manual Sue Green Huntington	Data Acquisition Napa C	PR for Regional Events Scott Dobler II Napa B
	RE Panel Part 2 Napa B				E-mail Marketing SCCA Staff (Repeat) Napa C			
	4:00	Leadership Summit Closing Session Sonoma C						
	Cocktail Reception 6:00 - 7:00 pm PreFunction (outside Grand Ballroom B)  Hall of Fame and Awards Banquet 7:00 - 8:00 pm  Ceremony 8:00 - 9:30 Grand Ballroom B							





# Session Descriptions

**Thursday, January 19<sup>th</sup> 2017**

**2:00-4:00 pm**

**New Regional Executive and Board Member Training** (SCCA Region leaders)

*SCCA Staff*

Discussion on what it takes to operate your Region within SCCA Guidelines. Charter Renewals, Region Invoicing, Membership Lists, Sanction process, Conflict Resolution and current membership trends are just some of the topics we will discuss to assist in your transition to a volunteer leadership position.

**4:00-5:00 pm**

**SCCA Annual Meeting** (All)

*SCCA Board of Directors & SCCA Staff*

**5:00-7:00 pm**

**Convention Welcome Party** (All)

**Friday, January 20<sup>th</sup> 2017**

**9:00-9:50 am**

**Rallycross ABC's and XYZ's** (Rallycross leaders)

*Scott Carlson*

Everything from site acquisition to awards ceremonies. What works and what doesn't work so well. A discussion about the successes and challenges of Rallycross in New England Region"

**Successful Solo's and Shenanigans** (RE's/Solo Leaders)

*Chris Brake/Stefanie Stribling/Brian Harmer*

A successful solo program needs more than just a well-run event. Break out from the standard solo and add some shenanigans to help keep people engaged and coming back.

**Club Racing Speed Dating Part 1**(Club Race Leaders)

*Dennis Dean/Paula Hawthorne/Sue Green/Peggy Dietz/Mark Amenda/Lyn Hodges Watts/Ed Arthur/Tiffany Stiller/Bill Skibbe*

In this session, club racing specialty experts will introduce themselves and provide a snapshot of successful strategies for their specialty. This is a great opportunity for you to see how each person brings their unique touch to their specialty.

**Electronic Communications** (Region Leaders)

*Heyward Wagner*

Websites, Social Media and Email Marketing, OH MY! This session will cover the big three of electronic communication, when to use each, how to integrate and even a few strategies for when to go old school and put things on paper. A must attend for any Region that does not yet have a comprehensive communications and marketing plan.

## **Friday, January 20<sup>th</sup> 2017, Cont....**

### **10:00-10:50 am**

#### **Developing/Maintaining a Rally Program in an Autocross Region**

(RE's/RoadRally Leaders)

*Bob Sonntag & Ed Zebrowski*

This session describes how SIR (for a time best known as home of the Solo II "Thunder Nationals" National Tour autocross events on the Fourth of July weekends) develops and maintains its Rally program in an autocross region.

#### **S2 Training: Club Racing Steward On-Line Training**

(Stewards)

*Bob Horansky/ David Ellenwood*

This session introduces the online steward training courses which will be an additional tool to be used along with the existing standup instructor lead classes. An overview of the S2 Learning on-line training platform will be given as well as a demonstration of the recently completed on-line course "SOM Documentation and Appeal Preparation."

#### **Time Trials How To** (RE's/Race Leaders)

*Dave DeBorde/Tony Machi*

Starting a PDX/Club Trials program is the scariest part of the process of getting the program going. The cost of track rental is usually a big nut to crack. Learn how to use a weeknight program to grow a local program and a charity event to get it off the ground.

#### **Why Your Region Should Hold a Tire Rack Street Survival** (RE's/TRSS Leaders)

*Scott Dobler*

This is the only SCCA program that brings all of the members together for a common cause. TRSS brings the members together to connecting with each other and share the community to save young lives.

#### **Building a Successful Race Series** (Club Race Leaders)

*Gary Pitts/Chris Mosely*

Sharing workers and unique opportunities to help ensure that Divisional Racing can be financially successful. Participants will also learn about what it takes to build a successful series: Dedication and Simplicity.

#### **Building Your Brand** (Region Leaders)

*Shea Holbrook*

A Region's brand is it's public identity, and it is there whether you manage it or not. In this session, Pirelli World Challenge Driver and Team Owner, Shea Holbrook will share strategies she has developed within Shea Racing that you can use to build a public facing brand for your Region that promotes not only who you are, but who you want to be.

#### **The Art of Delegating** (Region Leaders)

*Sydney Davis Yagel*

For many reasons, delegation is often the hardest task for leaders. In this session, we will discuss the elements of the delegation process and walk through the steps for executing your events. By focusing on empowering your people, you create a positive working environment primed for success.

### **11:00-11:50 am**

#### **Recruiting Volunteers and Leaders**(All)

*Bob Tunnell and Bob Davis*

At the Regional and Divisional level, volunteers are the backbone of our Club. Bob & Bob will share their time-tested principles for recruiting volunteers and leaders, as well as how to identify and recruit those best suited to lead our Club's programs.



## **Friday, January 20<sup>th</sup> 2017, Cont....**

### **1:00-1:50 pm**

#### **Building a Regional Road Rally Program** (RE's/Rally Leaders)

*Rich Bireta*

Road Rallies can provide your Region's members an opportunity to socialize and compete against each other in a fun filled atmosphere. A Road Rally can be a fun, experiential SCCA event requiring no special equipment other than a street legal car, a driver and a navigator. This presentation will guide the attendees through the steps needed to organize their first road rally event. This session is aimed at those Regions currently without a Road Rally program. No knowledge of Road Rallying is assumed.

#### **Solo-Attracting and Keeping the Rookies** (RE's/Solo Leaders)

*Zack Barnes*

Attracting a newcomer to an SCCA Solo event is just one step in growing regional participation: the sales pitch starts before they sign the waiver and buckle up. We'll present strategies, some unconventional, for attracting and engaging newcomers, developing their regional involvement, and introducing them to their National "family."

#### **Club Racing Speed Dating Part II** (Club Race Leaders)

*Dennis Dean/Paula Hawthorne/Sue Green/Peggy Dietz/Mark Amenda/Lyn Hodges Watts/Ed Arthur*

*Jim Hooker/ Tiffany Stiller/Bill Skibbe*

A continuation of "Club Racing, Speed Dating Part I." Attendees got a chance to hear from various specialties in Part I. Now here is your opportunity to follow up and ask detailed questions.

#### **Social Media Marketing** (Region Leaders)

*Blair Deffenbaugh/Andie Albin*

Want to reach a wider and possibly younger demographic? Learn how to use social media to create content and data analysis to help make your SCCA events even better.

#### **Succession Planning** (Region Leaders)

*Bob Davis*

"Planning to Quit!: A case study in building a sustainable volunteer organization"

Bob Davis, Solo Chair of the New England Region and business turnaround executive, presents a case study in applying basic business turn around techniques to improving a Regional program. The use of strategic planning, performance metrics, and basic business analysis will be described during the presentation.

### **2:00-2:50 pm**

#### **The Meaning of Stewardship** (Stewards/Region Leaders)

*Kevin Coulter*

What does it mean to be a steward? What does it mean to be a steward of our club? A discussion on being a steward of our club, for stewards and all club leaders.

#### **E-mail Marketing** (Region Leaders)

*John Burchardt*

Does your region use email to communicate with members, reach prospects and promote events? If not, or if you just want some tips on how to maximize those efforts, this session is one to circle. Focus will be on the methods and tools to be successful with email communication and marketing.

## **Friday, January 20<sup>th</sup> 2017, Cont....**

### **2:00-2:50 pm**

#### **Regional Governance** (RE's)

*Quantum Governance*

Many consider their organization's bylaws to be the starting and (finish) line for everything they need to know about governance. There's no doubt that bylaws are a critical building block – the fundamental framework for how your organization will be governed and led. But they guide only the formal aspects of how your Region governs itself. Join Quantum Governance's CEO for this critical session to learn about the importance of governing in accordance with your Region's bylaws – but also about the informal aspects of governance and leadership, including persuasion that ultimately impact how your Region is being governed and led.

### **3:00-3:50 pm**

#### **Making a Race and Event** (Club Race Leaders)

*Sheila Burkett/Blair Deffenbaugh*

Creating Memorable Events: Have you ever wanted to have that event that everyone was still talking about for several years? Keep your volunteers and racers coming back by putting on events that are fun, well managed and memorable. This session will give you tips and techniques to get everyone in your region involved in putting on a cross-functional event. Let the party begin!

#### **New Types of Solo Events** (Solo Leaders)

*Velma Boreen/Jamey McDaniel/Tom Reynolds*

Talking about how to bring more fun to your events by having "Special" events. Drivers School, Test Days, Team Challenges, Mock Pro Solo's, break the Track Record events, Mock Match Tours and many other ideas on how to spice up your Solo Program

#### **Gearing Up Your Region** (Region Leaders)

*Heyword Wagner/SCCA Gear/Shirts 101*

Did you know- SCCA Gear can support your Region's apparel needs, and put you in a position to make some money doing it? This session is a chance to learn about these opportunities, as well as ask question about the specific products you would like to have for your Region.

#### **Risk Management** (Region Leaders)

*K&K Insurance*

An overview of motorsport insurance and a discussion on what we as SCCA leaders can do to manage the risk involved. This session will give you the opportunity to ask your questions directly to our insurance provider, members of the National Office Staff, and Board of Directors.

### **4:00-5:50 pm**

#### **Interest Area and Specialties, Town Halls and Round Tables**

**Saturday, January 21<sup>st</sup> 2017**

## **8:00-8:50 am**

### **Road Rally Safety Steward Training** (RoadRally leaders)

*Jeanne English*

Learn what a Road Rally Safety Steward is, and what his/her function is; learn about what conditions are safe for road rallies. Get your Road Rally Safety Steward license.

### **Solo Site Acquisition** (Solo leaders)

*Raleigh Boreen*

Discuss how to get sites, what to look for and how to keep sites. Sites, Sound and Safety are the keys to the future of SCCA Solo Programs. If you are looking for Solo sites only when you need one, you are in trouble. Discuss how the SCCA can help Regions acquire sites and retain them.

### **RE Panel Part I** (RE's)

*Eric Brown/Richard Bentson/Bob Neff/Sam Fouse/Chris Brake/John Zuccarelli/Gary Pitts/Richard Mitchell/Reed Kryder/Paul Anderson/Corky Newcombe/Philip Becker*

Some of the best Regional Executives from around the country will share activities, events, practices and ideas to help your members feel more connected to the club. Discussion will be driven through prearranged questions for the panelists and questions from the audience.

### **Event Marketing** (Competition Leaders)

*Brian Ghidinelli*

If you register events through MotorsportsReg.com, or would just like to learn more about how to market and promote events, this is a chance to learn from a pro. Topic areas will range from how to get your event noticed to tips on converting the interested into registered participants.

### **The Art of Delegating** (Region Leaders)

*Sydney Davis Yagel*

For many reasons, delegation is often the hardest task for leaders. In this session, we will discuss the elements of the delegation process and walk through the steps for executing your events. By focusing on empowering your people, you create a positive working environment primed for success.

(Repeat of Friday's session)

## **8:00-10:50 am**

### **Track Review**

(Open to Club Race Stewards, TT Stewards, HPDE Stewards, PDX Stewards, or permission from your Executive Steward)

*Martyn Thake*

The session will provide training to those stewards who wish to become a track reviewer, along with a review for those stewards who are currently a track reviewer. The session covers what a reviewer needs to look at to insure that a track meets the SCCA criteria for a safe track.

## Saturday, January 21<sup>st</sup> 2017, Cont...

### 9:00-9:50 am

#### **RallyCross Best Practices and Marketing** (Rallycross Leaders)

*Jon Jareo*

This presentation will provide all of the tips and tricks to pull off a successful RallyCross event. It covers everything from marketing the event to tear down at the end of the day.

#### **Best Practices Majors** (Club Race Leaders)

*Paula Hawthorne/Sam Fouse*

Take a trip through the various specialties and the tips and tricks to a successful Majors weekend. Learn all about planning, budgeting, marketing, and conducting a Majors event and how it differs from a typical "Regional" event/program.

#### **Engaging Current and New Members**(Region Leaders)

*Jamey McDaniel*

How to identify new members, make them feel welcome and guide them through the daily routine of a SCCA activity. Then we will investigate methods to help ensure they keep coming back.

#### **Electronic Communications** (Region Leaders)

*Heyward Wagner*

Websites, Social Media and Email Marketing, OH MY! This session will cover the big three of electronic communication, when to use each, how to integrate and even a few strategies for when to go old school and put things on paper. A must attend for any Region that does not yet have a comprehensive communications and marketing plan. (Repeat of Friday's Session)

#### **Succession Planning** (Region Leaders)

*Bob Davis*

"Planning to Quit!: A case study in building a sustainable volunteer organization"

Bob Davis, Solo Chair of the New England Region and business turnaround executive, presents a case study in applying basic business turn around techniques to improving a Regional program. The use of strategic planning, performance metrics, and basic business analysis will be described during the presentation. (Repeat of Friday's session)

### 10:00-10:50 am

#### **Targa and Cross-Discipline Events** (Region Leaders)

*Heyward Wagner*

Last year the Experiential Programs Department piloted a multi-discipline event called Targa. This session will focus on the philosophy of the event and how Regions can use the lessons learned to build their own multi-discipline events to introduce current and future members to the varied aspects of SCCA participation.

#### **Building Your Brand** (Region Leaders)

*Shea Holbrook*

A Region's brand is its public identity, and it is there whether you manage it or not. In this session, Pirelli World Challenge Driver and Team Owner, Shea Holbrook will share strategies she has developed within Shea Racing that you can use to build a public facing brand for your Region that promotes not only who you are, but who you want to be. (Repeat of Friday's session)

#### **Matters of the Moment** (All)

*SCCA Board of Directors*

The SCCA Board of Directors discusses the CEO search, strategic planning for the Club, and how it works to lead the Club. The conversation will be opened for questions from the floor.

## **Saturday, January 21<sup>st</sup> 2017, Cont...**

### **11:00-11:50 am**

#### **Keep the Volunteers Coming Back (All)**

*Sam Centellas*

At the Regional and Divisional level, volunteers are the backbone of our Club. Sam will share their time-tested principles for recruiting volunteers and leaders, as well as how to identify and recruit those best suited to lead our Club's programs.

#### **Social Media Marketing (Region Leaders)**

*Blair Deffenbaugh/Andie Albin*

Want to reach a wider and possibly younger demographic? Learn how to use social media to create content and data analysis to help make your SCCA events even better. (Repeat of Friday's Session)

#### **Risk Management (Competition Leaders)**

*K&K Insurance*

(Repeat of Friday's Session)

### **1:00-1:50 pm**

#### **Tire Rack Street Survival From a Regions Perspective (RE's/TRSS Leaders)**

*Sam Centellas*

The Tire Rack Street Survival program has been growing because of dedicated volunteers like you! Come and hear tips and tricks on planning a great program and engaging more volunteers for the class. It is rewarding for not just the students, but also the coaches, so let's continue to grow the program!

#### **How to Hide Cars (Stewards/Club Race Specialties)**

*Jason Kepka/ Dan Miklovic*

A driver has slowed on or off the racing surface and comes to a stop. Now what? Learn how and when to move cars into safe positions on the track.

#### **Solo Tools (Solo Leaders)**

*Mari and Eric Clements*

How can SCCA help local Solo Programs? Discuss the tools SCCA has available to help Regions with their Solo events and Programs. Discuss how the SCCA Solo Development Coordinator Program (SDC's) can help a Region with their Solo Program. Talk about the "New" easy sanctioning process for all Solo Events.

#### **Incentive Programs (Region Leaders)**

*Chris Robbins*

Does your Region, or has your region considered using a participation tracking system that pays out points? Guess who else does? Airlines. This session is a chance to learn from an industry expert about the methods used to make airline points a hot commodity, and how your Region can develop a strategy to optimize your incentive program.

## **Saturday, January 21<sup>st</sup> 2017, Cont...**

### **2:00-2:50 pm**

#### **Membership Strategies** (Region Leaders)

*Steve Balanecki/Bob Crawford*

Using e-mail to effectively communicate with members about membership status. We will also explore strategies to recognize member achievement.

#### **Registration Ops Manual** (Sue Green)

This will be an opportunity to edit and update the Ops Manual for Registration. Input is welcome.

#### **Data Acquisition** (Region Leaders)

*Glen Thielke*

See what the new worker specialty is all about. Learn why Data Acquisition is important to the Club and the reasons the specialty was created. See the technology and software used in collecting and analyzing the data. Get a feel if Data Acquisition is right for you or someone else in your Region. Provide input and ideas in how to make Data Acquisition go smoothly at your events.

#### **PR For Regional Events** (Solo Leaders)

*Scott Dobler*

Using Social Media to connect to members who aren't attending events OR connecting to future members who want an experience.

### **2:00-3:50 pm**

#### **Solo Course Design** (Solo Leaders)

This panel discussion is focused on design philosophies and Q&A to address specific challenges in Solo course design.

### **3:00-3:50 pm**

#### **RE Panel Part II** (RE's)

*Eric Brown/Richard Bentson/Bob Neff/Sam Fouse/Chris Brake/John Zuccarelli/Gary Pitts/Richard Mitchell/Reed Kryder/Paul Anderson/Corky Newcombe/Philip Becker*

Some of the best Regional Executives from around the country will share activities, events, practices and ideas to help your members feel more connected to the club. Discussion will be driven through prearranged questions for the panelists and questions from the audience.

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Does your region use email to communicate with members, reach prospects and promote events? If not, or if you just want some tips on how to maximize those efforts, this session is one to circle. Focus will be on the methods and tools to be successful with email communication and marketing.

### **4:00-5:00 pm**

#### **Leadership Summit Closing Session** (All)

### **6:00-7:00 pm – Cocktail Reception**

### **7:00-9:30 pm – Hall of Fame Awards Banquet & Ceremony**



