

Building Your Region For Success

Chris Brake

- Indianapolis Region
 - Primarily Solo, new PDX program and a Rally program
 - Membership around 640
 - Up nearly 250 members within two years
 - I am the new RE, but have been involved with the Board for 3 years
- Being Seen
 - Sports Car Club of America....NOT Secret Car Club of America
 - How to be seen
 - Car Shows
 - Sites with good exposure
 - Bring a buddy incentive
 - Using charity events as a means of advertising
 - Be creative
 - Car Shows
 - Variety of vehicles
 - All areas of club participation
 - Attention grabber cars
 - Stock cars, too
 - Market to the spectators more so than the participants
 - Not only to gain membership, but also make connections for possible sites
 - Return will not be immediate!
 - Don't stop if it doesn't gain anything the first time
 - Or the second
 - Local car shows
 - Small investment
 - 100-500 spectators
 - Any cars are usually welcome
 - Combine with a rally or club activity
 - Large car shows
 - World of Wheels / Autorama
 - Larger investment
 - 30,000+ spectators
 - Cars have to be approved
 - Club display or vendor booth?
 - Exposure of events to the public

- Sometimes great sites are horrible for marketing and being seen
 - Sometimes mediocre sites are the best marketing tools in your arsenal
- Bring a buddy
 - Discount offered for bringing someone for their first outing
- Charity events
 - Much more likely to get free advertising when connected to a charity
 - SCCA gives each region 1 charity solo per year with discounted insurance/sanction
 - If possible, do multiple.
 - Involve the charity if possible
 - \$5 off entry for bringing 5 food items for a food drive
 - Beat the Heat
- Getting people to stay
 - Attendance incentives
 - Remembering newer people
 - Make sure novices are having fun and know about upcoming club events
 - Give schedule or other info at registration
 - Encouraging volunteers
 - Supporting people that want to be more involved
 - Encouraging people to volunteer for positions they are a good fit for
 - Firing volunteers
 - Loose negative thinkers
 - Being Prepared
 - Smooth running events
 - Have as much ready before hand, chiefs do their jobs, and have teams where applicable
 - Club Activities
 - Karting days
 - Cookouts
 - Movie nights
 - Community service
 - Kids Zone
 - Enclosed trailer by spectator area
 - Pop up would work, too

- Movies
 - Bag toss
 - Babysitter work assignment
 - Big wheel race
- HAVE FUN
 - Most people are there for the fun more than the competition
- Good Leadership
 - Leaders that support each other
 - Board that works together
 - Programs that support each other
 - Cross promote
 - Encourage people to try other areas
 - Don't be afraid to spend some money on the club
 - Harder for some regions than others
 - Support neighboring regions
 - Co-host events
 - Hoosier challenge
 - Collaborate with chairs for neighboring regions on schedules

Region Success: Making SCCA Membership Worthwhile
Southwest Louisiana Region, SCCA
Johnathan Burchardt
Membership and Publicity Chairman, TNiA Champion, and Podcast Host

- I. Region Facts
 - A. Small Size Region with around 100 members
 - B. Autocross, Some Road Racers, No Road Races, Many HPDE'ers
 - C. Autocross attendance averages 70 drivers
 - D. High spectator attendance. Some events reach 2.5-3:1 spectator to driver ratio
 - E. Home to the only local Autocross Podcast with over 20 episodes across two seasons.
- II. Run events Like a Business
 - A. Timing and Scoring
 - 1. Make sure it works
 - 2. If necessary, keep it simple.
 - 3. Don't get caught up in fancy toys and forget your job.
 - B. Registration
 - 1. Filter members, non-members, and first timers
 - 2. Have plenty of staff and pens
 - 3. Know the rules and have the answers
 - 4. Post common answers to regular questions
 - 5. Smile!
 - C. Regular Workers/Volunteers
 - 1. Seek out and identify those who'd improve things
 - 2. Seek out and identify those who'd hurt things
 - 3. Offer them as much support as necessary
 - D. Basic Amenities
 - 1. Don't give them a chance to litter, provide plenty of garbage cans
 - 2. Have clean bathrooms or fresh Porta-Jons and make sure there's enough
 - 3. At the very least provide free water and lots of it!
 - E. Your Position
 - 1. Know it well
 - 2. Know all the answers or have them easily accessible
 - 3. Set short and long term goals
- III. Relations
 - A. Socials
 - 1. Social hour before monthly meetings
 - 2. Meet for dinner after events
 - 3. Occasional extended socials after Saturday events
 - B. Keep Things Fun and Interesting.
 - 1. Try to rotate venues
 - 2. Encourage all members to design courses

3. Run Test & Tunes on Saturdays when possible
4. Have Contests
5. Yes it's a competition but don't be serious all the time
- C. Put out the Welcome Mat
 1. Talk to everyone
 2. Take a genuine interest in all your members
 3. Make sure the faces of the club are people persons
 4. Visit with families and friends
 5. Lend a hand and carry some extra water
 6. Have business cards
- D. Love Your Members
 1. Everyone matters
 2. Enjoy each other
 3. Invest in them
 4. Get to know and enjoy friends and families
 5. All opinions matter
- E. Encourage Interaction Outside of Events
 1. Social media groups
 2. Social events
 3. Group trips to other events
- IV. Marketing & Publicity
 - A. Get with the Times
 1. Have a website with a current design
 2. Is the logo any good?
 3. Social Media
 - B. Advertising
 1. Can be done cheap
 2. Word of mouth
 3. Social media platforms
 4. Local event websites
 5. Local news and radio
 6. Regional merchandise
 7. Direct emails and walk ins
 - C. Photography
 1. Encourage members with experience
 2. Have photographer as a position
 3. Candid photos
- V. Media Production
 - A. "SoWeLa SCCA" Podcast
 1. Driver interviews
 2. Event reviews
 3. Tech Sections
 - B. "Shooting Cars" YouTube Series
 1. Driver interviews
 2. Event coverage
 3. Vehicle reviews

Region Success: Making SCCA Membership Worthwhile
South Bend Region, SCCA
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- I. Region Facts
 - A. Medium Size Region with 310 members
 - B. Autocross, Race Workers, Few Racers
- II. Positive Cash Flow
 - A. Tire Rack Street Survival
 - 1. Lucky-no facility rental at The Tire Rack
 - 2. Net over \$1,000 per event
 - B. Motor State Challenge-similar to Optima Ultimate Street Car
 - 1. Major parts supplier wanted help running an event
 - 2. We supply all the track and autocross expertise
 - 3. Event is friendly and smoothly run
 - 4. Region is compensated financially for our efforts
 - 5. Members get a discount at Lane Automotive
 - C. Solo Program in the Black
 - 1. Solo Chair submits a budget
 - 2. Do a SCCA Starting Line School
 - 3. Hoosier Challenge-Statewide autocross competition
 - D. Race Program in the Black
 - 1. Lunch subs from Walmart, cookies, chips, drinks-Sam's Club
 - 2. Don't schedule your race "on top" of another event
 - 3. Use one BLS ambulance and one ALS ambulance for Regional
 - 4. Make entry fee attractive to get entrants
 - 5. See if the track management will work with you
- III. Member Benefits
 - A. Friday night cookout for workers-good time to relax
 - B. Winter Trip (SBR Members Only)
 - 1. Club pays for the motor coach
 - 2. Indianapolis Speedway and Target Chip Ganassi and Henry Ford Museum
 - 3. Cost the region little over \$2,000 per trip
 - C. Minor League Baseball Game (SBR Members Only)
 - 1. Club pays for tickets or rent a section and pay for food too
 - 2. \$350-\$1,000 for 40 members depending on package
 - D. Go karting (SBR Members Only)
 - 1. Every October
 - 2. Each driver gets 30 minutes of kart time
 - 3. Member/Region cost share
 - 4. Average cost to region of \$700 for 24 karters

- E. Hold a Track Night(SBR Members only)
 - 1. Local track needs to be willing to work with you
 - 2. Track pays for insurance, we handle everything else
 - 3. Charge members \$25-\$35
 - 4. Average net cost to region is minimal
 - F. End your Rally at a car museum
- IV. Dues Reimbursement Program
 - A. Meant to reward those who hold key positions and encourage Race workers to attain National licenses
 - B. Around a \$1,400 program
- V. Take Care of Race Workers
 - A. Our race weekend at GingerMan
 - 1. ALL workers receive \$ for travel expenses
 - 2. Feed them breakfast,lunch and dinner(best dinner around?)
 - 3. Plenty of beverages
 - B. Race Worker Travel program
 - 1. Reimburse travel expenses for SBR race workers that that travel to other SCCA races (stole this idea from WMR)
 - 2. Cost the region just under \$1,000 in 2015
- VI. Recognize Top 20 in Activity Points
 - A. Shirts, books, die-cast models, car prints, sweatshirts, polo shirts etc.
 - B. Averages about \$650 per year
- VII. Make the Annual Banquet Attractive
 - A. Get a guest speaker(SRT, Honda, Car builder, Race Fuels, Brakes etc.)
 - B. Earn discounts for working Street Survival, Race or Motor State Wkd.
 - C. Cost the club a little over \$400
- VIII. We are ONE club; not autocrossers and race workers
 - A. Only one bank account for the entire club
 - B. Over half of SBR workers at the race are autocrossers
 - C. Everybody helps out with Street Survival and Motor State Challenge
 - D. We like each other!
- IX. Pick Great Leaders
 - A. Must be enthusiastic
 - B. Willing to listen to others
 - C. Must be organized
 - D. Must understand that we all must work together
 - E. SBR has been blessed with outstanding board members and others in leadership positions

Building Your Region for Success
By Jim Weidenbaum, Oregon Region & Director Area 13

- 1) Oregon Region Theme: *Positive Energy & Cash Flow!*
- 2) How do you get there?
 - a) Agree what success looks like for your Region:
 - i) Activities
 - ii) Membership
 - iii) Financial
- 3) What steps do you take to build a Region's success?
 - a) Success starts from the top with an energized Region Board of Directors taking an honest assessment of Region's SWOT:
 - i) **Strengths**
 - ii) **Weaknesses**
 - iii) **Opportunities**
 - iv) **Threats**
- 4) What is your Region doing right, better yet, exceptionally better than any other organization? (Strengths)
- 5) Be honest in identifying what areas does your Region fall short – not just versus other Regions – versus other organizations? (Weaknesses)
- 6) What are untapped or developing growth areas? Look at SCCA's Experiential group, as well as the success of other clubs? (Opportunities)
- 7) What can hurt your Region, whether, competitive, cultural, economic, local, or "Pogo"? (Threats)
- 8) Get the pulse of the organization and listen
 - a) Important to stay rooted, but must break away from rule by the "inner sanctum," and perennial grippers
 - b) Important to be open to those who come with new ideas, particularly those with positive solutions versus "you stink!"
 - c) Assess what is going right or wrong with current programs, as well as what isn't being done that can be done?
- 9) Keep focus on the bottom line!
 - a) Takes money to make money, but if you're broke, it's game over
 - b) Fallacy of "average cost" – breakdown cost elements, identify cost of "sacred cows" and how much new initiatives can deliver over time.
- 10) Be aware when adding outside groups to a race weekend that not every activity is truly "incremental,"
 - a) Consider the benefit of what adding an outside group does for the weekend, as well as what added cost (hard & soft)
- 11) Must differentiate *Must Do's* from *Nice to Do's*
 - a) Cost of printing and mailing newsletters
 - b) Vendor selection
- 12) The single most important aspect of building a Successful Region is treating people with respect, friendship, and encouragement.
 - a) If there is a single stamp for Oregon Region SCCA it is the axiom: *You come for the Racing, but Stay for the People*

