



**January 18-21, 2018**



*Since 1995*



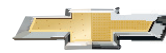
*Since 2001*



*Since 2003*



*Since 2010*



**CHEVROLET**

*Since 2016*



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**Michael E. Cobb**

President and CEO  
mcobb@scca.com

January 19, 2018

Team SCCA –

Welcome to Las Vegas and the South Point Hotel & Casino for the SCCA 2018 Annual Meeting and National Convention!

We have a jam-packed schedule across the next 3 days. We are truly excited about this year's event which includes the Annual Meeting and Welcome Party Thursday evening. This is followed by Leadership Summit seminars Friday and Saturday, culminating with the SCCA Hall of Fame and Awards banquet on Saturday night. All of our presenters represent a great cross section of leadership across the Club and have worked hard to bring their best to this year's event and we look forward to many productive discussions together.

This is a great time to be a part of the SCCA. We had a strong 2017, and I believe that by working collaboratively in support of a singular Mission, we can carry even greater momentum into our 75th Anniversary year in 2019 and beyond.

We look forward to making the most out of our time together!

All the best –

A handwritten signature in black ink, appearing to read "Michael E. Cobb", with a stylized flourish at the end.

Michael E. Cobb  
President and CEO  
Sports Car Club of America, Inc.

**SPORTS CAR CLUB OF AMERICA, INC.**

6620 SE Dwight St. – Topeka, KS 66619  
785-357-7222 or 800-770-2055



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**Jeff Luckritz**  
Leadership Academy  
jluckritz@scca.com

January 19, 2018

SCCA Friends,

Welcome to the 2018 SCCA National Convention. Thank you for making the journey to Las Vegas for three days of training, relationship building and camaraderie. Your dedication and contributions to the club will continue to nourish your home regions and its members.

Over the next three days you will have an opportunity to listen to some of the best experts in their field. Take this opportunity to learn at least one thing in each session. We are blessed to have over sixty presenters that have volunteered their time to share their experiences with you. Be sure to take a moment to thank them when you see them in the hallways.

The SCCA is about people. The SCCA is about you. The SCCA is about us. The SCCA is about the experiences we all share. Thank you for making the SCCA great.

Sincerely,

Jeff Luckritz  
SCCA Dean, Leadership Academy

**SPORTS CAR CLUB OF AMERICA, INC.**  
6620 SE Dwight St. – Topeka, KS 66619  
785-357-7222 or 800-770-2055

# 2018 SCCA NATIONAL CONVENTION SCHEDULE

Note: The Schedule is tentative and subject to change.

## Program Key:

Experiential Programs	General Interest	Leadership Academy	Marketing and Communications	Region Leadership	RallyCross	Road Racing	Road Rally	Solo
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Thursday, January 18	Noon - 3:30 pm	Region Leadership Training - Navigating SCCA: Tools and Tips for Success <i>Rick Myers</i> <i>Sonoma</i>						
	3:30 - 3:50 pm	Ascenders and First Timers <i>Johnathan Burchardt and Jeff Luckritz</i> <i>Laguna</i>						
	4:00 - 5:00 pm	Annual Meeting & Region Awards <i>Sonoma</i>						
	5:00 - 7:00 pm	Welcome Party <i>Sonoma</i>						
Friday, January 19	8:00 - 8:30 am	Leadership Summit Kickoff <i>Michael Cobb, SCCA President and CEO</i> <i>Sonoma C</i>						
	8:45 - 9:45 am	Leadership Course 101 <i>Chris Robbins</i> <i>Sonoma C</i>						
	10:00 - 11:00 am	Risk Management & Insurance <i>Panel: K &amp; K &amp; Willis</i> <i>Sonoma C</i>		Women's Initiative <i>Linda Duncan</i> <i>Huntington</i>	SCCA Foundation <i>Arnie Coleman</i> <i>Laguna</i>	Race Chair 101 <i>Dan Hodge</i> <i>Napa C</i>	How To: Track Events <i>George Laws &amp; Roger Vilmur</i> <i>Napa D</i>	Regional Road Rally as a Social Activity <i>Peter Schneider</i> <i>Monarch</i>
	11:15 - 12:15 pm	Great Leadership Makes Great Events <i>James Cahill &amp; Brad Smith</i> <i>Napa C</i>		Communication Tools <i>Heyward Wagner</i> <i>Napa D</i>	Race Data 101 <i>Glen Thielke</i> <i>Laguna</i>	Operating Stewards Training <i>Ken Patterson</i> <i>Huntington</i>	MotorsportReg 2017 Recap & 2018 Roadmap <i>Brian Ghidinelli</i> <i>Sonoma C</i>	
	12:30 - 1:30	Closed Meeting: Regional Executives with BoD <i>Sonoma C</i>		Social Media Marketing 101 <i>Matt Wolfe and Andie Albin</i> <i>Napa C</i>	Registration: Working Together for a Better Experience <i>Huntington</i>	F & C: Holding a School for Flaggers <i>Ed Arthur</i> <i>Laguna</i>	Best Tech Practices <i>Dave Kettler</i> <i>Monarch</i>	Creating a Positive Event Experience <i>Zack Barnes</i> <i>Napa D</i>
	1:45 - 2:45	How to Run a Street Survival Program <i>Sam Centellas</i> <i>Napa D</i>	Insurance Waiver Q & A <i>Kraig Hopkins</i> <i>Monarch</i>	Enhance Your Solo Program <i>Greg Vincent &amp; Jessy Gauthier</i> <i>Napa C</i>	Organizing & Running Rally Sprint & Rally Trials <i>Kito Brielmaier, Mike Jiang and Scott Beliveau</i> <i>Laguna</i>		RE Panel <i>Sonoma C</i>	How to Conduct A Drivers Meeting <i>Barb Knox and Phil Shuey</i> <i>Huntington</i>
	3:00 - 4:00	Road Racing Planning Advisory Committee Panel <i>Sonoma C</i>		TNiA What Can It Do for Your Region Membership? <i>India Bounds Munroe, Chris Haydu &amp; Bob Neff</i> <i>Napa C</i>		RallyCross Town Hall <i>Laguna</i>	Road Rally Safety Steward Training <i>Jeanne English</i> <i>Monarch</i>	Junior Driver Program <i>Napa D</i>
	4:15 - 5:15	Road Racing Town Hall <i>Sonoma C</i>		How To: Track Events Culture <i>Heyward Wagner</i> <i>Napa C</i>				

# 2018 SCCA NATIONAL CONVENTION SCHEDULE

Note: The Schedule is tentative and subject to change.

## Program Key:

Experiential Programs	General Interest	Leadership Academy	Marketing and Communications	Region Leadership	RallyCross	Road Racing	Road Rally	Solo
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Saturday, January 20	8:00 - 9:00 am	Leadership Course 201 <i>Chris Robbins Sonoma C</i>		SCCA Hall of Fame Committee: Get Involved <i>Monarch</i>	Attracting, Welcoming and Retaining Novices in Your Solo Program <i>Rich Dunbar, Susan Puls and Kathy Becker Napa C</i>		Greenpower <i>James Rogerson Huntington</i>	T&S Session <i>Bill Skibbe and Carol Reber Napa D</i>	
	9:15 - 10:15 am	MotorsportReg Q&A Input from Reg, Tech and T&S <i>Brian Ghidinelli Napa C</i>		Jumbo RE's <i>Rick Myers Monarch</i>	All About RallyCross, Rally Trials and Rally Sprint Safety <i>Chris Regan Laguna</i>	Race Data 2017 Review <i>Glen Thielke Sonoma C</i>	Social Media Marketing 201 <i>Taylor Hyatt &amp; Jessie Honigs Huntington</i>	Junior Driver Program (Second Offering) <i>Napa D</i>	
	10:30 - 11:30 am	Race Chair 201 and Promoting the SCCA Experience <i>Jeff Luckritz and Sam Fouse Sonoma C</i>	How to Keep a Street Survival Program Going <i>Scott Dobler II Napa C</i>	Social Media Marketing 301 <i>David Baltazar Huntington</i>	The Tenth Element: Building a car for RallyCross' Newest Class <i>Keith Lightfoot &amp; Kito Brielmaier Laguna</i>		RoadRally Town Hall <i>Monarch</i>		
	11:45 - 12:45 pm	Solo Development Coordinator Program <i>Raleigh and Velma Boreen Napa C</i>		Taking the Green At Full Speed: A Planning Workshop for the Entire Region <i>Sydney Davis Yagel Sonoma C</i>		Time Trials Town Hall <i>Huntington</i>	Volunteers: Getting Them, Getting Them to Stay <i>Sam Centellas Napa D</i>		
	1:00 - 2:00 pm	Critical Incident Management <i>Panel Sonoma C</i>			Unique Region Events <i>Melanie Murray &amp; Shellie McKee Napa C</i>		Holding Multiple SCCA Events in One Weekend <i>David Moore and Angela Carlascio Napa D</i>		
	2:15 - 3:15	Solo Town Hall <i>Napa C</i>		Tracks and Regions: Building a Relationship <i>Mary Phelps Huntington</i>		Growth and Development of a RallyCross Program <i>Jim Rowland and Theresa Thao Laguna</i>		Millennials <i>George Tamayo Napa D</i>	
	3:30 - 4:30	Email Marketing Tactics <i>John Burchardt Napa D</i>		How to Hold a Divisional Meeting <i>Kevin Coulter Huntington</i>		Creating New Events <i>Richard Tomlin Laguna</i>			
	4:45 - 5:15	Leadership Summit Closing Session <i>Sonoma C</i>							
	6:00 - 7:00	Cocktail Reception <i>Pre-Function outside Grand Ballroom B</i>							
	7:00 - 9:30 pm	Awards Banquet Hall of Fame Induction and Awards Ceremony <i>Grand Ballroom B</i>							

**REGISTRATION DESK** - 2nd Floor  
Thursday 1:00 pm - 6:00 pm  
Friday 7:30 am - 4:00 pm and Saturday 7:30 am - 4:00 pm

**EXHIBITOR HOURS**  
Friday and Saturday 8:00 am - 5:00 pm  
*Napa AB*

# CONVENTION SESSION DESCRIPTIONS

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## THURSDAY 12:00 - 3:30 PM

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### REGION LEADERSHIP TRAINING - NAVIGATING SCCA

*Rick Myers, Region Development Manager*

Covers resources available to Regions, annual filing requirements, Bylaws assessment and officer duties. In addition, we will discuss membership statistics, membership recruitment as well as leadership tips to successfully navigate serving as a Region board member.

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## THURSDAY 3:30 - 3:50 PM

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### ASCENDERS AND FIRST TIMERS

*John Burchardt, Membership Communication Manager & Jeff Luckritz, Leadership Academy Dean*

Convention novices and Ascenders come to this session designed for YOU and meet some new SCCA friends and learn about the in's and out's of attending the SCCA Convention.

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## THURSDAY 4:00 - 5:00 PM

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### ANNUAL MEETING AND REGION AWARDS

Per the SCCA, Inc. Bylaws, Article III Section 1, this is the business meeting of the Club with reports of officers, committees and boards, and such other business as may lawfully come before the meeting. Region Awards will also be presented at the close of official club business.

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## THURSDAY 5:00 - 7:00 PM

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### WELCOME PARTY

Enjoy a beverage (or two), some food and some laughter with your fellow SCCA members before heading out to dinner. The hotel has several restaurants where you can meet afterwards, or head out to the Strip!

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## FRIDAY 8:00 - 8:30 AM

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### LEADERSHIP SUMMIT KICKOFF

*Michael Cobb, President*

What is our collective path forward as the Sports Car Club of America and how might we work together to deliver a more relevant motorsports experience to enthusiasts of all ages in the years to come? Join us for this session as we discuss our Vision, Mission and Strategic framework for 2018 and beyond.

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## FRIDAY 8:45 - 9:45 AM

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### LEADERSHIP COURSE 101

*Chris Robbins, Texas*

Effective Leaders build and maintain strong relationships – the ability to build trust and credibility is crucial! Lack of credibility and trust in a business relationship costs you customers and diminishes your ability to work with coworkers; in personal life, lack of trust can kill a relationship. Attend this session to evaluate your own credibility, and develop an action plan to build and maintain trusting relationships.

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## FRIDAY 10:00 - 11:00 AM

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### RISK MANAGEMENT & INSURANCE

*John Beam, Executive Vice President, Willis Towers Watson*

An overview of SCCA's motorsport insurance coverage and best practices for managing risk.

### WOMEN'S INITIATIVE

*Velma Boreen, Linda Duncan and Tara Johns*

In 2012 14% of the Solo National Competitors were women drivers. In 2016 that number dropped to 12%. The Women's Initiative looks at ways to bring women back to our sport as drivers, mentors and leaders.

### SCCA FOUNDATION

*Arnie Coleman, SCCA Foundation Board*

Who we are. What we're doing. How you can help.

### RACE CHAIR 101

*Dan Hodge, Executive Steward, Great Lakes*

A review of how the region and the Chief Steward interact in order to have a successful weekend. The presentation will also include a panel discussion with race chairs that have run successful weekends.

### REGIONAL ROAD RALLY AS A SOCIAL ACTIVITY

*Peter Schneider, Northern New Jersey Region*

Step by Step process needed to create a simple and easy to follow road rally as a social activity for your region. No special equipment needed. This seminar is designed to introduce region leadership to an activity for the whole family. It is for those regions that do not have an active rally program. The instructor will walk you through the application/insurance process, route layout and options to make it a competitive event for those who like to add a little challenge.



# CONVENTION SESSION DESCRIPTIONS

## HOW TO: TRACK EVENTS

*George Laws, Chicago & Roger Vilmur, Chicago*

The Chicago Region Track Day Committee will present its best practices for how to hold a Track Day. This will include processes for registration, volunteers, instructors, driver's meetings, event timing, and socializing. Define Track Day event types and the type of event best suited for your Region.

## FRIDAY 11:15 AM - 12:15 PM

### RACE DATA 101

*Glen Thielke, Lead Data Technician*

Collecting and retrieving data, reading the data and data analysis.

### COMMUNICATION TOOLS

*Heyward Wagner, Director of Marketing and Experiential Programs*

We all have access to social media, email marketing and websites (oh my!) but how do you know when to use which one and for what? This session will walk you through the basics of each tool, and give you some of the whys and hows. This is a great session for convention first timers, or those who want a refresher before diving into the topic specific sessions.

### GREAT LEADERSHIP MAKES GREAT EVENTS

*James Cahill, Kansas & Brad Smith, Kansas City*

The Kansas City region has grown their regional Solo events from an average attendance of ~80 drivers to ~140 over the last 4 years. We've accomplished this by increasing efficiency, and making sure the tasks that need to happen are spread out so as not to overwhelm but encourage our volunteers to keep coming back. Increase the fun by decreasing the frustration!

### OPERATING STEWARDS TRAINING

*Ken Patterson, 2017 Runoffs Operating Steward*

What would you do. Actual racing situations will be discussed with input on how you would handle the situation.

### MOTORSPORTREG 2017 RECAP & 2018 ROADMAP

*Brian Ghidinelli, Founder MotorsportReg/RaceHero*

MotorsportReg Recap & Road map: What changed in 2017 you might have missed and what you can expect during 2018. Come see how to improve registration, membership/license verification, communicating changes to timing and scoring as well as enhanced integration with Topeka.

## FRIDAY 12:30 - 1:30 PM

### CLOSED MEETING: REGIONAL EXECUTIVES & BoD

A convention tradition, the RE lunch provides RE's an opportunity to meet with the the National Leadership Team including the Board of Directors and SCCA staff.

### REGISTRATION: WORKING TOGETHER FOR A BETTER EXPERIENCE

*Peggy Dietz, OVR/NeOhio*

Join us in a discussion of best registration practices. Do you have something that works really well for you? Do you have a problem with something that you just can't solve? We want to share information and work together to make the registration process and links to other specialties better and more efficient

### F&C: HOLDING A SCHOOL FOR FLAGGERS

*Ed Arthur, Detroit*

The region conducts a one day F&C school in conjunction with the new driver's school each spring. The Saturday morning classroom session teaches the basics of flagging and communications including: The Flags, Basic Communications, Safety, and what you need, what to wear, what to bring to the track. During the session we'll take a topic and simulate the classroom experience with the audience.

### SOCIAL MEDIA MARKETING 101

*Andie Albin, Digital Marketing & Communications Coordinator and Matt Wolfe, Detroit*

This presentation will cover the basics of social media marketing. We will walk-through the various social media platforms, demonstrate how to make a page/account, how to properly complete an account, and how to upload content. We will also cover other important basics such as assigning account managers, guidelines and standards for content, and helpful tools for managing accounts.

### BEST TECH PRACTICES TO TAKE TO YOUR REGION

*Dave Kettler, Divisional Administrator of Scrutineering, Central Division*

Gain a better understanding of what Tech actually does to interact with other specialties and to provide drivers and teams with a safe and competitive racing experience. Learn how Tech can contribute to a lasting positive impression in post-race impound.

# CONVENTION SESSION DESCRIPTIONS

## CREATING A POSITIVE EVENT EXPERIENCE

*Zack Barnes, Houston*

SCCA events present regional leadership with opportunities to host fun, family and community oriented events. This is a discussion of ways to improve an event to create a positive event experience for all participants. Review of community outreach and involvement ideas from the past and for the future

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**FRIDAY 1:45 - 2:45 PM**

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## INSURANCE WAIVERS Q&A

*Kraig Hopkins, K & K Insurance*

Forum for questions and answers and discussion regarding the insurance waiver process and requirements.

## RE PANEL

Share your experiences and ideas with other RE's from around the country. What works, what doesn't.

## HOW TO RUN A STREET SURVIVAL PROGRAM

*Sam Centellas, South Bend*

From recruitment to set up, this is a tricky event. It is not a solo for Teens... it's a driving school that saves lives! So let's treat it seriously, and put together a road-map that will help you run a successful school that helps teen drivers, and the rest of us, stay safe on the road!

## ENHANCE YOUR SOLO PROGRAM

*Greg Vincent, Steel Cities & Jessy Gauthier, Northwest*

This session will discuss ways in which you can spice up your Solo program to attract and retain new competitors. Charity events, autocross schools, and events for special classes (CAM for example) are commonly used for this. Less common are autocross for the disabled, charity karting events and region events that cross promote your programs all of which help to get your region more energized and keep people coming back. Expect an interactive session with lots of audience discussion.

## ORGANIZING & RUNNING RALLYSPRINT/RALLY TRIALS

*Kito Brielmaier, RX Board & Mike Jaing, SWDIV RX Steward & Scott Beliveau*

Offering a broader scope of competition types and levels is a critical way to keep your region's competitors continuously engaged in the sport. As a trailblazer for bringing RallySprints back to the SCCA, Kito Brielmaier will share tips and best practices for starting your own program. From requirements to operations and

marketing, you will get a deep look into how to make RallySprints a successful part of your Rally program.

## HOW TO CONDUCT A DRIVER'S MEETING

*Barb Knox, Southern Pacific & Phil Shuey, Rocky Mountain*

How the Chief Steward should conduct a driver meeting. Cover keys point that need to be reviewed with drivers before taking the track.

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**FRIDAY 3:00 - 4:00 PM**

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## ROAD RACING PLANNING ADVISORY COMMITTEE

Update from the Committee assembled by the Board of Directors to assist in development, review and implementation of a strategic plan for the Road Racing program.

## TNIA: WHAT IT CAN DO FOR REGION MEMBERSHIP

*India Bounds Munroe, SCCA Partner Relations Manager & Chris Haydu, Northeastern Pennsylvania & Bob Neff, Texas*

Track Night in America attracts many potential new members to every event at the over 25 tracks we visit each month. Come hear from the regions themselves how they have benefited from having a recruiting presence at the events, and make a plan to help your region take advantage of this recruiting opportunity.

## RALLYCROSS TOWN HALL

Discuss the important issues of RallyCross.

## ROAD RALLY SAFETY STEWARD TRAINING

*Jeanne English, Cal Club*

Learn the in's and out's of what a Road Rally Steward does and how to become one.

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**FRIDAY 3:00 - 5:00 PM**

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## JUNIOR DRIVER PROGRAM

*Doug Gill, Solo Competition Manager*

An overview and multiple training sessions for Youth Stewards, Solo Safety Stewards, Tech Inspectors, etc in Regions hosting young drivers in karts at Solo events. This is REQUIRED training for Solo officials and Regions offering a Junior Driver program in 2018. This session is offered again on Saturday at 9:15 am.



# CONVENTION SESSION DESCRIPTIONS

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## FRIDAY 4:15-5:15 PM

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### ROAD RACING TOWN HALL

Discuss the important issues of road racing

### How To: TRACK EVENTS CULTURE

*Heyward Wagner, SCCA Director of Marketing and Experiential Programs*

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## SATURDAY 8:00 AM - 9:00 AM

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### LEADERSHIP COURSE 201

*Chris Robbins, Texas*

Effective Leaders build and maintain strong teams – the ability to coach others and provide honest feedback is crucial! But, it can be challenging to tell a volunteer they're not performing. Credibility and trust are essential, and there are more specific tips and tools available to help you be successful. Come to this session to learn and practice the keys to providing timely behavior-based positive and corrective feedback.

### HALL OF FAME COMMITTEE: GET INVOLVED

Learn about the nomination and selection process as well as how to participate in this recognition and celebration of the Club's heritage.

### EVERYTHING YOU WANTED TO KNOW ABOUT ATTRACTING, WELCOMING, AND RETAINING NOVICES IN YOUR SOLO PROGRAM

*Rich Dunbar, Philadelphia & Kathy Becker, Pan Am & Susan Puls, Wichita*

First timers. Rookies. Noobs. Novices. We all know who they are because we were all there at some point in our SCCA life. Attend this session to see how registrars and regions make everybody feel welcome.

### GREENPOWER

*James Rogerson, Houston*

Learn about Greenpower and how it ties in with the community and local SCCA regions and divisions.

### T&S SESSION

*Carol Reber, Washington DC & Bill Skibbe, Houston*

Come see how to use the new hardware and software, and some new ideas on solving common problems. We will review best practices for integrating online registration data from MSR and possible feedback into that system. Also, distribution and quick review of the latest version of THE MANUAL.

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## SATURDAY 9:15 - 10:15 AM

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### RACE DATA 2017 REVIEW

*Glen Thielke, Lead Data Technician*

Roundtable discussion with review of 2017 and improvements for 2018. AIM data acquisition discussion.

### SOCIAL MEDIA MARKETING 201

*Taylor Hyatt, DC & Jessie Honigs, New England*

NER and WDCR Social Media Admins, Jessie and Taylor, will share their marketing strategies to help you build a stronger social media presence for your region. Participants will learn to leverage social media to increase their visibility, understand the importance of integrating social media into their marketing strategy, understand the expectations and wants of the social customer, and have fun while doing it! #FunWithSocialMedia

### MOTORSPORTREG Q&A/INPUT REG, TECH, T&S

*Brian Ghidinelli, Founder MotorsportReg/RaceHero*

MotorsportReg Q&A: A discussion and Q&A session around opportunities to improve the racer and worker experience at events based on Regional needs and input. Workers from registration, tech and timing specialties encouraged to attend.

### JUMBO RE's

*Rick Myers, Region Development Manager*

A facilitated discussion with Regional Executives from the 12 Regions that represent nearly half of our membership and the Board of Director liaisons for the group. Discussion will lead off with a brief conversation about the BOD's strategic planning and vision for our club.

### ALL ABOUT RALLYCROSS, RALLY TRIALS AND RALLY SPRINT SAFETY

*Chris Regan, RallyCross Board Member*

What do you need to know to put on a safe RallyCross/RallyTrials/RallySprint event? We'll cover how each differs in its requirements, rules and the role of the Safety Steward for each.

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## SATURDAY 9:15 - 11:30 AM

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### JUNIOR DRIVER PROGRAM

*Doug Gill, SCCA Solo Competition Manager*

Second opportunity to attend. An overview and multiple training sessions for Youth Stewards, Solo Safety Stewards,

# CONVENTION SESSION DESCRIPTIONS

Tech Inspectors, etc in Regions hosting young drivers in karts at Solo events. This is REQUIRED training for Solo officials and Regions offering a Junior Driver program in 2018.

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## SATURDAY 10:30 - 11:30 AM

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### RACE CHAIR 201 AND PROMOTING THE SCCA EXPERIENCE

*Sam Fouse, North Carolina & Jeff Luckritz, South Bend*

Come see how a region operating at a destination track and another operating at a club track make special can't-miss events for drivers and volunteers.

### SOCIAL MEDIA MARKETING 301

*David Baltazar, VIR Marketing Coordinator*

In this course, learn how to get the most out of social media at the highest level. Should your region be more focused on building a brand to present or developing a strong community network? What type of content should you be posting, on which social network and at what time? Come with plenty of your own questions, too.

### HOW TO KEEP A STREET SURVIVAL PROGRAM GOING

*Scott Dobler II, SCCA National Coordinator Tire Rack Street Survival*

Tips and tricks to keep the Street Survival program moving. Tools to involve the community and local media and keep volunteers engaged. Hopefully, we can bring your region into "the light."

### THE TENTH ELEMENT: BUILDING A CAR FOR RALLYCROSS' NEWEST CLASS

*Keith Lightfoot, RallyCross Board & Kito Brielmaier, RallyCross Board*

The SCCA RallyCross program recently announced its first new vehicle category since 2012. The new Open category provides a nearly blank canvas for competitors to design the ultimate RallyCross car. Attend this informative and interactive presentation to learn more about the new Open two-wheel and four-wheel-drive classes, get insights into design allowances and provide feedback on future RallyCross classes.

### ROAD RALLY TOWN HALL

Discuss the important issues of Road Rally.

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## SATURDAY 11:45 - 12:45 PM

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### SOLO DEVELOPMENT COORDINATOR PROGRAM

*Raleigh and Velma Boreen, SCCA Regional Solo Development*

Come to this introduction of the SDC program and learn how the SDC's from each Division can help your Region. The SDC's are a resource for all Regions to use to help their Solo programs. They are the "go to" people for ideas to enhance local and Divisional Solo programs. The SDC's are the eyes and ears for the SEB and the SCCA National Office as it relates to trends and needs at the local and Divisional level.

### TAKING THE GREEN AT FULL SPEED: A PLANNING WORKSHOP FOR THE ENTIRE REGION

*Sydney Davis Yagel, Houston*

Bring your regional board members together for this interactive workshop of setting goals and expectations for your region during 2018. We will discuss the planning process as well as how to track your progress throughout the year. General ideas will be shared with the group, but this workshop is designed to allow each region to make specific plans to meet their needs.

### VOLUNTEERS GETTING THEM, GETTING THEM TO STAY

*Sam Centellas, South Bend*

It can be tricky getting volunteers, and then even trickier getting them to stay. We play with cars, recruitment should be easy! This session will take some of the guesswork out of what will work and won't work to get volunteers signed up, involved, engaged, and of course coming back for more!

### TIME TRIALS TOWN HALL

Discuss the important issues of Time Trials.

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## SATURDAY 1:00 - 2:00 PM

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### CRITICAL INCIDENT MANAGEMENT

*Kathy Barnes, New England & Stephen Hyatt, Susquehanna*

The basics of how to deal with worker reactions to a serious incident at your event. This session will give you the basic skills and resources to help volunteers and workers get through a serious incident. These incidents include a fatality or serious injury to a spectator, worker or driver.

# CONVENTION SESSION DESCRIPTIONS

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## UNIQUE REGION EVENTS

*Melanie Epps Murray, South Carolina & Shellie McKee, South Carolina*

Is it Southern Charm? Is it monkey business or our Charleston Swamp Fox? Check out one region's unique events and other off-track activities that contribute to membership growth and retention of participants.

## HOLDING MULTIPLE SCCA EVENTS IN ONE WEEK-END

*David Moore & Angela Carlascio, Central Florida*

Do you want to get all of your members together in one weekend and show off everything SCCA has to offer? Come learn how one region held a Road Race, PDX, Solo, Rally and RallyCross in one weekend.

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**SATURDAY 2:15 - 3:15 PM**

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## SOLO TOWN HALL

Discuss the important issues of Solo

## TRACKS AND REGIONS: BUILDING A RELATIONSHIP

*Mary Phelps, GingerMan Raceway*

There are two sides to every story. Two track managers will share their interactions with SCCA and non-SCCA groups on what can help make the race weekend run more smoothly.

## GROWTH & DEVELOPMENT OF A RALLYCROSS PROGRAM

*Jim Rowland, RallyCross Divisional Steward & Theresa Thao, DC*

RallyCross is an accessible, fast-growing sport capable of attracting a wider demographic to your region. Get the tools to host an event, and learn best practices to sustain and grow existing programs.

## MILLENNIALS

*George Tamayo*

Understanding the Millennial generation and how to better communicate with and engage them in the SCCA.

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**SATURDAY 3:30 - 4:30 PM**

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## EMAIL MARKETING TACTICS

*John Burchardt, Membership Marketing Manager*

So you're trying to send emails out to your Region but you're running blind or maybe things are falling flat? Hear some strategies, tips, best & worst practices, and how to have fun with Email Marketing.

## HOW TO HOLD A DIVISIONAL MEETING

*Kevin Coulter, CenDiv Executive Steward*

How to turn an off season meeting/training into a don't-miss event

## CREATING NEW EVENTS

*Richard Tomlin, Houston*

While our GCR ("General" Competition Rules) is 978 pages, others operate races on 98 total pages, one with as little as two pages of rules. Classes well that's another topic! SCCA Club racing has 28 classes, Solo has 37, wait then we add the "L" Ladies class. Now we have 74 classes in Solo. Compare that to 9. Sure not everyone gets a trophy, but that is OK. Less can be more. Discussions around class options inside of our rules and using them, some easy changes to create some "Fun" events.

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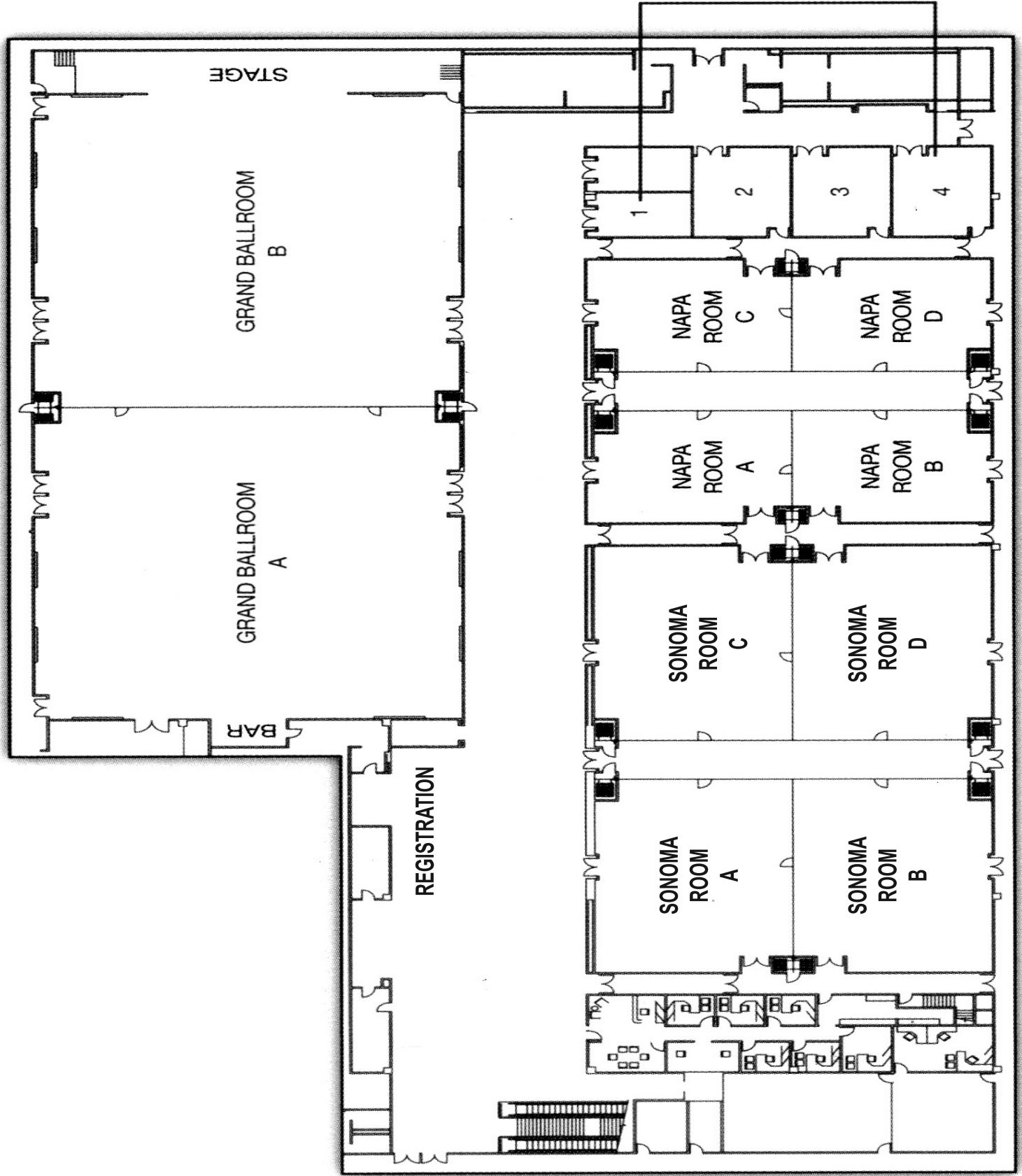
**SATURDAY 4:45 - 5:15 PM**

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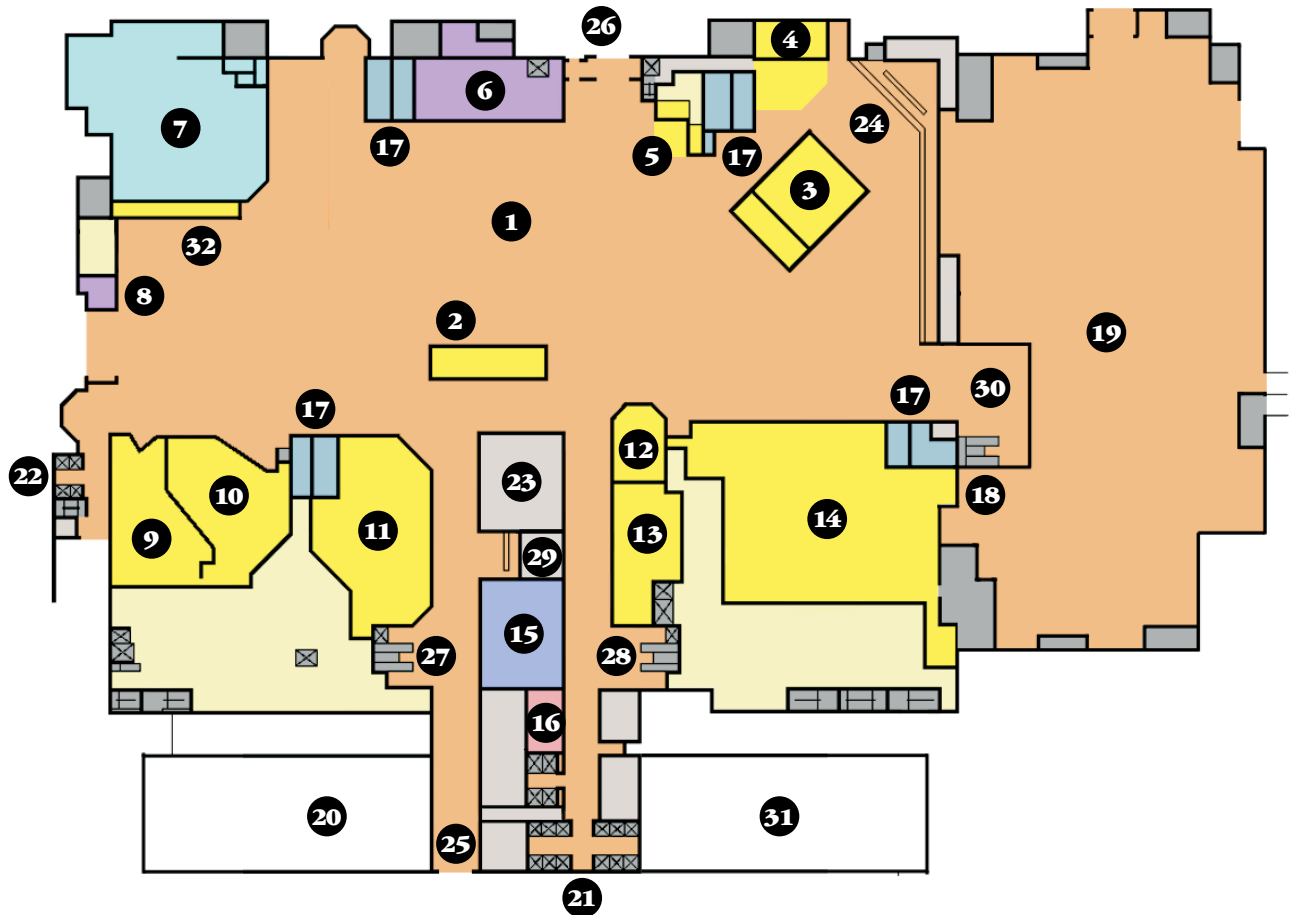
## LEADERSHIP SUMMIT CLOSING SESSION

Join your peers at the last official "session" of the 2018 Convention. President Mike Cobb and Leadership Academy Dean, Jeff Luckritz will close.

1. NEWPORT
2. HUNTINGTON
3. LAGUNA
4. MONARCH



## Level 1 Floorplan



- |                                      |                                      |
|--------------------------------------|--------------------------------------|
| 1 – Casino                           | 19 – Future Expansion                |
| 2 – Catalina Island Bar              | 20 – Offices                         |
| 3 – Del Mar Lounge                   | 21 – Elevators to Hotel              |
| 4 – Future Deli                      | 22 – Elevators to Self-Parking       |
| 5 – Seattle's Best and Kate's Korner | 23 – Cashier                         |
| 6 – Hotel Registration               | 24 – Race & Sports Book              |
| 7 – Future Nightclub/Showroom        | 25 – Access to Arena & Exhibit Hall  |
| 8 – Showroom Box Office              | 26 – Porte Cochere                   |
| 9 – Silverado Steak House            | 27 – Escalators to Conference Center |
| 10 – Don Vito's Italian              | 28 – Escalators to Bowling & Bingo   |
| 11 – Coronado Café                   | 29 – Club Coast                      |
| 12 – Big Sur Oyster Bar              | 30 – Poker Room                      |
| 13 – Baja Miguel's                   | 31 – Future Spa & Fitness Center     |
| 14 – Garden Buffet                   | 32 – Showroom Bar                    |
| 15 – Gift Shop                       |                                      |
| 16 – Offices                         |                                      |
| 17 – Restrooms                       |                                      |
| 18 – Escalators to Century Theatres  |                                      |

# CONVENTION SESSION DESCRIPTIONS

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**NOTES:**



# CONVENTION SESSION DESCRIPTIONS

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**NOTES:**



## 2018 SCCA OFFICIAL PARTNERS



## 2018 SCCA PROGRAM PARTNERS



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