



TRACK

THE OFFICIAL PUBLICATION OF MAHONING VALLEY REGION SCCA

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APRIL MEMBERSHIP MEETING

April 6, 2010

**WEST FORK ROADHOUSE
3850 BELMONT AVE
YOUNGSTOWN, OH**
just south of I 80

Meeting Time: 8:00pm

Come early for dinner.

REport – Reed Kryder

Our next membership meeting is Tuesday, April 6th. The recent meetings have been lively and hopefully more people will attend if the fun atmosphere continues. This month's meeting will include a review of the recent Round Table and updates on the many upcoming MVR events.

Spring has arrived and if you are a racer you had better be getting ready to compete. There are several activities going on at Nelson Ledges on April 10. You can have your body and car checked out for 2010. Dr Saddleton and tech inspectors will be available. There are also training programs going on for corner workers and safety crews. Kryderacing will be doing a little testing on track. A lot could be accomplished in one short trip. Bring your friends.

May will be a busy month for MVR. Your Region will be conducting the second Divisional Shootout for the Nelson Cup Double Regional, PDX events, and probably a charity function on the May 15-16 weekend. Two weeks later we host the John McGill Memorial Nationals along with a restricted Regional for IT cars.

In case you haven't heard, entrants in our National will be eligible for \$500 drawings. There are a few additional details but if you do not enter the MVR event you cannot win.

These above are great events and perfect opportunities to introduce new people to our hobby. Recent incentive programs from the SCCA National office make membership growth and retention attractive on a monetary level to both individuals and regions. I will have details available at the meeting.

I would like to know your thoughts on another subject. At the recent RoundTable I spent most of Saturday discussing the future of National racing in NEDIV. This is an extremely complex issue and I will review a lot of this at the membership meeting. But I have a specific question for MVR drivers: What would make you choose to enter a "single" National event instead of a "double" Regional event? Try to avoid the cost issue. Costs are mainly dictated by factors the region has little influence over and making a sizable adjustment is virtually impossible. Think of your answers more in terms of value for the cost. Also try to avoid tie-ins with the Run-Offs. I would like to hear ideas from all MVR drivers, not just those who run Nationals. And if you are not a driver but have some ideas, please assert yourself.

See you at the meeting,

ARE YOU FEELING LUCKY?

RUN FOUR NATIONAL RACES AND WIN



\$500.00

Races included are:

May 29-30 Mahoning Valley National
Nelson Ledges Road Course
July 3-5 Neohio/Detroit Double National
Nelson Ledges Road Course
July 31-Aug 1 Steel Cities National
BeaveRun Motorsports Complex

National drivers running all four events will have a chance to win \$500.00. There will be **MULTIPLE DRAWINGS**. Drawings for \$500 will continue until less than \$500 remains. Whatever that remaining amount, it will go to the next name drawn.

There will be **NO INCREASE** to entry fees for this program. The money in the "pot" is being contributed by the sanctioning regions, Nelson Ledges Road Course, and BeaveRun Motorsports Complex. Additional contributions are expected from Kryderacing and maybe a few other sources. The only driver eligibility requirement is having a paid entry fee at **ALL FOUR NATIONALS**.

Winning names will be drawn during the Saturday evening party at the BeaveRun event.

Additional information will be supplied in the future with entry forms or by contacting Kryderacing at 330-854-4889.

Annual Tech Day / Driver Physicals

Neohio will be doing annual techs at the Nelson Ledges Safety Training Day at Nelson Ledges on April 10. Dr. Mike Saddleton will be doing driver physicals. Cost of the driver physical is \$50.00. Appointments are not necessary per Dr. Mike, but would be appreciated. Contact Deb LaFond to set up the appointment at fastlady1026@yahoo.com

UPDATE ON IMPACT PRODUCT DECERTIFICATION

March 29, 2010 - On Friday, March 26, 2010, SFI filed suit in the United States District Court for the Southern District of Indiana against Impact Racing, LLC, based upon evidence SFI has received regarding Impact's manufacture and use of counterfeit SFI conformance labels and patches. Such actions by a manufacturer directly violate its obligations to the SFI program. SFI took similar action when it joined in Hans Performance Products' lawsuit against Impact due to Impact's manufacture and use of counterfeit Hans helmet clips. In that case, Impact counterfeited the clips and inscribed an SFI rating on the clips without SFI knowledge or approval. As in the Hans clip case, SFI is asking for another Temporary Restraining Order and Preliminary Injunction against Impact. SFI is also seeking monetary damages. Please see SFI's web posting of March 26, 2010 for more details on the basis for SFI's position. At this time we do not know the exact extent of these counterfeiting activities, but through the litigation process we hope to learn all the details. During the years that Impact was using the counterfeit labeling, it was also obtaining authentic patches and labels from SFI. At this time SFI does not know how many products have counterfeit labels and patches and which ones have authentic labels and patches. Therefore, it was unfortunately necessary to decertify all the products manufactured by Impact pursuant to SFI specifications 3.2A, 3.3, 16.1 and 16.5. Please note that Impact helmets are not affected by this decertification.

It is important to keep in mind that any such use of counterfeit labeling is in violation of the SFI specification programs. Whether it involves counterfeit helmet clips or counterfeit labeling, such activities can undermine the integrity of the product ratings system that exists in motorsports. This system depends upon trust. If this system is damaged, all of motorsports can suffer the consequences. Manufacturers that agree to the SFI specification programs must meet 2 rigorous and strict requirements. Those stringent standards are in place first and foremost to promote safety and product reliability. Racers and sanctioning bodies must have confidence in a manufacturer's representation that its products are in compliance with SFI requirements. The

conformance label is a manufacturer's solemn statement to the racing community that it followed the rules in bringing its product to the sport. When this trust is violated, the racing community suffers. The level playing field for other manufacturers becomes uneven. Sometimes the consequences of a breach of trust are severe and can hurt innocent victims. This is why it is so critical that manufacturers follow the ratings system at all times.

SFI will continue to update the racing community as more information becomes available.

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2010 Membership Programs and Incentives Summary (effective April 1, 2010)

Membership Types and Dues Annual

Individual \$65 SCCA dues plus Region dues
Family (primary member, spouse, children under age 21) **\$85 SCCA dues plus Region dues**

First Gear (under age 25) **\$45 (includes both SCCA and Region dues)**

New Club Racing Volunteer \$30 (includes both SCCA and Region dues)

Not a SCCA member in the past 18 months
First weekend is free
Renewable for a second and third year by working four days

Weekend Membership-Recommended Fee Structure (read details below)

All events except Road Rally \$15
Road Rally \$15 for one participant (driver or navigator is not an annual member)
\$20 for two participants (both driver and navigator not annual members)

Discounts and Rebates **Membership Referral**

New Members – the referred member
Individual - \$15 discount

Existing Member – the referring member
\$10 in "SCCA Gold", plus one entry into Grand Prize drawing for each member referred.
No limit, may use "SCCA Gold" for dues, merchandise or entry fees.

Club Racing Volunteer Incentive

Based upon number of Club Racing volunteer participation days

Two days Free Annual Waiver Hard Card

Four days \$15 membership discount

Six days \$22 membership discount

Eight days \$30 membership discount

Twelve or more \$45 discount, recognition in *SportsCar*, & special ID card

Weekend Membership

With the issuance of a Weekend Membership the Weekend-Member receives a Weekend-Member number, this number serves as \$15 discount coupon that may be applied towards an annual membership.

Maximum of two coupons may be applied to any type of annual membership, up to the full price of the membership.

Discounts/coupons must be used within 60 days of issuance.

Military

Dues rebate of \$35 upon receiving proof of active duty status; reduces SCCA dues to \$30 plus Region dues.

Regions may elect to reduce or waive dues by notifying Member Relations.

No Matter How You Cut IT – Peter Roberts

The woes of Club Racing have led to some heavy rhetoric among Regions competing for an ever-shrinking competitor entry in National Racing. Much of the blame has been cast upon the current Recession, along with hostile glances at the “Competition”, Disneyland, airplanes and motorboats. And, before you go into a rant about the change in Runoffs qualifications for 2010, please consider: this problem has been developing for over seven years!

Invariably, the conversation degenerates into a race scheduling grenade toss with everyone trying to grab as large a share of the shrinking entries as possible. It is a zero sum game. Our thinking seems to be stuck in the box.

Consider if we were making dog food and sales began to tank as fewer and fewer dogs ate our dog food. We haven't changed the formula for our dog food, it's that same old good stuff that has sold so well for years. In the meantime, our distributors are fighting each other tooth and claw for a declining market share. It's the economy? The Competition? The sexy poodle down the street who craves chateaubriand?

You have to believe that, at some point, someone is going to lift up the tablecloth and suggest that it just might be the product. The “same old good stuff that sold so well for years” just isn't selling. And sales are not

only off this year and last year, sales have been falling for seven years! Worse yet, they are still falling.

This is the story of National Racing in Northeast Division. In 2003, NEDiv had 1910 entries in its National races. In 2009, there were 1182 entries, and 2010 is projected at 1120. You do the math. The obvious solution to this problem is to schedule lots of Double Nationals because Double Nationals attract large entries.

Um... You have a pie. You have a pie that keeps getting smaller every year. Folks, no matter how you slice it, the pie is not going to get any bigger. And re-slicing the pie is not going to make the problem go away. Neither will hoping for the best. The pie is not the problem, the product is the problem.

The GCR serves up the basic formula for our National Racing product. We have learned, often to our regret, that tinkering with that formula can lead to all sorts of unintended consequences. What I am going to propose is to leave that basic formula alone and concentrate on the packaging and merchandising of our National Races. Let's explore the National Racing *experience* and consider what options and opportunities are available to enhance our product and make it more palatable to our consumers.

Value

Value equates to the best bang for the buck. Total dollars spent per race. Maximum track time. Total dollars spent per lap. Minimum laps under yellow. Food and entertainment specials. Hotel/motel specials.

Destination

Destination speaks for itself over time. Most every Region has a “destination” event each season. This is the Great Picnic, the Last Hump, the Sundowner...you know what I mean. Take a good look at why people consider this a “must go” event...and work on introducing those features into every event.

Family Friendly

The race experience is a family experience for many entrants. Supporting a father in his racing hobby is an important part of that family and everyone is involved. But is there an experience for the family beyond car preparation, rooting and hooting, and chasing down Race Results? An experience that makes the family want to come to your event because it has something special just for them? A van and driver to take the little kids to a local petting farm? Another van to take the older kids to the local kart track?

Ever wander through the Paddock early Sunday morning? I have an indelible memory of seeing a young mother standing in the open doorway of a motorhome with two young children clinging to her. Her eyes are hollow and unseeing. She looks beat. The night had

been spent helping her husband put the car back together. She had managed a couple hours of sleep. This was fun for her? And you know that there is a great Spa in a local hotel just down the road?

Ownership

Ownership is the key to customer satisfaction. How do you cause your Entrants to have some ownership in your event? Do you have a pre-season Drivers Meeting? Are there Drivers Representatives participating in writing the Schedule, organizing the Class Groups...and their order? Is the Drivers Meeting at the Event left up to the Chief Steward? Do you organize a noon hour Competition Meeting that includes planning the next Event? Do groups of drivers participate in planning and organizing extra-curricular activities? Get them involved, give them some control...and they will be with you forever.

Fun Factor

It ain't no fun to be hassled. Getting hassled just takes the fun out of anything. Is the Event Registration experience smooth, slick, with no lines in the pouring rain? Are Entrants sent to the Paddock with a map and instructions for who to look for to help spotting the trailer? Are the power and water and waste disposal arrangements a secret? Do you have Express Tech? Is there someone available at T&S to deal with a number problem? Have you and the Track Security folks worked out a no-hassle midnight entry procedure?

These are just a few thoughts about what you might consider in evaluating how well you have packaged and merchandised your product. Now let's take a look at how you might find out if your efforts are working. A critical measure, of course, is whether your numbers increase. The trick is that a good effort will most likely see them grow. The challenge is making them continue to grow.

This calls for some goal-setting. Consider putting up some measures that will allow some arms-length evaluation of your performance:

Continuity

Do they come back? In serious numbers? What percentage of year-to-year Entrants are repeats? How many of them are long tows?

Quality

Quality is always difficult to quantify. Do you have a "family friendly" event? Who would know this best? Check with the mammas and the kiddos. Is it a "no hassles" event? Check with the Chairman of the SOM. Do you have a "destination" event? Check with your friendly competitors.

Creativity

Do you have a stand out, shout out Event? Is it the admiration of your Division? Do most of the folks in the Club envy your success? This does not happen by simply connecting the dots. What remarkably distinctive

thing are you doing that separates you from the crowd? Has your event become a community "property" that pulls a ton of local folks to use your event as a hub for their initiatives?

If you are still reading this, you have decided that I simply do not understand how difficult it is to find people to do the things you are currently doing, much less any of these big deal things. My suggestion is to go and find a sparkplug. That person of boundless energy and enthusiasm who is always at the front of the line. Ask them to read this...and then listen very, very carefully.

Membership Report - Sandi Kryder

A reminder to the following members with April Renewals:

Jennifer Badger
Ray Barnhart Family
Mark Fickenscher
McCann Family
Janet & Rachel Pintaric
Tom Thomas
Brian Vondran

Birthday wishes go out to:

Ron Baldine	4/9
Lauri Burkons	4/8
Steve Dominish	4/15
Vic Marsh	4/30
Ryan McCann	4/14
Vicki Nutter	4/19
Brandon Nutter	4/12
Steve Selmants	4/21
Kera Yelkin	4/21

The following members have expired memberships and currently are being shown on the SCCA inactive list

The Bujdoso Family
The Doinoff Family
Constantin Gheorghe
Matthew Meara
Dinah & Jerry Rhodeback

MVR Race Schedule for 2010

May 15-16	Double Regional /PDX
May 29-30	National/Restricted Regional

March Membership Meeting Minutes

March 2010 membership meeting opened at 8:00 pm by R.E. Reed Kryder.

A motion to accept the February Membership Minutes as printed in TRACK by Sandi Kryder, seconded by Dick Wade. Motion passed.

Treasurers was approved as read.

Membership Report 131 members.

Old Business:

Double Regional (Divisional Shootout for the Nelson Ledges Cup) we have officials. Brad Morris has worked on the website for the Shootout and is drawing interest. Captains for the event are Jim Royal & Greg Vandersluis, We will have the PDX at the regional also. National - John McGill Memorial will be the name of the event. We are also having a restricted regional with the event. Incentive to run the Nelson Ledges & Beaverun to have a chance to win a drawing for \$500.00 if you run all four races. A motion by Dick Wade seconded Brad Morris. Motion passed. Discussion was held on having Scott or Kerry Lane as guest starter and a ceremony for the John McGill Memorial Race. 2009 awards were discussed. Sandi Kryder to order awards and determine when they will be given out.

New Business: A motion was made by Carl Holbrook to have the Double Regional and Restricted Regional included in the Kryderacing Regional Championship Series. Brad Morris seconded the motion. Motion passed. A motion by Brad Morris for MVR Restricted Regional to be part of the Kryderacing Regional Championship Series seconded by Jim Royal. Motion passed.

April 10Th Safety Day at Nelsons Ledges.

A motion to adjourn was made by Sandi Kryder seconded Dick Wade. Motion passed. Meeting adjourned at 8:55pm

Respectfully submitted by Greg Alley, Secretary

CLASSIFIEDS

Free to Mahoning Valley, Neohio, Misery Bay, Steel Cities and Western New York Regions members. Ads will run 3 consecutive times (asterisks at the beginning of the ad indicates how many times the ad has run). Ads must be resubmitted after their 3rd run.

** For Sale: For Sale: (6) Kosei K1 TS 14x6 wheels. 4x100 bolt pattern with 38mm offset. Mounted with Kumho Escta V710 (205-55-14) tires. Wheels and tires have been used for 2-3 races. Asking \$850 or best offer

(4) Hankook Ventus RS-2 tires. 205-50-15. New condition. Asking \$200 or best offer. Contact: Greg Vandersluis 440-552-2502 ITAhonda@aol.com

*** For Sale: 2001 Dodge Ram 3500 Dually – Quad Cab SLT Pick-Up – H.O. Cummins Diesel, 6-speed Manual Transmission. 2 WD. 2005 44 ft. Pace Shadow Trailer, Gooseneck, Beavertail, Triple Axle. 40 Ft Canopy (like new). \$25,000.00 for everything. Call 330-854-4889
Will separate.

*** RACE CAR PREP: Kryderacing offers race car preparation, chassis set up, trackside services, etc. Check out their Website www.kryderacing.com

*** For Sale: 1972 MG Midget. Driven in PA salt from 1972 to 1984. In dry storage from 1984 to 2009. Lots of rust and mice! \$400 OBO. Call Dave Badger at 724-336-5661

*** For Rent: or Sale IT-C Renault Alliance. Sale price - \$3,500. Contact Carl Holbrook 330-856-7841 or email at cholb2698@aol.com

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