



# TRACK

THE OFFICIAL PUBLICATION OF MAHONING VALLEY REGION SCCA

## Regional Executive

Reed Kryder  
330-854-4889 (w)  
[reedkryder@aol.com](mailto:reedkryder@aol.com)

## Assistant RE

Brad Morris  
724-877-2104  
[mvrbrad@verizon.net](mailto:mvrbrad@verizon.net)

## Secretary

Greg Alley  
330-877-7748  
[gregorvalley@ymail.com](mailto:gregorvalley@ymail.com)

## Treasurer

**Editor, Membership  
Merchandise Chairman**  
Sandi Kryder  
330-854-4889  
[kryderacing@aol.com](mailto:kryderacing@aol.com)

## Trustee 2017

Brian Vondran  
330-318-4352  
[bvondran@alcoa.com](mailto:bvondran@alcoa.com)

## Trustee's 2016/2017

Scott Nutter  
330-402-0872  
[mailto:msnutter@neo.rr.com](mailto:mailto:msnutter@neo.rr.com)

Tom Nutter  
330-534-1286  
[tbutter53@gmail.com](mailto:tbutter53@gmail.com)

## Trustee's 2017/2018

Mike Belopotosky  
330-437-9288  
[mbphotoohio@gmail.com](mailto:mbphotoohio@gmail.com)

Kathy Langston  
[gregorvalley@ymail.com](mailto:gregorvalley@ymail.com)

## WEB SITES

MVR - [www.mvrscqa.org](http://www.mvrscqa.org)  
SCCA - [www.scca.com](http://www.scca.com)  
KRYDERACING - [www.kryderacing.com](http://www.kryderacing.com)  
FUELPORTS - [www.fuelports.com](http://www.fuelports.com)  
NESCCA - [www.nescca.com](http://www.nescca.com)

## MVR Specialty Chiefs

### Registration

Sandi Kryder  
330-854-4889  
[kryderacing@aol.com](mailto:kryderacing@aol.com)

### Tech Chief

Paul Morrison  
724-336-2914  
[fuelport@hotmail.com](mailto:fuelport@hotmail.com)

### Competition Licensing

Bill Kasmer  
330-547-2576  
[kkd@zoominternet.net](mailto:kkd@zoominternet.net)

## F & C

## SCCA National Office

800-770-2055  
[www.scca.com](http://www.scca.com)

## IN THIS ISSUE

### Report

### Membership Meeting Detour

### Membership Report

### Minutes of the February Membership Meeting

### Convention Report

### Area 2 Director

## MVR MARCH CALENDAR

### March 7

**Amen Corner Sports Bar & Grille**  
20 W Main St.  
Girard OH 44420

## REport - Reed Kryder

Elsewhere in this issue of TRACK is my report from the SCCA National Convention. I suggest reading it. I have listed several items in this column which I think you may find interesting. Additional info is in the Convention report. Call me with any questions.

Track Night in America is charging SCCA members only \$50 to enter April events. The PIRC date is April 20.

This year's SCCA Foundation raffle has three prizes instead of one. Three chances to win. Check it out. If anyone is familiar with placing advertising on Facebook – please contact me.

Regarding our April 23<sup>rd</sup> Tire Rack Street Survival. Does anyone know someone involved with a TV station, radio station, or newspaper who might know a potential TRSS participant? It would be great to have someone in the media talk/write about their son/daughter/friend following the event. We already have 5 participants signed up – this is ahead of past events at this point in time.

There were several ideas for social type MVR meetings. I would like to hear some others, especially those where we could attend local places of interest as part of the meeting. These meetings would also be a good place to invite non-members who are friends, family, co-workers, and neighbors. Promote the fact we are 'fun with cars' people.

See you at the March 7 meeting,

## Membership Meeting Detour

The exit ramp from I-80 to route 422 in Girard (by the Amen Corner) will be closing soon and will be closed for over a year. This could make getting to and from the meetings difficult for those traveling along I-80.

## March Membership Report

We have about 155 members including dual members.

March Renewals are:

Eric Fiest  
John Gingery  
Erik Johnson  
Bill & Rolayne Kasmer  
Scott Katz  
Jack Madison  
Dick Wade

Happy Birthday Wishes go out to:

Hal Baker	3/10
Michael Belopotosky	3/11
Robert Bujdoso	3/25
Mike Edmunds	3/13
Bill Kasmer	3/28
Matthew Leskovec	3/15
Patrick Madden	3/22
Ed Moyto	3/8
Steven Nelms	3/23
Susan Nutter	3/22
Stephen Pollack	3/21
Jim Shoemaker	3/16

## Minutes of the February Membership Meeting

February membership meeting opened at 8:03 by R.E. Reed Kryder, five members present. Membership Report was in Track. Treasurers report was approved as read.

Old Business- street survival , discussion . Nelson Ledges making progress , keep in contact with NeOhio. Track Night in America- discussion .

New Business - Convention Report , discussion . (Reports).

Motion to adjourn by Sandi Kryder seconded Brian Vondran. Passed. Meeting adjourned at 8:54 pm.

## 2017 SCCA National Convention Summar - (Las Vegas, January 19-21,2017)

Reed and Sandi attending – Reed's report

### Annual Meeting

1. Money reports were verbal and incomplete because the 2016 figures were not final yet. They should be available shortly. The reason given was that the Convention was earlier than normal and financials were not complete. "2016 was a challenge" financially. Cutbacks in Convention expenses were obvious during this and most Convention functions. It was also obvious throughout the Convention no one wanted to talk about specifics regarding the financial losses.

2. SCCA Pro announced \$700,000+ loss for 2016. When quizzed by people in the room, the answers seemed to be a lot of 'spin'. A later explanation laid partial blame on the F4 series and problems getting it going in its initial year. However, the initial F4 year ended up a success and 2017 looks great. It is my belief that a lot of the Pro losses stem from changes in the World Challenge series sanctioning change (SCCA to USAC). Rumors said there still were legal discussions going on. It is also possible the departure of Derrick Walker had something to do with it.

3. The 2017 Raffle will have 3 prizes: 2-day Porsche school for 2, Fall Charlotte NASCAR race and Hendricks Tour, and a Rally Cross school.

4. It was announced that April Track Night in America would cost \$50 for SCCA Members.

#### Leadership Summit Kickoff

1. The entire Convention was billed as a leadership summit. "Membership Engagement" was the #1 request for seminar types following the 2016 Convention. It was requested twice as much as whatever was #2.

2. The "Leadership Academy" (?) was started in 2015. Initial growth was slow, but expect big growth in 2017. Many of the convention seminars were targeting leadership in various areas.

3. "Enthusiasm" is contagious.

4. All convention presentations should appear on the SCCA website in the near future.

#### Electronic Communications (Heyward Wagner)

1. Previous attempts of SCCA providing a template for Region publications currently on hold.

2. Postcards are immensely effective for promoting Region activities.

3. Advertising should have a measurable ROI. Paying for it in order to create awareness is not wise.

4. Facebook ads? This is something I know nothing about. It was pointed out that ads should be narrowly focused, and possibly split into smaller segments (male versus female) to keep costs down and learn what has impact. I.e: instead of spending \$100 on a single ad, spend \$25 each on 4 smaller ads. Cost of ads is based on size of focus group.

5. (MVR idea) Try to find a TV, newspaper person, etc to send a child to our TRSS.

#### The art of delegating (Syndey Davis Yagel)

#### Why you Region should hold a TRSS (Scott Dobler) (Sandi attended)

I (Sandi) attended in the hopes of hearing something new. Nothing new is this department. Especially for a region who has already been putting on TRSS's for several years.

#### Closed Lunch Meeting with RE's and Directors

1. Search for SCCA President continues. The process was greatly changed following the previous procedure.

At a later meeting I learned the original 100 applicants had been cut to about 10 through a thumb up/thumbs down blind vote by each Director. No time-table has been set but the list should have shrunk to 3-6 by end on January. Face-to-face interviews would then start.

2. The lack of a president was blamed for inaction on many programs. For example: the handling of registration through the national office has been halted due to various reasons. A restart of the program is on hold until we find a President. There were numerous RE's unhappy with this "no action" approach in regards to various programs.

3. This appeared to be the only function with an increased budget. An excellent buffet replaced box lunches of previous years.

#### Club racing speed dating

#### Risk Management Insurance (Sandi attended)

The main topic of discussion was the new waivers which were rolled out last year. And the California specific Adult Annual waiver, Florida specific waiver and New York specific waiver that are to be used.

#### Club Racing Town Hall

1. This session was two hours in length. Sandi attended all of it. Reed left half-way through to attend another meeting. There were a lot of people in the Town Hall Meeting.

2. Things got very heated when Eric Prill attempted to explain the recent announcement regarding handling of Run-Offs oversubscription, etc. Expect things to change.

3. Reed's smaller meeting (about 15 people) consisted of 3 Directors and several RE's. Much of the discussion followed the lines of the bigger meeting, but with a smaller group it wasn't as heated. It had been mentioned all Convention that the Run-Off's parking problem was the #1 problem facing the staff. It was during this small meeting that details were laid out and it became obvious why the staff was looking at ways to limit participation IF NECESSARY.

3a. Reed proposed adding 'qualifying heats' to Run-Offs – not just this year but in future.

3b. RE's expressed desire to be able to open events for entry prior to Supps approval. Some Regions were already doing this in round-about ways.

3c. Summit Point is running 'bracket sprint races'. They are open to all cars as long as they meet safety rules. In other words, a 'safe' car of any type with any engine has a place to run.

## RE Panels

There were two separate panels, each with 6-7 different RE's. I was part of second panel. Several ideas:

1. Karting meeting.
2. Invite non-members to social events.
3. Friday night welcoming party at race events instead of Saturday night beer party was better attended.
4. Visit a local brewery (or other place of interest) for a meeting or separately.
5. "Paddock crawl" on Saturday night instead of single location for party. Racers to help by welcoming people to their locations. "Trick or treat" crawls have been done. Volunteer lunches could also happen with a similar approach.
6. TNIA makes a list of participants available. We need to get it after doing a meeting at an event. ALL PIRC events?
7. Reach out to SAE (and similar) groups.

Engaging Current and New Members – Jamey McDaniel  
Think of ourselves not as 'sportscar people' but as 'fun with cars people'.

## Matters of the Moment with the BoD

1. Discussion of President search. SCCA is an \$8 million company with about 30 people in the office. Funds are very limited to pay the President.
2. The 'strategic plan' is on the SCCA website. It represents a 'point in time' and is constantly under review. It was my impression the plan will very likely be reviewed/revised once a new President is hired.
3. Region By-Laws are rules which can have legal implications if not followed. There was concern that not all Regions followed their By-Laws.
4. Massive pro-racing money loss was discussed. Only one example was mentioned – F4's first race had to be cancelled. Loss of track fees, etc.

## Risk Management

### TRSS from a Region's Viewpoint

1. Add 'sayings', humor to emails and other contact methods.
2. As people sign up: email them with contact info, 'welcome', and who to call if you have questions.
3. email past participants. Ask them to refer new people.

## 4. Photo release?????

5. Try assigning coaches prior to start of school. Pay attention to vehicle type, age, sex, etc.
6. Position cars in front of rig so that one is a safe stopping distance for a car while the other is a safe distance for the truck.
7. Some people do a tire psi demonstration where they have two similar (instructor) cars. One has normal inflation while the other is 10-15 psi low. The participants are asked to push the cars and notice the difference in rolling resistance.
8. Some Regions do a totally separate class for the parents. This might be a good idea for some things such as what the parents should expect and what to do after the program (ask parents to continue lessons with their teens).
9. Various distractions I had not previously heard: turn wipers on, change radio channel, etc.

## Membership Strategies (Steve Belanecki and Bob Crawford)

1. Membership Chairperson: Some Regions consider this person to be responsible for recruiting/integrating new members while other consider them responsible for engaging members in various activities.
2. Lifetime SCCA members still pay Region dues through the home office. Some Regions waive their dues. There have been some conflicts in the past.
3. There are SCCA u-tube videos. Look at them. Can we use them?

## Registration Ops Manual Sandi attended.

What was supposed to be a meeting for updating our Registrar Ops Manual, turned into a Q&A session with SCCA National Office staff members on membership.

Some of the questions asked were:

1. Why do we have so many types of membership cards.
2. Why can't we have membership renewals coincide with the Annual Waiver date.
3. Why can't the minor membership card be a different color.

So on and so on.

There were way to many people in the room for the manual update discussion. Sue Green, DAC for Registration, was shocked when about 30 people showed up for the session. Per the entry list, we thought there would only be about 6 or 7 registrars in attendance. Sue decided to contact some of the DA's, over the next month or so to do the updates.

## Banquet

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### **THE DIRECTOR'S CHAIR**

Jack Burrows, Area 2 Director



I wasn't sure what to expect when I joined SCCA's board of directors. I'll admit that, being a rookie member with just a couple months under my belt, I'm still finding my feet. This year is unique for a pair of reasons. First, while the 13 board members' terms are staggered so that the turnover is typically three or four new members at most, this year we have five new members because two sitting members passed away in late 2016. So not only has the complexion of the 2017 board has undergone a major change, I'm hardly the only newbie in the room.

Fortunately, SCCA's board implemented a "new member orientation" which took place immediately before the December meeting. After a day-and-a-half of orientation, I felt much better prepared for the board room. December's meeting was a transitional one. It was the last official meeting of the 2016 board and an opportunity for new members to observe and learn how the board operates, what it was working on, and what ongoing issues the 2017 board would be working on.

This brings me to the second unique thing and the most pressing issue facing the board - the selection of

SCCA's next president and CEO. The previous board did a great deal of hard work to develop an updated job description and cast a wide net which netted nearly 100 applicants. So one of the first tasks for the 2017 board was to wade through those resumes and applications. As I write this in mid-February, that field has been whittled down to a manageable number and we will soon be conducting interviews. It's still too soon to say when these interviews may result in a new president. But the board has been working long and hard to get a new president as soon as possible and yet also do so with the deliberation a selection like this requires and the club deserves.

Because the 2017 board chose to continue the previous board's wise decision not to appoint an interim president, some of the president's functions have fallen upon the board's chair and vice chair, Lee Hill and Dan Helman. So, while the board has consciously tried to avoid any kind of micro-management, there are inevitably "nuts-and-bolts" issues which need to be dealt with. Once a president is in place, the board will be able to devote itself to the sort of strategic planning and overall guidance which is its true function.

All in all, I am optimistic about the 2017 board. By its nature, SCCA is an organization full of Type A personalities, and it only stands to reason that this should be especially true of its board of directors. But rather than being a bickering and backbiting group, this board seems to be a collegial group which I believe will work well together and can accomplish great things. Time will tell.