SCCA Sports Car Club of America
Inside Line

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The Fast Lane

Mike Dickerson
Region Development Manager
mdickerson@scca.com

How We Look

The 2008 National Convention was probably the most content rich convention the SCCA has had in many years. Many seminars were packed full of information for members, but there were also many that provided a forum for members to give information back to SCCA volunteer leaders and national staff.

During one of those sessions, a younger 20-something member offered his opinion that the car crazy friends of his generation view SCCA events as a service, and not as a club activity to support and nurture.

In other words, they attend because we offer something they want to do, not because they want to be part of a "club".

Many of you have no doubt heard these sentiments echoed in various ways before. Many REs are recognizing their Regions actually provide a product (Solo, Club Races, Time Trials, RallyCrosses, Road Rallies) and with that product comes an expected level of service by the paying "customer" who is, ironically, also a member. What a dilemma!

Whether we agree with that view or not, it is definitely the reality Regions are facing in the 21st century. This is a significant sea change from when the SCCA was first formed and grew during the 50s, 60s, and 70s. For some of us, that is a hard reality to grasp.

So the question is, assuming this is the dynamic your Region is facing, what steps has your Region undertaken to meld the "I am your customer, I expect a good level of service for my dollar" position with the "We are club members, how can I help?" attitude?

There are no obvious answers, but it would be useful to hear what your real world solutions are. Please use the RE and Region Leadership discussion forum at ***www.scca.com*** under the topic: "How We Look" or send your thoughts to ***mdickerson@scca.com***. I look forward to a lively and interesting discussion.

Region Subscription Offer for SportsCar Magazine

Introducing two special SportsCar Magazine Subscription programs for Regions:

1. Support your local libraries

a. This program offers a special $12.00 Annual subscription rate for SportsCar.
b. Each subscription will pay for one magazine per month to any library of your choice (public, high school, college, etc).
c. Your Region may purchase as many subscriptions as it wishes.
d. Simply contact the Membership or Region Development Department to start the subscription. Please provide the following:
   i. Name of library and full shipping address
   ii. Region will be invoiced for the subscription(s).
   iii. Issues will be shipped direct form the publisher.

2. Recruiting Program

a. This program offers a special $150.00 Annual subscription rate for SportsCar.
b. Each subscription will pay for 10 magazines per month for your Region's use in any way you see fit to enhance recruiting programs, car shows, or any other use you can think of.
c. Your Region may purchase as many subscriptions as it wishes.
d. Simply contact the Membership or Region Development Department to start the subscription.
e. Your Region will be invoiced for the subscription(s).
f. Issues will be shipped from the SCCA National office.

Street Smarts

A Periodic Update about The Tire Rack Street Survival® Program as hosted by the SCCA

The Tire Rack Street Survival® program info at www.scca.com

www.streetsurvival.org

THE NEW BROCHURES ARE HERE!!!!!! Thanks to the efforts of Val McCammon from Fort Wayne Region (design, printing, etc) and Larry Dent (SCCA Foundation and SCCA National BoD member) we have some very nice tri-fold color brochures for your use and promotion of TRSS events. Please send a note to mdickerson@scca.com requesting however many you want for your efforts. They will be sent to you within a day or your request.

Mercedes Club comes on board: The Mercedes Club Educational Foundation is now part of the growing TRSS cadre of supporters and the club has offered their local chapters' assistance. They have requested the help of SCCA Regions as the expertise grows among Region TRSS coordinators, coaches, and event staff.

Events: Two successful events were held on March 29 to kick off the 2008 season. Kansas City Region (on the best skid pad ever seen) and Northwest Region (in the snow!!!!) graduated over 40 newly skilled students from their schools.

For 2008, the SCCA involvement is exploding. 18 schools are now confirmed from now until the end of November. Some Regions are holding multiple schools and several others are in the planning stages. This compares to 2007, the "pilot' year, when eight schools were held.

Below is the schedule as of this date for 2008:

Date	Region	Location	Student
3/29/2008	*Kansas City*	*Blue River Campus, Independence, MO*	*30*
3/29/2008	*Northwest*	*Bremerton Motorsports Park, Bremerton, WA*	*25*
4/19/2008	**Central Florida**	**Daytona International**	**30**
4/26/2008	**Continental**	**Eagle County Regional Airport, Colorado**	**40**
6/28/2008	**Kansas Region**	**Heartland Park Topeka**	**25**
7/8/2008	**OVR**	**OSU Buckeye Lot at Ackerman Road**	**30**
7/9/2008	**OVR**	**OSU Buckeye Lot at Ackerman Road**	**30**
7/12/2008	**South Carolina**	**North Charelston**	**20**
7/19/2008	**South Bend**	**The Tire Rack**	**30**
8/2/2008	**Central Kentucky**	**Commonwealth Stadium - University of**	**25**
8/3/2008	**Continental**		
8/9/2008	**Iowa Region**	**Greyhound Park, Waterloo, IA**	
8/16/2008	**South Bend**	**The Tire Rack**	**30**
10/3/2008	**Colorado**		
10/5/2008	**Reno**	**Reno, NV**	
9/13/2008	**Chattanooga**	**Chattanooga State**	**30**
10/18/200	**Chattanooga**	**Hamilton County Sheriff's Annex**	**30**
11/15/200	**Chattanooga**	**Dade County High School**	**30**

SCCA PRESENTED BY at&t
National Championship
RUNOFFS®
Heartland Park Topeka

The 2008 SCCA RUNOFFS® Needs You!

Mark your calendars for October 6-12th!

It's time to start planning for our return to Heartland Park Topeka for the third and best year yet! Here are some of the exciting additions slated for this year:

- Park Where You Work! - Corner Workers will be able to drive to their stations and there will be additional parking near the Tech Barn and SOC Area.
- Free Volunteer Camping moved to the North Paddock! Reservations available after Registration opens.
- Enhanced Community Presence
- Continued Improvements to Evening Parties
- AMA Flat Track Championships—Saturday. October 4th Special Admittance for SCCA Runoffs Participants (minimal fee). Located at the Dirt Track adjacent to the paddock.

ONLINE VOLUNTEER REGISTRATION OPENS TUESDAY, JUNE 10TH AT 8:00 A.M. C.S.T.