



December 21, 2007

NEWS AND INFORMATION FOR SCCA REGION LEADERS

Volume 7, Issue 11

2007 Wrap up: 'Tis the Season

It is during this time of year when mail boxes get filled with brightly colored holiday cards and those favorite of favorites, the annual update on a relative's or friend's family.

I hate to do this, but there are so many SCCA happenings this past year that I can't help but provide a similar re-cap. I would love to bore you with tales of how my wonderful step sons invented a cure for cancer and created a doable and sustainable exit strategy for Iraq, but I will leave that for another time.

Instead, the re-cap will focus on a series of new programs and membership initiatives that are bold, refreshing, and explore new opportunities for your Regions and the entire SCCA Membership.

2007 National Convention

Our first time back to San Antonio in several years, the 2007 SCCA National Convention featured great content, a great venue, and a wonderful stroll along the river with about 100 of your closest SCCA friends.

The 2008 meeting promises to be even better. There is more content and information relative to Region and SCCA leadership. Moreover, a few of the more popular sessions are scheduled twice during the three day gathering.

The Tire Rack Street Survival Teen Driving Program

WOW. Did this one hit big! There was a huge turnout of interested SCCA members for the introductory meeting at the 2007 convention. Matt Edmonds from The Tire Rack and Bill Wade, the Street Survival National Program Manager for the BMW Foundation, presented the basics of the program to a room designed to hold about 50 people. The standing room only crowd, in the halls and along the walls, must have numbered twice the room's capacity and all took great interest in the three year old program.

By August, the foundation was in place (since this program is part of the mission of the SCCA Foundation, the pun is fully and unabashedly intended) for the first of several SCCA Regions to hold pilot events in 2007. Continental Divide Region kicked off the inaugural TRSS event with its successful 20 student school. September saw the first of two schools by the Fort Wayne Region (overachievers!), Colorado Region held a school, and a hugely successful 40 student school in Reno (after that Region supported the BMWCCA Sierra Chapter for their inaugural event). TRSS schools were also held in Des Moines, Kansas City, Philadelphia, and Chattanooga.

Originally it seemed only three or four regions would host the pilot programs so we could learn about how to hold these events and go forward with a few more in 2008. Well, a quick calculation shows we doubled the pilot programs. 2008 should prove to be a barn burner. Many other regions have committed to dates, or are actively planning for one or more dates starting in the early spring.

This program hits home for all as we have recognized, at one time or another, the poor state of teen driver training in this country. With an average of 6000 teen driving deaths annually, which is more than the TOTAL death toll reported from Iraq over the past four years, it is a statistic that gets little if any notice in the media. The timing is right for SCCA Regions to get on board this very relevant and useful social program.

If your Region is interested in holding a TRSS event in 2008, please contact [Howard Duncan](#) or [Mike Dickerson](#) via e-mail or at 800.770.2055, ext. 320 or 358, respectively.

Membership Incentive Programs

These new programs were introduced about mid-year and give new and important incentives to our member volunteers and our member competitors. They will also provide a new, active, and involved members for our Regions.

Member Referral Program

- \$15.00 discount to any new SCCA Individual Membership with the exception of First Gear and Military members.
- \$20.00 discount to any new SCCA Family Membership.
- \$5.00 discount to referring member for any new membership.
- Annual recruiting contest.

Weekend Membership Program

- Good for any consecutive five day period.
- No limit to memberships purchased.
- \$15.00 discount when member joins under any annual membership plan.
- Full SCCA rights and privileges during the membership period, with the exception of voting rights.
- Valid with certain competition licenses not issued by the SCCA.

Club Racing Volunteer Official's Member Program

- \$30 annual Membership dues for new SCCA members during the first three years of membership depending upon days spent as Volunteer Official at SCCA club races.
- \$45.00 for Individual and Spouse Memberships
- \$55.00 for Family Memberships
- Beginning with the 2008 racing season (November 1, 2007], annual dues discounts up to \$30 for established Volunteer Officials, special membership card, and recognition in SportsCar.

Family and Spouse Memberships

- Children 20 years old and younger.
- Spouses
- Can hold a competition license without converting to a regular membership.

First Gear Program

- \$45.00 annual dues
- Members under 25 years old
- Can hold a competition license without converting to a regular membership.

"Feed Your Obsession" and "Motorsports is Life" Membership Brochures

New, cleaner membership brochures from the SCCA Collection merchandise inventory and new First Gear membership brochures from the SCCA Collection merchandise inventory.

Region Subscription Offers for *SportsCar* Magazine

These programs give Regions a couple of easy ways to get the word out there. The first provides Regions 10 magazines per month to use as they see fit for any purpose. The heavily discounted subscription rate of \$150 annually is a huge bargain and a great tool for Region recruiting.

The other program provides *SportsCar* to any local library a Region may choose. Some Regions are even using this program for lobbies of Region sponsor companies. \$12.00/year is the special price for this worthwhile program that will encourage young readers.

Shifting Gears Presented by the SCCA

Created strictly as last minute "what if" idea, this webcast program is hosted by the Kansas City based motorsports website, www.racinboys.com.

The live audio, delayed video, show on Wednesdays nights takes phone calls and e-mails about anything SCCA related and sports car motorsports in general. Most everything goes, and the surprising moderate success of the show means it will be back for six months beginning in late February as the show takes a hiatus for the winter months when the competition season isn't quite in full swing.

So there you have it. A rather exciting year with new programs, some planned, some not foreseen. Here's to great 2008 for you and your Region. I wish to extend my personal wishes safe and happy holiday season! See you at the Convention, right?



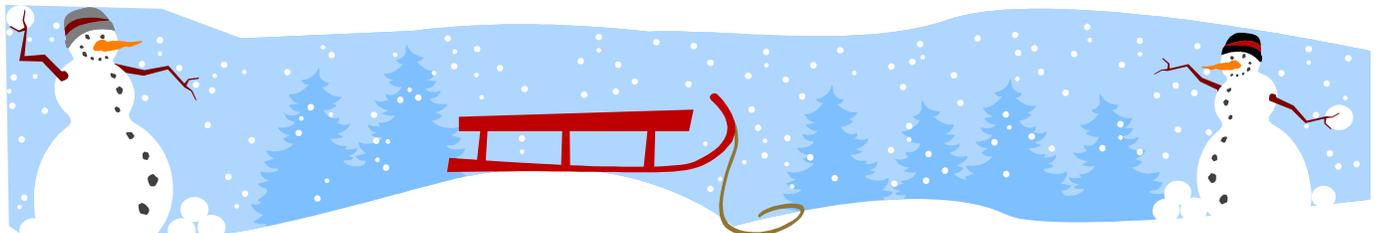
2008 Convention: What a Schedule for You! *Adapt!*

2008 SCCA National Convention – February 7-9, 2008

Some highlights of the schedule for you!

- ✓ **RE – First Year**, not once but TWICE! Yes, finally, schedule conflicts will be less...conflicting! If you can't make the first session right out of the box on Thursday at 8:00 AM, then look to attending on Saturday at 10:15!
- ✓ **Region Communications:** To eNews or Not to eNews: That is ALWAYS the question! This is shaping up to be a great panel discussion and presentation by editors and webmasters who work together for efficient Region communications.
- ✓ A fantastic track, spanning two full days, devoted to **Solo Event** operations, site acquisition, and tech features.
- ✓ **Club Racing:** The better part of three days devoted to tech processes, SFI training, Timing and Scoring and other seminars focused on making your Club Racing program the best it can be.
- ✓ NEW tracks focused on the SCCA's **Time Trials** program.
- ✓ **RallyCross:** The growth explosion in this program will continue in 2008, especially after you see the value in seminars devoted to Course Design and Safety; rules processes; Regional program success stories and how to start a Regional program.
- ✓ **The Tire Rack Street Survival** program: Last year it was an introduction. This year will feature how to do it featuring a panel discussion with TRSS coordinators of the most successful programs from 2007.
- ✓ **Membership and Licensing programs:** Several seminars will be devoted to the new Volunteer Incentive programs; the new Membership programs; and Membership Self Service!
- ✓ Excellent sessions on **Finance** and **Risk Management**.
- ✓ Plus all of the typical convention excitement found during all of the **Town Hall** meetings which give you the best chance to voice your opinion directly to the SCCA Boards and Committees who are charged with managing SCCA's competition programs.
- ✓ **Don't Forget #1:** All of the awards luncheons, the SCCA's Annual Meeting, and the Hall of Fame Induction Banquet on Saturday night. This particular event has become the event of the year that every member looks forward. It is here where the SCCA honors its history and devoted efforts of its members with humor and respect for their contribution to the Club and American Motorsports.
- ✓ **Don't Forget #2:** The popular Bar Walk (or crawl, you decide) along the Riverwalk in San Antonio! This Friday night feature was so popular last year it became quickly oversubscribed. Sign up for this one early!

The national convention is simply the best place to meet and talk to all of the SCCA volunteer leaders and staff. Plus it's a pretty dern good time to be had in Texas, Pahdnuh!





Memo for RallyCross

RallyCross Board seeking candidates for RallyCross Divisional Steward in Southern Pacific Division. Please forward a Rally resume and letter of intent to the rxb@scca.com.

SCCA RoadRally

Memo for RoadRally

RoadRally Board seeking candidates for RallyCross Divisional Steward in the Rocky Mountain Division. Please forward a Rally resume and letter of intent to the rrb@scca.com.

Weekend Memberships & Online Registration

A frequent question from the larger Regions about the Weekend Membership program has been is there a way to pre-register Weekend Members to avoid day of the event delays in filling out forms. The answer is most definitely yes. The important parts of the program are that 1) everyone is a member, that 2) the SCCA receive the Weekend Member's contact information, and 3) the Weekend Member receives a \$15 membership discount coupon. The actual form itself is unimportant.

SCCA is also pleased to announce that Regions using online event registration systems will be able to verify membership and licenses when a person enters an event beginning in 2008.

If you would like to add this capability to your registration system, whether it is a system developed and operated by the Region or Division, or a commercial registration system, please contact Colan Arnold, Vice President of Membership and Region Development at 800-770-2055, or carnold@scca.com for more information.

Region Subscription Offer for SportsCar Magazine

Introducing two special SportsCar Magazine Subscription programs for Regions:

Support your local libraries

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

Recruiting Program

- This program offers a special \$150.00 Annual subscription rate for SportsCar.
- 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.
- Your Region may purchase as many subscriptions as it wishes.
- Simply contact the Membership or Region Development Department to start the subscription.
- Region will be invoiced for the subscription(s).
- Issues will be shipped from the SCCA National office.

2007 and SCCA's Inside Line

2007 has been another transition year for the newsletter as we have tried to figure a more efficient and easy-to-read way to get SCCA's *Inside Line* out to SCCA leaders and other interested members.

The effort wasn't possible for the bi-weekly publication (well, almost bi-weekly, sometimes things just get messed up!) without the hard work of Kelly Warrick. Kelly is a sort of new addition to the SCCA staff, and over the past several months has done the layout and the design of the *Inside Line*. She takes a lot off my shoulders so I can devote time to other pressing matters. She does this while also concentrating on her core responsibilities in Data Processing and Membership service.

It has been quite an effort. Thanks, Kelly, for the hard work and creative eye you lend to the publication.

Mike Dickerson
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Questions or comments about this issue or any issue of *Inside Line* can go to the Region Development Department at 1.800.770.2055, ext 358 or mdickerson@scca.com.

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