

Welcome to the 4th Annual
Midwest Drag Strip Operators Meeting

Meeting Agenda

Friday, Saturday and Sunday, January 29, 30 & 31

LaQuinta Inn • Joplin, Missouri



Friday, January 29th

- 1 Meet and greet in the Hotel Bar 4 to 5:50 pm
- 2 Track Prep with Kurt E Johnson from TVC 6 to 8 pm

Saturday, January 30th

- 1 8:30 Introductions
 - Coffee & Donuts
- 2 9:00 Event Promotion & Advertising
 - Social Media with Chris Graves
 - Your questions
- 3 9:40 Insurance discussion with Joe Trull of Safehold
 - Carrier Options
 - Waivers
 - Outside Promoters and contracts
 - Warning signs
 - Your questions
- 4 10:10 Track Safety
 - EMTs How much pay and any benefits they get
 - Crash Procedures
 - Crash Investigations
 - Fire and rescue equipment
 - Your questions
- 5 10:40 Tickets, Gate Operations & Cash Handling with Laura Gardner
 - Event Settlement
 - Systems that are useful with tickets and balancing of events (small to large events)
 - Safeguards against theft and stealing.
 - How to recognize potential theft
 - After Hours or 24 hour gate
 - Your questions

- 6 11:20 Racer Problems
 - Fighting policy
 - Cry backs, re-run? Go to the next? Or?
 - When is it time to ban a racer?
 - Racer safety equipment

- 7 11:40 Facility Maintenance & Upgrades
 - Track surface maintenance
 - Lighting
 - Timing systems

12:00 Break for Lunch

- 8 12:45 Keith Jordon, Renegade
- 9 1:00 How to obtain Sponsorship with Scott Gardner
 - Contacts, Approach and Marketing Decks
 - Pricing and Value
 - Servicing and Agreements
 - Your questions

- 10 2:00 Track Employees
 - Announcers
 - Pay
 - Volunteers

- 11 2:15 Concession Operations
 - What sells?
 - Event Shirts
 - Stickers, Etc.

- 12 2:35 Effective Announcing with Scott Gardner
 - Increase Sales
 - Satisfying Sponsorship
 - Creating Excitement
 - Your questions

Break

Continued on other side

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13 3:30 Event Pricing

- What will spectators pay?
- Class Entry Fees and payouts

14 4:00 Feature Cars & Circuits

- Jets
- Wheelstanders
- Nitro
- Small Tire/No Prep/Grudge
- Circuits

4:30 Adjourn

Sunday, January 31st

15 10:00 Topic Clean Up

16 Equipment demo with TVC (weather permitting)