

June 2006

At the May meeting in Topeka, the BOD is anticipated to approve a financial transparency statement. That statement should be posted on the NORPAC website by the time you read this column.

The marketing department has completed a new member demographics study. Two of the highlights - the median member age is now 45.3 (that is up from 43.8 three years ago); the average household income of members is up to \$128,000 (compared to \$105,800 three years ago). The study was based on 2,806 completed member surveys. I will receive the complete survey report at the May meeting, and will distribute it throughout Area 13.

The SRT Dodge program has brought 250 members into the club so far this year. A new "Get Real Fast" promotional video has been completed, and each R.E. should have a copy soon. There are 60 companies participating and offering benefits to SCCA members.

On the ProRacing side, Sirius radio has signed on as a series sponsor for the MX-5 (Miata Pro) Cup. This offsets some of the loss of money from another company that defaulted on a signed contract. The MX-5 series ran its first race in at Laguna in May, with 21 cars participating. The television coverage will air later this fall.

All of the Regional charters for this year have been completed. The National Directory is now available for download online. 440 members attended this year's convention (about the same as 2005), but this number is expected to increase substantially in 2007 with the move to San Antonio. As of April 30, membership stood at 52,667 for a net gain of 208 members since the end of 2005. The same period last year showed a loss of 1,168 members compared to the end of 2004.. Five of the seven regions in Area 13 showed membership gains. Areas of interest breakdown to: Club Racing 57%, Solo 29%, ProRacing 9% & Rally 5%. There has been no significant change in membership retention; approximately 73% of members renew each year.

Competition license issuance is ahead of this time last year with 3,740 national & regional licenses issued for the first four months compared to 3,447. Novice permits also increased by 15%. Worker licenses YTD are 563 stewards, 350 Timing & Scoring, 278 Scrutineers, 984 Flagging & Communication, 380 Registrars, 163 Pit, 357 Race Control, 77 Sound Control, and 17 Radio Techs. There have been forty-two regional racing events so far this year, with an average car count of 108.

The primary effort for the National Solo program this year is operational excellence, competitor satisfaction, as well as improving event presentation. Event sanctions for regional events are tracking consistently with 2005. The National Tour is also about the same, averaging 251 entrants. ProSolo is also about the same, averaging 188 entries. But everybody is holding their breath as the effect of higher fuel costs is going to be felt soon. The Solo rulebook will be updated in-house this year. The book will be reformatted for easier reading and size reduction.

The updated GCR should be posted to the website by the middle of May. (Rumor has it to be less than 100 pages)

The club racing track inspection program is nearing completion, and a detailed outline will be made public soon.

SCCA Foundation is almost finished with a community outreach program for teen driving safety. This program will be in partnership with the BMW CCA Foundation street survival program. Details to follow soon.

Until next month

Duckster