

October 2007

Ok workers, wave those flags! During the July ACCUS, it was mentioned that FIA plans to have in-car lights installed in F1 within the next two years. As a result, the proposed change in North American flagging rules has been tabled.

The 2008 Solo nationals will be held September 15 through the 19<sup>th</sup>, with the Run-Offs coming October 6<sup>th</sup> through 12<sup>th</sup>. The BOD had four proposals on the table, and this was the best one available. One plan would have had the Run-Offs starting September 15 and Solo starting September 29, but it was felt that having only two weeks to prepare for the Run-Offs following the last Labor Day nationals was not sufficient. The scheduling options were limited because of the Kansas NASCAR race, which runs the third weekend of September. Topeka has a 97% hotel occupancy rate with room prices doubled and a minimum three-day stay during the NASCAR event.

The President has been asked to handle the vendor problem with not having 93-octane gas available at the Run-Offs. The situation does not make this director very happy, and I do not believe it reflects well on Heartland Park.

Colan in membership reports the new web site project with Haymarket publishing is progressing quickly. He promises that the new site will be much improved, not to mention easier to load and navigate. The current site loads twenty-four pages, which may explain some of the problems that we now have. Launch for the new site is targeted for September 4. The new site will improve over the "members only" feel of the old site, and be more of a marketing tool. MYSCCA.com has 1200 members signed up. There are some bugs with the site and they are being worked on.

Membership at the end of June stood at 50,966 members, down from 52,469. This drop of slightly more than fifteen-hundred members in a year is more than the usual adjustment that happens after a dues increase. It may be due, at least in part, to the Subaru program going off the books. When it had a six per cent renewal rate, I am sure we can agree these numbers were a "smoke & mirrors" game from the previous administration. In addition, the Dodge program numbers are still on the books, so stay tuned. The important fact here is that the staff is calling all former members who are thirty days past renewal. The BOD is awaiting the feedback that comes back from that.

The 2008 National convention will be held February 7 through the 9<sup>th</sup>, with registration currently online. There is a projected room shortage, so please book early. The Friday night activities will be enhanced and we have been promised the site of the party will move from the "catacombs". In addition, the NORPAC Reno convention is confirmed for January 11 through the 13<sup>th</sup> at the Atlantis.

Mike Dickerson's "new & improved" twice-monthly "Inside Line" has been debuted. The information is in our hands sooner, is more concise, and helps increase the flow of club information on the cyber superhighway. Any member can subscribe, just contact Mike.

The revised First Gear program is already showing results. For April 12.5% of new members were First Gear joiners up from 6.5% same time in 2006. In May, that number

was 12.6%, up from 7.8%, and in June, it was 15.6%, up from 5.6%. Colan also reports that the membership referral program, which began June 1, brought in eighty-six referrals that month.

The Weekend membership program was approved by the board for Solo and Rally effective January 1 of 2008. This is for competitors only in rally, NOT the workers. Remember just the forms need to be returned first and the region will be billed the five dollars later. This is done to get the new members into the system faster so they can be contacted by national with the marketing package. This was done to provide better legal and insurance protection for the club and to enhance membership recruitment. Remember the mission of SCCA is to provide activities for its members.

Jeff Dahnert reports IRS forms 990 and 990T for 2006 are complete and will be published on Guidestar.org soon. The cash flow has been very good this summer (\$200-300K) and our margin loan has been paid off (which was NOT done last year). Through the end of June, operating income was \$81k against the budget figure of \$105K. The shortfall is due to timing of service fee revenue for corporate services events. YTD special project service fees are exceeding budget. Entry fees are down for June because two Pro Solo events were budgeted and only one occurred. Membership fees are under budget by \$9k but this is due to the change over from temporary memberships to the weekend membership program and should "adjust" out by the end of the year. So in Jeff's words: "While we are running behind in membership and sponsorship revenue, we are making up for the deficit by expense savings."

Erin Cechal has produced a new Club Racing media guide to replace the Run-Offs media guide available before the Sprints. The PR department is also planning a Runoffs/Solo Championships media tour for the KC, Lawrence, Wichita and Topeka markets in September.

Through the second quarter of this year, Solo has put on 400 events, down from 421 in 2006. The average of 72 competitors per event is the same for both years. National tour has produced eight events with an average entry of 232 (2006 had 247 per event). ProSolo had five events with an average entry of 151 (2006 average was 180) which translates to a six per-cent decrease. Regional sanctions are down five percent from 2006, but records are compiled by the quarter so it is not clear whether this is timing or a trend. Entries for the thirty-fifth Tire Rack Solo nationals are tracking to the 2006 numbers. I will be in Topeka for the last half of this event.

Best wishes and get well soon go out to former executive steward Glen Wilhelm who had a recent appendectomy and to CSCC starter Jerry Coughran who had a short stay in the hospital to correct a health situation. Also we are glad to report that Mike Evans NWR flag chief has his plumbing up and running again.

Pro racing is tracking to budget, with entries keeping up with 2006 numbers. The television package is still unresolved, but it should be done soon, and the schedule is shaping up well.

Until next month Duck-Out.