

RTBC 2015

RACE TRACK BUSINESS CONFERENCE

Agenda Overview – Wednesday December 9, 2015

Time	Agenda (Tentative and Subject to Change)
8:00 – 9:00 A.M.	Registration/Breakfast Presented by H3R Human Resources, Michael Bennett
9:00 – 9:15 A.M.	Welcome and Opening Remarks Tim Frost Publisher National Speedway Directory
9:15 – 10:00 A.M.	Session I – Track Safety <i>The most important topic in motorsports – safety. Technology in track design – can we use it to improve our facilities? Education – how can promote awareness? Risk management – what are the best practices?</i> Scot Elkins COO Motorsport Safety Foundation Ray Smith President Smith Fence Jamo Zaffelli Director Dromo Circuit Design
10:00 – 10:45 A.M.	Session II – Motorsports Careers <i>Working in racing – what or who you know – which matters most? Professional sports – what can we learn them? Trackside or classroom – where is the best place to learn?</i> Andrew Craig President The Craig Company Dr. Lynn Lashbrook President Sports Management Worldwide Dan Rossetti Managing Partner Ascension Sports Partners John Waraniak Vice President SEMA
10:45 – 11:00 A.M.	Morning Break Presented by Race Tires America, Scott McAdoo
11:00 – 11:45 A.M.	Session III – Oval Tracks <i>The core of the weekly show – can they make it? Front gate – what's working for the fans? Racers – friends or foe? Prepping the dirt track – secrets of success.</i> Gary Risch General Manager Lernerville Speedway Dan Robinson General Manager Lucas Oil Speedway Brett Root President IMCA
11:45 – 12:30 P.M.	Session IV – Race Track Sustainability <i>Going green – fact or fiction? Recycling – what are the true costs? Solar farms – does it work at our facility? Reducing environmental impact – where to begin?</i> Jarrod Krisiloff Senior Director of Marketing Indianapolis Motor Speedway Drew Patey Director of Motorsports Safety-Kleen Ben Willshire Managing Director Driven International Ltd.
12:30 – 1:30 P.M.	Lunch – Keynote Speaker Presented by Race Monitor, Mark Lubischer & Mike Weatherman <i>Formula One – the worldwide pinnacle of motorsports – does the US matter? Tiregate at IMS – ten years later – what is the true story? What is it like working with Bernie? Safety – are closed cockpits the answer?</i> Charlie Whiting Director of Formula One FIA
1:30 – 2:15 P.M.	Session V – Road Courses <i>Track design – what are the latest trends? Demand – what is driving the business? Business models – club vs. membership vs. hybrid – what makes sense?</i> Dafydd Broom Design Director Apex Circuit Design David Vodden President Thunder Hill Raceway Park Mitch Wright General Manager NCM Motorsports Park
2:15 – 3:00 P.M.	Session VI – Events – Non Traditional <i>Racing or entertainment – what do fans prefer? Venue utilization – can they stay busy during the week? Music and action sports – whats the ROI?</i>

	<p>Sherri Heckenast President Team Demo Assn./ The Dirt Oval at 66 Jim Liaw President Formula Drift Jason Rittenberry Chief Strategy Officer COTA Heyward Wagner Vice President SCCA</p>
3:00 – 3:15 P.M.	Afternoon Break Presented by Rydin Decal
3:15 – 3:45 P.M.	<p>Session VII – Facility Redevelopment</p> <p><i>Daytona Rising - Investing for the future – will it pay off? Seating capacity – what is the cost of reconfiguration? Enhancing the fan experience – what is important? Technology – can it meet expectations?</i></p> <p>Joie Chitwood President Daytona International Speedway</p>
3:45 – 4:30 P.M.	<p>Session VIII – Driver Development</p> <p><i>Talent or Money – what really matters? Series – manufacturers – teams – who is responsible for moving drivers up the ladder? Diversity – what is the true story?</i></p> <p>Dan Anderson CEO Andersen Promotions John Doonan Director Mazda Motorsports Julia Landauer Driver JL Racing Mike Lewis Senior Vice President Don Schumacher Racing</p>
4:30 – 5:15 P.M.	<p>Session IX - Media</p> <p><i>Telling it is like it is – can the true stories be told? The landscape has changed – where do we find racing content? Broadcast, cable, satellite, streaming, on-demand – what metrics matter?</i></p> <p>Rick Benjamin Principal Carolinas Production Group Inc. Dave Despain Journalist MavTv Robin Miller Journalist Racer Magazine Ralph Sheheen Co-Founder Turn 3 Media</p>
5:15 P.M.	Networking Reception Presented by FuelTix