

2025 CenDiv Convention Synopsis

National Staff in Attendance:

Mike Cobb, President and CEO
Abby Scher, Region Communication, Training and Events Manager
Jeff Burrow, Director, Road Racing
Andie Albin, Manager Lead, Marketing
Jon Krolewicz, Senior Manager, Regional Track Program Development
Melanie Murry, SCCA National Coordinator for Tire Rack Street Survival

Opening Remarks:

Welcome and Hospitality, Kathy Maleck
SCCA Presidents Update, Mike Cobb, President and CEO
Marketing for Growth, Andie Albin, Marketing Manager
Road America Updates, Greg Wieser, VP of Operations

Lunchtime Remarks:

Joe Helser, Area 5 Director

Leadership Roundtable:

Inviting all attendees to this open forum for Q&A with the National Staff and Divisional Leadership.

Breakout Sessions:

National Staff and Leadership Roundtable Session;

Moderated by George Laws, this is an open forum where National Staff and Divisional Leaders answer questions from attendees about SCCA initiatives, region development, marketing and program support. All members are welcome. Topics include:

- **Marketing for Every Region:** Tips and strategies that work for regions of all sizes to attract members, grow attendance, and improve visibility.
- **Program-Specific Discussions:** TT, TE, TniA, Experiential Programs and Road Racing to tackle program-specific challenges and share best practices.
- **Volunteer Recruitment and Retention:** Ideas and strategies to grow and maintain a strong volunteer base.
- **Region Development:** Member account portal tools and resources deep dive, SCCA Academy, & Foundation Grants.
- **Street Survival**
- Attendees from the Nation office include Abby Scher, Heyward Wagner, Kristen Poole, Andie Albin, Jon Krolewicz and Melanie Murry.

Flagging and Communications;

This all-day session is led by our Divisional Administrator of Flagging and Communication, Tiffany Bingheim. The Steward's Team will join with the F&C team for a general discussion after lunch.

Emergency Services:

This all-day session for ES is led by Tim Marx.

Race Administration:

This half-day session, following our lunch break, is led by Divisional Administrator, Mark Binghiem.

Registration:

Welcome to registration. This all-day session is led by our Divisional Administrator, Sue Green. Who's ready to get ready for 2025? Let's get prepared to refresh, renew and represent. I'm proud of each and every one of you and can't wait to watch you excel again this year. We welcome Wyndi Marston from MSR and she is will share her vast knowledge of MSR with us. Bring your questions and suggestions.

Stewards:

Lead by Mike Smith, CenDiv Executive Steward, this is a closed session for Road Racing Stewards. Sessions will span Saturday and conclude on Sunday. Stewards will review best practices, rule changes and goals for the upcoming road racing season.

Tech (Scrutineers):

This all-day session is led by Dennis Troemel of Milwaukee Region.

Timing and Scoring:

This all-day session is led by our Divisional Administrator, Toby Schuster.

The T&S sessions are geared towards the beginner and intermediate volunteer. All are welcome to attend. The following topics are planned for the day.

- Track updates
- Changes to operations
- Google shared folders
- Setup and configuration of Orbits for an event
- Creating charts from lap tapes

Time Trails/Track Events:

This all-day session is led by Roger Vilmer. Discussion on a CenDiv Time Attack Championship. We will explore the possibility of organizing a dedicated time trial championship. Topics will include potential formats, rules and regulations, participant

and vehicle eligibility, and ways to enhance competitiveness and engagement among members.

Discussion on Supporting Time Attack Challenge National Events

We will discuss plans to support national time trials events at two prominent venues: Road America and Autobahn Country Club. The focus will be on logistics, promotional strategies, and volunteer coordination to ensure the successful execution of these events.

Discussion on Training for Track Days/Time Attack Events

We will cover the training that may be offered next year for track days and time attack events. Ideas will range from beginner to advanced training sessions, instructor-led workshops, safety protocols, and best practices for maximizing both performance and enjoyment.