

March 14, 2026 – CENDIV Convention Notes



National Office Updates: Mike Cobb, Heyward Wagner, Eric Prill, Abby Scher

Level Up theme: the intentional process of advancing an organization to a higher level

- Leadership
- Capabilities
- Impact
- Performance
- How we show up – in person and on social media
 - We MUST level up how we show up if we want to continue growing the club
 - Too much money and resources are being put into member behavior issues

3 Pillars of SCCA (Heyward)

Create Access. Grow Participation. Deliver Experience.

1. Foster space for both competition and recreation
 - a. Uphold the legacy of competition while welcoming those whose primary interest is recreation and social engagement
2. Align programs with member and market demand
 - a. Programs designed to meet the needs of emerging trends
3. Encourage and enable cross-program participation
 - a. The club is strongest when members explore multiple forms of motorsport within it
 - b. Create a unified ecosystem that creates pathways for crossover engagement and increased long-term participation
 - c. Change the culture of our organization to be about more than just being the next Shaun White, Michael Jordan, etc.

New registration platform in progress w/ Alpha Timing and Scoring – Race Hub

- Will replace MSR in future
 - Lack of divisional and national data in an enterprise-wide view on MSR
 - No integration with centralized system to analyze data and tax liability
 - Ownership and data control risks
 - New owner is now a private equity that could sell our data at any time – privacy concerns
- New system will be all-inclusive and include:
 - Event registration
 - Timing and live results
 - Points standings and tracking
 - Membership, license and waiver verification

Road Racing Success with Eric Prill

2 new entities created to support road racing programs (www.scca.com/rrpc)

- Planning committee: sets strategic framework for programs including event types/purposes, markets, development and business operations

March 14, 2026 – CENDIV Convention Notes



- Staff chaired, representation from stakeholder groups (regions, drivers, volunteers, etc.)
- Executive committee: create a “3-legged stool” team that reports to the BOD promoting open communication and collaboration on various topics to drive forward in one common direction – creates consistency for events
 - Competition Committee (CRB): rules, cars and classes, BOP
 - Stewards Committee (Exec Stewards): event operations, specialties and officials
 - Planning Committee: strategy, development and business operations

Leveling Up Websites w/ Abby Scher

- Preview of new scca.com
- Timeline will follow readiness, not a calendar date
 - Version 1 goal is scca.com
 - Version 2 is the region level integration
 - Version 3 is the divisional level integration

Road Racing Town Hall: Eric Prill, Kevin Coulter, and Jon Krolewicz **Open forum discussions, Q&A**

Club Race Experience (CRE) Program incorporates the 3 pillars of the program that Heyward reviewed and is the best way to grow road racing participation

- Only 8 driver’s schools occurred in SCCA last year, and CENDIV held 2 of them
- We compete with Lemons, Champ Car, Lucky Dog, WRL, Grid Life – all their schedules were out by October 15th
 - We need to get the word out on the Race Experience earlier and often
 - We also need to continue adding them to our calendar and events as early as possible

Additional conversations around our culture and how we show up – we MUST do better!

- We have a culture issue, and culture is how we treat people
 - 4 Investigations from Runoffs were for unsportsmanlike conduct **off-track**
 - 3 of those 4 were CENDIV members!
- New rules/penalties coming for behavior moving forward because we can’t have this continue
- It hurts our reputation and it hurts our relationship with the tracks

Competition License change coming

- Later this year, all full competition licenses will be self-certify for ages 18-60
- No more physical will be required for comp license unless you’re a minor or over the age of 60

March 14, 2026 – CENDIV Convention Notes



Road America Updates: Greg Wieser

- False Grid/Pit Lane
 - Now 48' wide instead of 27'
 - Pit lane amenities upgraded – power, water
 - New paved road in comp paddock, but pedestrian only and won't go all the way down
 - 3rd row for grid still possible
- Front straight from new bridge to old victory lane cut
 - Now a poured wall and fence
 - New 48" poured wall with attached debris fence
 - Phase 1 = 1,050 feet
 - Phase 2 = old victory lane cut to Alpha (1,250 feet in winter 2026)
- Grasscrete added to:
 - Turn 1 exit/Turn 2
 - Turn 6 exit
 - Turn 7 exit
 - Turn 8 exit
 - Turn 10 exit – also new concrete kerbs
 - Turn 13 exit – before and after crossover
 - Turn 14 exit – apron was removed
- Other works in progress
 - VIP suite renovations continue
 - New turn 12 restroom where new trail goes down to grandstands (by concession stand)
 - New tunnel big screen
 - New digital Flagtronics light panels
 - Same locations
 - Touch screen remains in race control but can also run all lights through FT system
 - Additional production cameras
 - 30 more trees planted
 - DOT barriers in north paddock
 - Woods maintenance T4-5
 - Barrier straightening T6-9 – everything removed, new base laid, and footprint re-established
 - Victory lane – replacing with checkered concrete
 - Scale/Tech area water management
 - New wrecker (additional, not replacement)
 - Replaced 3 billboards
 - New corner worker shelters at 4A, 6F, 9 and 10
 - Turn 15 corner station drainage issue – will drill hole through concrete for drainage