

THURSDAY

	NAPA A	NAPA B	NAPA C	NAPA D	LAGUNA
11:00AM–NOON			Region Officer Training, Part I	Marketing 101: 2020 SCCA Digital Strategy	
12:15–1:15PM		Time Trial & Track Event Safety Training	Region Officer Training, Part II		Solo Safety Steward Training
1:30–2:30PM	Road Rally Safety Steward Training	Time Trial & Track Event Coach's Training	Membership Chair Training, Part I	RallyCross Safety Steward Training	JDP Kart Course Design
2:45–3:45PM		Time Trial & Track Event Lead Training	Membership Chair Training, Part II	Leveraging Content Across Digital	JDP Kart Tech Inspection
4:00–5:00PM				Ascenders/First Timers	
5:00–6:00PM	BALLROOM B: ANNUAL MEETING				
6:00–8:00PM	BALLROOM A: WELCOME PARTY				

1:30–2:30PM

ROAD RALLY SAFETY STEWARD TRAINING



Napa A | Michael Bennett

Review highlights of the Road Rally Safety Steward Manual and checklists for TSD & GTA road rallies. Then, participants will complete an open-book test and receive certification as a Road Rally Safety Steward. 90-minute session.

TIME TRIAL & TRACK EVENT COACH'S TRAINING



Napa B | Jon Krolewicz

Techniques, tips and procedures for track-side coaching at each driving experience level for both Track and Time Trials events. Learn how to create a safe and enhanced event with a guided experience for driving participants.

MEMBERSHIP CHAIR TRAINING, PART 1



Napa C | Rick Myers

Defining the role of membership chair, access to tools & resources and how to apply them to best serve the role.

RALLYCROSS SAFETY STEWARD TRAINING



Napa D | Chris Regan

Training for obtaining or renewing a RallyCross Safety Steward license.

JDP KART COURSE DESIGN



Laguna | Doug Gill

Covers concerns that may arise when designing a Solo course suitable for Junior Drivers. Fulfills one of the Region requirements to host Junior Drivers. One of two required sessions to get a JDP Solo Youth Steward license. Attendees will be eligible to apply for a JDP Kart Course Design license after attending this session.

2:45–3:45PM

TIME TRIAL & TRACK EVENT LEAD TRAINING



Napa B | Jon Krolewicz

Track Day and Time Trials Event lead training to give you the tools to lead your event staff and create a fun and safe event sending volunteers and participants home with a smile on their face and anticipation for the next event.

MEMBERSHIP CHAIR TRAINING, PART II



Napa C | Rick Myers

You've done the legwork at home as membership chair, now bring your talents to the event site. We'll review the resources/tools available to make the most of serving and attracting members to your region and the club.

LEVERAGING CONTENT ACROSS DIGITAL



Napa D | Julie Gu-Scallen, Jack Baruth

Reaching the right audience, at the right time, with the right message are the key drivers to a successful content marketing strategy. We'll review best practices, tips, and tools you can leverage to get the most out of your content. Using a single-story example, we break down the ways content is customized to each medium, channel, and audience. Presented by Hagerty.

JDP KART TECH INSPECTION



Laguna | Doug Gill

Covers the distinctions of Junior kart tech inspection. Fulfills one of the Region requirements to host Junior Drivers. One of two required sessions to get a JDP Solo Youth Steward license. Attendees will be eligible to apply for a JDP Kart Tech Inspection license.

11:00AM–NOON

REGION OFFICER TRAINING, PART I



Napa C | Rick Myers

Covers Region resources, annual filing requirements, Bylaws assessment and officer duties. We'll also discuss membership stats, recruitment and leadership tips to successfully navigate serving as a Region board member.

MARKETING 101: 2020 DIGITAL STRATEGY



Napa D | Heyward Wagner

The SCCA Marketing Staff will present the 2020 SCCA Digital Strategy and explain how it benefits regions. This is a strongly suggested pre-requisite session for other marketing-track sessions.

12:15–1:15PM

TIME TRIAL & TRACK EVENT SAFETY TRAINING



Napa B | Jon Krolewicz

This session will focus on the specific nuances of Safety Stewarding for SCCA Track and Time Trials programs as their identity between Solo and Road Racing continues to evolve.

REGION OFFICER TRAINING PART II



Napa C | Chris Robbins, Rick Myers

The SCCA has a small group of employees in Topeka and around the country, many of whom you never see. Yet, they're essential to fulfilling our mission to provide a safe, fun, and exciting motorsports experience to members. But what about the BoD? What about the volunteer Competition Program Boards? How do they fit in? Come find out who they are, why they exist and how they do it!

SOLO SAFETY STEWARD TRAINING



Laguna | Doug Gill

First step to attaining a Solo Safety Steward (SSS) license. Covers duties and responsibilities of an SSS (plus JDP course design). Also counts as continuing education requirement for SSS license renewal.

4:00–4:15PM

ASCENDERS & FIRST TIMERS



Napa D | J. Luckritz & R. Myers

Join us for a brief discussion about what to expect from the weekend and how to get the most out of it.

5:00–6:00PM

ANNUAL MEETING



Ballroom B | SCCA Board of Directors, Lee Hill, Chairman, Mike Cobb, President & CEO, SCCA Staff

Just like your Region, the SCCA has an Annual Meeting where existing and new Directors of the Board are recognized, a State of the Club, State of SCCA Ventures and State of SCCA Foundation are provided, a preliminary annual financial report is given, and general membership may ask the Board questions. Free to attend for any SCCA Member. Member of Excellence award will also be presented.

6:00–8:00PM

WELCOME PARTY & PINEWOOD DERBY



Ballroom A & Hallway

The first of several social engagements. Join us for appetizers and several bars serving alcoholic and non-alcoholic beverages. Meet new folks, catch up with those you missed (and those you didn't), tell jokes, make plans, and, if you want, use it as a stepping stone into your first official night in VEGAS!! The Pinewood Derby is also back for 2020!

FRIDAY

NAPA A

NAPA B

NAPA C

NAPA D

LAGUNA

MONARCH

SONOMA A

SONOMA B

SONOMA C

SONOMA D

7:00–
8:00AM

BALLROOM A: RE BREAKFAST WITH BOARD OF DIRECTORS

REGION OF THE YEAR AWARDS PRESENTED

8:15–
9:15AM

BALLROOM B: ONE TEAM. ONE EXPERIENCE.

9:30–
10:30AM

How to Build a Successful Solo Program

Creating & Maintaining a Successful "Regional Optional" Class

MotorsportReg: 2019 Recap and 2020 Roadmap

Introduction to Time-Speed-Distance Rallying

Time Trial and Track Event Direction

Marketing 101: 2020 SCCA Digital Strategy

Reinventing your Region

10:45–
11:45AM

Solo Cookbook: Don't Reinvent Your Solo Program Every Few Years

B Engaged: How to Increase Class Participation in Road Racing

Green Flag Racing Philosophy

How the FIA Governs and Officiates Motorsports

Successful Experience with Street Survival

Hosting a Rally Trek

Marketing 102: Regional Strategies

Training Your Replacements

SCCA 102: How to work with the National Office as a Region Leader

12:00–
1:00PM

BALLROOM B: AWARDS LUNCHEON

1:15–
2:15PM

GIS, CAD and GPS Tools for Autocross Design and Setup 101

SEDIV Endurance Series

Timing and Scoring Advances

Seeing is Believing, or Not!

RX Discoveries for the Pavement Minded

Social Road Rally

Track Day Success Story

Marketing 203: Using Social Media to Grow Your Region

New Member Portal
(90 minute session)

The Energy Bus Part I

2:30–
3:30PM

Solo is a Team Sport

Amateur Road Racing Around the Country, Panel

Road Race Tech 201

Risk Management

Creative Solutions to Boosting RX Attendance

Marketing 201: Strategic Web Design and Management

The Energy Bus Part II

3:45–
4:45PM

Peak Performance Driving

SCCA's Role in eMotorsports

Journey to a Budgeting Process

Consistency and Expectations

Time Trial National Tour: What we Learned

Marketing 302: Taking Social Media to the Next Level with Paid Advertising

RallyCross Town Hall

Momentum Goal Setting

5:00–
6:00PM

Road Race Town Hall

SATURDAY

	NAPA A	NAPA B	NAPA C	NAPA D	LAGUNA	MONARCH	SONOMA A	SONOMA B	SONOMA C	SONOMA D	
7:00– 8:00AM							Track Event and Time Trials Town Hall				
8:15– 9:15AM	BALLROOM B IT ALL STARTS WITH RESPECT										
9:30– 10:30AM	Solo Course Design 101	Car Racing: Family Journey or Professional Career	Radios: Analog vs Digital VHF vs. UHF	Road Race Safety Steward Guidelines	RallyCross Tech & the Future of RallyCross	Road Rally: Automated Checkpoint Timing	Reg: To Waiver or Not Waiver and other Fun Facts	Marketing 202: Email Marketing	SCCA Women on Track in 2020	Building Trust	
10:45– 11:45AM	Solo Course Design 201	Start Bracket Racing in Your Region				Increase attendance at your RoadRally	TrackSprint Success Story	So You Want To Be A Writer	How to Succeed at Awards Without Really Trying	Tiny Habits to Get Big Results	
12:00– 1:00PM	LUNCH										
1:15– 2:15PM	Solo Site Acquisition	Training the Race Car Driver	On-Board Fire, Cooling Systems & New Frontal Head Restraint Devices	Penalty Guidelines with PB&J			RoadRally Safety Steward Training	Time Attack 201	Best Practices to Supercharge Your Email Strategy	Conflicts and How to De-escalate	Introduction to Stress Management: How to deal with that incident
2:30– 3:30PM	So You Want to Improve Your Driving By Using Data?	Regional Racing Panel: Best Practices		Timing and Scoring Best Practices	Getting the Community Experience with Tire Rack Street Survival			Understanding the Realities of Sponsorship	VETMotorsports	Apply the Strategies You Have Learned this Weekend	
3:45– 4:45PM						Road Rally Town Hall		Instagram and how to use #hashtags	Solo Town Hall		
6:00– 7:00PM	HALLWAY COCKTAIL RECEPTION										
7:00– 9:00PM	BALLROOM B HALL OF FAME INDUCTION										