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**Subject:** Chicago Region Piston Patter  
**Date:** August 7, 2024 at 9:28 AM  
**To:** [kevin.bowman1@gmail.com](mailto:kevin.bowman1@gmail.com)



## Chicago Region, SCCA Piston Patter Newsletter

### August 2024

#### Quick Links

**Region Website**  
**Club & Membership**  
**Incentive Programs**  
**Road Racing**  
**Autocross/Solo**  
**Contacts/ Classified**  
**Motorsportreg**

Welcome to the August 2024 Piston Patter Newsletter. The **Quick Links** on the left will allow you to easily connect to the Region website for detailed information on the various Region activities.

If you have any event or personal interest articles for the Newsletter, please contact Peg Ball at 815-679-6780.

#### 2024 Event Calendar

##### **August 4, 2024**

Solo Event #5  
Rt66, Joliet

##### **August 16, 2024**

Track Day Event #5  
Autobahn CC-S

##### **August 18, 2024**

Solo Event #6  
Rt66, Joliet

##### **August 18, 2024**

Track Sprints #3  
Autobahn CC-S

##### **August 24-25, 2024**

Kettle Moraine Double Div.  
Road America

##### **August 25, 2024**

Geneva Concours  
Geneva II



#### 2024 Chicago Region Board of Directors

Roger Vilmur – Region Executive-----847-359-7621  
Anthony Serrecchia - Assist RE-----847-997-4845  
Linda Novak – Secretary-----847-934-3905  
Chris Gregor – Treasurer-----630-661-7167  
Peter LeSueur-----630-569-5026  
Dave Tatge-----630-880-0406  
Rick Bentson-----708-289-5254  
Heather Ingraham-----847-471-3218  
Rich Walke-----847-274-0283

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## RE Marks

### **Northern Illinois Membership Study**

Last spring the board of directors engaged with a group of students from Northern Illinois University (NIU). This was in cooperation with NIU's Experiential Learning Center who gathers groups of students to work with companies or institutions to consult on business issues. The Chicago Region Board worked with them to improve our efforts to recruit and retain members and volunteers over the next 10 years.

### **The Journey**

The journey started in January when the team met with Bob Malm, George Laws, and me for a kickoff meeting. We explained how the club operated and what events we supported. We followed up with weekly phone calls to ensure things were on track. We had a midterm face to face meeting to share what they had found. The weekly calls continued until the final meeting in April where the team shared how to address the findings identified in the first half of the semester.

### **The Results**

The findings fell into these categories:

1. Marketing
2. Brand Recognition
3. Sponsorships
4. Recruitment
5. Sustainable Growth
6. Engagement
7. Data Management

These were the top recommendations from the team:

1. Structure
  - a. Centralize communications so committee leaders are in the know.
  - b. Incentivize Committees to improve recruitment.
  - c. Membership Services Committee should be established
  - d. Stay Connected to other regions
2. Feedback Surveys
  - a. Every event should have a participant/volunteer satisfaction survey.
  - b. Analyze responses and respond if appropriate.
3. Data Tracking
  - a. Consistently look at participant and volunteer trends and satisfaction levels.
  - b. Set and track Key Performance Indicators (KPI).
4. Marketing/Rebranding
  - a. Modernize website and social media links
  - b. Form a plan that unifies the Region's message across platforms.
5. Recruitment
  - a. Hire unpaid Interns,
  - b. Recruit at colleges, universities, trade schools, car shows, community events.
6. Sponsors/Partnerships
  - a. Find win-wins for sponsor and club
  - b. Event branding opportunities

### **What's Next**

Now it is up to the Board to digest the findings and plan to address the items the board finds important. With the club's limited resources, prioritization will be the key. Watch future REMarks for progress. And feel free to send comments to board.

Roger Vilmur

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## On The Green Stuff

Did you ever wonder about the dedication of our race volunteers? What motivates them to work long

Did you ever wonder about the dedication of our race volunteers? What motivates them to work long hours, be questioned about rules and directions they did not make, stand in the rain, cold, heat – you name it all for the sport they love – RACING!!!! The Competition Committee wonders about and thinks about it every day. What can we do to make their experience more enjoyable, make their commitment to the organization recognizable for what it is: DEDICATION

Some may have raced, some will race in the future, some may never race. But make no mistake they are there because they love racing, they love racing people, and they are dedicated to our sport. The next time you come across a race volunteer say hi and say thank you. For without them we would not have the events we do.

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## [TT and Track Events Report](#)

Chicago Region Track Events have been enjoying good weather and lively turnouts this summer — a little warm but driving on track always generates a welcome breeze. Just look at the smiles on the faces of these Track Sprint participants!



As the calendar turns to August, the earlier start times of our events reminds us that the days are getting shorter, so we encourage everyone to sign up and make hay — er, horsepower! — while the sun shines.

- **Track Event and Time Trial #5 - Friday, August 16 @ 4:30 PM** on Autobahn South (<http://msreg.com/2024CHGOTE5>)
- **Track Sprint #3 - Sunday, August 18 @ 4:30 PM** on Autobahn South (<http://msreg.com/TSCi24-3>)
- **Track Event (No Time Trial) #6 - Friday, September 6 @ 4:00 PM** on Autobahn's South Track (<http://msreg.com/2024CHGOTE6>)

Registration for the Time Trial in a Race Weekend events at Autobahn (September 7) and Blackhawk (October 12) will open on August 1; links are available at <https://scca-chicago.com/track-daySI/>.



[Kettle Moraine Double Divisional](#)





## August 24-25, 2024 Road America

A Runoffs Qualifying Event for 2024



There will be NO Test day before the event

### PERTINENT DATES FOR THIS EVENT (ALL DATES 2024)

August 9, 11:59 PM CDT	Central Division reserved car number hold
August 21, 11:59 PM CDT	Late Fee of \$50 charged for any entry received after
August 21, 11:59 PM CDT	Online registration closes
August 19, 6:00 PM CDT	Special license confirmation with Topeka, make request by
August 23	Credit cards will not be processed before

This is a CENDIV Championship Series points event. Series rules, including regional-only car classes can be found on the CENDIV website at <http://www.cendiv-scca.org>. This event welcomes cars competing in the SRF GEN2 Pro Tour.

REGISTRATION: Drivers may register online at either <http://msreg.com/kettlemoreinedd2024> or [motorsportreg.com](http://motorsportreg.com). Drivers without internet access may request a paper entry form and mail it with their entry fees to the Chief Registrar. Any check not processed by your bank will result in an incomplete entry to be resolved between the Chief Registrar or Club Office and the Driver or Entrant. Do not mail entries by any method that requires a signature for delivery. Phone / fax entries will not be accepted. Please complete the entire entry form.

Kathy Beimel, Chief Registrar  
2616 Luedke Ct  
Sheboygan, WI 53083-4716  
Telephone 920-377-1926 Please, no calls after 9PM CDT - TXT is acceptable as long as include name  
Email: [regkatscca@gmail.com](mailto:regkatscca@gmail.com)  
At-event Registration will be in the registration building located inside gate 6

ENTRY FEES: The entry fee for both days is \$615  
The entry fee for one day is \$465. Add \$175 for a same driver in a second class for each divisional race (e.g. - \$175 for Saturday and \$175 for Sunday). Add \$30 per unique driver, in each class, per weekend, for SRF, SRF3, FE and FE2.

ENTRY FEE PAYMENT AND REFUND POLICY: Credit card payment is only available to those drivers who enter online. All online entries for which the payment is not received by 11:59PM August 21, 2024 will be charged a \$50 late fee, and there may be a delay in processing the registrations at the track. Drivers without internet access may request a paper entry form and mail it with their entry fees to the Chief Registrar. Make checks payable to Chicago Region, SCCA. A fee of \$50 will be charged for any check returned by the bank or refused credit card charges, and the entry will also be considered a late entry. Do not mail entries by any method that requires a signature for delivery. Phone / fax entries will not be accepted.

\*\*\*\*\* WE WILL BE DEPLOYING THE TEXT MESSAGING SERVICE FOR UPDATES VIA MSR, SO PLEASE OPT IN DURING REGISTRATION TO RECEIVE THESE UPDATES\*\*\*\*\*

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GENEVA  
CONCOURS  
*d'Elegance*

**Join us at the Geneva Concours August 25, 2024**

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## In historic Geneva, Illinois

Join us for the 2024 Geneva Concours d'Elégance scheduled for Sunday August 25, 2024. This year as in the past the Chicago Region SCCA will be hosting our "Concours for Sports Cars", and again as a featured group of the Geneva Concours. We still have room for a few more cars to enter our concours for sports cars. If you have a sports car and would like to join us we would enjoy your company for the day.

Our theme this year will be the celebration of the 70<sup>th</sup> running of the Chicago Region SCCA June Sprints® which will take place in June of 2025. Won't you join us as we kick off the celebration of this most historical event? As in the past the beneficiary of this year's event is the LivingWell Cancer Resource Center which the Chicago Region proudly supports.

**If you can join us, please contact our registrar Peg Ball at [pegball@comcast.net](mailto:pegball@comcast.net) and we'll send you a registration form. We are hoping you will be able to showcase a race car or sports car with us, it's a great day "FUN with Cars"**

Thank you and take care,  
Steve Laske



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## Chicago Region Invited to the Meadowdale Car Show September 7, 2024

The Region has been invited back to participate in the Annual Meadowdale Motorsports & Memories Car Show on Saturday, September 7th. The invitation was extended by Linda Daro, Founder and Chair of the Midwest Racing Preservation Association (MiRPA). The event takes place from 10 am to 3 pm. The show features over 450 car entries and draws hundreds of spectators.

The show offers a wonderful opportunity to promote the Club and "having fun with cars." If you would like to join the fun and excitement by showing a special car, please contact Bob Malm at 847-695-0368 before August 15. Race cars are particularly welcome as they attract attention to our display.

The car show is held on the original site of the former Meadowdale Raceways in Carpentersville, IL. The track was built in the late 1950's and its inaugural race was held on September 14, 1958. The race was sanctioned and run by the Chicago Region. The "ghost track" has been transformed into a forest preserve. Although the 3.27-mile track with its famous Monza Wall no longer exists, sections of the circuit remain. The car show, along with the Region's display, will be positioned on what was the main straight.

To learn more about the Car Show and MiRPA, visit their web site [MiRPA.org](http://MiRPA.org).

All the Best,  
Bob Malm

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## The 2024 Chicago Region SCCA Fall Tour/Rally September 28, 2024

**"Pink Heifer BBQ Run"**



September 28th The Chicago Region will be running another G.O.A.T.S. (Get Out and Tour Series) event. Join us this fall for another drive through northern Illinois and southern Wisconsin on some of the most scenic backroads there are to enjoy.

This Chicago Region SCCA, G.O.A.T.S. backroads tour will provide you with an enjoyable day of driving, using great backroads providing scenic views and plenty of turns and elevation changes. The drive will be approximately 120 miles ending in Monticello, WI at the Pink Heifer Saloon & Smokehouse. In May 2020, Lauren and Yo Fox moved from Southern California to Monticello and purchased the Monticello House in June 2021. The Fox family completed a floor to ceiling, wall to wall renovation and opened the Pink Heifer Saloon & Smokehouse. As our endpoint we will all meet for lunch and some socializing. Join us won't you, for a great drive, good food, and visit with friends. After lunch if you're interested the nearby town of New Glarus will be celebrating Oktoberfest. The event offers many spirited activities in downtown New Glarus including live music, great food, local beer, wagon rides, chainsaw carving, plus plenty of family fun. Live music in the festival tent all weekend



The Tour/Rally is scheduled to take place on Saturday, September 28, 2024. The starting point will be at the Flying "J" in the South Beloit, IL. Registration is required on MotorsportsReg and check-in the day of will open at 9am.

### Event Information

**When:** Saturday September 28, 2024

**Registration:** Pre-event registration is required. Registration will be on MotorsportReg, <https://www.motorsportreg.com> watch the site, registration will open soon. The entry deadline for this event is midnight Sunday September 22, 2024.

**Entry Fee per car:** \$25.00 SCCA Members, \$45.00 Non-members (\$20.00 Weekend membership fee for all non-member drivers is required, which is included in entry) the weekend membership fee can be applied towards a full SCCA membership. All cars must have a driver and a navigator, any navigator / passenger who is not an SCCA member will be asked to sign a Trial Membership document at the starting point (no additional fees assessed).

**Starting point:** Flying J Travel Center, 16049 Willowbrook Rd. South Beloit, IL. 61080 (the northwest corner of I-90 /39 and Illinois Rt. 75) by the Denny's Restaurant. Check-in at the event will open at 9:00 am, with the first car off promptly at 10:00 am

Brought to you by G.O.A.T.S. "Get Out and Tour Series"

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[2024 Solo Schedule](#)

August 3 TSSCC @ Rt66  
August 4 Event #5 @ Rt66  
August 18 Event #6 @ Rt66  
September 3-8 SCCA Solo National Championships @ Lincoln, Nebraska  
September 22 TSSCC @ Boomers  
October 5-6 TSSCC @ Boomers  
October 12 Event #7 @ Rt66  
October 13 Event #8 @ Rt66

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## **[2024 Track Day Events Schedule](#)**

### **TRACK DAYS**

#5 Fri, August 16 Autobahn CC-S  
#6 Fri, September 6 Autobahn CC-S

### **TRACK SPRINTS**

TS3 Sun, August 18 Autobahn CC-S

### **TIME TRIAL in RACE WEEKENDS**

TT1 Sat, September 7 Autobahn CC-S  
TT2 Sat, October 12 Blackhawk Farms

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## **[Tentative 2024 "NORTHERN CONFERENCE" Majors Schedule](#)**

August 17-18: Grattan Raceway; Western Michigan Region; Belding, MI

*\*Additional 2024 events will be added as they are confirmed for each Conference*

**For the CenDiv 2024 Race Schedule, click [HERE](#)**

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## **[Chicago Region SCCA Apparel](#)**

SCCA now has an apparel store selling T-shirts, polos, hooded sweatshirts, pullovers, full-zip hoodies, hats, and safety vests with Chicago Region and SCCA logos.

For apparel information and to purchase items, click [HERE](#).

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## **[2024 Chicago Region New & Returning Members](#)** **[June 29- July 30, 2024](#)**

Chicago Region is pleased to welcome the following new and returning members. If any of you have questions, please contact the Region board members responsible for your area of interest or the Region office (listed at the beginning of this issue of Piston Patter). We hope you enjoy your membership and have fun participating in the various club activities.

David Bauer  
Christopher Brumleve  
William Driver  
Ryan Fee  
Eric Fredette  
Wes Fujii  
Nicholas Geeslin

Bogdan Sinkovich  
Daniel Smith  
Diane Smith  
Elise Smith  
Wade Smith  
Michael Solecki  
Sachiko Suzuki

Cristian Gonzalez  
Nick Koglin  
Felipe Lo Galbo  
Paar Merupee Madhure  
David M. Redszus  
Sebastian Rivera

Frank Szuch  
Dan Testin  
Kristin Walker  
Cameron Ward  
Liam Wolfer

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