



**The Inaugural Midwest Off-Road Racing Safety & Marketing Seminar**  
*Off-Road Community an Important Marketplace*

Abrams, WI (February 23, 2009) - The Midwest Off-Road Racing Community is coming together in Abrams, Wisconsin, March 14, for the first of its kind safety and marketing seminar, geared for the short course off road racing community. The safety of the race competitors is at the top of the list for every motorsports sanctioning body, and in recent years the industry has seen new innovations in the field of driver safety. Thankfully, many of those innovations are being implemented in off-road racing. Some of the innovations are highly recommended, while others are required. In many instances, there is more than one product in the marketplace to meet these new safety regulations. Several vendors will be on hand with their safety related product lines on display.

The afternoon seminar will also include companies that can assist you in the marketing of your race team. Every team can use product sponsors and monetary partners to keep their race program feasible. The first step is to create the best possible picture of your team. Photographers, web designers, videographers, and marketing specialists will all be on hand to explain their offerings and answer any questions you may have.

Along with the vendor displays, we are offering the representative from each company a few minutes to introduce themselves and their company.

As of February 23, here's the list of vendors that will be represented at the Seminar.

**Sanctioning Body**

TORC Midwest Technical Director - Terry Severson - [www.torcseries.com](http://www.torcseries.com)

**Race Facility**

Crandon International Off-Road Raceway Representative - [www.crandonoffroad.com](http://www.crandonoffroad.com)

**Safety Components**

Safety Solutions - [www.safetysolutionsracing.com](http://www.safetysolutionsracing.com)

Phil's Inc. - [www.philsinc.com](http://www.philsinc.com)

Fresh Air Systems - [www.fasthelmets.com](http://www.fasthelmets.com)

**Websites**

MT-Graphics - [www.mt-graphics.com](http://www.mt-graphics.com) / [www.bumpracer.com](http://www.bumpracer.com)

Khaos Designs - [www.khaosdesigns.com](http://www.khaosdesigns.com)

**Photography**

J & L Photography - [www.jnlphoto.com](http://www.jnlphoto.com)

JP3 Photography - [www.jp3photo.com](http://www.jp3photo.com)

Dirt-Productions - [www.dirt-productions.com](http://www.dirt-productions.com)

**Video**

MT-Graphics - [www.mt-graphics.com](http://www.mt-graphics.com)

3DCS Video - [www.3dcsvideo.com](http://www.3dcsvideo.com)

**Vinyl Graphics**

Skalitzky Racing Design - [info](#)

**Team Apparel**

Stitches by Taylor - [www.stitchesbytaylor.com](http://www.stitchesbytaylor.com)

Here's what some of the vendors are saying about this Seminar:

"It's a great way to stay connected with your customers. The off-road community is an important marketplace for Phil's Inc." – **Mike Reusche, Phil's Inc. / MT-Graphics**

"Your image at the track is part of your performance on the track." – **Kellie Taylor, Stitches by Taylor**

"Our safety and driver comfort product line is ideal for the off-road racer." – **Jill Swenson, Fresh Air Systems**

"Race videos can be a powerful tool in garnering sponsorship, and hold a lot of value to drivers and their sponsors alike." - **Cheyne Staszny, 3DCS Video**

"Being able to see and check fitment is key when choosing safety equipment. This seminar gives you a great opportunity to do just that, before you make that purchase." – **Mark Steinhardt, Sportsman Driver**

"Getting all these vendors together before the season starts, is a must attend event." – **Steven Federico, PRO Driver**

**What:** The Inaugural Midwest Off-Road Racing Safety & Marketing Seminar

**Date:** March 14, 2009

**Time:** 12 Noon until 4pm central time

**Where:** "The Flyaway" Restaurant and Banquet Hall 3080 Cty Hwy EE Abrams, WI (920)826-7711

**Admission:** Free.

Any vendors who would like to attend please contact:

Don Demeny - (920) 373-1981 / [racing@bayland.net](mailto:racing@bayland.net)

Mike Reusche - (847) 869-2434 / [mike@philsinc.com](mailto:mike@philsinc.com)

