

BoD Election Statement

As an SCCA member since 1993, I have spent more than half of my life competing in, and being involved with, SCCA activities. Like many, my first experience with SCCA was Solo. It served as an excellent competitive outlet to play with my car in a way that was affordable and not highly demanding of my time. It's still something I enjoy today.

As the years progressed, I have had the opportunity to try many of the different disciplines the Club has to offer, from RallyCross to Club Racing. I have also made numerous trips to both the Solo Nationals Championships and National Championship Runoffs as a competitor.

The Club and its activities have very much shaped aspects of my life over the years. For starters, I met my wife Jennifer at a Solo event, I've had the pleasure to share the sport with family, and I've made lifelong friends through SCCA events. Over the years, I have also been afforded the opportunity to see how events are run across the country, having lived in the Pacific Northwest, the Southwest, and most recently Southern California, plus competing in events throughout the country.

While being an active participant for nearly 25 years, I have been involved behind the scenes as well. In addition to event related tasks, I have served on the Solo Events Board, and I currently serve on the Club Racing Production Advisory Committee.

My day job at Racer Media & Marketing Inc. as *SportsCar* magazine's Associate Editor also offers me a unique insight into the automotive industry, particularly as it pertains to motorsports. During the 10 years I have held this position, I have seen many of the struggles manufacturers face as the industry attempts to conform to changing customer demands – not dissimilar to what SCCA faces.

I have seen SCCA programs evolve through the years, but the part that will always be with us is the history and strength of this Club. And while adaptation and change are necessities, it's important to remember that the Club's strong foundation is the reason we are nearing its 75th anniversary – a feat not equaled by many.

It is my feeling that as an organization, our focus should be on maintaining the quality of events, as opposed to quantity of programs. There are things that as a Club we do better than anyone, and I believe we should play to our strengths, rather than expending resources on short-term programs. We don't need to be everything to everyone; instead, we should offer the best programs in areas we excel – and areas our membership is enthusiastic about.

One of my favorite things about the SCCA is the similar experience I get seemingly no matter where I travel. From the friendly people to the event organization, having continuity and consistency among many of the programs makes for a great customer experience. However, I am also aware that what works for one Region does not always work for another. Our Regions should be supplied with the guidance and tools needed to help keep them healthy, while still allowing them the freedom to tailor programs to their needs. I also believe this is an area we are already making progress.

In speaking with KJ Christopher about his time on the Board of Directors, I was delighted to hear about many of the changes in recent years, particularly with the Board being less involved in the day-to-day operation of the Club. This is something that should continue to evolve. With competent SCCA staff in place, there should be no reason for the Board to micro manage, and with the recent addition of Mike Cobb as President and CEO of the SCCA, by all accounts the Club appears to be in good hands.

As we near the end of the 2017 competition season, one that is seeing record-setting attendance at championship events, we appear to be going the right direction. I am excited to see what the future brings the Club, and look forward to being a part of it.

Thank you,

Jason Isley
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