

Build It and They Will Rally

Mark E. Johnson, Atlanta Region

Outline:

1. Why do we rally? What got us started?
2. Who was it that brought us into the sport? What was the original allure?
3. What has kept us coming back to it?
4. Who will make up the next generation of rallyists? And how do we get them here?
5. Where are they? Online marketing is key, need to pitch as entertainment as much as competition.
6. The App Generation - We need to develop rallies that don't have huge entry costs.
7. Those apps also mean we haven't spent any money on equipment for the region. (Granted, I had a couple of old checkpoint signs.)
8. Used RallyOdoTimer and an external GPS receiver (1 Hz vs. 10 Hz) for measuring.
9. What have we learned in Atlanta?
10. Start where the car people are - first event began at a Cars and Coffee event.
11. Our timing attempts - the Magic Mile, two Monte Carlo checkpoints, all DIYs.
12. Keep the schedule tight - we're working on this, but 2.5-3 hours on the road seems to be a sweet spot. Quick scoring (as always), answers are generally right or wrong and keep the timing possibilities to a minimum as they take longer to score. (Last event was all DIYs where they just input their leg time.)
13. Doing the answer break down with a sense of humor helps. (Be honest, not everyone can do this.)
14. Post-event surveys show that our timing methods need work (the Magic Mile, our first, worked best).

15. They also show that they like complexity and difficulty in the questions but not in the rules.
16. And they love driving a good road. (But they prefer paved to unpaved.)
17. (Anecdotally, they love dash plaques.)
18. What's next for the Atlanta Region program?
19. Another GTA in June, in northwest Georgia near two other regions.
20. Second event of the year planned for the fall, and it may be a traditional TSD. Or not ...
21. DLBF gets a free entry to the next event - everyone goes home happy.