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2023 SFR SCCA Thunderhill Dates

March 17	Test Day (Thill)
March 18-19	Regional 3 & 4
April 14	Test Day (Thill)
April 15-16	Regional 5 & 6
May 4	Test Day (Thill)
May 5-7	Western Shootout
June 2	Test Day (Thill)
June 3-4	Regional 7 & 8
October 26	Test Day (Thill)
October 27-2	9Regional 15,16,17

The San Francisco Region of SCCA wishes all the best to David Vodden for his 30+ years of service to the Region and for exemplary management of the staff of Thunderhill Raceway Park, as well as it's development. We wish him well in his endeavors as he retires at the end of this calendar year.

We, as a Region, look forward to the continued success of the track and it's benefit to the Region, which is unique in the SCCA as a whole.

Join us in the 2023 racing season at Thunderhill Raceway Park, which will include the inaugural "Western Shootout" May 4-7 of this year. This is expected to be the first of an ongoing event at Thunderhill, bringing racers from across the West, and the country, to compete at one of the "premiere" tracks in the country.

Join us as we celebrate our 75th anniversary this year. There is no better place to celebrate than at Thunderhill Raceway Park.



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Thunderhill Office Staff

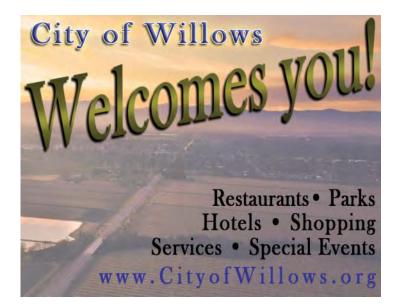
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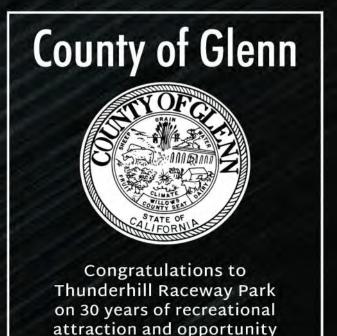
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Message from the CEO - David Vodden

Thirty years in a business that has no guarantees of success and no models or planning documents on how to get it done. That is the story of Thunderhill Park and pretty amazing, especially the 30-year part. It seems only yesterday when I met with Roger Eandi and Jon Norman to discuss the position of General Manger of the SFR/SCCA owned track. I was doing independent consulting for the USA Sprint car series, Sears Point and Petaluma Raceway. Baylands Raceway had closed.

Almost nothing we discussed that day came off as presented. To start off with the SCCA did not have a track to manage. That became part of my job. They were optimistic and had a plethora of loyal members out looking for a site for the SCCA track. That also became my job. They did not have anyone who knew land use planning or development or even how to construct a racetrack in the true sense of the word. And then their Region Manager, Don Wixcel became ill and I was drafted as the guy to run the SCCA Region office just off Polk Street in San Francisco. From 1988 to 1994 and again in later years, I was in the SCCA office managing the business of the Club. This included membership processing, [We had over 6000 members], race entry processing to which I added getting sponsors, selling Club merchandise, and supporting the board of Directors. At the same time, I was working on site searches and learning land use development requirements. In 1992 this led to Glenn County California and help from Mr. Dick Mudd, the District 3 Supervisor where the track ultimately became a reality. From that initial start a handful of members became critical to the project. Art Siri really did know how to construct a racetrack cross section and the drainage needed and asphalt mix designs. His knowledge was critical in the construction of Thunderhill. Club member Steven Crawford knew land development and track designs and much more that made him the designer of all the tracks we have at Thunderhill to this day. Richard Siri, Art's cousin, knew how to move dirt and create the earth plan starting with the three-mile and later the two-mile track. Tom McCarthy beat the drum, sold the surcharge program to the drivers which was the original capital we had to build the track. He never stopped supporting me in what I did at Thunderhill since the day I was hired. There were many more people that were important who came along and who did lots of good stuff like donating funding [Shelby Club], donating equipment, helping us find resources and finding us vendors who did all the work to get the track opened and expanded over the years. It was a mission of many and I was in the center of the armada. It was fun and rewarding. Since the start in 1993, Thunderhill has evolved from a 1.9-mile, nine-turn road course with a fifty-foot wide paddock to what it is today, a motor sports recreational complex capable of hosting up to five events on the same day. That is how we can claim 1000 rental days now and why we have no debt of any kind burdening the business.



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An early gathering of the clan that did our Street Schools at Thunderhill Park. The School ultimately became Hooked on Driving under the auspices of owner, David Ray. Note members of the Datsun club.

Early in the game I met Terry Taylor and hired her to do whatever it takes. Also aboard was David Albright, Shannon Ell, Bob Maybell, Jim Thompson, David Rhodes, and Sean Crandall, all of whom served long tenures doing multiple jobs all aimed at achieving the mission of Thunderhill. Our mission has been the same since 1993: "To ensure the growth and survival of a recreational motorsports complex that allows the Club to have a place to play!" In addition, our business plan includes all recreational organizations and businesses who need a venue for whatever they need to do. We have done a lot of different things.

I can proudly say that we have achieved this goal in the first 30 years but Thunderhill is not done. It is a "Work in progress" and will continue to grow and change so that it is still here and profitable and well regarded when all the other tracks we know and depend on, are gone.

Thunderhill has been my life for the last 35+ years and motorsports the same since 1953. My work defines me and is my core energy for all that I have done. I am proud to say that I raced well. I wrote a lot and promoted constantly whether it was at Irwindale, Orange Show, as a Club officer of CRA, NMRA, BRA, NARC or any other racing opportunity that came my way. I have no regrets. I was lucky, made good friends and made a mark in the sport/business. Thunderhill has been my greatest accomplishment and I am proud of what Thunderhill has become. My last critical job here was to find a successor that will take the track property, all of it, to new heights, enhance our reputation, and create an even larger bottom line. These items are absolutely necessary for Thunderhill to proceed. I will leave the Company in my official capacity of CEO at the end of 2023 and turn it over to Matt Busby who, in my opinion, is exceptionally qualified to lead the track into the future. You will like him. He is personable and knows his stuff. He has been exposed to the corporate culture that is Thunderhill and he promises to bring new ideas and greater success to all aspects of the track. I will be available to help if needed but the plan is to go on down the road in motorsports and find another new adventure to write about and make a reality for the benefit of the sport and the Industry. As Dick Mudd used to say each time, he left a distinguished group or gathering, "Thank you for letting me be seen with you!"





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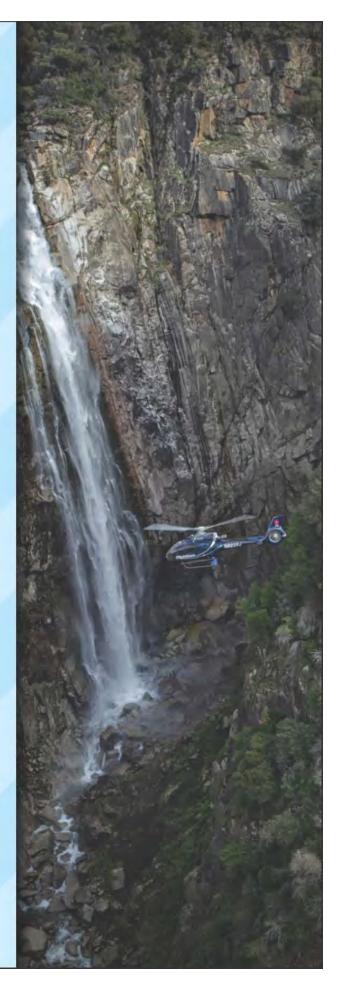


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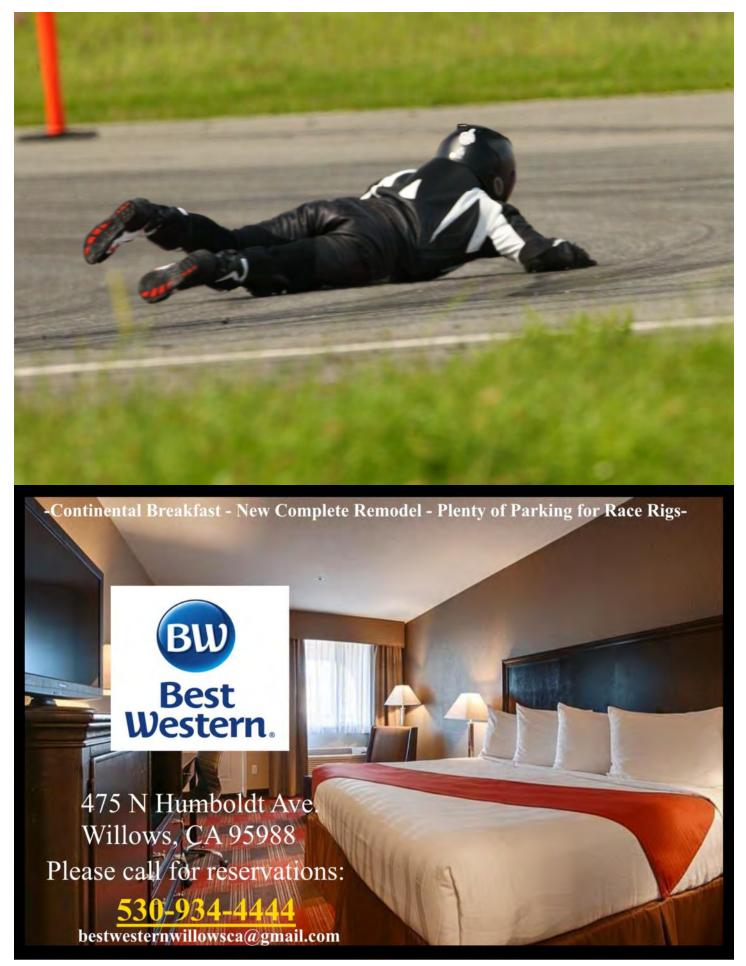
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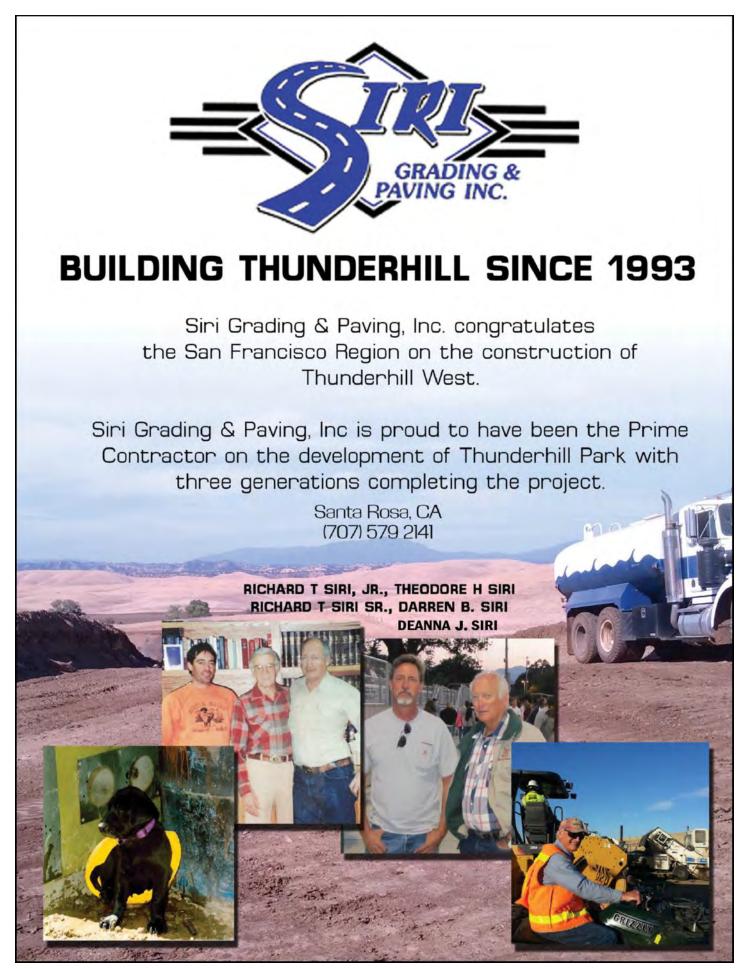
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Thunderhill Raceway Park – The West Coast's Home Track by Matt Busby

I have been fortunate in my career to not only have the experience of managing facilities in different markets, but also experiencing many different racetracks as a customer across North America. Racetracks are a tricky thing nowadays in that we are constantly hearing about either a racetrack closure, or the obscene amounts of money being spent on the next Grand Prix track. What we don't hear about enough are stories of existing racetracks, or more importantly, the existing racetracks that are doing it right. To preface this,



some background on the business end of racetrack models, the first of which is the "Pro" model of managing a calendar of events that includes sanctioned spectator programs like IMSA, Indycar, NASCAR, MotoAmerica and Formula 1. Next would be the club model of renting surfaces to clubs and groups to run their respective programs – HPDE, Club Racing, Track Days etc. Finally we have the much more niche' Country Club model of having a private membership with exclusive track and service access to the members. Almost every road course in the country is a mixture of 2 or 3 of these models, with a strong primary business model shaping the infrastructure and investment. So as we look at the different models, I can't help to always wonder – who is doing it right? Where is the industry headed?

I struggle to feel like these models are the definitive blueprint for sustained success in motorsport. The routine of "what we have always done" is showing chinks in the armor. The commodity of windshield time has been getting progressively more accessible and subsequently a bit more saturated, which in the long term is a very good thing! Exposing more people to how fun this can be should be a goal of everyone in our sport. The complexity comes in the fact that we are competing for peoples time and disposable income now more than ever, as rising costs have hit everyone. There are more options for folks to spend their spare time without even leaving the house, unlike any time every in our history, and that puts pressure on facilities to evolve into meeting customer demand for experience and amenity. This reality pushes me to looking outwardly and observing what other facilities are doing for inspiration, admiration, or cautionary tales. I am constantly paying attention to as much as I can to establish who "gets it" and how can I learn from what others are doing to ensure Thunderhill evolves and thrives for a long, long time.

Cont. on Pg 18



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What do I mean by "who gets it"? To me, getting it means having a consistent professionalism, passion, and approach to what we do. This can be seen in places that are innovative, clean, and dedicated to the experience of what we do. These are places that are run by people that get what it means to be on the other side of the fence, proverbially, and have experienced other racetracks as a customer. So who gets it? The tracks that operate with a genuine customer first attitude, and overcome the fear of evolution.

Autobahn Country Club, Pitt Race, and Road America (just to name a few) are case studies in evolving over time to meet customer needs, customer requests, and the changing landscape of our industry. They change so that they can always provide the utmost customer service and facilities, the kind that provide some of my fondest memories as a participant. While these facilities fall into different primary business models, Autobahn is a country club, Pitt is a club/rental model, and Road America is one of North Americas premier pro tracks. They all share qualities that have led to success and sustainability regardless of the business model, as they all seem to recognize that the markers for success are simpler than product portfolio. They all demonstrate excellent customer service and an intimate understanding of who their customer is.

Thunderhill Raceway Park has also definitively earned its place in this elite group of facilities that get it.

Thunderhill has been through a well-documented positive period of growth and evolution over the last 30 years, and now I am proud to take Thunderhill forward for the next 30 years. Under my leadership, Thunderhill will continue to embrace a customer first approach to all we do, with my personal goal to make everyone who spends time at TRP feel like we are their home track - no matter how far away they may live. Additions to the facility like the new covered paddock space, IT infrastructure updates, the north bathrooms – were all investments into making the experience at TRP better for you, our customers, and I am so excited about the possibilities ahead to continue to grow Thunderhill Raceway Park and to continue our focus on being your home track, offering a premier experience, every time you come here for as long as you chose to do so. We will be here working toward earning the honor of being called your home track.

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Terry Taylor began here new career at Thunderhill Park in 1995. She was born and raised in Willows and was skeptical when townsfolk told here that there was a racetrack being built west of town. "Sure", she thought. To her credit she confirmed that a racetrack was being built and decided to join the team. To her everlasting credit she learned the business and became a crucial part of the growth and success of Thunderhill over the years. While employed at Thunderhill she pursued her passion for her hometown. She became a planning commissioner, City Councilperson and ultimately, the Mayor of the City of Willows. During all this time she never stopped learning about the business of motorsports and the specific business of Thunderhill Park. Under her watch a great deal of money was cared for and expenses processed through a magnifying glass. She was exceptionally good at her job. Terry retired at the end of 2022 and set about pursuing more relaxing tasks, the most important of which was taking care of her granddaughter Moxie Taylor. Together with her two sons Brian and Dan, a bevy of good friends and an established presence in Chico, the Thunderhill CFO has earned her retirement and our heartfelt thanks and gratitude for a job well done! Terry Taylor has become one of the true experts in motorsports who was born in Willows California. Thank you Terry from all of us who shared the mission with you!





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Billings Montana

David Bruce Vodden Born: Billings Montana, May 10, 1948

Education: AA degree, Fullerton Jr. College 1968, BA degree – Business, California State University, Fullerton – Business and Marketing, 1970. MBA degree California State University, 1973.

Professional Resume: Pacific Telephone and Telegraph Company 1970 – 1981, General Manager/Promoter – Baylands Raceway Park, Fremont, Ca. 1981 – 1987, President and CEO Thunderhill Raceway Park 1988 to present.

Racing Resume: Program seller early 50's to present, Motorsports Journalist – 1961 to present, Novelty concessionaire 1960 to present; Track P. A. Announcer 1973 to present; Race officer – President, Vice President and board member, California Racing Association, 1975-77; National Three Quarter Midget Association [T.Q's] Board member; Northern Auto Racing Club business manager – 1978- 1981; Baylands Raceway Park General Manager and Promoter, etc.. 1981 – 1987, Thunderhill Park developer, President and CEO – 1988 to present.

From the earliest days at Wonderland and Flying Saucer Speedways in Billings Montana through the years at Gardena Stadium, Huntington Beach, Orange Show Stadium and ultimately Ascot, all in California, David Vodden has been in the business of racing. Starting as a program seller and reporter for Chris Economaki's National Speed Sport News, Vodden has done it all from selling Pepsi in the grand stands at Ascot to peddling magazines and novelties up and down the state, including a long spell of selling Racing Pictorial Magazines at J. C. Agajanian's big events, Riverside Raceway, Ontario Motor Speedway and many tracks in between. Over the years, Vodden learned the art of making money in racing. His personal event promotions included a CRA event at Speedway 605, a TQ event at Orange Show Stadium and a few smaller race promotions with partners. Ultimately, Vodden took on the task of promoting events for Clubs, sanctioning bodies and tracks like Baylands and Thunderhill Park. His work at Baylands included designing shows and series, promoting and executing weekly and special events that proved to be successful. When Thunderhill Park came along the assignment started with finding, permitting and overseeing the construction of a race track in California. Vodden likes to say that building a race track in California is impossible noting the difficulty of the task of getting Thunderhill Park approved and open. Since the opening of Thunderhill Park in 1993 it has prospered and grown beyond expectations. It continues to be a work in progress according to Vodden who will retire from his role as CEO at the end of this year.



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Vodden tried racing at Ascot in the summer of his 16th birthday but gave it up to attend college and establish a professional business career. In the mid-70's he returned to driving in three quarter midgets landing a ride with Tom Beale who had a Honda powered Bogan-TQ. In this phase Vodden was able to encourage Jim Naylor in the creation of the Ventura Raceway. From TQ's to anything he could get in, Vodden raced and won main events. He drove karts, ATV's, micros, mini sprints, street stocks, midgets and sprint cars wherein he won a track championship at the Petaluma Speedway. From dirt circle tracks Vodden took up road racing with the SCCA when his career placed him in the corporate offices of the Sports Car Club of America in San Francisco. His SCCA road racing produced many class wins and championships over the years. He says that racing is the best part of being in motorsports but that he truly likes the business of motorsports, marveling at its backward nature and blind adherence to the past for no beneficial reasons. "Sprint cars are clearly the best ride a driver can experience," Vodden said, basing this statement on his overall driving resume. He adds that any racing is better than not racing. He says that making decisions while racing provides him with his greatest satisfaction and that speed is irrelevant.

Vodden is still active in racing at many levels but with less racing and more business. He plans to continue in the business/sport as long as he can make a positive contribution. He has a plan for a dirt-oval track facility that would pay the bills and survive over many decades. This is the model for Thunderhill and Vodden knows it could be made to work for the circle track community.

His commitment to the community includes decades as a Rotarian, current Vice Mayor of Willows, County Fair Board member, Chamber President, plus board member of the United Way, Leukemia Society, YMCA, March of Dimes and other organizations that help people. Like racing, his community outreach has been a constant part of his life.

He has three children and five grandchildren noting that they are all doing great. He thought about patterning them into racing but opted to let them decide.

In retirement after thirty five years building Thunderhill, Vodden expects to remain active in the sport in a number of ways depending largely on where the opportunities come from. He is a prolific writer and enjoys creating reports and stories for others to read and learn.



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"At Thunderhill Raceway since 2004"

YOURCAR At Thunderhill Raceway

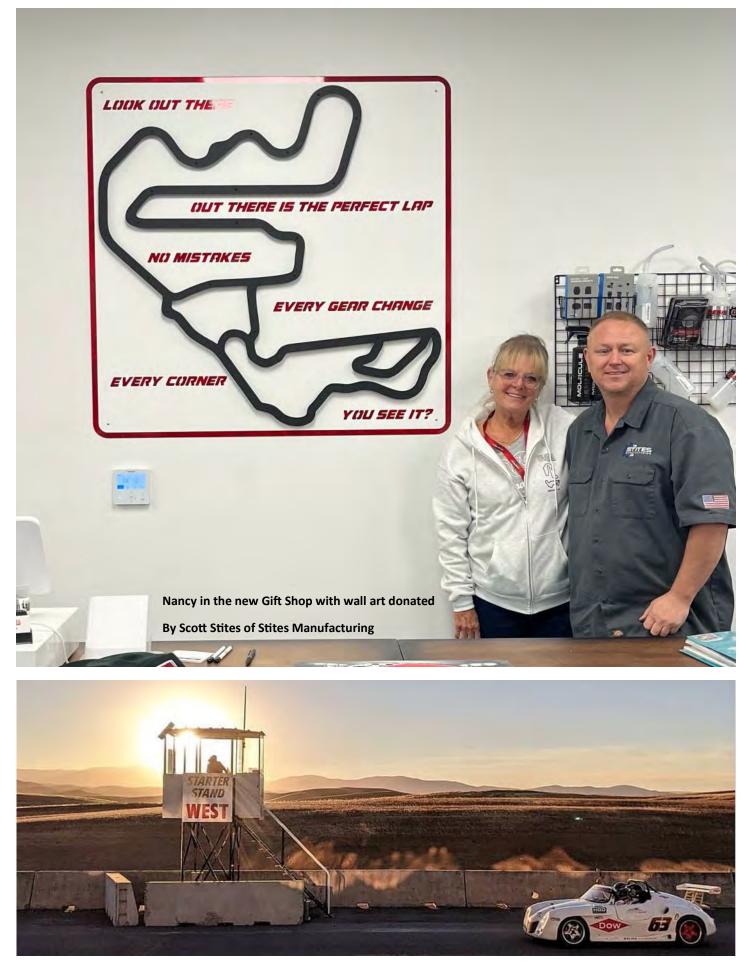
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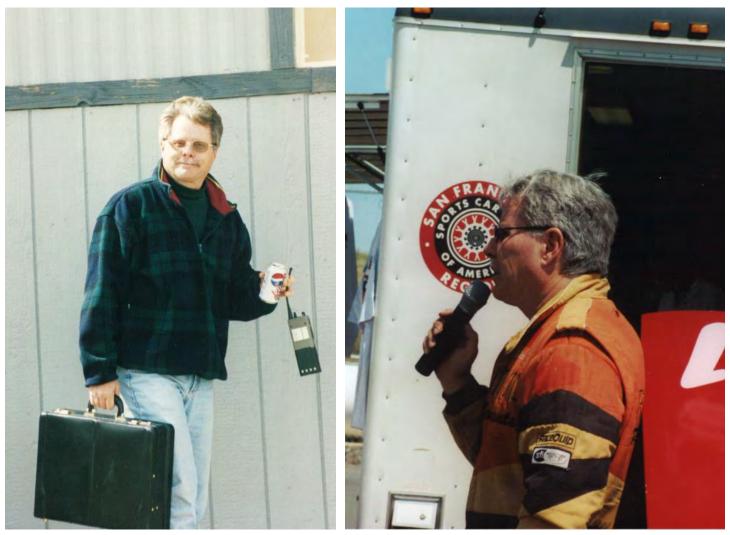
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David Vodden- Michael Smith, Board Chairman Thunderhill Properties

David will be retiring as CEO of Thunderhill Raceway at the end of 2023. As the Thunderhill Properties Chairman of the Board, I can tell you this is a big darn deal! Why, you may ask?

As many of you know, Thunderhill is owned by the San Francisco Region of the SCCA. 30 years ago it was created to provide a long-term venue for the Regions club racing program. David had a much bigger vision. He believed California was ready for a customer-oriented club track. A track that was not focused on big time "pro" events, selling thousands of spectator tickets, or bringing in multimillion dollar sponsors. A track where track day renters with amateur drivers would come to enjoy a friendly, clean, safe facility that looks at them as a customer; not just a fill-in-the-date renter. I remember meeting with David twenty-five years ago and suggesting we adopt the core value of "Customer Intimacy". He looked at me like I had two heads, but he was open to seeing how it could match his vision and over time it became his mantra for Thunderhill.

David is an employee but over the years he has treated the track as if he owned it. This is a blessing and a curse! The curse is he cares so much it can be challenging to temper his expectations of his employee team members and customers who may not see it as he does. There are those who say he's too cheap, that he can be a micromanager, and that he never stops promoting. At the SCCA events, I remember David coming on the PA system to sell t-shirts so many times, I asked him to cut down on the frequency of announcements.



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But the blessing is he has the passion, drive, and commitment typical of the business owner. He worked long hours over many six and seven-day weeks. I have seen him motivate others to perform at higher levels and become more valuable in the process. He sweats the details. He built important community relationships. Even his critics will admit that his actions are all about making the track better and Thunderhill is regarded as one of the most successful club tracks in North America as a result.

Has he done it alone? Absolutely not! There have been hundreds of helpers along the way. Terry, his wife and Thunderhill's financial leader, many key management employees, volunteer Board members, and friends that gave him a helping hand. But a leader gets the blame when it goes wrong and he should get the praise when it goes great.

So, David retiring is a big deal because he has been the leader that has brought his vision of Thunderhill to reality. He is replaceable, as we all are, but for sure his retirement is the end of a Thunderhill chapter and the beginning of a new one. I speak for the Thunderhill Board members, all the people that have been employed by Thunderhill, the thousands of drivers that have driven the tracks, and all those that have been touched by Thunderhill when I say THANK YOU DAVID for bring Thunderhill into our lives!

WANT TO BE ON OUR E-MAILING LIST?

At Thunderhill we send out a monthly e-newsletter with lots of stories, photos and such that you will enjoy receiving. Not getting it now? You can get added to our mail list by visiting www.thunderhill.com and navigating to the 'Stay Up to Date' section at the bottom of the home page. You will be so glad that you did and so pleased with all the neat videos, offers, and news that will come your way. Do it now!!

GARAGE RENTALS AVAILABLE

There are so many advantages to having your own garage at Thunderhill Park. If you doubt that please know that there are forty three garages at that Park now and all of them are rented. To provide you a garage Thunderhill is adding twenty three more garages, larger in size with 18' ceilings for developing storage options. The new units will be located on either end of the small skid pad with ten across from current garages 11-22 and thirteen garages on the far west end of that same pad just south of turn ten. Bigger garage doors are in the offering and the first ten are scheduled to have RB power sources for tenants to plug in. If you have been convinced that a garage at Thunderhill is in your future, call now and place a reservation deposit down so you won't be left out. The deposit is \$1,000 and requires a signed lease agreement and waiting until the garage you rent is available for occupancy. Call 530-934-5588 Ext 101 to get your garage now!





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ELECTRIC VEHICLE CHARGERS AVAILABE AT THUNDERHILL PARK

You can now charge your electric car at Thunderhill using one of four charging stations in operation down by the fuel station. The credit card operated units are the first round of charging capabilities at the track. Close to a dozen TESLA Super Chargers are also on the drawing board for later this year which will add to your options. One option that does not exist is the use of the customer plug-ins that have been available at Thunderhill on both tracks for years. These pedestals cannot carry the load and will pop breakers for sure. Please do not plug your electric car charging system into any average paddock pedestal. Instead go to the south end of the three-mile paddock and plug in using your credit card to a charging system made for that purpose.

HOW TO RENT A DAY AT THUNDERHILL PARK..

It is easy to rent a day on one or more surfaces at Thunderhill Park. To begin with, decide what kind of day you want. Testing of one or more cars or motorcycles? A group of vehicles that want to play on track for the day? A Club event? A private event? A race program like SCCA or NASA? A commercial shoot? There are no limits to what you can do on any surface here at Thunderhill. Once you know what you want to do, determine the size of your event, one car, twenty motorcycles, 100 of these, food service, ambulance, tow and fire, we provide it all based on what you tell us. Now you call 530-934-5588 Ext. 103 and negotiate a date on one of the tracks or pads. Schuyler VanBuskirk will find you a date that works, listen to your plan and make recommendations as to services and other additions that will make your date the best it can be. He will also quote you the rates for everything. When an agreement is made, you will receive a contract which you fill out and return with a deposit and the day is yours. Now all you have to do is come play or test or whatever you want on your day at Thunderhill Park. Days do get taken up quickly so think about what you want to do and do it now. Check out the calendar of everts for all surfaces on the Thunderhill Park web page at www.thunderhill.com. You will be glad you did!

How Did We Get Here? - David Vodden

It has been 30 years since Thunderhill Park opened. It took five years to get from idea to function. (1988 to 1993) The idea to build a track came out of frustration the SCCA Board of Directors were feeling over how they were being treated by Sears Point Raceway. This discussion that took place caused one director, Tom McCarthy, to suggest that the club build their own track. I wasn't there but I was told most of the other Directors were incredulous. McCarthy was not and so he got support from the Board, help from friends, hired me and the process began.

A number of locations came under review. The most palatable was in Stanislaus County. The Clubs committee members screwed up. The project there was abandoned. After Fresno, Yuba and Solano Counties were addressed, Glenn County appeared on the radar. A very supportive and influential County Supervisor, Dick Mudd, wanted his County to have the track. He made it happen with a 5-0 vote and we were off. It was 1993.

From 1993 to 2023 evolution of the track was based on ensuring its long-term success. Tracks fail. Most new tracks fail. Thunderhill did not. The solution for survival was creating as many revenue streams as possible. Track rents were obvious. To help we added fuel sales, food service, merchandise sales, track workers, tow and fire service, tire service, garage rentals, a skid pad, a second track, our own events, dirt surface and more. This is how Thunderhill has gotten to where it is today. We have no debt. We have a good book of business; we have money in the bank and our facility is clean, in good shape and ready for the next 30 years. I hope you are too and that the financial, customer service and what we provide meets all the needs of a successful recreational road track, and more.



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