

It's a New & Improved Race Season at the All American Speedway!

A message from CEO Joan Bartosik

This is an exciting and challenging time at the All American Speedway as we get ready for another season of NASCAR sanctioned racing. The Racing Committee and the management team are working hard to get the track and operations ready while the drivers and their crews are getting their cars tuned and tested. The Play Days this month will give everyone an opportunity to stretch out and we invite our fans to come out and enjoy the "spring training" of the AAS Team with us!

We are looking forward to producing bigger and better races with improved operations. Internally, operations are being revamped to make it easier to do business with the Speedway, to provide timely and accurate payouts for the drivers, and to ensure an enjoyable experience for the fans so they will want to return. We promise to think outside the box to resolve challenges and maintain the quality you expect and deserve from All American Speedway.

We will be embarking on a marketing and publicity program to call attention to one of the top small tracks in the nation. Please help us spread the word, and become a fan of our Official All American Speedway page on Facebook. Work is underway to improve the functions of our website where race results and driver profiles will be routinely posted.

A major improvement, already underway, is the development of a food and entertainment pavilion in the area behind the Grandstands. We'll have new food stands, new food offerings, your favorite beers on tap, an area to display cars, bring in a band, and many other possibilities. It will be the place to be if you aren't in the stands, the place to celebrate after the race while you watch it on giant closed-circuit screens. Think of the facilities in other pro-sports arenas.

We are expanding our efforts to bring in more sponsorship dollars that can allow us more outreach and marketing opportunities, track and pit area improvements.

All American Speedway is a top-ranked track with national recognition and I am proud to be part of the team, and promise we will continually strive to improve it.

Joan Bartosik, CEO of Placer County Fair and the All American Speedway has 25 years of event management experience. Please contact Joan, Dennis Gage, AAS Track Manager, or your Racing Committee members if you have suggestions for improvements or marketing ideas.