



## **Information Package**

**February 1, 2014**

## SERVICES: ROSS BENTLEY SEMINARS

*“One of my all-time favorite things to do is conduct seminars for car clubs. It’s a blast talking to others who are as fanatical about cars, driving, and driver training as I am. Most important, the participants have fun while learning a ton.” – Ross Bentley*

Ross has conducted numerous and varied workshop-style seminars for car clubs and organizations. All are based on the following four main topics:

1. The Mental Game of Driving
2. Being A Better Instructor
3. Advanced Driving Techniques
4. Vehicle Dynamics & Car Setup

Ross can combine two, three or even four of these seminars over a one- or two-day format, to custom-design a program that meets your wants and needs. As part of the booking process, Ross will want to discuss with you the following:

- Who is the audience – drivers (of what levels), instructors, or some combination?
- Do you have specific messages that you’d like presented and/or reinforced by him?

Once he has this basic information, Ross will provide you with an outline of the session for your approval, which you may then use for promotion of the event.

These seminars are usually conducted in some type of meeting room – a hotel, auto dealership, member club facility, or trackside room.

The following are brief descriptions of some of the seminars Ross can do for your club:



### **I. Inner Speed Secrets for Performance Drivers**

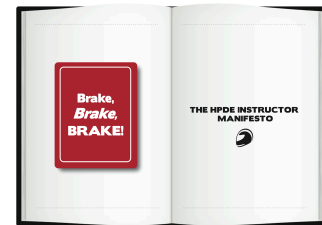
What’s really driving your car? Your brain, right? Understanding how your mind works, and what specific strategies you can use to improve your mental performance is the purpose of this seminar - the most popular of all of Ross’s seminars. Topics include:

- The zone
- Performance strategies
- Performance Model
- 3 keys to improving your mental performance
- Input - Sensory input
- Processing - Brain integration
- Programming - Mental imagery
- State of mind
- Belief system
- Learning
- Driving the limit

## 2. Being a Better Instructor - Instructor Training Seminar

In this interactive workshop, Ross relies on his 30-plus years of experience in instructing and training instructors, and not only provides the theory behind great instructing, but delivers specific tools and techniques that your instructors can put to use immediately. With Ross' recent release of his "Brake, Brake, BRAKE: The HPDE Instructor Manifesto" free eBook (<http://HPDE-Instructor-Tips.com>), this has become a very popular seminar. Topics include:

- Instructor effectiveness
- Training steps
- Instructing vs. coaching
- Most common instruction and why it's often ineffective
- Strategies
- How the driver's mind works
- Learning how drivers learn



## 3. Presentation Techniques for Classroom Instructors

It's one thing to know the theory and techniques of performance driving; it's an entirely different thing to know how best to communicate them in an effective and entertaining manner. That's what this seminar is all about. Topics include :

- Using anxiety & nervousness to your benefit
- Presentation format
- Human nature
- The basics
- Interaction
- Keeping interest
- Using PowerPoint

## 4. Advanced Driving Techniques

What do you do with drivers who have been through your DE sessions multiple times? If you want to keep them engaged and learning, invite Ross to present his Advanced Driving Techniques seminar. Topics include:

- Why do you do what you do on the track?
- The most common errors, and what to do about them
- The 100% tire rule and what it means to you
- The mysteries of trail braking
- Using the End-of-Braking Point
- The Speed Equation
- Slip angle, what slip angle?
- What is "Driving at the Limit"?
- The Change-of-Speed problem
- How best to learn a track
- Tune my car or tune my driving?
- Self-coaching techniques
- Most Common Instruction

## **5. Common Driving Errors**

Typically presented in conjunction with one of his other presentations, Ross's Common Driving Errors seminar is one of the most popular, and most effective learning sessions. Topics include:

- Identifying errors
- The line
- Not using all the track
- Going faster
- Brake release
- Trail Braking
- Braking – End-of-Braking
- Change of Speed
- Speed Formula
- Weight transfer, balance,
- Exit oversteer - Cause or effect
- Lack of feel for limit
- Holding breath

## **6. Vehicle Dynamics**

Vehicle dynamics is a tricky subject. But when it's presented in an easy-to-understand manner - as Ross does – it can make the difference between being a quick and safe driver or a slow, not-so-safe one. It can also help participants understand when to tune their cars, and when to tune their driving. Topics include:

- Basic vehicle dynamics
- Slip angle
- Traction circle
- Controls
- Trail Braking
- Roll stiffness
- Springs, Anti-roll bars & Shock absorbers
- Tires
- Improving your sensitivity to handling problems
- Tuning vs. adapting your driving

See <http://speedsecrets.com> for more information.

## BIO: ROSS BENTLEY

What drives me? What am I passionate about? Helping others perform better.

Whether you're an elite-level professional race driver, a car club DE and track-day driver, a club racer, motorcycle racer, drifter, rally driver, road racer, oval racer, or you come from any walk of life, I can help.

Yeah, I've driven and raced a lot of cars through the years. When I was a kid, my dream was to race Indy cars. While I never raced a well-funded Indy car, I got there through a lot of hard work, sacrifice, and a commitment to learning to be better. And I learned a ton from running with the likes of Michael Andretti, Al Unser Jr., Nigel Mansell, Rick Mears, Bobby Rahal, Jimmy Vasser, Paul Tracy, and Emerson Fittipaldi. Okay, I didn't win against those guys, but I observed things that very few have had a chance to, just by being there. I learned lessons that could only ever be learned by being there.



Those few years of struggling to get results in a couple-of-generations-old Indy cars taught me a lot:

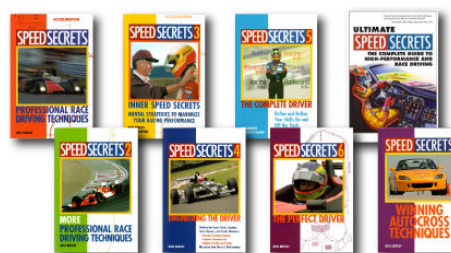
- How to get the best performance out of myself through the use of my mind.
- What works and what doesn't work in the world of motorsport sponsorship/marketing.
- How to get the best out of the people around me, especially my team.
- What a driver needs to do to get the very last ounce out of a car.



My time in Indy cars led to being hired to drive sports cars. I drove some of the coolest prototype and GT sports cars, like the Ferrari 333SP and the factory BMW M3. I was fortunate enough to win the 1998 United State Road Racing Championship (the precursor to Grand-Am), and the 2003 Daytona 24-Hour race in SRP-II. And yes, I was getting paid to drive race cars!

Writing about driving has become a passion of mine. I learn so much from it. Having an experience as a driver or a coach, then trying to figure out how to explain that in writing has taught me so much. Whether it's my *Speed Secrets* books, or a driving tip article, I enjoy the challenge of finding the right way to put into words what we so often feel through the seat of our pants.

I think everyone has their own sweet spot – what they do best. Mine is coaching. And it doesn't matter whether I'm working with a brand-new driver just starting out, a professional, a young teen looking to make a career in racing, or someone just taking up the sport late in life. All that matters to me is that the driver be open to learning.



If I can't be at the track coaching or driving, I like to be talking about driving. The common denominator is that it's all about learning to drive or instruct better. Getting together with other people who have a passion for driving, conducting seminars and workshops, or presenting a keynote talk – that's fun. And I guess I must be okay at it because people and groups keep asking me back.

I'm a pretty lucky guy to have found my passion, and be able to share with others what I do best.

## TESTIMONIALS

*"Ross Bentley is masterful at presenting complex concepts in an easy to digest, delightfully entertaining manner. A Ross Bentley seminar will 'connect the dots' and will improve your motorsports performance, whether it's racing, autocrossing, rallying, time trials, lapping days, or high performance Drivers Education. A 'must attend' event."* - Dan Sokol, St. Louis Region, Porsche Club of America

*"I made a short list of the tips & tricks you discussed and used them at the next day's track event. Now bear in mind, this was the first time back at that track in a year +, and in a car I hadn't tracked yet. Even so, I felt myself so much more relaxed, focused and effective. Yes, I visited 'the zone' more often and more easily. I just wanted to say thanks... there's not many "lectures" that one can translate into action & results the very next day!"* – Bob Mondschein, Porsche Club of America member



*"So... with 22 pole positions out of the last 25 races entered since the beginning of 2010, a BMW Club Racing National Championship, 13 track records (not counting my own I've reset), a Jim Fitzgerald SCCA National Club Racing Rookie of the Year Award, and a bronze medal at my first Runoffs... I think I'm going to keep doing my cross-crawls and eye figure eights with my tongue on the roof of my mouth before I go on track \*every time\*."* - Eric Heinrich

*"Ross has an incredible talent for connecting with drivers and non-drivers alike with fascinating insight from his motorsports and business adventures. He has a special ability to get people to take a step back and think about why they're doing something or how what they're doing right now might influence them 1 turn, 1 hour or 1 year from now. While the focus might be on motorsports, everyone, regardless of background or automotive preference/interest is engaged as the lessons learned can apply equally to challenges faced on the track, at home or at work."* - Seth Varty, Audi Club Northwest

*"Ross Bentley's training for our Instructor Corps was the best thing we have ever done. We were given new tools and new ways of thinking to help us help our students better. We all came away with renewed passion for performance driving and for helping our students improve their skills in a safe environment."* - David Lightfoot, Puget Sound chapter, BMW CCA

*"Ross Bentley is an outstanding speaker because of his easy-going presentation style. With his experience, he relates very well to the audience regardless of their previous background. And when he shares some of his 'speed secrets,' they seem so simple, and yet I find myself asking, 'Why didn't I think of that?' I look forward to having him speak at another of our seminars in the future."*  
Andy Collins, Armadillo Racing

## MAKING THE MOST OF YOUR ROSS BENTLEY SEMINAR

While we can't tell you how to promote and manage your event, the following are "what works" that we've seen clubs and organizations do in the past:

- Most clubs/organizations make a Ross Bentley seminar a revenue-generating program. They calculate their total cost (Ross's fees and travel costs, plus room rental, marketing, food, etc.), subtract any partner/sponsor support, and then divide up that up by the number of expected participants to come to registration fee for participants.
- We've had a couple of car clubs choose to make Ross's seminar free to members – they subsidized it for their members. It turned out that the events were less successful than if they'd charged even a nominal fee for it. By making it free, the perceived value was low, so fewer people signed up for it. Then, some people who registered didn't show up. Therefore, our recommendation is to always charge something for the event, even if it's a very nominal amount.
- Look for partners for your event. Can you find someone who will provide the meeting facility at no cost (it's a great way to expose a business to your audience)? Look for a sponsor for the food and refreshments. And perhaps an overall sponsor to cover some or all of Ross's fees. We suspect you have members or partners already who would be happy to promote their businesses through an event like this.
- Many car clubs that host an event will register their own members first, then open up registration to other clubs in the area.
- When you're looking at potential dates for an event, consider the number of times you can expose your members/audience to promotions in newsletters, emails, and social media. Obviously, you need to consider what other events might be going on that day, as well.
- While it's important to give your audience enough time to plan ahead and register for the event, too much time leads to a lack of urgency – and often people will put things off to the point of forgetting about it.
- Consider creating a sense of urgency to register by giving an early registration discount. Having an early indication of the number of participants will help you in your planning for the size and location of the meeting room.

## Frequently Asked Questions

**Q:** How many people can attend a seminar?

**A:** Attendance at past car club seminars have ranged from 40 to 200 participants. The maximum number is usually limited more by the room in which it's taking place. In other words, it's up to you!

**Q:** If we have Ross do a seminar, what are we responsible for?

**A:** Ross will create all of the content for the seminar, arrange his own travel (coordinating it with you), and present the seminar. You will be responsible for arrangement and payment for an appropriate meeting room, any refreshments/lunch, marketing, registration, and audio-visual equipment.



**Q:** What requirements do you have for the meeting room?

**A:** For a day-long seminar, comfortable seating for participants is important, as are the acoustics in the room.

**Q:** What audio-visual equipment requirements do you have?

**A:** Ross typically uses PowerPoint to support his presentation, so he will require a projector and screen (he will provide his own laptop). With notice, Ross can bring his own projector (but prefers to travel light...). While Ross prefers to not use a microphone (if the acoustics in the room are acceptable), it's recommended to have one on hand, in case it's needed. If needed, a lapel microphone is best (holding a microphone all day is not ideal!).

**Q:** Will there be breaks during the day?

**A:** Absolutely. Ross recommends at least one break in the morning, one in the afternoon, and a lunch break.

**Q:** How long is a seminar?

**A:** Typically, these start somewhere between 8:00 and 9:00 a.m., then finish up between 4:00 and 5:30 p.m. The exact time/schedule is something you and Ross can discuss and confirm, but he will rely on you to make suggestions based on your knowledge of the attendees, location, and past events you've held. Having said that, Ross is there to work with you and give as much as he can in his time with your club. In other words, get your money's worth out of his attendance.

**Q:** Can we combine events, like a seminar with on-track coaching, for instance?

**A:** Absolutely. If you have an idea of what you're looking for, let us know. Ross is always happy to custom-design a program for you.

## OTHER SERVICES

### Keynote Speaker

Looking for a fun talk that your club members will be fully engaged in? Ross has many topics: racing Indy cars; instructing car club DE programs; winning the Daytona 24-hour race and coaching the youngest team of drivers ever there; what the keys to race team success are; having World and Indy car champion Nigel Mansell wanting him to support his demands for



higher pay; coaching in NASCAR; writing his *Speed Secrets* books; having his car catch fire and getting 3rd degree burns while driving at 225 MPH at Indy; the BMW-Porsche battles he's been a part of; and the funniest insult he's ever heard aimed at Mario Andretti.

Ross will adapt his presentation to your needs, but all of his talks are casual, humorous, and provide a few take-away messages.

### HPDE Classroom Curriculum

For many, the Driver Education program is the core of their club's track activities. You need new drivers coming into the track activities; you want the most senior and advanced drivers to continue to learn and challenge themselves; you require an integrated classroom and on-track program; instructors who understand the overall curriculum. Without these, a club's DE program runs the risk of losing participants. For sure, a DE program without a well-designed curriculum could be unsafe.

Ross has developed a fully-integrated DE curriculum, from classroom presentations to on-track sessions, that will enhance your current DE program. A tiered program, from novice to advanced, with classroom graphics and instructor guidelines, it's a turn-key program. It includes:

- A custom-designed series of classroom modules to support and enhance your on-track sessions, integrating the classroom and on-track instruction, and ensuring a safe, consistent, high quality program.
- Novice, Intermediate, Advanced modules.
- PowerPoint format, custom graphics, animations of vehicle dynamics.
- Instructor tools: MindMap/infographic overview, curriculum/classroom outline, on-track instructor guidelines, and instructor delivery notes.
- Program delivery training: Ross Bentley will personally train your instructors to deliver the curriculum.

Or, Ross can review your current curriculum, recommend updates and provide training to supplement it.

Ross' passion for learning, training drivers and instructors, and his knowledge and experience in education means that DE curriculum development is a sweet spot for him. Use that to your club's advantage.

## Track Programs

Working with your Track Chair or Chief Instructor, Ross can add an extra element to your existing DE and/or track day sessions. Break-out classroom sessions, in-pit lane chalktalks, and in-car instruction are all options. Having driven and/or coached at practically every race track in North America, he can pass on some of the subtleties that can only be gathered through years of study.

At-track programs are custom-designed, but typically include the following:

- Opening mini-classroom session
- Drivers alternating between on-track & classroom sessions
- Pitlane debrief sessions



The objective for these sessions is for Ross to work with as many drivers as possible, while giving these drivers specific, new-to-them strategies for improving their driving, in a structured format. And the goal for the day is simple: improvement for each and every driver.

See <http://speedsecrets.com> for more information.

## **PRICING & PAYMENT POLICY**

As of 2-1-14

### **Seminars/Workshops**

1-Day: \$2,500, plus travel expenses

2-Day: \$4,000, plus travel expenses

### **Keynote Speaker**

\$1,500, plus travel expenses

### **HPDE Classroom Curriculum**

\$4,000

### **Track Programs**

Custom priced depending on content and length of the program.

NOTE: Ask about custom-designed and priced programs.

### **Payment Policy**

We require a 50% deposit to lock in a date. We will invoice for the balance and travel expenses after the event, and expect payment within 30 days of invoicing.