



President's Report

March 2024

It was great seeing many of you at the Chiefs Meeting and New Racer School at Motoprime. We had a productive meeting of our amazing Stewards and Chiefs to prepare for the season, and we had a great turnout of new racers eager to get on track with us. Our membership numbers are also up 33% over this date in 2023, which is a great way to start the season.

The Board has been working hard this off-season on both big-picture strategy and near-term goals. One component of that is the development of strategic priorities for the club, which will guide the work we do and the goals we set. These strategic priorities are as follows (in no particular order):

CRA Strategic Priorities

- 1. Deliver and be recognized as the best racing experience in the Midwest.**
- 2. Grow, retain, and engage our racer base.**
- 3. Grow, retain, and engage our volunteer base.**
- 4. Create and sustain financial stability and transparency.**
- 5. Provide transparent and engaging member communications.**
- 6. Define and refine sustainable organizational structure.**

We are also implementing a new committee structure to help advance these priorities. Please consider signing up for one of these committees by e-mailing info@cra-mn.com or by simply filling out this [form](#). You can read more about the committee structure in the newsletter piece below, but the committees are as follows (in no particular order):

2024 CRA Committees

1. **Marketing and Communications.**
2. **Race Day Operations.**
3. **Racer Growth, Retention, and Engagement.**
4. **Volunteer Growth, Retention, and Engagement.**
5. **Finance.**
6. **Organization Infrastructure.**

The first week of April will be Committee Kickoff Week. We will continue to ask for committee volunteers leading up to Kickoff Week, and will make a final push at the Membership Meeting on April 2.

Thanks to everyone who has already volunteered and begun working to make this a great season!



Ike Messmore
President



Upcoming Events

Wed. March 27 7-8 pm	More Women Racers! - An Intro Discussion Members and friends welcome! https://meet.google.com/WYY-KMPO-NNK
Sat. March 30 12-3 pm	Simply Ride: Rider Social Food, Brews, Riding Groups 7550 Washington Ave S, Eden Prairie, MN 55334
Tues. April 2 7-9 pm	BOD and Membership Meeting (via Google Meet) meet.google.com/zbj-khoh-cjj Invitation will also be emailed prior to meeting
April 2-8	Committee Kick-off Week See details in article below
April 12-14	BIR Annual Clean-up Weekend! VOLUNTEERS NEEDED! Brainerd International Raceway 5523 Birchdale Rd, Brainerd, MN 56401
Sat. April 20 8 am - 12 pm	Flood Run - VOLUNTEERS NEEDED (see article below) Beach Bar 2030 St. Croix Trail S Lake St. Croix Beach, MN

A complete list of upcoming events can be found at the [CRA's website](#).

2024 Season Schedule:

May 3-5

July 5-7

July 19-21 (RevFest)

Aug. 30-Sept. 1

Sept. 20-22

At Brainerd International Raceway's
Competition Course



**TRACKSIDE
LABS**

Looking to improve your lap times?

Over the 2022 season, Justin Miest of Nielsen Racing utilized the MICHELIN POWER PERFORMANCE tires to break two track records on both configurations of Brainerd International Raceway: the Donnybrook Course with a 1:38.514, and the Competition Course with a 1:34.163.

Without the incredible levels of grip that MICHELIN POWER PERFORMANCE tires provide, and the expert knowledge and experience that Trackside Labs offers, records like these would be nearly impossible to set.

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TRACKSIDE LABS

Brandon Punt

612-562-4395

TracksideLabs@gmail.com

Committee Structure & Kickoff Week!

This year there are more opportunities than ever to get involved with the CRA. The club has created six committees to help advance its strategic priorities, meet its measurable goals, and harness the amazing resources of this all-volunteer organization. The committees will meet once a month (virtually) and are looking for volunteers of all backgrounds and interests. Time commitments are flexible. Please consider volunteering for one of the committees below by e-mailing info@cra-mn.com or by simply filling out this [form](#).

1. Marketing and Communications Committee:

What: A working group focused on CRA's marketing and messaging both to the membership and to the public. Think social media, the website, advertising, and promotional campaigns.

Why: To help deliver and be recognized as the best racing experience in the Midwest and to help provide transparent and engaging member communications.

Who: Lexi Borchert (Sponsor), Brandon Borchert, Rob Oliva, Matt Anderson.

When: Kickoff Meeting on *Wednesday, April 3 at 7 pm.*

2. Race Day Operations Committee:

What: A working group focused on the nuts and bolts of our race day operations. Think race schedules, track plans, and operational improvements.

Why: To help deliver and be recognized as the best racing experience in the Midwest.

Who: Dawn Olsen (Sponsor), Mike Williams, Nick Paidosh, Ike Messmore.

When: Kickoff Meeting on *Monday, April 8 at 7 pm.*

3. Racer Growth, Retention, and Engagement:

What: A working group focused on our racers. Think initiatives to grow the racer base, increase participation, reach new demographics, retain existing racers, and align with other clubs.

Why: To help grow, retain, and engage our racer base.

Who: Mike Williams (Sponsor), Ike Messmore, Nick Paidosh, Matt Anderson.

When: Kickoff Meeting on *Thursday, April 4 at 7 pm.*

4. Volunteer Growth, Retention, and Engagement:

What: A working group focused on our volunteers. Think initiatives to grow the volunteer base, increase participation, reach new demographics, and value and retain existing volunteers.

Why: To help grow, retain, and engage our volunteer base.

Who: Brian Hebeisen (Sponsor), Lindsay Ingebritson, Brian Kowalczyk, AJ Kowalczyk, Dennis Kronberg.

When: Kickoff Meeting on *Thursday, April 4 at 7 pm.*

5. Finance:

What: A working group focused on our money. Think creation and tracking of budgets, initiatives increase revenue and decrease costs, and creation of annual reports.

Why: To help create and sustain financial stability and transparency.

Who: Greg Seppelt (Sponsor), Lindsay Ingebritson, Mike Williams, Lori Sullivan, Nick Paidosh.

When: Kickoff Meeting on *Wednesday, April 3 at 8 pm.*



6. Organization Infrastructure Committee:

What: A working group focused on the structure of our club. Think refinement of committee structure, succession planning, procedural documentation, and emergency/contingency planning.

Why: To help define and refine sustainable organizational structure.

Who: Mike Williams (Sponsor), Ike Messmore, Dawn Olsen, Brian Mattson

When: Kickoff Meeting on *Thursday, April 4 at 8 pm.*

Summary of the Committee Kickoff Week Schedule: April

Sun	Mon	Tues	Weds	Thurs	Fri	Sat
31	1	2 - Membership Meeting	3 Marketing 7pm Finance 8pm	4 Racer 7pm Volunteer 7pm Infrastructure 8pm	5	6
7	8 Operations 7pm	9	10	11	12	13

Please consider volunteering for one of the committees below by e-mailing info@cra-mn.com or by simply filling out this [form](#). Thank you!



Race Registration

The May race weekend of the 2024 season is quickly approaching and the CRA will be hosting Trophy Dashes, Single Sprints, and the prestigious Framstad Cup on the Competition Course.

May 2024 Registration Dates

Early Bird Registration	8am, April 13 th	Midnight, April 27 th
Post Early Bird Registration	Midnight, April 27 th	8:30am, May 5 th

Race Registration Schedule

Thursday, May 2 th	6:45 - 8:00PM	Race Registration Racer Wristbands Friday Practice Wristbands
Friday, May 3 rd	8:00 - 10:00AM	Race Registration Racer Wristbands Friday Practice Wristbands
Friday, May 3 rd	1:00 - 2:00PM	1/2 Day Practice Wristbands
Saturday, May 4 th	7:30 – 8:30AM	Race Registration Racer Wristbands
Sunday, May 5 th	7:30 – 8:30AM	Race Registration Racer Wristbands

**WANNA GO FAST
WITHOUT THE FLASHING LIGHTS**



**TAKE IT TO
THE TRACK**



59th Annual Flood Run[®]

Support Your Club &
Help The CRA Grow

The CRA is in need of 4 volunteers to attend the 59th annual Flood Run on April 20th to promote the CRA and inform attendees why the CRA is the premier Roadracing club in the Midwest



This is a great opportunity to support the CRA and earn those elusive off season **volunteer points**.

If you are interested in volunteering, please contact Membership@CRA-MN.com for additional details.

Beach Bar
2030 St. Croix Trail S
Lake St. Croix Beach, MN

Available volunteer shifts:
8am – 12:00pm



2024 Membership

The [2024 CRA Membership Drive](#) is currently open and will remain open through out the 2024 season

Membership Pricing For 2024

Membership	Price*
Racer Membership • Includes Competition License	\$130.00 +tax
Single Weekend Reciprocating License • <i>Does not include voting rights</i>	\$35.00 +tax
Standard Membership	\$30.00 +tax
Vendor/Business Member • <i>Does not include voting rights</i>	\$30.00 +tax
Volunteer Membership	FREE

*All prices shown on MotorsportReg include sales tax at a rate of 8.375%

Please note that ALL racers & volunteers must complete their membership BEFORE they are allowed to participate in a CRA event at Brainerd International Raceway.

Renew Your AMA Membership For 2024

The CRA is a  sanctioned organization.

In accordance with *AMA rules* all racers are required to hold and provide proof of [AMA membership](#) before they are allowed to compete. Proof of membership will be requested at the race registration window prior to receiving your racer wristband.

In case you missed it...

The CRA announces acceptance of 2 of our woman racers to the exclusive Royal Enfield Build.Train.Race program

By: Mike Williams

Build.Train.Race (BTR) is the first all-woman initiative teaching women to build and race their own motorcycles. The program highlights women and motorcycle culture in North America through a unique format that brings together riders from different backgrounds to race in an exclusive series across the United States.

The 2024 BTR Class consists of 5 returning racers and 8 new riders – 2 of whom, **Miranda Cain** and **Kira Knebel**, hail from our own CRA!

I was able to connect with Miranda and Kira while they were busy at their first build event in Dallas. Here are a few excerpts from our interview:

BTR sounds like an amazing experience. Can you share with us what is involved, what you will be building, and where you will be racing?



Miranda C: The program is composed of 3 parts: Build.Train.Race. The Build: where we take a Royal Enfield Continental 650 in street trim and chop away! We remove a few stock parts and with partnerships from some amazing companies, we transform them into race-prepped bikes.

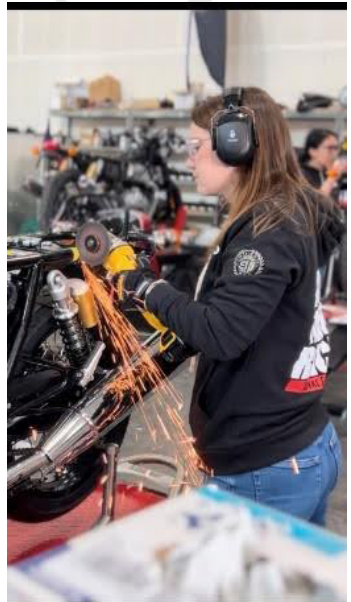
Kira K: Train: we will meet in several weeks for training sessions on track with seasoned coaches and peer coaches. We learn technique, riding skills, how to race, and how to be in front of media and cameras.



Race: we participate in several MotoAmerica weekends in our own sanctioned event, racing against our teammates. (These races ARE live streamed and also uploaded to YouTube later). We are going to some amazing tracks this year - Barber, Road America, the Ridge, and Mid-Ohio!

How does being part of the Royal Enfield Build. Train.Race program advance your personal racing goals?

Miranda C: I've closely watched the past teams and this program has been a goal of mine since I started racing with CRA. The experience and knowledge that is shared with us is going to be incredible. I will learn so much from my teammates and everyone Royal Enfield has brought in for us.





Kira K: I have already exceeded whatever sort of dreams I thought were possible, so I really don't know how far I can go. Even by September 2023, I had no idea it was even possible for me to be a part of BTR. This is an incredible opportunity, and I'd really like to treat it as more of a stepping stone to, perhaps, something

greater. There is no value that could be calculated for the support, coaching, networking, and experience that this program is capable of.

How has your experience with the CRA prepared you to earn a spot on this prestigious team?

Miranda C: I am typically the one who works on my bike for CRA and that experience directly translates to BTR in the sense that I am my own mechanic for this program. While we are provided mechanics to help guide us, they are not there to do the work. Having the experience of being a one-woman team at CRA is definitely helpful when there will be 12 other racers getting ready at the same time. On top of my mechanical skills, I have been a huge supporter for the other women at CRA and I feel as though BTR is a fantastic outlet to show other women that racing is possible!



Kira K: The amazing guys with Fisk Brothers Racing went above and beyond to help me feel confident in my set-up. I can stumble through a lot of the mechanics myself, but nothing beats the support network of a great club. Even just being pitted



with a legit team with fast people and having that exposure to what they talk about, how they think when they ride, the advice they can give, it all adds up. I was able to apply it to my riding and continued to claw forward, making up crazy amounts of ground in my first year of racing! CRA has a special energy, and it synergizes with what racing is really supposed to be about... and it is definitely more than just riding hard and winning trophies.

Why is BTR important to attract more women racers to the track (and CRA)?

Miranda C: Seeing as this is an all-woman team composed of women who vary in age, race, geography, and attitude, goes to show that anybody can race! There is support for each and every one of us and the paddock has always been a welcoming spot for those wanting to learn and race! I strongly believe that the program, which started as a team for women with little to no racing experience, is a huge gateway into the world of roadracing.



Kira K: It's not atypical for women to grow up in a more traditional way, where we may not have had access or support from our family in any realm of racing or mechanics. I knew nothing about motorcycles when I first started, and likewise, I had never been exposed to any kind of race event prior to my first time racing! I know that I felt like I might never be able to race or even be good at riding fast. BTR really builds on a support network with amazing coordinators and is built around absolute love for the future of the sport. And what everyone is dedicated to prove is that women CAN do it and we absolutely deserve to be here.

What advice do you have for women who are interested in becoming racers?



Miranda C: Come to the track! Come meet the racers! I love when other women are interested in racing and have questions for me! I enjoy passing on knowledge that I have been told or that I learned myself.

Kira K: It can feel really intimidating at first, but the best thing you can do

is just jump in head first and trust yourself and the community. There will always be amazing people who will help support you through any learning or guidance you may need, you just need to ask. We might throw down when the visors are shut, but in the paddock we are family.



Will we see you at CRA events at BIR this year?

Miranda C: Yes! I plan to be at all 5 rounds, but I may dial it back this year... maybe not. You'll have to wait and see!

Kira K: It's going to be a very busy year, and as long as I can get the additional time off work, I'll be at as many CRA events as I can. I'm definitely planning on Round 1!

The CRA is so proud of Miranda and Kira leading the way, advocating for **“More Women Racers, Racing More!”**

In fact, this is a focus for the CRA in 2024, and we want to hear from you! This year we want to create more opportunities to engage more women racers with the CRA. We will be scheduling a planning session soon for anyone who wants to join in and help grow our CRA community of women racers. If interested in participating, please reach out directly to me, Mike Williams, racerliaison@cra-mn.com or call me at 651.408.2906.

For more information about BTR, check out their website - <https://buildtrainrace.com/>, Instagram <https://www.instagram.com/build.train.race/> and I know both Miranda https://www.instagram.com/mcain_186/ and Kira <https://www.instagram.com/broitomoto/> would love to chat anytime and for you to follow their journey as well!

Photos courtesy of Build.Train.Race.





MORE WOMEN RACERS!



INTRO DISCUSSION

MEMBERS AND FRIENDS ARE WELCOME TO ATTEND

WEDS 3/27 7-8PM

[HTTPS://MEET.GOOGLE.COM/WYY-KMPO-NNK](https://meet.google.com/wyy-kmpo-nnk)

MORE INFO: RACERLIAISON@CRA-MN.COM



“More [WOMEN] Racers, Racing More!”

Featuring: Deanna Axelson

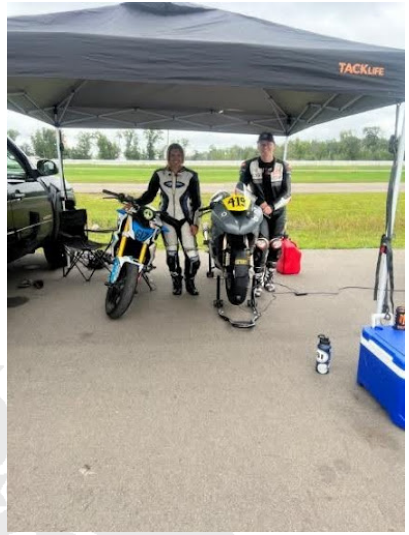


I started riding when I was 7 years old on a CRF50F. Growing up in northern WI, my brother, sister and I spent a lot of time riding trails together on various dirt bikes we had. I didn't ride much after I graduated high school and moved to MN, but still got in the occasional ride when I would visit home. I took some time off from riding when I had my two kids, Lillian and Everett, and finally in June 2022 I got my motorcycle license. Shout out to Miranda for lending me the Zuma for my road test!

Speaking of Miranda – that's how I was introduced to CRA. Shortly after accidentally crashing Tommy's birthday party at Pro Kart, I began working with Miranda and was fully submerged into the motorcycle world; bike nights, scooter shenanigans, and most importantly CRA. Racing is something I've always felt passionate about.



I love go karts, F1, and had been pit crew at Brainerd and Road America for Champ Car races a number of times, but couldn't afford seat time to get into racing cars. After my first CRA weekend, getting out on track was no longer a want, it was a necessity.



I was able to borrow a BMW G 310 R for a track day at DCTC in July 2022, and I had more fun than I could imagine. "Hooked" was an understatement. I continued riding that 310 anywhere and everywhere, including another track day at Brainerd. I did my new rider weekend in March 2023 and had a successful first

round May 2023 on my Kawasaki ZX6R. Shortly after that I had my first crash at Road America, a turn 5 low side. My next race weekend went great and I continued to improve at the track day after Moto America. In August, I had my second crash, in turn 1. Unfortunately, that took me out for the rest of the season.



In August 2023 I began working at BMW/Ducati of Richfield as a salesperson, which has opened many doors and given me the opportunity to continue learning. (Stop by for a visit, I love seeing friendly faces at work!) I've had the privilege of riding through both model lines, gaining valuable experience and having a blast. This year I will be sponsored by the dealership on a Yamaha R3 and I could not be more thankful for the opportunity and the faith my team has in me. I have a lot to learn and the passion and drive to make it happen.



I have loved volunteering for CRA, most of you have probably seen me in race reg and I plan to keep that up and hopefully bring some new people into the organization because we all know how valuable and appreciated our volunteers are! The CRA has brought a lot of great people and experiences into my life. It's amazing to have my kids involved and welcomed by all. The support given by each racer and their families to another is another reason I got pulled in. I look forward to this season! See you out there!



Power Pass Raffle

Register to win free Power

The CRA will be raffling off 10 power passes for each of our race weekends in 2024.



Register for the raffles at
[MotorsportReg.com](https://www.MotorsportReg.com)

This raffle is only available to CRA members.
Complete your membership at

www.MSReg.com/CRAMembership2024

There will be a separate event/raffle for each race weekend in 2024

Say Hello to Your Next Race Bike

Available to any CRA racer with an expert license, Krämer Motorcycles USA invites you to try one of our bikes at your next race round, for free.

*Oh, you betcha!



*Subject to availability. One ride per racer. CRA race rounds only. Krämer Motorcycles USA is not responsible for helping you take home all your trophies. Contact joe@kramer-motorcycles.com for requests.

Krämer Motorcycles USA - 114 1st Avenue West, West Fargo, ND 58078 - 701-367-2258



Let's Get To Know Jack Beaudry!

By: Lindsay Ingebritson

Jack is a CRA racer who spends his time either at another race event or getting ready for the next race weekend when he is not at CRA weekends. That's dedication! Jack started his Brainerd career pretty

young - his first Brainerd experience was a track day on the Donnybrooke course on a 600 when he was 15. So much fun!

Jack's favorite part of CRA motorcycle racing is the competition and the people. He is looking forward to 2024 and

earning white number plates. Thanks for helping us get to know you, Jack. We are looking forward to watching you in the 2024 season as well!



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Submit this [form](#) and email a picture to Lindsay Ingebritson at treasurer@cra-mn.com so we can get to know YOU!





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The CRA would like to give a **HUGE THANK YOU**
to **CORIN GAUER** for creating this promotional
flyer for the upcoming race season.



2024 **RACING**
SEASON



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Join us at Brainerd International Raceway
May 3-5 July 5-7 July 19-21
Aug. 30 - Sept. 1 Sept. 20-22
For More Information Please Visit:
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