



November 19, 2015 Issue #18 Editor: Tricia Vagt

This Week



DAVE ALLEN

President, Auto Club Speedway

Dave Allen serves as President of Auto Club Speedway. He was named president of the Speedway in December, 2014.

Allen has served as Vice President of Sales and Marketing for the Speedway since 2006.

Allen, 43, a 19-year veteran in the sports marketing industry, is responsible for all operations of Auto Club Speedway and Auto Club Dragway.

As Vice President, Allen oversaw the marketing, sales and ticketing departments. With the support of Penske Motorsports he joined then California Speedway as a marketing manager in April 1999 after spending one year at Mazda Raceway at Laguna Seca.

From 2002 – 2006 Allen led Auto Club Speedway’s corporate sales and marketing department as Senior Director of Sales and Marketing. The Upland (CA) resident has overseen the

Speedway’s corporate partnerships, sponsorship, hospitality, suite sales, and displays. Allen has been the driving force behind the corporate sales department for the last ten years including the ground breaking naming rights partnership with Auto Club of Southern California. This partnership emphasizes the importance of strong working relationships Allen has based his career upon.

From his early childhood karting days at Laguna Seca to Crew Chief of a World of Outlaws Sprint car team to his rise as the Vice President of Auto Club Speedway, Dave Allen has grown up in the motorsports world and is a race fan at heart. Coming from a racing family, Allen has seen the sport grow from both the competition side and the business side and has applied his knowledge and know-how to move up motorsports’ executive ladder.

He is a 1997 Graduate of Colorado State University with a BS in Speech Communication.

Next Week:



LAST WEEK:

COMMUNITY LUNCH AT THE FIELD OF VALOR. MANNY PACHECO BROUGHT US HOLLYWOOD VETERANS.

DATES TO REMEMBER

- DECEMBER 12TH ENDLESS SMILES CHRISTMAS EVENT**
- DECEMBER 17TH CHRISTMAS LUNCHEON**
- NO CLUB MEETING ON**
- NOVEMBER 26TH THANKSGIVING**
- DECEMBER 24TH CHRISTMAS EVE**
- DECEMBER 31ST NEW YEARS EVE**