

**THE
LIGHT
SIDE**



**OF THE
DARK
SIDE**

Premiere Issue: October 2008

Volume 1, Issue 1

Who, What, Where, Why, When and How of the Dark Side

The Dark Side

We are The Dark Side (DS). Don't worry, we are not ominous, we wear white hats. Twice a year we meet up with people that truly enjoy being at Driver Educations (DE) at Roebing Road Raceway (RRR), and we provide a venue for them. We do our best to keep it affordable and still, give back plenty to our Dark Side community.

The First Event

When a club we belonged to wanted to do more and then after we were given a date at RRR, they decided they didn't want to do more, we established ourselves with our first DE in November 2001. We made a profit of \$800. We added \$200 of our own money and gave \$500 to Alzheimer's Respite of Hilton Head Island. The other \$500 was donated to a soon to be formed region of PCA.

Our Experience

We've organized two DEs a year for Coastal Empire region of PCA and one in September 2005 for the Ocmulgee region of PCA. We did

this solely for the enjoyment of doing it, with never anything more than thank yous, hugs and smiles from those who attended in return.

Back to Our Roots

For 2008, we decided it was time to get back to our roots. After realizing the club we worked so hard for, did not want to give back the profits to its members or to charity, we went out on our own—just like we did when we started.

Starting Over to Get it Right

In May 2008, we held our DE. What a success! We had set a limit of 120 persons and ended up with the first time ever, a waiting list.

We give back to the attendees with a hospitality on the Friday night and supplement the BBQ on Saturday night.

This time, we are happy to announce, the profit went to The Boys & Girls Club of Hilton Head Island (B&G), who are using it towards the "Driving to Success" program.

It's more than just giving money, we are about giving of ourselves.

Continued on page 7

Who's Who

Chief of Operations

Jackie Travison

(843) 757-6666

Jackie@darksidede.com

Event Chairperson

Al Travison

(843) 757-6666

Cell: (843) 368-1777

Al@darksidede.com

Chief Driving Instructor

Serge de la Bruyere

Serge@darksidede.com

Assistant Driving Instructor

Chris Saba

Chris@darksidede.com

Safety Steward

Ralph Maggioni

Ralph@darksidede.com

Classroom Instruction

Bill Charlton

Bill@darksidede.com

Hospitality

Kimberly Tatro

Kimberly@darksidede.com

The Track we use

Roebling Road Raceway

www.RoeblingRoad.com

The Hotel we use

Holiday Inn

103 San Drive

Pooler, Georgia

(located at GA I-95 Exit 102)

Reservations: 912-330-5100

Greetings!

Welcome to the light side of the dark side. We are a unique "niche" club that reaches out to all marques and all folks who enjoy a weekend at the track. As a club, we meet twice a year at the track. We listen to suggestions but we do not give you a vote. It is what keeps us going.

Our May event was our most successful track event. We had 116 plus 4/2 people signed up and a small waiting list. We've never had that kind of a turnout before. Thank you all. The cars that turned out were fantastic...everything from little Dodge SRTs (which I recently learned was the new name for Neon) all the way up to a Carrera GT. We had 17 children from The Boys & Girls Club, Hilton Head Island. They had a great time. As one young lady said at our event, "I just called my grandmother to tell her about what we are doing here, and she wants to know if her church group can join us next time?" Bill Charlton, our classroom instructor, prepared a special class for the children. We provided lunch, with full cooperation from the concession stand at RRR and then, we asked our attendees to line up for a family parade. The children ran into any of the cars that were there (with the exception of the handpicked child for that Carrera GT). That was followed up with car historian Harvey Geiger escorting and lecturing the children around RRR. As a group they interviewed many of our participants on their hobby, and anything else that popped into their minds. A learning experience for all.

Jackie

Return of the Dark Side

We're baaaaaaaaaaaaaaaaaack and as always - this should be, hope I'm not upsetting the gods, but one great DE weekend.

If you do not know what this is all referring to, oh my, where have you been? A Driver Ed teaches you how to control your car at speed, without the annoyance of a siren going off nearby. A Dark Side Driver Ed is a bit more, with a Friday night get-together, where everyone is your friend. And our Saturday night BBQ at the track, when the last car gets off the track...All marques and people with smiles who want to enjoy a good time at the track are welcome.

Our schedule is:

Friday, November 7th: Lapping Day for solos (minimum: Intermediate Solo for at least one full weekend)
3:00 pm: Tech and registration for DE at the track. (close at 5:30 pm)
6:00 pm: Hospitality at the Holiday Inn in Pooler - yep, pizza, beer, sandwiches, wine, soda, etc.
7:00 pm: Tech only re-opens and continues at the hotel

Saturday, November 8th

Welcome to the Dark Side Driver Ed.
7:00 am: Tech at the track
7:15 am: Registration re-opens
8:00 am: Dark Side meeting
8:25 am: Track orientation
10:30 am: Arrival of 25 children from The Boys & Girls Club of HHI.
5:15 pm - BBQ, a keg and Annie.

Sunday, November 9th

Back to the, hopefully, uneventful driver ed.

We want everyone to go home the same way they came, just a few more miles added to their car.

Tech

We ask you to have your car reviewed using our form -- from a reputable mechanic. Then at our tech - we are making sure there is nothing to come flying atcha...

Registration

Here is where you receive an official hello. After you complete Tech - you bring your tech sheet and your driver's license to registration. There you will receive your packet of info (who is in what run group, which student gets which instructor, evaluation forms, run schedules, a gift, and who knows what else...)

Run Groups

Green: Novice to little experience
Blue: Need more seat and instructor time
White: Intermediate Solo
Black: Track Junkies and spill over instructors
Red: Instructors

Philosophy We Live By

This is about the safety of all, not the fun of one.

Need/Want More Info?

And of course, if you'd like to know more about the Dark Side, who we are, how we got started, what we are all about, please visit us at:
www.darksidede.com
and you'll also find our application there, waiting for you.

DRIVING TO SUCCESS

1. Value Your Time in School *Learning is exciting*

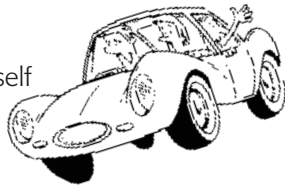
- Don't Waste Time
- Prepare yourself every day
- Homework first; play later
- Learn to think
- Be curious: Pay attention
- Study History (history repeats itself)

2. Be Trustworthy

- Tell the truth!
Liars get caught...cheaters get caught
- Learn to trust people
- Teach people to trust you
- Be reliable
Do what you say you are going to do
- Be true to your word
- Build your own honor system

3. Be Organized

- Learn to do things by yourself
- Be independent
- Discipline yourself
Set goals and follow them
- Establish priorities
Do important things first



4. Be Patriotic

- Learn about American history and its heroes.
Many people in the world would love to have the opportunities that we have in America.

AND ITS GOALS

5. Learn to Get Along With People

- Learn team work
- Pick friends who are winners
- Respect your parents, brothers and sisters
- Pick a Role Model
Someone that you admire

6. Be Friendly

- Have enthusiasm!
- Be persistent
Stick to your goals...don't give up!
- Make eye contact when greeting people

7. Take Pride in Your Conduct

- Be proud of yourself and what you do
- Have dignity
- Be your own person
- Show respect to others
- Have manners



8. Take Pride in Your Appearance

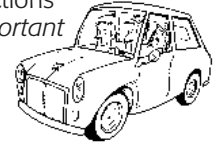
- Slobs don't become successful
- Stand up straight
Be proud of yourself
- Speak English as it should be spoken
It is the language of the world

9. Be Courteous, Friendly and Cheerful

- People want to do business with nice people
- Say please, thank you and good morning
- Learn to be patient with other people
- Do special things for people

10. Value Your Reputation

- Inspire confidence in people
- Build an Image of yourself
- Be accountable for what you do
- Stand up for what you believe
Don't be bullied
- Under promise and over deliver
- Be responsible for your actions
What you do is more important than what you say



11. Learn the Value of Money

- You will need money
Buy a car, a house, start a business
- Save for your future
- Save 50% of every dollar you earn
Invest it in the future

12. Focus on a Career

- Don't count on "Something coming along"
Look for opportunities
- You will have chances, be ready and prepared

13. Dare to Dream

- Use your imagination, be creative
- Be passionate about what you do
- Pursue your ideas

14. Do Not be Afraid to Fail

- Not everything will work
You have to try learn from your mistakes

15. Enjoy Every Day!

Sidenote

The Boys & Girls Club of HHI

Dark Side has selected the Boys & Girls Club of Hilton Head Island as our charity. The profit from the driver ed goes to them. Beyond giving money, we give of ourselves.

A Visit to The Dark Side

The Boys & Girls are treated to a day at the track. This is what their day with us is all about.

1. Arrival and greeting at the gate
2. Classroom: with Bill Charlton as he explains why we are all here
3. Lunch: (yes we feed them too)
4. Family Parade: Our last DE we had to hand select which child went with the Carrera GT we had with us. We ask that if you attend our Driver Ed, you might consider donating a few minutes to take a kid around the track for 2 to 3 laps. (Strictly parade style - no passing, no helmets - and never any speeding...) Thank you.
5. Up close and personal: At our last DE, Harvey Geiger (who helped bring the Driving to Success program to all of us) walked with the B&Gs, reviewing cars, talking to owners—showing the children about another facet of life.

6. Depart 2 or 3 o'clock.

We hope to continue this new Dark Side tradition. If you would like to add any suggestions to help make this a truly positive experience for all, please let us [jackie] know.

jackie@darkside.com

Thank you.

Our Mission

The mission for the Dark Side Driver Ed program is to provide a safe, structured and controlled teaching and learning environment. The program is designed for participants to improve their driving abilities, learn how to handle their car and acquire a better understanding of vehicle dynamics and driving safety.

Our Charity. The November 2008 Driver Ed will be dedicated to the Boys & Girls Club of Hilton Head Island. We have set this up in conjunction with a program we helped them form called, "Driving To Success." They are the recipients of a day at the track. We provide classroom instruction, lunch and a Family Parade just for them. They also receive a donation from us.



The Boys & Girls Club of Hilton Head join The Dark Side for fun and of course, the learning experience. Pictured Right is Instructor Bill Charlton reviewing flags used at the track before everyone ran for Family Parade.



Please note: Dark Side Driver Ed events are not racing, preparation for racing, nor a competition of any kind. No times or placings are recorded and no awards or prizes are received by the participants. Any conduct considered to be either unsafe or inconsistent with the spirit or purpose of the Driver Education Program is not tolerated. We are an event for the safety of all, not for the fun of one.

Above: page from our sponsorship brochure

Pages 4-5: A model outline for the **Driving To Success** program

The Buzz around Town

“Your May event was the best one ever. The atmosphere was perfect, no hostility anywhere.” —Steven

“This group always puts on a very well organized event. I have attended 3 different times and have always been treated well by everyone. They have very good instructors at the course who will work with you to get you around the track in good fashion. Mrs Angry one was even passing the Porsches last time out. Thats the way to show them how good ol’ American muscle does it. But seriously if you have ever wanted to try this road course driving now is the time to try it out. The price is great and its close to home. What else could you ask for?” —99Snake

“We all had a fanstatic time! We will be there for sure in November, please keep us all posted.” —Evol

“I’d love to see some Lexus guys join us at this event. It’s a nice group with beer & BBQ after driving time shuts down on Saturday at the track.” —David

I ran an event with these guys a few years ago. And if they are half as much fun as they were then, it’ll still be one of the best event you go to all year. Not to mention... the new surface at RRR makes this one of the best (and fastest) tracks in the south-east. This gets the BeerTech seal of approval” —Scott



“Jackie puts on a great DE and the BBQ is great too (some times with live music).

RRR is a great learning track and it’s on top of my track list. I won’t be able to make it this Fall but I highly recommend RRR and the Darkside.” —csr

“I have done a few of the Darkside events and they are top notch for DEs. I am hoping to get in the one this fall again if I can before it fills up.” —Tn325i

Who, What, Where... continued from page 1

Where Did That Name Come From?

Boy, do we get asked this question a lot. I have heard many stories and great embellishments but the truth of the matter is, the name came from Byron von Dwyer.

Byron had suggested we use a catchy name for our event. Just a DE wouldn’t make it. Previously, he was on the Board of PCA’s Florida Crown region. A new president was in office and felt surrounded by board members who were overly fond of track events. He looked

them dead in the eye, as they begged for more track time, and told them, “You have all turned to the dark side.” Byron loaned it to us and we kept it.

Byron, if we’ve never thanked you publicly, get ready, here it is, “THANK YOU, BYRON.”

The name does scare a few, but, you know, even the good guys need some time off to have fun. That is what the Dark Side is all about. No politics and no secret agenda, just come on out to have a good time.

Super Cruise-In 2008

**Saturday, October 4th
9 am to 3 pm
Ft. Stewart Education Center
Hinesville, Georgia**



*Last year at Ft. Stewart inside the gate.
This year, outside the gate and in a parking lot.*

The Dark Side is a member of The Southeastern Regional Car Council (SERCC). Last year, SERCC held a cruise-in to Fort Stewart in Hinesville, Georgia to give a big thank you to our troops that were being deployed to Iraq for the unprecedented third time. About 260 cars from all over joined in.

The troops are back and SERCC is saying WELCOME HOME with a Super Cruise-In. Can we get you to come and help reach our 500 mark?

If you are attending we recommend you bring your beach chair, water and other necessities. Also, if you could, please plan on bringing something for the military children - snacks, cookies and candies (all individually wrapped) and some extra soda, water, etc.)



Every kid's favorite

The public is welcome - if you have a friend who would like to join in - it's fine... If they ask you which club, tell them the Dark Side sent you.

Hope to see you there.

Join us for the Super Cruise-In 2008