

# United Late Model Association

The United Late Model Association (ULMA) formed on November 11, 2006. The primary objective of ULMA is to secure the future of late model racing by utilizing a unified set of competition rules at various events and race venues.

In 2011, our fifth year of sanctioning weekly and special-event "limited" type late model racing, drivers participated in 61 sanctioned events, which took place from mid April to early October. During this span, events were contested at six racing venues with 18 different winners visiting victory lane. Affiliated tracks for 2011 included Callaway Raceway in Fulton, Missouri; Central Missouri Speedway in Warrensburg, Missouri; Lucas Oil Speedway in Wheatland, Missouri; and Scotland County Speedway in Memphis, Missouri. Special events took place at 24 Raceway in Moberly, Missouri and Double XX Speedway in California, Missouri. For 2012, ULMA will sanction competition at Callaway Raceway in Fulton, Missouri and Lucas Oil Speedway in Wheatland, Missouri. New on the weekly roster is Valley Speedway in Grain Valley, Missouri, which is returning as an affiliated and sanctioned track for 2012 with select Friday and Saturday night race dates.

Fans attending ULMA races come from a wide range of demographics and geographic locations with attendance at tracks varying from 1,000 to 3,500 on a weekly basis. The geographical area of ULMA members covers an area including Moberly, Missouri to the North-Central, Fulton, Missouri in the Central region, to the Greater Ozark region in Wheatland, Missouri and to the Kansas City Metropolitan area via Valley Speedway in Grain Valley, Missouri.

ULMA drivers have competed in 265 sanctioned races since inception. Through these events, we have broadened our fan base and the driver's roster. Over 230 different drivers have competed with ULMA over the years. For 2012, we are anticipating sanctioning over 60 events.

Drivers and fans come from such recognizable and populated Missouri and Illinois communities such as: Belton, Bolivar, Boonville, California, Centralia, Clinton, Foristell, Fulton, Higginsville, Independence, Jefferson City, Joplin, Kirksville, Lake Ozark, Lebanon, Lee's Summit, Mexico, Moberly, Oak Grove, Odessa, O'Fallon, Pleasant Hill, Quincy IL, Sedalia, Smithville, Springfield, and Warrensburg.

Over the last five years ULMA released 135 press releases, a benchmark among series and associations. Our releases are received and often featured in hometown newspapers, racing-related newspapers/magazines, and on various websites including, ULMARacing.com, (over 336,000 hits in 2011), WhoWon.com, STLracing.com, LateModelRacer.com, InThePits.net, RacinDirt.com, RacinBoys.com; and ChasinRacin.com.

Press releases, newsletters, event flyers, and updates are sent to our private email groups, which include both past and present members of the association, affiliated members, fans, sanctioned tracks, and our business partners ... well over 300 contacts in all.

**2011 Accomplishments:** 61 sanctioned events, 53 members.

**Goals and Race Schedule for 2012:** Continual growth for the association and late model racing.