



Sponsor Spotlight RaceCals

RaceCals (Liberty Lake, WA) has been a fixture in motorsports for over 30 years, printing quality decals for motorsports companies, race series, racetracks, racers and more. RaceCals also performs die cutting, digital printing, design, and builds many types of signage. If you're a race series needing contingency decals, a racer needing a wrap or racing manufacturer needing stickers, RaceCals is your go-to company to make it happen!!

He just might be the biggest race fan in the Pacific Northwest, but he's also part of the duo that makes things go at RaceCals. Let's get to know a little bit more about co-owner, Scott Mader.

1. How long have you been involved in motorsports?

Originally, RaceCals was created by the Benedetti's who built an excellent company for the motorsport's community. Then in 2020, my wife and I and (Miesha Mader) found out about RaceCals being for sale from a mutual supplier. The Benedetti's had long been supporters of racing, and we were excited to continue that legacy. To begin getting the word out we contacted our local racetrack. Stateline Speedway happened to be only 12 minutes away! The first time I set foot on the pavement was in the pits during the first late model race of the season. Instantly I was hooked. The sights, sounds, smells – There's nothing else like it! In fact I can still remember the smell of burnt race fuel from that day.

2. Who most influenced your journey into motorsports?

First, we studied our new customer base. We have the coolest customers and we learned a lot from observing how they approach the industry. Then we really dove headfirst and started asking a ton of questions. There were many people in that first year – Matt Alexander and the folks at Stateline Speedway. Thomas and Haeden Plybon – our first customers from Stateline. Terry Bridges from the Motorsports Monday podcast. We listened to the show every Monday. Jesse Brown from TCR and the Walden's. There's too many to list. That's the thing about the racing community – so many people just want to help. Then, of course, we read post and comments on the racing groups online.

3. What is your favorite motorsports memory?

The first time we walked through the pits at Stateline Speedway! A close second was the RaceCals Team outing at the first RaceCals Pro Late Model Race. Since then we've had many more fun times involving racing and it has become a part of our company culture.

4. How has your involvement in motorsports helped to grow your business?

The racing community wants to help those who contribute to racing. We have received many referrals from folks who have heard of our involvement. But really the main impact has been from going to the track and other events and meeting folks face to face. Although it is important to have a social media campaign, we believe it is vital to get to know the community and just generally be available. Get to know their needs and how you can help.

5. What was your first exposure to the SRL, and what made you want to be involved with the series?

Our first exposure was through social media. Particularly during the first 1-2 years, we paid close attention to the series' that compete at a top level. SRL has always been mentioned amongst the best. Some of the best drivers start in the SRL or have at least made it a point to race with the series a couple times a year.

6. Who is your favorite NASCAR Cup Series driver, both past and present?

That is a tough one. Dale Earnhardt Jr is well spoken and humble. His podcast is great for racing and bringing fans together AND he wants to help grow short track racing.

7. What's your favorite racetrack?

This is a tough one! We have spent the most time at Stateline Speedway and consider it our home track. After that we always have a blast at the recently rejuvenated Tri-City Raceway. Ultimately, we need to visit more of our local tracks and then spread out after that. This year we hope to get to WVSO, Evergreen Speedway, and MVSO.

8. If you aren't at the racetrack, where could we find you?

We love to spend time with our daughters and family.

RaceCals is one of the SPEARS Southwest Tour Series and Spears Modified Series newest partners. RaceCals came on board for the 2024 season and is the "Official Decal Provider" for both series. You will find their company logo adorning contingency panel both series, along with providing the Fast Time Award at each race this season.

Thank you, Scott and Miesha Mader and the RaceCals Team, for being part of the SRL Family and we look forward to many more years working together!!