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Non-profit Seminar at Speedway

By Brandon Fincher

The Talladega Superspeedway is bringing home a Talladega Native to speak to a number of local non-profit groups today.

Patrick Barfield, director of operations at the speedway, said, "Hardy Smith, who is from the area but now lives in Daytona Beach will be giving a seminar for non-profit groups mainly to educate them about performing better practices."

Barfield said he expects around 15 organizations to attend the seminar at the speedway's Ken Patterson Media Center. Smith said he grew in Talladega and worked at several businesses including the speedway and is excited to be able to return home and speak. "The speedway has been very gracious in what they're doing in providing this to community service organizations in the area," Smith said.

Smith is a professional speaker and the president of his own Company called Hardy Smith Consulting in Daytona Beach. He specializes in consulting for non-profit organizations.

"I will be providing a half-day training session that will benefit these organizations in a number of ways," Smith said. He will be discussing efficiency, creating successful fundraising events, public relations, recruiting and motivating volunteers, planning and other topics. Smith said he has spoken to non-profit groups across the nation and has been involved in non-profit groups for 30 years.