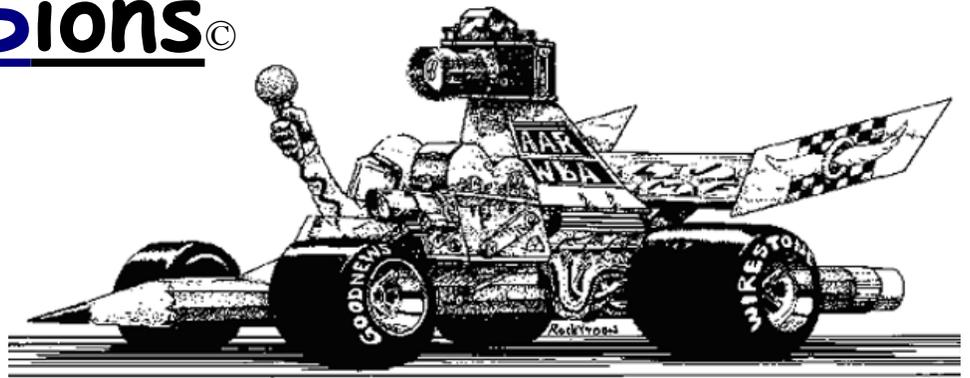


ImpRESSIONs[©]



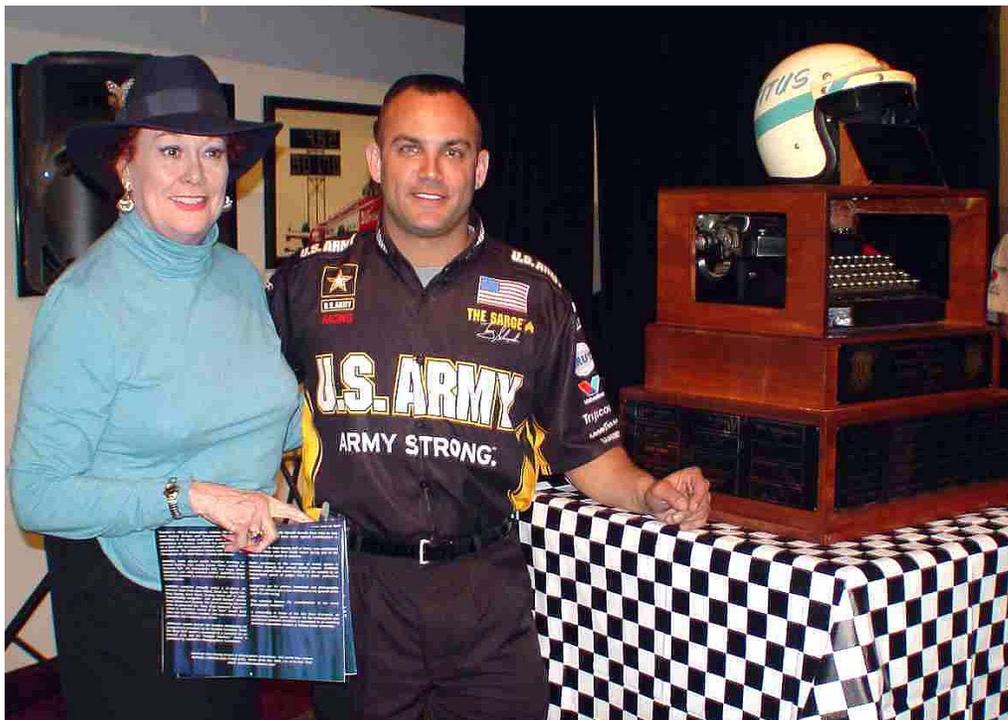
The Official Newsletter Of The American Auto Racing Writers and Broadcasters Association

February 2007



Vol. 40 No. 2

Jerry Titus Memorial Trophy On Display At Wally Parks NHRA Motorsports Museum



President Dusty Brandel joins 2006 Jerry Titus Memorial Trophy winner Tony Schumacher as the Titus went on display Feb. 9 at the Wally Parks NHRA Motorsports Museum in Pomona. The Titus can be seen at the Parks Museum all this season in honor of Schumacher, the reigning NHRA Top Fuel champion.

Photo credit: Michael F. Hollander

**All-America Team Dinner Video
Soon To Be Available On The Net!**

Watch the AARWBA website for details!

Inside this issue:

- Hollander On Respect For AARWBA
- More Dinner Photos
- Member News & Notes
- Ombudsman Program

Mike Hollander On Respect For The AARWBA

Jack Roush was the featured speaker at the AARWBA Auto Racing All-America Banquet. A week later, the Banquet was still on his mind as he attended the NASCAR pre-season "media tour" events. As always, Jack Roush showed respect for AARWBA and members of the media. Here's a brief quote from his interview:



"At the AARWBA banquet the other night, I was aware of what was going on in the room and I saw that Toyota had rented a table from you guys, as Ford had and a number of other folks that supported you, and I held back. I turned one sheet over on my Toyota comments just because I respected the fact they were there and they had been there to support you, but for me and the things that happen technologically with regard to the innovations and the initiatives that other teams took — that we were more conservative on last year — 2006 is clear evidence that the competition is not gonna stand still. They won't be intimidated for any new team or any new manufacturer that might come in with more money or, on the face of it, would have some of the ingredients to make a better effort or a better program. All of the manufacturers are trying to establish a competitive and strategic advantage for themselves. Some will succeed in time. Most will not succeed initially. Toyota will not find that the established teams and manufacturers will wither in their path as has been the case where they've decided to engage elsewhere. "

Let's think about this very carefully. Jack Roush, one of the most respected owners in the garage, held back on his remarks out of respect to AARWBA. Jack also showed respect by accepting our invitation to speak in the first place. So did ten of the drivers on the All America Team. Three others are excused because they were racing on the evening in question. And a fourth is excused because he was involved in the team's testing program and didn't have a choice of dates for that program.

We invite all members of the team to join us for dinner. We're not a rich organization. We do offer a hotel room for the night and a dinner for the honoree. There is no night on which we could hold this event and be sure that all the drivers would be present. It's just not possible, given the racing schedule that starts in January and continues into December. Team PR people should ensure that a Champion's appearance schedule includes the Banquet. It's tough to make it onto the All America Team in the first place, and the achievement should be recognized.

I was humbled at the banquet to receive the Dusty Brandel President's Award for my service to this organization. I've been working for AARWBA's interests since I joined the organization in 1974. We've had many accomplishments since then, and there are many more to come. But I'd like to bring back something that we haven't done in a while, with a high-tech twist added.

It's time to bring back the scorecards. In the past, we had them for tracks, but now, I think it's time to show the sponsors the media's perception of how their message is being received. I'd like to initiate a dialogue this year and then at the end of 2007, create report card forms on the AARWBA Forum site, so that each media member can vote on the most and least effective PR efforts by tracks, sanction organizations and teams. Voting will be done online and I'd ask that no one vote for or against any entity with whom that media member has not been involved. If you don't go to the drag races, I'd ask that you not vote on drag racing PR effectiveness, etc.

Again, I'm open to hearing from anyone on this subject.

Best regards and have a safe racing season,

Michael F. Hollander
Vice-President, AARWBA

American Auto Racing Writers & Broadcasters Association, Inc. (www.aarwba.org)
"Dedicated To Increasing Media Coverage of Motor Sports"

They Love The New AARWBA Calendar!

President Dusty Brandel passed along a few letters from members who recently received their brand new AARWBA 2007 calendars, featuring the photographs of our photo contest winners. It seems Gil Bouffard's idea is a hit!

Dear Gil, Dusty and members of the AARWBA Board:

I just received my copy of the 2007 AARWBA Photographers calendar. I love it! I especially feel deeply honored that you have chosen to include several of my photographs in it (May and October). I will treasure this calendar always.

I am currently working to establish an online archive of my photos at an e-commerce site that specializes in photography. Little could serve better to validate my credibility than the recognition of my esteemed peers, which this calendar provides. Thank you very, very much.

I think that this calendar could be used as a valuable marketing vehicle (pun intended) in my efforts to make a living from the sale of my photographs. I would also like to give a few copies to friends. With that in mind, how do I buy a fairly large number of copies of this calendar?

I look forward to your reply — and to finding a box of these calendars on my doorstep! *(Editor's note: See Below Jan!)*

Jan Wagner
AutoMatters automotive columnist/photojournalist &
multimedia writer



Hi Dusty,

I just received the new AARWBA calendar. What a BRILLIANT idea!!! I can't believe nobody thought of doing this before. As promo tools go, this one certainly showcases who we are and what we do. And what a fine tribute to Art; he would've been proud.

Kudos to Gil Bouffard and everyone on the board who helped make this happen.

Thanks,
Bruce A. Bennett

AARWBA Winning Photos Calendars Available For Sale

By now, you should have received your personal copy of the
2007 AARWBA Photographer's Calendar.

If you wish, you may order additional copies from Dusty at \$10.00 each (includes S&H).

Bulk orders of the calendars may be ordered at \$6.00 each per lots of 10 calendars!

We apologize for the lateness of this year's calendar and plan to have next year's version available before the end of the year.

Calendars may soon be available on line at www.aarwba.org using PAYPAL.

Watch the site for more details..

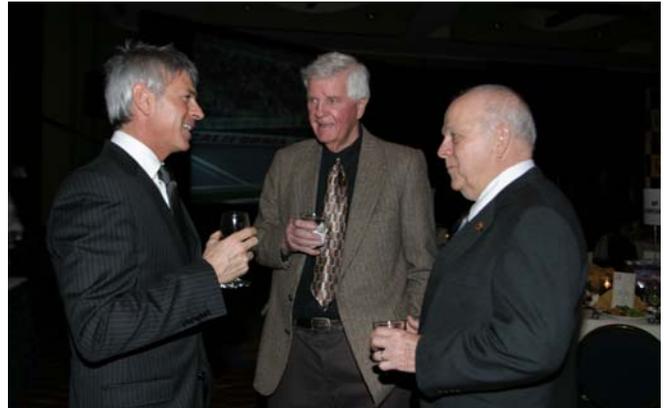
American Auto Racing Writers & Broadcasters Association, Inc. (www.aarwba.org)
"Dedicated To Increasing Media Coverage of Motor Sports"

More All-America Dinner Photos

Photos By Kay Nichols



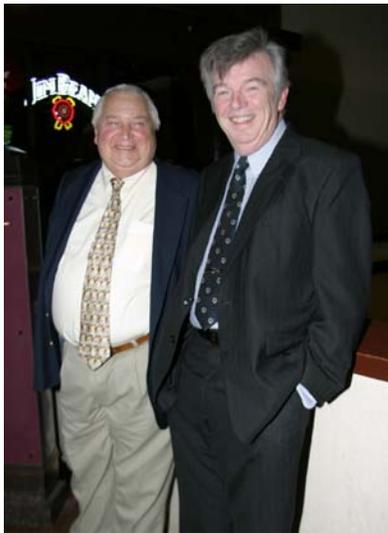
PR guru Dave Densmore (left) with boss John Force



ALMS champion Rinaldo Capello (left) came from Italy and chats with Dick Mittman (center) and Ron Lemasters



Linda Vaughn and Scott Pruett, who won the Rolex 24 at Daytona a couple of weeks later



IMS' Bill York (left) and Donald Davidson



Indy 500 winner Sam Hornish meets Army Staff Sgt. Jacob Lopez



Tony George (left), Jack Roush (center) and Lewis Franck

American Auto Racing Writers & Broadcasters Association, Inc. (www.aarwba.org)
 "Dedicated To Increasing Media Coverage of Motor Sports"

News & Notes

Bright Lights. Big Party. NASCAR at Night!



Don't forget to request your credentials for the 2007 SUBWAY Fresh Fit 500™ NASCAR NEXTEL Cup Series event weekend at Phoenix International Raceway April 19-21. The SUBWAY Fresh Fit 500™ credential request form can be located online at:



<http://www.phoenixraceway.com/track%5Finfo/media%5Fcenter/>.

The deadline for requests is March 24. Please send all requests and materials to Griffin Hickman, communications coordinator, by mail at 125 S. Avondale Blvd., Suite 200, Avondale, AZ 85323 or by fax to (623) 463-5501. Thank you and we look forward to seeing you at the track!

Susan Wade To Edit New Magazine

AARWBA Western VP Susan Wade has been named editor of a new monthly magazine, *Race News*, and the debut issue will be out in April. The magazine will focus on personality profiles and news from NASCAR, drag racing, Formula One, open-wheel and sports cars. *Race News'* publishers will be sponsoring the IHRA/NHRA car driven by T.J. Zizzo. Michael Knight will be writing a monthly Business of Racing column. For more information, contact Susan at susanw7754@aol.com

Dan Lanier On The Mend

Dusty received a note from Dan Lanier recently and we are passing along his good news here.

Hi Dusty, One week after returning from Ireland (1/30/07) I had 5 1/2 hrs of surgery at the Cleveland Clinic in Weston, FL to remove a tumor from my left inner ear. All is well. The doc said I would not be able to stand up without assistance or walk without a walker for at least 2 months. He said I would lose my equilibrium. Thankfully, that did not happen. I haven't been dizzy at all. He can't believe it! I'm just delighted.

I had some facial paralysis develop about ten days before leaving Ireland to return to Florida. The doc in Ireland and the doc in Florida got me the drugs to make sure I got back here with no real problems. The tumor was pressing on my facial nerve. Needless to say, I'm watching the 500 on TV this year. Hope all is well on the Left Coast.

Kind Regards.

Dan Lanier



Ashley Force In A Funny Car For 2007

Ashley Force at the media announcement of her new ride for the NHRA Season.

Daddy John Force is going to have competition from his daughter, as she will drive a Funny Car this year.

(Photo by Bobbie Colgrove)

American Auto Racing Writers & Broadcasters Association, Inc. (www.aarwba.org)

"Dedicated To Increasing Media Coverage of Motor Sports"

More News & Notes

AARWBA Dinner Story In Print

Stacie Shain, public affairs specialist, U.S. Army Indianapolis Recruiting Battalion, attended the All-America Team dinner. Here's the link to the story she wrote for *The Turret*, the post newspaper at Ft. Knox. A similar version also appeared in *Recruiter Journal*.

<http://www.thenewsenterprise.com/articles/2007/02/07/turret/sports/sports05.txt>

Driving Force Returns March 27

A second season of the reality series, *Driving Force*, starring John Force, wife Laurie and their three drag racing daughters begins March 27th on A&E Network. The show moves from Mondays to Tuesdays this season at the same time, 9 p.m., Eastern.

More Dinner Photos By Kay Nichols



Mazda Motorsports table at the banquet included (left to right) Dean Case, MAZDASPEED Motorsports; Branden Watson, Motorsports Hall of Fame of America; Michael Abbott, IMSA Lites Racer; and John Doonan, MAZDASPEED Motorsports.



All America Team Driver escorts rest after the busy night. Left to right: member Melisa Lalich and her friends Bethe Mahalik, Lanis Wilsom and Alison Jensen

AARWBA Members: This is YOUR newsletter.

Your editor, **Andy Hartwell**, would love to hear from you. Write in and let him know what you are up to in the world of motorsports. We need good news content from professionals like you that we can share with all the other professionals in the AARWBA. And this newsletter is a great vehicle for announcing your recent successes with your peers! And you can even have your company or organization sponsor an issue!

Send your words and photos to
ashartwell@att.net.

For issue sponsorship information,
contact Michael Knight at spindocor500@aol.com
or our President, Dusty Brandel at
aarwba@compuserve.com



Dr. Terry Trammel and wife Rhonda with Linda Vaughn, at the All-America Team Banquet.
(Photo by Kay Nichols).

American Auto Racing Writers & Broadcasters Association, Inc. (www.aarwba.org)
"Dedicated To Increasing Media Coverage of Motor Sports"

The AARWBA Ombudsman

How to Get Help Resolving Work Concerns

Mission Statement: "To provide AARWBA members who have legitimate concerns (regarding issues such as credentials, access, and treatment by drivers, owners, officials, track and sanctioning organization personnel and other media sources), which affect their ability to perform their work assignments, an intermediary through which to address and attempt to resolve those concerns."

Process: An AARWBA member who believes he/she has a legitimate concern to bring to the AARWBA Ombudsman will follow this process:

1. The member will contact his/her appropriate regional Vice President, or a Vice President in attendance at the event.
2. The Vice President will review the situation and will have full discretion to determine if the matter falls under the Ombudsman Mission Statement. If so, the VP will attempt to quickly resolve the issue or achieve a reasonable settlement.
3. The VP will report back to the AARWBA Board. If necessary, the VP may request the President to activate the full Ombudsman Committee. The Committee will consist of three persons:
 - a) The VP who first reviewed the matter, who will lead the Committee;
 - b) A person, appointed by the President, who may have special knowledge of, or expertise in, the area of concern;
 - c) Michael Knight, who has experience on both the media and PR side of the motorsports industry, will serve as a permanent member of the Committee.
 - d) If, for any reason, it is deemed inappropriate for any Committee member to serve, the President will appoint a replacement.
4. The Committee will have complete authority from AARWBA to attempt to bring the member's concern to the best obtainable resolution.
5. The appropriate regional VP will keep the member informed of developments throughout the process. The Committee's on-going work activities will be considered "confidential" and not for the knowledge of anyone beyond the immediate parties and the AARWBA Board.
6. The Committee, upon completion of its work, will report back to the AARWBA Board. The Committee will then communicate its final report to all involved parties. The Committee will recommend to the Board what, if anything, to report to the full membership via the AARWBA newsletter. The Board will have the final decision on what information, if any, to make public.

AARWBA Ombudsman Contacts:

President: Dusty Brandel, aarwba@compuserve.com

National Vice President: Mike Hollander, racing@motorsportsforum.com

Eastern Vice President: Lewis Franck, lfranck@ix.netcom.com

Southern Vice President: Mike Harris, msharris@ap.org

Midwest Vice President: Ron Lemasters, rlemasters14@comcast.net

Western Vice President: Susan Wade, susanw7754@aol.com

Secretary-Treasurer: Dr. George Peters, BarJean@prodigy.net

Ombudsman Committee Member: Michael Knight, SpinDoctor500@aol.com



**AARWBA thanks Valvoline for renewing its
Founding Sponsorship of the Ombudsman program**

American Auto Racing Writers & Broadcasters Association, Inc. (www.aarwba.org)

"Dedicated To Increasing Media Coverage of Motor Sports"

This month's issue of ImpRESSIONS is sponsored by



Grand-Am's New Look Shines in Record Rolex 24

When Grand-Am — this month's AARWBA newsletter sponsor — unveiled its new family of logos late last year during a test session at Homestead-Miami Speedway, the growing Daytona-based sports car racing organization kept in mind that the true coming-out party for Grand-Am's new look would be the 2007 Rolex 24 at Daytona. Last month's season-opening endurance racing classic proved to be the perfect showcase for Grand-Am's new identity as more fans in recent memory and more television viewers in series history, focused on the race. When they did, Grand-Am's new look was what they saw.

The new corporate logos are designed to both simplify and connect the organization's overall brand, image and its racing series. The traditional "surfboard" logo has been modernized and features the more concise and popular "Grand-Am" branding. At the same time, new and complementary logos for the Grand-Am Rolex Sports Car Series presented by Crown Royal Special Reserve and the Grand-Am KONI Challenge Series have been introduced, each featuring the new Grand-Am logo.

For the first time, Grand-Am has a family of logos that were designed in unison and fully complement each other. Grand-Am also gave up on perpetuating the bulky Grand American Road Racing Association moniker and the shorter and already more widely accepted Grand-Am is now used as the main company name.

Grand-Am's new look provided the perfect complement to Daytona's victory lane and Rolex 24 winners (from left) Scott Pruett, Juan Pablo Montoya and Salvador Duran.
Photo credit: Grand-Am/Brian Cleary.

The new look and name were everywhere throughout the Rolex 24 weekend. Even better, both the Grand-Am logo and the new Grand-Am Rolex Series "shield" were among the most visible elements in the main victory lane photo that illustrated the ample coverage of the Rolex 24 in *USA Today*, in addition to being seen throughout the record telecast on FOX and SPEED.

American Auto Racing Writers & Broadcasters Association, Inc. (www.aarwba.org)
"Dedicated To Increasing Media Coverage of Motor Sports"