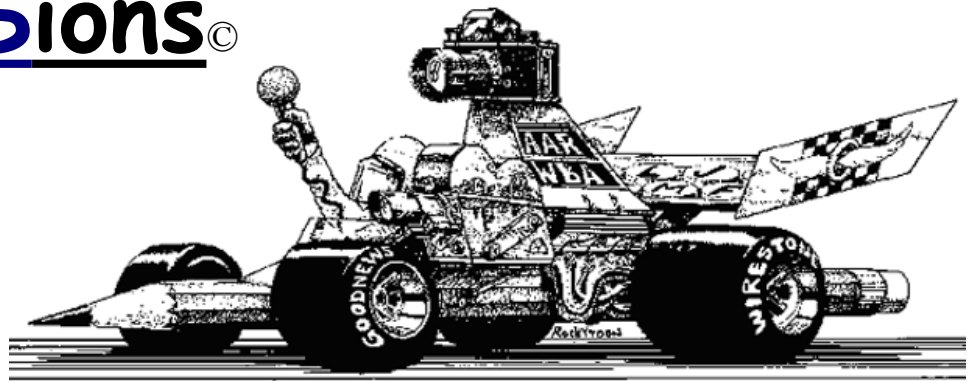


ImpRESSIONs[©]



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

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Hyatt Regency Hotel To Host 2007 AARWBA All America Banquet



SAVE THE DATE!

January 13, 2007, Indianapolis, Indiana

Inside this issue:

- Special Announcement About A New AARWBA Award
- Photos Of The AARWBA Media Contest Winners
- Member News & Notes
- AARWBA Ombudsman Program Outline
- Member Updates

2005 Media Contest Winners - Sponsored by IMS

Breakfast & Contest Winner photos by Kay Nichols



Author L. Spencer Riggs accepts a check from Fred Nation for his 1st place Magazine story.



Photographer Earl Ma (with eyes closed) receives his award and certificate from Fred Nation.



Phil Rider and Fred Nation at the AARWBA Breakfast during the Media Contest Awards sponsored by IMS.



Alan Munger receives his award certificate for photography from Fred Nation.



Nancy Schilke (recovering from an injured eye) won first place for her website Motorsport.com



Bruce Bennett accepts his award for magazine column writing from Fred Nation.

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2005 Media Contest Winners - Sponsored by IMS



Jerry Miller receives a check and Certificate from Fred Nation



Ken Plotkin received an award for photography.



Tony Johns of RacingPress.com receives a check and certificate from Fred Nation.



Joe Jennings accepts his award from Fred Nation.



Dick Mittman won first prize for his on-line story about Danica Patrick. He received a check and certificate from Fred Nation.



Dr. George Peters, author of his latest Book "Iron Duke", collects a check from Fred Nation, of Indianapolis Motor Speedway, the sponsor of the AARWBA media contest.

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More Great Photos!



Jeffrey Arns receives his first place Photo/Color check from Fred Nation at the AARWBA breakfast.



Member Mary Bignotti Mendez of RPMtours does pit tours at Indy and other events. Mary explains to her group all about the Firestone Tires to be used during the 90th running of the Indy 500.



1986 All America Team Titus Memorial Award Winner Bobby Rahal poses with the famed trophy in the Media Center at the Indianapolis Motor Speedway. (Photo By Dusty Brandel)



Member Dr. George Peters gets a laugh from Sam Hornish at the driver interviews before the Indy 500 . Sam got an autographed copy of the "Iron Duke" from Dr. Peters. (Photo By Dusty Brandel)

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News & Notes

Wally Parks Note To Dusty Brandel

Dear Dusty:

I don't have words that will properly express how very much I appreciate having been honored by AARWBA with its 2006 Bob Russo Founders Award, and I deeply regret having been unable to join you at Indianapolis for its presentation.

Bob not only headed NHRA's public relations department for years, but we were also close friends who shared many great experiences — not the least of which was his active and inspirational role with the 1955 formation of AARWBA. Russo's integrity and professionalism contributed immeasurably to establishing NHRA's role as a key player in the growing world of motorsports, and this very special tribute by the AARWBA to his personal dedication and achievements is more than well qualified.

Thank you for permitting my name to be associated with his recognition.

Sincerely,
Wally Parks, NHRA Founder

Dennis Bickmeier Leaves California Speedway To Start PR Firm

A Note From A Good Friend Of The AARWBA

Friends:

Thursday, May 4th, was my last official day at California Speedway. After a lot of planning and personal soul searching, I decided to leave the speedway after nearly seven years on the job (although, I have worked every major event there, starting as a volunteer in 1997, and will continue as a contractor through the Labor Day NASCAR race) and start my own company. Pending some paperwork from the state, Partnership Marketing and Communication Group will officially launch in the very near future, specializing in Sports Public Relations/Communications projects, as well as Marketing/Sponsor Activation projects.

One of my first endeavors will be assisting Steve Brener and Toby Zwickel of Brener, Zwickel and Associates as a sub-contractor on the Champ Car World Series account, assisting in a variety publicity efforts for the series, while also advancing a few of the races out here in the west. I will also continue on as an adjunct faculty member with the University of San Francisco Southern California Campus.

Some other very important projects are also in the works, which you will hear more about later, and certainly, keep me in mind if you know any companies looking for PR/Marketing support.

Professionally, I'm very excited to begin this new chapter. My years at the speedway have been great; complete with many professional highlights, but more importantly, great friendships. Personally, we have a lot going on at home, especially with Baby Bick due in August and Josh as active as anyone can ever imagine. We are having a great time with him and in preparing for No. 2. Erin is doing great and has been very supportive of this endeavor. We thank all of you guys for your friendship, guidance and support.

My new e-mail information is: dennisb@bzapr.com / dbickmeier@hotmail.com
My new phone number is: 714-488-0112
Have a Great Day!
Dennis

Check Out The New Knight Blog!

Michael Knight's new blog — SpinDoctor500blog.blogspot.com — debuted July 10. The blog offers news analysis/commentary on the motorsports industry, PR and journalism issues, and the politics of sports. (And, sometimes, other topical roads not otherwise traveled.) Be sure to check it out. On July 2, the *Arizona Republic* published Knight's guest op-ed column on the proposed Champ Car street race in downtown Phoenix. Even though our 50th anniversary is history, Michael continues to work for AARWBA by securing newsletter and other sponsors.

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Ain't No Word Can't Be Verbed!

Submitted by Gil Bouffard

As y'all know, there are certain words and phrases that are like fingernails on a chalk board to me. Phrases such as defending champion and words like winningest make my head hurt! Today, Bob Varsha joined the plethora of NASCAR TV announcers who insist on creating their own words when he mentioned that one of the F1 drivers hadn't "podiumed," this year. Can't remember who he was referring to because "podiumed," raced through my head like an Ice Cream headache!

As you might have guessed, I didn't know that one could "podium." Does it hurt and shouldn't you "podium," in the privacy of your own home?

I also got the impression that the CBS production crew were covering the US Grand Prix when I noticed that they broke into the commentary to insert commercial breaks and rejoined to booth guys in mid sentence, only to cut away for the scheduled commercial break! I also thought that Derek Daly and Martin Brundle fighting over who was going to interview Bernie Ecclestone was interesting.

Additionally, I can't help thinking about what it would have been like to have the TV guys fawning over Masten Gregory, Carroll Shelby, John Fitch, Richie Ginther, Ronnie Bucknam, Phil Hill, Dan Gurney, Mark Donohue and even Mario Andretti like they do over Scott Speed.



AARWBA Past President Norm Froscher (left) acknowledges receipt of a plaque from Bristol Dragway/Motor Speedway President and General Manager Jeff Byrd. Froscher was the invited guest of the Dragway and Bristol Motor Speedway staff and was surprised with the presentation at pre-race festivities.

The plaque reads:
"To Norm Froscher In Appreciation For Your Many Contributions To The Sport Of NHRA Drag Racing. April 30, 2006. From Your Friends At Thunder Valley Bristol, TN."



Robin Miller and Dusty Brandel chat with three-time Indy Winner Bobby Unser during a practice rain delay in the Honda Hospitality Tent.



The Honda hospitality area at Indy was one welcome place for the media covering the 500.

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More News & Notes



Dick Mittman presented the famed “Jigger Award” (for Marty Roth, who did not show) to the real Jigger Sirois, who was happy to accept for Roth.

The plaque was inscribed:
*Practice, spin, Practice, spin, Practice, spin,
Practice, slide, hit the wall...that's all!*



Firestone's Al Speyer, co-sponsor of the breakfast with Honda, welcomes AARWBA members, VIP's and guests at the annual breakfast.

A big thanks to Firestone and Honda for sponsoring the annual AARWBA Breakfast the morning before the 90th running of the Indy 500. And our thanks also go to the Indianapolis Motor Speedway for sponsoring the Annual AARWBA Media Contest.



Dusty models the fabulous Red “gaucho” hat that John and Rosa Reyes presented to her at the AARWBA Breakfast.

John and Rosa own Reyes & Reyes Broadcasting, Inc., in Illinois, and cover many races and other sporting events. John said, “I belong to a lot of Associations and the AARWBA is the best”



Townsend Bell attended the AARWBA breakfast and was so happy to be in the 90th Indianapolis 500.

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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

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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,
the Founding Underwriter of the Ombudsman Fund***

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NEW!

Auto Racing Safety and Humanitarian Service Award

An important announcement from Gil Bouffard

The American Auto Racing Writers and Broadcasters Association is pleased to announce the creation of the

Auto Racing Safety and Humanitarian Service Award.



This award is to honor a person or an organization that performs acts of kindness, charity, and/or deeds of heroic proportion without regard of the consequences or a person or organization who recognizing a need identifies and develops a process or product to fill that need.

The award was the brainchild of the late Art Flores an award winning and internationally recognized motorsport photographer.

The Auto Racing Safety and Humanitarian Service Award Presented by The American Auto Racing Writers and Broadcasters Association will be awarded at our annual banquet.

This month's issue of ImPRESSions is sponsored by



The members of the AARWBA wish to again thank all of our sponsors for their support!

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