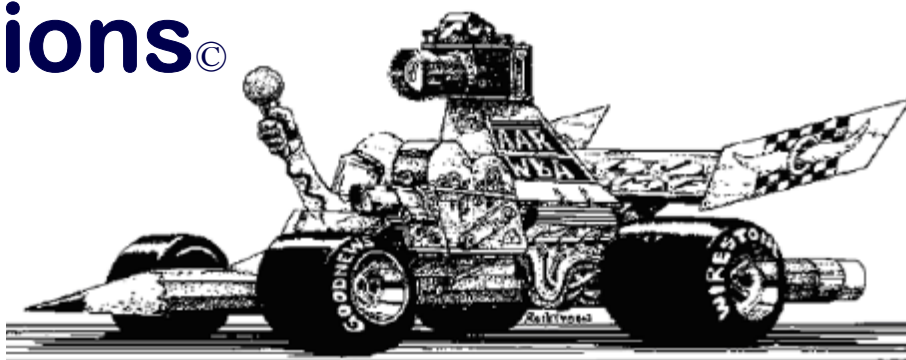


# ImPRESSIONs®



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

November 2008

Vol. 41 No. 10

## A1GP World Cup of Motorsport

POWERED BY **Ferrari**

39th AARWBA All-America Team ceremony presented by A1GP World Cup of Motorsport - Saturday, January 10, 2009 at the Hilton Hotel in Ontario, Calif.  
For HOTEL reservations call 1-800-445-8667 or go online at <http://www.hhontario.com> (Be sure to enter group code AAR)

### IMPORTANT!

If you plan to go on the field trip to John Force Racing, and participate in the media race at Pomona, you **MUST** RSVP to Jamie Stephens at NHRA.  
[jstephens@nhra.com](mailto:jstephens@nhra.com)



Dusty Brandel presented John Force with the "Comeback Driver" Award at the Auto Club Finals at the Auto Club Raceway in Pomona.

(More on page 5.)



Hilton Hotel, 700 North Haven Ave  
Ontario, California 91764-4902

Cal 1-800-445-8667  
or go online at <http://www.hhontario.com/>  
(Be sure to enter group code AAR)

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# 39th All-America Team Weekend Schedule Of Events

Presented By A1GP World Cup of Motorsports

## Saturday, January 10:

- 7:45 a.m.** Gather in Ontario Hilton lobby/board transportation
- 8:00 a.m.** Depart Hilton for John Force Racing
- 8:45 a.m.** Arrive at JFR \* Breakfast \* Tour \* Remarks by John Force  
\* Small group/one-on-one interview opportunities with drivers and crew chiefs  
\* Photo-ops
- 11:00 a.m.** (approximate) Board transportation and depart JFR for Auto Club Raceway at Pomona
- 12:00 p.m.** Arrive at Pomona  
\* Lunch at In-N-Out Burger remote truck  
\* Drag Racing 101 taught by NHRA drivers  
\* Media gift for participants, provided by NHRA  
\* Media racing in Pontiacs, official car of the NHRA  
\* Awards for winner and runner-up, provided by NHRA
- 2:45 p.m.** (approximate) Board transportation and depart for Hilton
- 3:30 p.m.** Arrive at Hilton  
(Note: If rain prevents racing, there will be a tour of the Wally Parks NHRA Motorsports Museum)
- 5:30 p.m.** Shav Glick Newsmakers Forum (brief news announcements from several teams/sponsors/organizations)
- 6:00 p.m.** Pre-dinner reception (co-hosted by **ESPN** and **MAZDASPEED**)
- 7:00 p.m.** Dinner served
- 7:45 p.m.** **Start of All-America Team awards ceremony**



## IMPORTANT:

If you plan to go on the field trip to John Force Racing, and participate in the media race at Pomona, you **MUST RSVP** to **Jamie Stephens at NHRA. [jstephens@nhra.com](mailto:jstephens@nhra.com)**



American Auto Racing Writers & Broadcasters Association, Inc. ([www.aarwba.org](http://www.aarwba.org))

"Dedicated To Increasing Media Coverage Of Motor Sports"

## More Tributes To Mike Hollander

*We simply did not have enough room in our last issue to reprint all the kind words people expressed about Mike Hollander so we are including as many more as we can here. Judging by the number of notes Dusty received, there can be no doubt that Mike was respected, admired and appreciated by many, many people.*

**Bill Groak, PCGCampbell:** Mike and his wife Sandy came to the 2008 Pebble Beach Concours d' Elegance a little more than a month ago. Mike wanted to see the cars but was weak and in a lot of pain and couldn't get around much. So he spent most of his time in the media tent, which he used to manage because the Concours was one of his PR clients. Anyway, all the journalists are working away when suddenly Mike pulls out his trusty whistle and blows it as hard as he can. Everyone in the center stops what they are doing and look over at this guy blowing a whistle loudly.



Finally Mike stops and tells the surprised group that they are making too much noise and have to act professionally if they want to stay in the media center. He then calmly sat back down and continued editing a story on his website. Mike: Always a pro - and a character - to the end.

One of Mike's many jobs at PCGCampbell was handling all computer-related problems. Many times the server would go down and Mike would jump up and scream to everyone to "shut down, shut down!" at the top of his lungs. To this day, if there is any type of problem at PCGC, computer-related or not, someone will say, "shut down, shut down," in honor of Mike.

**Mark Vaughn:** It seemed no matter where you went in the world of racing, you'd find Mike. If it was to a strange track you'd never been and where you didn't know anyone and didn't really know where to park or where to plug in your laptop, you would always find, digitally connected to the rest of the world, usually telling a long story about Riverside or Ontario, our friend Mike Hollander. Mike was everywhere, covering what seemed like every car race that ever happened, always sending dispatches electronically to people around the world who loved the sport as much as he did.

Mike was also one of the best PR guys a writer could ever hope to work with. He could not only get you the answer you were looking for, but he'd put it in context and give the whole story around it. And he was pleasant about it!

I was so glad to see him last August up at the Concours, holding court in the media tent, still working. It was the last time most of us saw him. He was the same as ever, warm, witty and a wonderful guy to hang out with. You could tell, as one by one we, his friends and colleagues, sidled up to him and spent just a little longer with him than we might usually have, knowing as we all did, that soon our friend would be gone.

If the best way to lead is by example, the example of Mike's warmth and wisdom will be carried on by the colleagues he worked with and by the friends and family whose lives he touched for so many years.

**Kenny Sargent & Crash Gladys:** Knowing what Michael went through the last year and to be so tenacious in the battle, what a spirit. He has indeed left a mark with all who new him.

A mark and contribution that will continue to shine through all he touched.

**Dick Dixon:** The passion Mike extended for life can be likened to the passion of racer's of yesterday, but the absolute passion he shared for his daughter was a living love we can all learn by.

Mike shared a great deal with many, including myself, and was always ready to help as a well qualified lead authority on many topics and work aside people like myself who are continually growing and learning from master's such as Mike.

Great writers in the sky have found a great new buddy.

**Lee Elder:** When I think of Michael Hollander, I hear his laughter. Since Wednesday, I've thought of his family and I've prayed that they be granted the strength to get through these hard times until they can start to think of his laughter as well.

I remember that crazy, little laptop computer he hooked up to a tiny, little printer and magically printed out the results of an F1 race from somewhere around the world when we were standing in the press room at Riverside about 26 or 27 years ago. I had no clue how he did that.

I recall reading Michael's review of the media accommodations for the Ford Los Angeles Street Race during my years with NASCAR. I believe his piece was in the AARWBA newsletter. I had put my wife to work in the press room for that race. Michael wrote words to the effect that Lee Elder did his usual job for NASCAR but that Amy Elder was a tremendous help in the Media Center. I called Michael as soon as I read his piece and joked with him that, after all those years, the best he could say about me was that I did my usual job, but after one weekend my wife's work was tremendous. Michael's reply was a classic: "Well," he said, "I call 'em as I see 'em."

Finally, I'd say of Michael that in these times when everyone with a website thinks they are a journalist, Michael Hollander had a website and was a journalist. May he rest in peace.

**Paul Kelly:** Mike was one of the truly good guys who really cared about this sport. I'll certainly miss him. He put up such a valiant fight, but I'm glad his suffering is over. He so wanted to come to the Speedway last May for the 500, and he was able to do that. That's a blessing.

Thinking of you, Dusty, and all who are close to Mike. Take care.

**Richard Day:** I'm so sorry to hear of Mike Hollander's passing. I never had the pleasure of meeting him, but I knew him to be a good, special man through e-mail and phone calls. I have been praying for his health to take a turn for the better, but I guess it was time for him to go to a better place where he could be cancer-free. I hope and pray he was a Christian, and we will see him in heaven one day.

Take care and stay in touch. God bless you, Dusty.

**Bob Falcon:** Mike is another of my favorite people to cross the finish line in the past couple of weeks...Justice, Sr., Dan Brickey (Safety Guy with NHRA) and now, Mike. It's that old "three in a row" thing rearing it's ugly head. I can imagine the blow this strikes to the organization. I feel for our loss.

**Tom Moore:** Mike was a great friend to the sport and those involved in it at every level. He was an innovator in online journalism and created an entire world, intertwined through forums and emails, that will continue to benefit motorsports for years to come. He will be deeply missed.

**Allan Brewer:** So very sorry to hear the news Dusty. I knew Michael only a short time but his joy of life and affection for others was clear. Please pass sympathies to his family from us here.

**Ron McQueeney:** This is not only a great loss to AARWBA but to racing. Mike was a great guy and he will be missed by the entire racing community.

## More Tributes To Mike Hollander

**Joe Stephan:** I first met Mike Hollander not long after I moved to Sacramento late in 1970. We were both car club representatives to the local gimmick rally council. Those meetings in the back room of an old Straw Hat pizza parlor would have been great training for someone interested in a political career, complete with flying beer and pizza. Not long after I ventured out into the racing journalism world I began running into him at some of the major tracks and events. He'd found that same need to write that I had. I'll never forget the time a few years later when I visited him at his home in Los Angeles and he showed me this new-fangled contraption called a home computer. I told him he was out of his mind, it would never fly. I can vividly remember saying, "Why would anyone want one of those things?" I guess every time I sit down at one today it's a form of "eating crow".



Mike, who had first become exposed to the computer world when he served in the Navy as a young man, none the less pursued them in both his daytime job in the defense industry and in his personal life. In 1979 he began posting some racing news and information on a fledgling thing called the internet via a small company called Compuserve. However, it quickly grew and became the standard of the racing world. Mike's "Motor Sports Forum" was eventually spun-off and became a part of his successful, award-winning career in motor sports marketing, public relations, and writing. Today, sites with racing news and information are a dime a dozen and everywhere. However, every time someone logs onto one it's Mike's legacy in action. Today it's taken for granted. Twenty years ago trying to find out anything about racing didn't exist. It was ignored and unwanted by any kind of media you chose. That it can easily be found today on-line is a debt owed Mike that can never be repaid.

Mike died from the cancer he'd been fighting for the last year, leaving a wife and teenage daughter. Having been around racing and motorcycles from the age of five, death and loss have numbed me. So I simply close with the words "Shalom Chaver"...Goodbye Old Friend.

**Rod Campbell:** Mike was one of the good guys and a pioneer in using a computer to distribute news.

**Nancy Knapp Schilke:** Dusty, thank you for telling me and all of us, about Mike's passing. I'm not sure if you know when I first came online (seems like eons of years ago), I discovered CompuServe and The Motor Sports Forum, and I became a moderator for him. We became friends.

Tears for the loss within days of two men who treated me with respect, decency, and friendship. Now Mike can have lots of one on ones with Paul (Newman). Knowing the two of them are now at peace and with God allowed me to enjoy my niece's wedding today.

I know how close you and he were... a special friend is hard to lose. You have my love as you face this sad loss. With all my heart and prayers.

**Bob Margolis:** Dusty, you have no idea how devastated I am at hearing this. Now I know why I had not received a response to my inquiry to him earlier this month. I am rarely, if ever, lost for words. At this moment, I am. And I feel even more blessed knowing that I was able to battle this disease and won.

**Phil Burgess :** I am forever indebted to Michael Hollander for pioneering the online results reporting from NHRA national events, a format that exists, in part, to this day on NHRA.com and allows people from all over the world to follow along with the results from the NHRA series.

The work that he pioneered, and the people with which he aligned himself, including the late, great Ed Dykes, Larry Sullivan, and Rick Green, has made my job so much easier and the world of NHRA fans that much wider.

**Bill Wolf:** I was so sad to hear about Mike. As many of us in the industry, I have known Mike for many years and have considered him not only a colleague when I was at Nissan, but in general through MPG. I will miss his friendship.

**Craig Hibbard:** I was so sorry to hear of Mike's passing. Although I haven't had a chance to speak to Mike for the past few years, he was never far from my thoughts. He was such a great person. He will be sadly missed.

**Tony Johns:** I was very sorry to hear about Mike's passing. Please pass my condolences along to Mike's family.

**Melisa Lalich:** What sad, sad, news. I wish I could be there, but know that since I can't, that you, Mike, and his family will be in my thoughts this weekend. If there is anything I can do here in Indy, Please let me know.



**Jan Shaffer:** Mike was a pioneer in the true sense of the word. He started the first auto racing forum on CompuServe before the rest of us even knew what the Internet was. I can remember when it started and his first question in any press room was, "Are you on-line yet?" and few of us knew what "on-line" meant.

As newspapers evolved from typewriters to computers, there wasn't a press room in the country where Mike didn't spend half his time doing his own business and the other half trying to assist the rest of us who were trying to figure out how to make a Radio Shack Model 100 work. As technology continued to befuddle us, Mike was always ahead of the game and could figure it out. His knowledge not only got his business done, but, in effect, got many stories in many papers around the country just by showing the rest of us how to file.

His efforts with AARWBA were long term because of his special interest in our sport and the media functions surrounding it. And, at the time of his passing, he was still ahead of us, always with a smile.

RIP, Mike.

# News & Notes

## Jan Says Thanks

Dusty,  
Thanks for the certificate of membership -- 38 years! And this year was the 50th Indianapolis 500 I've attended in some capacity from kid fan to working there. I guess I'm getting old, but I still remember Dave Overpeck getting me involved in AARWBA at an Indycar race at IRP (now ORP) when I was very young in the business.

Jan Shaffer



Members Bobbie C, Anne Proffit, Kay Presto, Dusty Brandel and Susan Wade (L-R) flank John Force, holding his "Comeback Driver" award.

The award recognizes a driver who has overcome serious injury to return to the winner's circle. Some of the previous winners include A.J. Foyt, Scott Pruett, Al Unser and Darrell Waltrip.

Members can see a video of the presentation courtesy of Susan Wade's 1320tv.com



[http://www.1320tv.com/racevideos/autoclub.asp?vid=9-4-08/force\\_comeback](http://www.1320tv.com/racevideos/autoclub.asp?vid=9-4-08/force_comeback)



## AARWBA 2009 - 2010 Officer Election Results

**Election Coordinator: Gil Bouffard**

**Election Closed At Midnight, October 31, 2008**  
Term of office begins 01/01/09

**President - Dusty Brandel**

**National Vice President - Susan Wade**

**Eastern Vice President - Lewis Franck**  
(Area covers from Virginia Border North and West to Indiana Border)

**Southern Vice President - Mike Harris**  
(Area covers Virginia South and West to Texas Border)

**Midwest Vice President - Ron Lemasters, Sr**  
(Area covers Indiana South to Mexican Border and West to Colorado Border)

**Western Area Vice President - Anne Proffit**  
(Area covers whatever is left!)

*Congratulations to the winners and a special thank you to all of you who volunteered to run for office.*

If you have had a change in your membership information - in particular, your email address - notify Dusty ([dusty.brandel@gmail.com](mailto:dusty.brandel@gmail.com)) Andy Hartwell ([ashartwell@att.net](mailto:ashartwell@att.net)) and Gil Bouffard ([gbouffard@jps.net](mailto:gbouffard@jps.net)) as these are the people who most often communicate with the membership as a whole. Also, please review your membership information in the AARWBA Roster often for typos and spelling errors.

American Auto Racing Writers & Broadcasters Association, Inc. ([www.aarwba.org](http://www.aarwba.org))  
"Dedicated To Increasing Media Coverage Of Motor Sports"

# 2008 AUTO RACING ALL-AMERICA TEAM SELECTED

Rocky Entriken, Chairman • All-America Auto Racing Team / Legends In Racing

The polls have closed for voters choosing 2008 All-America Auto Racing Team and five drivers with landslides of more than 70 percent of the vote are contenders for the Jerry Titus Award -- the team's Driver of the Year.

Who those five are is not revealed until the All-America ceremonies in Ontario, Calif., on Jan. 10 but they will come from among the 17 drivers named to the First Team by the voting members of the American Auto Racing Writers and Broadcasters Association.

Three former Titus winners are on the team this year -- Indy Car champions Tony Kanaan (2004) and Dan Wheldon (2005), and NHRA Top Fuel driver Tony Schumacher (2006) but only Schumacher bids to repeat this year.

The Titus, given in remembrance of the late racer/journalist, signifies the top vote-getter on the All-America team regardless of category, is announced at the conclusion of the annual AARWBA banquet Jan. 10 at the Hilton Hotel in Ontario, Calif., which is open to the public. Two drivers from each of seven categories are elected to the First Team, two more to the Second Team, and all drivers receiving at least five percent of the vote earn honorable mention.

Schumacher won his sixth NHRA Powerade Top Fuel championship this year, his fifth in a row. With a dominating 15-victory season he won his sixth selection as an All-America in the Drag Racing category, every one of them First Team. He is joined by NHRA Funny Car champ Cruz Pedregon in only his second All-America appearance -- his previous being on the Second Team 16 years ago when he interrupted John Force's streak of championships in 1992.

Jimmie Johnson won his third straight NASCAR Sprint Cup but he and Carl Edwards -- runner-up in both of NASCAR's top two championships, Sprint Cup and the Nationwide Series -- raced figuratively wheel-to-wheel through the vote tally in the Stock Car category. While Johnson achieved a three-peat only accomplished once before in Cup history, Edwards posted the most victories (9) on the season in addition to another seven in the Nationwide Series. Johnson makes his seventh All-America team, five in a row on First Team. Edwards is First Team for the first time after two earlier appearances on the Second Team.



Donny Schatz also scored a championship three-peat this year in the World of Outlaws Sprint Car series, becoming only the second driver in WoO history to win as many as three in a row. It was not his only hat trick as he also won the prestigious Knoxville Nationals for a third consecutive year in addition to 18 wins on the WoO circuit. Joining Schatz in the Short Track category is U.S. Auto Club double champion Jerry Coons Jr., who won both the Silver Crown and Sprint series. Added to his USAC Midget championships in 2006 and 2007, he is only the fifth driver in USAC history to win all three championships. Both drivers are now three-time All-Americans from the past three seasons, Schatz First Team each time and Coons the past two years.

Scott Dixon, the Indianapolis 500 winner and champion of the Indy Racing League, added another five victories for his championship season. Yet he was still only 17 points ahead of series runner-up and two-time winner Helio Castroneves who set a series record with eight second-place finishes. The two of them easily outdistanced the other nominees in the Open Wheel category. Both are now four-time All-Americans, the third time for Dixon on First Team but the first time Castroneves has achieved the top rung.

In the Road Racing category, drivers racing as teammates in the same car are voted on as a single entity resulting in pairs from both the American Le Mans Series and the Grand-Am Rolex Sports Car Series being chosen to the team. From Grand-Am comes the Daytona Prototype champions Scott Pruett and Memo Rojas, whose six victories included the 24 Hours of Daytona. From ALMS came the runners-up in the P2 category, David Brabham and Scott Sharp, whose four-win season included an overall victory at Lime Rock outrunning the supposedly faster P1 cars.

...continued on next page

# 2008 AUTO RACING ALL-AMERICA TEAM SELECTED

Pruett, with his 10th First-Team selection and 12th overall, is now tied with drag racing legend Don Garlits for the third-most times on the First Team, and behind only Steve Kinser and John Force. He is also the 15th driver to be voted an All-American as many as 12 times. His teammate Rojas is an All-American for the first time ever. Sharp makes the team for a fifth time, three as First Team, while Brabham is First Team for his first time in three appearances.

In Touring Series it was NASCAR Craftsman Truck Series champion Johnny Benson and young ARCA champion Justin Allgaier who dominated the category. Both achieved nail-biter finishes to their seasons, Benson winning by just 7 points in the final Truck Series race while Allgaier's come-from-behind title was a result of winning the final three races of the ARCA season. It is Allgaier's first time as an All-American and Benson's second -- his first coming 15 years ago when he was ASA champion.

The tight vote in the At Large category finally produced IRL Indy Lights champion Raphael Matos and ALMS GT2 champions Jorg Bergmeister/Wolf Henzler for the First Team. Matos not only won three times in the IRL junior series but also twice in sports car races. He was an honorable mention last year when he won the Atlantic Series championship. Bergmeister is First Team for a third time, while his teammate Henzler makes his first appearance.

Information on the All-America Banquet, presented by the A1GP World Cup of Motorsport, is available at [www.AARWBA.org](http://www.AARWBA.org). The banquet and ceremony is open to the public.

## FIRST TEAM

OPEN WHEEL: Helio Castroneves, Scott Dixon

STOCK CAR: Carl Edwards, Jimmie Johnson

ROAD RACING: David Brabham / Scott Sharp, Scott Pruett / Memo Rojas

DRAG RACING: Cruz Pedregon, Tony Schumacher

SHORT TRACK: Jerry Coons Jr., Donny Schatz

TOURING SERIES: Justin Allgaier, Johnny Benson

AT LARGE: Jorg Bergmeister / Wolf Henzler, Raphael Matos

## SECOND TEAM

OPEN WHEEL: Ryan Briscoe, Tony Kanaan

STOCK CAR: Clint Bowyer, Kyle Busch

ROAD RACING: Timo Bernhard / Romain Dumas, Jon Fogarty / Alex Gurney, Lucas Luhr / Marco Werner (3-way tie)

DRAG RACING: Jeg Coughlin, Tim Wilkerson

SHORT TRACK: Tracy Hines, Jason Meyers & Cole Whitt (tie)

TOURING SERIES: Ted Christopher, Benny Gordon

AT LARGE: Frank Manzo, Travis Pastrana

## HONORABLE MENTION

(At least 5% of the vote)

OPEN WHEEL: Danica Patrick, Dan Wheldon

STOCK CAR: none

ROAD RACING: Jan Magnussen / Johnny O'Connell

DRAG RACING: Greg Anderson, Spencer Massey

SHORT TRACK: Darrell Lanigan

TOURING SERIES: Eric Holmes, Matt Kobyluck

AT LARGE: Laurie Cannister, Rob MacCachren

**All-America Dinner**  
**Saturday, January 10, 2009**  
**at the Hilton Hotel in Ontario, Calif.**  
**700 North Haven Ave**  
**Ontario, California 91764-4902**  
**1-909-980-0400**  
**For HOTEL reservations call**  
**1-800-445-8667**  
**or go online at**  
**<http://www.hhontario.com/>**  
**(Be sure to enter group code AAR)**



Photo Courtesy Indianapolis Motor Speedway

## Have You Been To Indy?

If you have attended the Indy 500, please send us a note telling us how many times, when you first went and for what reason, and do tell us about your most memorable year at the Brickyard.

(A paragraph or two is all we need.)

### Send your information to:

**Andy Hartwell -**  
**ashartwell@att.net**

or to:

**Dusty Brandel -**  
**dusty.brandel@gmail.com**

### **Ken Truitt Loved 1967 Indy 500**

I haven't missed being at Indy in May since my first race in 1957, already hooked as a fan by the radio, making 52 in a row thru 2008. I've been there as a fan, official, photographer and working for Louie Meyer in the late '60's. But always as a fan of this great race.

My best Indy was in 1967, when I was working for Louie and A.J. won his third 500. We put up with a lot of complaining from Foyt but in the end, he won with one of our DOHC Ford engines.

Except for 1958, '64 and '73, all of my adventures at Indy have been wonderful.



## An Open Letter From Anne Proffit, Our New Western Vice-President

Let me take this opportunity, AARWBA members and friends, to thank you – or is it console you? – for electing me Western Vice President. It's not a position I take lightly.

As everyone has told us, and as we all realize, these are difficult financial times we're living in. American automobile manufacturers are cutting back on all activities, including racing, because they are not selling cars; corporations are thinking twice about whether (and whom) they will sponsor in big league motor-sports.



Daily newspapers (who seem to be consolidating by the minute) are decreasing their racing coverage, even in the bedrock areas of Charlotte, Daytona Beach and Indianapolis. Magazines are going online to keep readers or folding their doors. Where we once had new entities popping up here and there, nobody has the money and/or moxie for start-ups when it's tough to put food on the table.

Our late colleague Michael Hollander was responsible for the birth of online race reporting. He worked vociferously to promote the online racing community and fought without end for the same rights owned by those whose stories and photos – and videos – appear in what's known as the mainstream media.

This is why I believe we need to get to the sanctioning bodies who still do not believe that online media is valid and refuse to grant access to those who report, shoot and film racing activities around the world.

While I realize it's not possible to gain immediate favor with Formula One, MotoGP, World Rally and World Superbike in this arena, our national and continental (remember NAFTA?) sanctions should recognize online media and welcome those who ply their trade over the broadband. With shrinkage everywhere – including their bottom lines – all viable, professional coverage of motorsport must be welcomed and encouraged by our sanctions.

Today's contractions include workloads and that means there are fewer jobs available for all of us in this business. While racing is, by its nature, a dog-eat-dog business, it's important to remember that karma plays a big role in determining how we live our lives. Be kind to one another – back-biting comes around, eventually.

As Western VP, I pledge to work with all members to achieve full spectrum recognition of professionals who belong to AARWBA within the motorsports community. I'll always be available to assist members in any way I can and help you fight for your rights.

Anne Proffit  
2009-2010 AARWBA Western Area Vice President.





## American Auto Racing Writers, Broadcasters Association

922 N. Pass Ave. Burbank, CA 91505-2703

818/ 842-7005 and Fax: 818/ 842-7020

### Annual Dinner Tribute Souvenir Program

January 10, 2009

Hilton Airport Hotel, Ontario, California

To order your advertising space for the 2008 Dinner Tribute Souvenir Program please fill out the form below and send your check to AARWBA at the address above.

**\*\* Ad Materials should be sent to Doug Caruso of Speedway Press.**

Individual tickets to the dinner may be purchased on-line at [www.aarwba.org](http://www.aarwba.org)  
(Click on Member Services - use aarwba1 for access code  
and dusty for the password, then click on Banquet/Cart.)

<u>NHRA</u>	Back Cover, 4-color	\$3,000	* Includes table of ten (10) with logo sign
<u>IRL</u>	Inside Front Cover, 4 color	\$2,700	* Includes table of ten (10) with logo sign
_____	Inside Back Cover, 4 color	\$2,700	* Includes table of ten (10) with logo sign
_____	Center 2 page spread, 4 color	\$4,950	* Includes table of ten (10) with logo sign
_____	Full Page 4 color (inside)	\$2,500	* Includes table of ten (10) with logo sign
_____	Full Page, black & White	\$2,000	* Includes table of ten (10) with logo sign
_____	Full Page, black/white	\$1,700	* No table
			(All ads above VERTICAL format only)
_____	Half Page, black/white	\$1,000	* No table
			(Horizontal Format Only)
_____	Table of 10 without advertisement, with signage		..... \$900

Speedway Press is handling the printing: contact Doug Caruso 315/ 342-1363

His email is: [rspeedw1@twcny.rr.com](mailto:rspeedw1@twcny.rr.com) Deadline is December 15, 2008

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American Auto Racing Writers & Broadcasters Association, Inc. ([www.aarwba.org](http://www.aarwba.org))

"Dedicated To Increasing Media Coverage Of Motor Sports"

