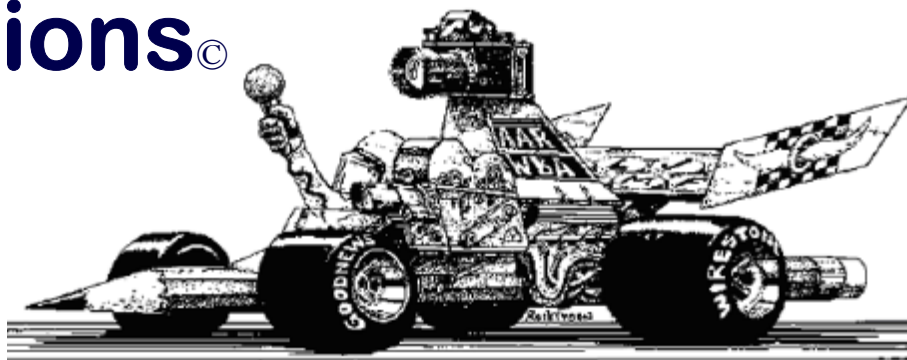


ImPRESSIONs®



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

December 2008

Vol. 41 No. 11



39th Annual All-America Team Dinner



Be A Part Of It All!

39th AARWBA All-America Team ceremony presented by A1 GP 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)

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

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



All-America Dinner Notes

Michael Knight, Ceremony Co-Chairperson, provided these updates on what to expect at the All-America weekend coming up in Ontario, California.

* NHRA race winners will be our instructors for Drag Racing 101 before the media competition at Pomona. Valvoline Funny Car driver Jack Beckman will be joined by Top Fuel's Cory McClenathan and Pro Stock's Dave Connolly as our teachers.

* Members and guests will again enjoy complimentary Budweiser and Bud Light during the reception and dinner.

* The ceremony will include tributes to Mike Hollander, Paul Newman, Phil Hill and Scott Kalitta.

* Members are reminded to meet in the Hilton lobby at 7:45 a.m. Saturday for an 8 a.m. departure to John Force Racing. NHRA is providing the transportation. If you haven't already done so, it is ESSENTIAL that you RSVP for the field trip.

Send an Email to Jamie Stephens at NHRA
Jstephens@nhra.com

If you didn't plan on going on the field trip -- PLEASE RECONSIDER! It should be a great day with special opportunities -- breakfast, tour, photo-ops and one-on-one interviews at JFR and lunch and media racing at Pomona. NHRA will present awards to the winner and runner-up.

If you have had a change in your membership information - in particular, your email address - notify Dusty (dusty.brandel@gmail.com) Andy Hartwell (ashartwell@att.net) and Gil Bouffard (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.



About The Host Hotel

The Hilton Ontario California Hotel is an upscale full service Ontario California airport hotel offering a superb California location combined with excellence in guest service. The Hilton Ontario Airport is located across from the Ontario Airport and near the Ontario Mills Mall and Ontario Convention Center just off the San Bernardino Freeway (Interstate-10).

This Ontario California Hotel is near many of the famous Southern California shopping venues including the Ontario Mills Mall, Montclair Plaza, and Victoria Gardens. Leisure attractions include the Auto Club Speedway (formerly California Speedway), Epicenter Stadium (home of the Rancho Cucamonga Quakes minor league baseball team), Raging Waters Park, Pomona Fairplex and much more.

For the business traveler on a corporate assignment, making area sales appointment or attending a conference at the nearby Ontario Convention Center, our location puts you near everything you need to be close to. Business and leisure travelers alike will appreciate the attention to detail we give to every guest and our many upscale services and amenities.

Access to several area freeways ensure that you can get to where you are going easily. Welcome to the Inland Empire and our Ontario California Hotel!



The Hilton® Ontario Airport Hotel wants to welcome you to California for whatever reason your travels bring you here. We appreciate you staying with us and hope you have a great stay at the Hilton!



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

George McNeilly Turns His Kids Into Addicts

I suppose I am proof that good things come to those who wait as I vividly recall watching the Indy 500 on ABC as a toddler, with my father, in our New York living room, and despite that fact that I had been covering motorsports as a reporter for about 20 years starting at age 15, my travels never took me there. I was mostly on the NASCAR and Sports Car beat.

In between Olympic, Super Bowl and Pro golf assignments, I got to the Brickyard 400 in 1997. I recall friends saying for years, 'You gotta see the Open Wheel racing here'. That opportunity came just two years ago in my capacity of leading ESPN and ABC's PR efforts. I got to see Franchitti drink the milk, and I can't wait for his return in the New Year.

But the best was 2008 when I decided to bring my sons Mac (9) and Mike (6). Heading to Indy, Mac wanted to see Tony Kanaan win and Mike just wanted room service pancakes on his first trip without his mother! But he quickly found himself rooting for Danica, Dixon and the rest, while keeping his ears covered the entire day! "Pretty loud here", Mike shouted to me.

They're hooked --- only much earlier in life than their father!

Artists! Express Yourself!

Are you an artist? Do you like to draw, sketch, or paint illustrations of cars and the people who race them? Then why not showcase some of your work in the pages of this newsletter?

All artists are invited to submit a drawing you are proud of. Your name and contact information will appear with the drawing.

Are you proud of what you can do with a pen or pencil or brush? Prove it by letting us share your work with the other members of AARWBA.

Submit scans of your work to the editor at:
ashartwell@att.net



Prince Moss

By Hector Cademartori

At the 1956 Monaco GP Stirling Moss (Maserati 250F) led from start to finish. In the scene, Moss goes around the Casino Square followed by Eugenio Castelotti's Lancia-Ferrari showing evidence of a close encounter of the third kind with the tight Monte-carlo circuit.

Contact The Artist At:
HCademartori@aol.com

Website:
<http://www.authorsandartists.com/>

Member Spotlight

Bruce 'Mr. Mow It All' Kaufman

Founder & President, U.S. Lawn Mower Racing Association



Bruce Kaufman did not set out to become Mr. Mow It All, but he now finds himself saddled with that title, and loving it.

As Founder and President of the U.S. Lawn Mower Racing Association (USLMRA) Kaufman is on the "cutting edge" of American motorsports, and while his tongue remains firmly planted in

cheek, he can't help thinking that his unlikely motorsports journalism career was tailor made for him."

The USLMRA hosts the 17-event STA-BIL National Lawn Mower Racing US Points Series featuring riding lawn mowers with cutting blades removed at speeds from 5-60 mph, and a network of 32 Local Chapters and Affiliated Clubs hosting more than 130 sanctioned races nationwide

The USLMRA is the nation's oldest and largest National Lawn Mower Racing Sanctioning Body. There are more than 500 USLMRA members nationwide including Turfinator, Sodzilla, Mowdacious and Prograsstinator. Lawn mowers race in four road course classes with all cutting blades removed: Stock (10 mph), IMOW (20 mph), Prepared (50 mph) and Factory Experimental (60 mph). USLMRA racing is televised on Speed and Outdoor Channel and Speed TV.

"I've got the greatest gig in the country," said the 48 year-old Northbrook, Illinois resident said from "Mow Central" his office in Glenview, Illinois. "I've always been a casual motorsports fan, but for the past 16 years I've become highly 'mowtivated' to immerse myself in all types of motorsports and motorsports marketing and journalism."

Kaufman by trade is a public relations and event marketing professional with solid writing chops dating back to his childhood. For Kaufman, writing and journalism are as easy as playing the blues piano, wailing on his harmonic or putting the puck in the lower corner of the net. "I've always loved to write, I've always loved a sense of adventure and I've always had a sense of humor," said the 1982 Journalism graduate of Northern Illinois University

(NIU) who some folks also call "The Sodfather." "I'm also pretty good at recognizing good opportunities and the possibilities they bring and surrounding myself with talented people."

Kaufman knew in high school that he wanted to pursue journalism in college and as a profession. He also loves music and planning events. While at NIU, Kaufman landed gigs on the University Concert and Special Event Planning Boards and he was off and running. Planning concerts, comedy shows, festivals and special events became a passion for Kaufman. He was then able to parlay this experience into a staff position at the Eastern Illinois University Programming Board while he completed his masters degree in Educational Psychology-Guidance and Counseling.

"My career path is basically a story of following my interests, pursuing my passions, working hard, being lucky and being open to the muse sprinkled with a dash of Grateful Dead philosophy, a sense of adventure and a killer t-shirt collection."

The U.S. Mower Racing Association is managed by Glenview, IL-based Merton G. Silbar Public Relations, where Kaufman has been hunkered down for 20 years. "Look in the dictionary under 'First Class' and there is a picture of my boss, Mert Silbar. We are full scope public relations, event marketing and promotion agency, where we do three things every day: write, write, write. In my book, any decent PR pro is first a strong writer, and that is emphasized at our firm."

Silbar, Kaufman and his colleagues knew the owners of Chicago-based Gold Eagle Co before they came to them with a novel idea in the summer of 1991: organized lawn mower racing as a motorsports sponsorship program for STA-BIL Fuel Stabilizer. After a quick trip to England that summer, the U.S. Lawn Mower Racing Association was launched in the spring of 1992 - on April Fools' Day no less.

"I knew we had a winner within the first week of announcing USLMRA to the world," added Kaufman. "Our press releases basically wrote itself, which was proven by coverage in the New York Times, Los Angeles Times, Wall Street Journal, USA Today and the Southern Lawn Mower Dealers Newsletter. Writing about lawn mower racing is like eating Chicago pizza: easy to do and fun."

Member Spotlight Continued



The USLMRA is a motorsports sanctioning body, so Kaufman is responsible for more than just writing and journalism-related functions. He manages and serves as ultimate authority for race day operations, staffing, venue relations, media relations, membership, contracts, marketing, sponsorship, board of directors reporting, finance, administration, insurance, human resources and television production.

Kaufman has received awards including Gold Pinnacle, Media Relations, International Festivals & Events Association; Silver Pinnacle, Best Sponsor Follow Up Report International Festivals & Events Association; Golden Trumpet, Marketing, Publicity Club of Chicago; Golden Trumpet, Special Event Marketing, Publicity Club of Chicago; Golden Trumpet, Web site, Publicity Club of Chicago; Outstanding Public Relations Tactics - Video News Release, Public Relations Society of America, Chicago Chapter; Gold Award: Sports and Event Marketing, Brandweek magazine; and Outstanding Creativity Award, Inside PR magazine.

During the past four years, Mr. Mow It All has expanded his print journalism experience into the broadcast side, becoming the TV color commentator and track host for the USLMRA TV shows airing on Outdoor Channel as part of the 13 week Motor Mania Series. "Broadcast journalism is a lot of fun too," said Kaufman. "Knowing the sport and our racers so well and having the gift of gab it makes sense to put my skills to use on the broadcast arena. Plus, my kids think it's cool to see daddy on TV."

"I feel so lucky every day, to be doing this," said Kaufman. "To combine my talents and skills and to promote a good family-owned company like Gold Eagle and a great product like STA-BIL Fuel Stabilizer, I just have to keep pinching myself."

When pressed to give a favorite career story, Kaufman thinks long and hard. "I guess my favorite story that AARWBA members can relate to is the day in June, 2000 when lawn mower racing was featured on the front page of the New York Times. As a writer and PR guy, your story on the front page of the New York Times is a Sprint Cup, Borg Warner Trophy, Stanley Cup and Vince Lombardi Trophy all rolled into one. But to borrow from the famous philosopher Bart Simpson: this is my favorite so far."

Kaufman married his wife Debbie on Halloween 1987, after a chance meeting on a Friday the 13th at the bar across the street from his office. Mr. and Mrs. Mow it All have three kids, Zoe, age 13, Ari age 11 and Lee, age 7 and a fire belly toad named Sodzilla. Zoe and Ari race in the Junior Prepared Class. Lee is a bit too young to mow. Kaufman used to cut his own grass, but was fired after the crab grass got out of hand. He still owns a push mower, but like his racing lawn mowers, it has no blades.

For more information visit
www.letschow.com
www.silbarpr.com



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)



American Auto Racing Writers & Broadcasters Association Inc.

922 North Pass Avenue, Burbank, CA 91505-2703

Phone: 818-842-7005

FAX: 818-842-7020

"Dedicated To Increasing Media Coverage of Motor Sports"

The AARWBA is the oldest and largest professional organization of its kind. Founded in 1955 in Indianapolis, it has grown to more than 400 members throughout the United States, Canada and Europe. Each year the AARWBA members select a 14-driver All America Team from Open Wheel, Stock Car, Sports Car, Drag Racing, Short Track, Touring Series and At Large championship categories. An annual banquet is held to honor these drivers each January. AARWBA also sponsors several contests for its members and established the "Legends in Racing" auto racing hall of fame.

AARWBA MEMBERSHIP APPLICATION

PROFESSIONAL INFORMATION

Name:		Date:
Company:		
Title:		
Business Address:		
City:	State:	ZIP Code:
Phone:	E-mail:	FAX:

PERSONAL INFORMATION

Home address:		
City:	State:	ZIP Code:
Phone:	E-Mail:	FAX:
Preferred Mailing Address: HOME OFFICE (Please note that our newsletter, "ImpRESSIONs", is sent via e-mail)		
Preferred E-Mail Address For Newsletter:		

MEMBERSHIP LEVEL

Media Professional (\$45.00)	Affiliate Member (\$65.00)	Associate / Corporate (\$300.00)
Signature of applicant:		Date:

Active Media Member

Applicants for active media membership status must submit the following materials to the membership committee for consideration. Materials must be submitted with your check.

- ✓ A fully executed membership application. **(This information will appear in the membership directory unless you specify otherwise. Attach a note to this application if necessary.)**
- ✓ Two 1" x 1.5" head shot pictures for use in the directory and for an I.D. badge.
- ✓ Tear sheets or samples of work as follows:
 - Two published articles on the subject of auto racing in a publication of general circulation within the past year.
 - Photographs on auto racing appearing in two publications of general circulation or two separate times in one publication, within the past year.
 - One video or audio tape of any race broadcast where spectators attended and exhibited the applicant's work within the past year.
 - One book on the subject of auto racing within the past year or three books on the subject of auto racing, or one book contracted from any trade publisher for a book on auto racing

Your Photo Should Be This Size

Affiliate Member

Open to public relations, team representatives, motorsports advertising personnel. Full voting rights and privileges except to hold office.

Associate/Corporate Membership

Open to any person, regardless of affiliation or professional orientation, who is interested in furthering the aims of the American Auto Racing Writers & Broadcasters Association and/or motorsports in general. Corporate membership is Limited to three (3) non-voting memberships for the \$300 fee.

Mail completed application, photos, and your check to the address shown above.

The American Auto Racing Writers & Broadcasters Association 922 North Pass Avenue Burbank, CA 91505-2703 (818) 842-7005



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 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
(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 Deadline is December 15, 2008

Company _____ Phone _____

Address _____

City _____ State _____ Zip _____

Agency Name _____ Phone _____
(no agency commission)

Date: _____ Signature _____

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

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