



NEW OFFICERS . . . The Kansas City, Kan., Women's Chamber of Commerce Wednesday installed new officers. Pictured from left are: Jacqueline Stokes, second vice president; Pat Gaunce, first vice president; Mary Patterson, recording secretary; Melissa Bynum, president; Betty Amos, treasurer; and Jobeth Bradbury, corresponding secretary.

Bynum takes reins of Women's Chamber

It is important for women to stay involved in the community, Wyandotte County District Court Judge Muriel Yates Harris told members of the Kansas City, Kan., Women's Chamber of Commerce at their annual meeting Wednesday at Painted Hills.

Harris told about 50 people at the 76th installation meeting that women should focus on the community, stay informed and be involved in education.

Although many women work, she said, women could be the ones who move for progress in areas

such as allowing time off to attend school events, keeping up to date on current events and making sure they are registered to vote.

The talk was focused on the meeting theme, "Women in Partnership, Building a Better Community."

Melissa Bynum, executive director of the Leavenworth Road Association, was installed as president for a one-year term and other officers also were installed.

Bynum said: "I feel as a Women's Chamber of Commerce, we can not only develop partnerships between members in the group but also a partnership between the Women's Chamber and other aspects of KCK; then everything we do toward that can't help but enhance Wyandotte County and KCK as a community."

She said the chamber will continue its monthly membership luncheon meetings with the next one at noon July 10 and the three

of \$500 scholarships to come to the meeting and to tell about themselves. It will be the first time scholarship winners have made such a report.

A new twist about three years ago, Bynum said, is that the scholarship winners, who are adult women returning to school, have to commit to staying in Wyandotte County after they graduate.

Bynum noted that one woman returned her money after her husband was transferred and she left the county.

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Kansas Farm Family to be honored at the Royal

11/9/97
Kansas
The Seiler family's day on Wednesday, Nov. 12, will be just a bit different from usual. Instead of rising at 4 a.m. to milk their 110 Holstein cows and work on their 2,100 acres of alfalfa, wheat, corn, soybeans, and grain sorghum, they will be joining Sen. Dick Bond, R-Johnson County, at a breakfast in their honor. The Seilers, including husband and wife Robert and Marcella and children Anthony, 7, Maggie, 5, and Jill, 16 months, hail from Valley Center and have been selected as the 1997 Kansas Farm Family by Kansas State University, Extension Farm Management Program.

Kansas Day has long been a tra-

dition at the American Royal and is continuing even following the death of Sen. Harry Darby, who started Kansas Day. The day helps recognize the contribution of the state's agricultural industry to commerce.

This year's Kansas Day includes a breakfast at 7:30 a.m. at the Jack Reardon Civic Center, Fifth and Minnesota Avenue. A cocktail reception will also be held honoring the family at 5 p.m. at the American Royal Building. The PRCA-sanctioned rodeo along with country music's Little Texas follows the reception at 7:30 p.m.

The Kansas City, Kan., Women's Chamber of Commerce

is in their ninth year of sponsoring this event. Additional sponsoring organizations include the Kansas Area Chamber of Commerce and Kansas Department of Commerce and Housing. Event chairperson is Betty Amos and co-chairperson is Doug Miller.

In addition to the Seiler family, special guests at the reception and rodeo will also include Gov. Bill and Linda Graves, Lt. Gov. Gary Sherrer and other honored dignitaries. The reception will showcase products "From the Land of Kansas" such as Betty's Delite, Four Blessings Candles, Cookies From Kansas, The Angles Inc. and Wildwood Cell.



Photo submitted by Judy Lillig

It's an honor

Edith Farmer recently received the first lifetime membership award from the Women's Chamber of Commerce of Kansas City, Kan. Women's Chamber President Pat Gaunce also presented Farmer with a plaque in recognition of her leadership as a past president and board member.

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Edith Farmer receives award

The Women's Chamber of Commerce of Kansas City, Kan., presented its first lifetime membership award to Edith Farmer at their annual new member recruitment meeting held April 8, at the Wy/Jo County Junior League Headquarters. Women's Chamber President, Pat Gaunce, also presented Farmer a plaque in recognition of her inspiring leadership as a past president and board member, and for her dedication, and enthusiastic support both to the organization and the community.



EDITH
FARMER

Kansas 5/20/98

Turner

Through aggressive fund-raising activities, our Ways and Means Chairwoman Amy Falk and her committee are paving the way to offer several 1998 fall scholarships to non-traditional women students and who plan to pursue a career in our county.

Loretta Morton, first vice president and program chairwoman, works diligently to offer programs and activities that will encourage participation by our membership and will invite the curiosity of prospective members.

We recognize the need for affordable continuing education opportunities for women in our community. Education Chairwoman Meredith Roberts Schraeder is part of the committee that recently produced the successful second annual Wyandotte County Lawn, Garden and Home Show.

We realize, as an organization, that we must expand our involvement in civic affairs. Melissa Bynum, Community and Economic Development chairwoman, has identified projects in which our membership can participate. By contributing the collective expertise we offer through the diversity of our members' talents and interests, we believe we can make a difference.

Kansas City, Kansas, Women's Chamber of Commerce has enjoyed a long-standing tradition of civic pride and community leadership. This mission continues through the dedication and hard work of our members. Positive change is evident in our community and we will offer our support wherever and however we can!

Pat Gaunce is president of the Kansas City, Kansas, Women's Chamber of Commerce.

Opportunities provided for women



Strictly Business
By
Pat Gaunce

Opportunities for networking with other women who play integral parts in community leadership is a key reason for the continuing increase in new membership in the Women's Chamber of Commerce in Kansas City, Kansas.

When I chose "A kaleidoscope of women— connect, communicate, collaborate" as the theme for my term of office this year, my goal was to increase the visibility of our organization throughout the metropolitan area and to recruit new members who would help us achieve this goal.

Thanks to Jan Pack and her determined membership committee, we have seen 20 women become new members of our organization since July.

Betty Amos, chairwoman of Kansas Day at the American Royal, led an innovative and energetic committee that networked with the American Royal leaders and state government officials to achieve one of the more successful Kansas Day events our organization has sponsored in recent years.

We already have commitments from funders, as well as American Royal and state leaders, who want to partner with the Women's Chamber this year to see this

Women mark 78 years

In celebration of its 78th installation of officers, the Kansas City, Kansas, Women's Chamber of Commerce held a dinner in early-June at the Woodside Racquet Club, Westwood.

Guests of honor were ten of the organization's past presidents—Joyce Abraham (1973-74), Edith Farmer (1974-76), Jo Ann Kelley Paulin (1982-83), Anne McDonald (1983-84), Therese Horvat (1984-85), Cindy Brock-Korn (1989-1991), Sharon Blasche (1991-93), Kendra Jennings (1994-95), Pat Rahija (1995-96) and Pat Gaunce (1997-98), who was re-elected for the 1998-99 term.

Members and their guests were entertained by Harpist Roseanne Gortenburg; the invocation was sung by Regina Sims.

"Weaving a tapestry of talent" is the theme Mrs. Gaunce chose for her new term. That thought was the background for presentations by First Vice-president Loretta Morton, Mrs. Gaunce and a special guest speaker, Trudie Hall. Ms. Hall is a well-known radio and television talk-show hostess, who also represents the Federal Reserve Bank.

Mrs. Rahija, as a past president's representative, installed new board members— Kelly Colvin, Chris May, Cathy Turner and Linda Holman— and the 1998-99 officers— Mrs. Gaunce, Mrs. Morton, Second Vice President Betty Amos, Recording Secretary Jan Pack, Corresponding Secretary Margaret Steele and Treasurer Angie Kaminski.

Returning board members are Carol Levers, Dr. Deloris Pinkard, Meredith Roberts Schraeder and Carol Waggoner.

Mrs. Gaunce appointed com-

mittee chairwomen— Therese Bysel, finance; Angie Mitchell, ways and means; Kathy Kovac, bylaws-resolutions; Melissa Bynum, community-economic development; Amy Falk, education; Carol Waggoner, long-range planning; Ms. Colvin, membership-directory; Ms. Steele, bulletin-publicity; Betty King, scholarship; and Ms. Amos, American Royal Kansas Day.

Other appointments included Historian Lori Steele, Parliamentarian Judy Lillig and Mrs. Rahija, past presidents' representative, Mrs. Rahija.

The Women's Chamber meets on the second Wednesday of each month. For more information, telephone Mrs. Gaunce at 596-5800 or the new-member chairwoman, Ms. Colvin, at 287-0007.

NEWS RELEASE

Betty Amos named Certified Fair Executive

Betty Amos, general manager of the Wyandotte County Fair, has been designated a Certified Fair Executive by the International Association of Fairs and Expositions.

The certification is based upon a rigid scorecard of management skills, education, and leadership. The award designation was made in Coeur d'Alene, Idaho, during the IAFE memberships' Annual Spring Management Conference.

Drawing from over 3,200 organized fairs in the United States and Canada, 14 fair executives qualified for the coveted CFE award in 1998.

Amos is a native of Kansas City, Kan., and has been with the Wyandotte County Fair since 1992. Previously she worked for the Kansas State University Cooperative Extension Service, Wyandotte County. She is on the board of the KCK Area Chamber of Commerce, KCK Women's Chamber of Commerce, Kansas City Kansas Community College Endowment Association, KCK Convention and Visitors Bureau, and a graduate of Leadership 2000, Class VI.

The announcement of Amos' certification was made by the IAFE from its headquarters in Springfield, Mo.



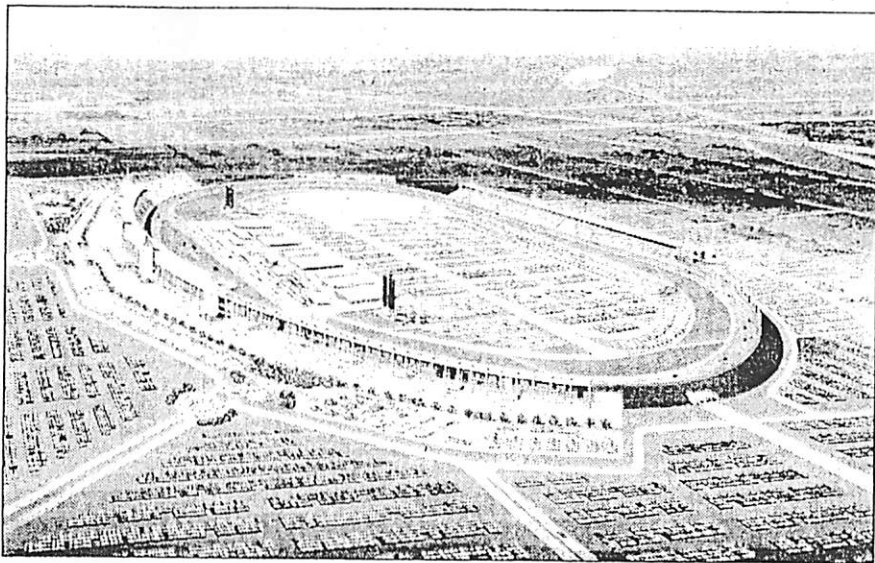


Indian festival

Unlike Indian women, members of the Women's Chamber of Commerce wore headdresses to publicize the Indian Festival they presented in 1934 at the chamber's office. The event was a huge success during the height of the Great Depression. (Photo courtesy of the Wyandotte County Historical Society and Museum.)

Kansas International Speedway

Make Tracks. ...Drive Fast. ...Turn Left.



This conceptual rendering is an aerial view of the proposed Kansas International Speedway.

Checkered flags will be waving and engines roaring when the new \$200+ million speedway opens in the spring of 2001, bringing one of the nation's fastest growing sports to the Kansas City area. The Speedway is being developed by Kansas International Speedway Corporation (KISC), a subsidiary of the International Speedway Corporation (ISC), the leader in motorsports entertainment.

HNTB Corporation, under contract with KISC, leads an all-local team responsible for planning, design and construction of the Speedway. In addition to its overall program management responsibilities, the firm is responsible for planning, design and construction services, including: site

planning, grading, drainage, track and track facilities, paving and access roads, seating, landscape architecture and utilities.

Project partners include the Overland Park office of DLR Group and the Kansas City office of Turner Construction Company.

The Speedway, located on a 1,250-acre site in the northwest corner of the I-70 and I-435 intersection in Kansas City, Kansas, promises to have a major impact on the local economy. A premier motorsports event will bring people from four to six hours away. Their dollars will be spent in the Kansas City area. In addition, high profile events attract the national media --

more than 300 media credentials are issued to a major event. That national exposure will showcase Kansas City and position the community for significant business development opportunities. These opportunities mean growth; that growth means money.

During planning and design of the complex, significant efforts were made to ensure that the Speedway can be used for a variety of events. These events could include concerts, business seminars and community and charitable activities, such as walkathons. The multi-use aspects of the complex enhance its role as a permanent local sports and entertainment venue.

The mile-and-a-half tri-oval superspeedway track, with banking that varies from 3(to 12(, will accommodate a variety of motorsports activities. Efforts have begun to attract events including stock car, truck, open wheel, motorcycle and other sports car events.

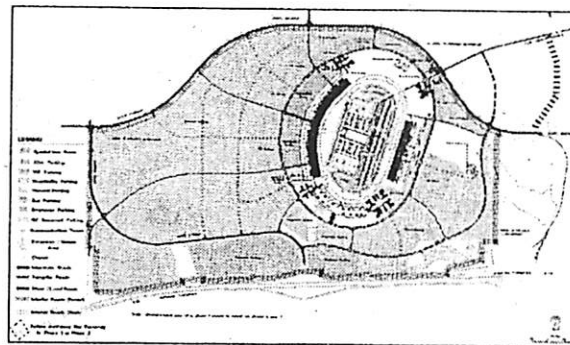
Initial grandstand seating will accommodate 75,000 spectators. Seating capacity will be expanded to 150,000 seats or more. The grandstand will initially feature 32 thirty-person luxury suites (more can be added to meet increased demand). Fan accommodations also include concessions, restrooms, souvenir facilities and hospitality areas.

Included in the complex are garages and related accommodations for drivers and their crews, as well as facilities for administration,

credentials and warehouse/maintenance operations. Phase 1 spectator parking will accommodate 35,000 cars and Phase 2 over 60,000 cars.

The magnitude and complexity of the Speedway project are reflected in the number and diversity of personnel who are working together to make it a success. The HNTB Team has close to 30 subconsultants involved in the various aspects of the project. Services they are providing include surveys, site investigations, property acquisition, design, construction, and specialty services. In addition, the Unified Government of Wyandotte County/Kansas City, Kansas, has a number of consultants on board to design roadway and utility improvements to serve the new facility.

The Kansas International Speedway is racing from concept to construction through this amazing team effort. As a result, Kansas Citians will soon join more than 16 million fans who fill race track grandstands across the country each year.



The site plan shows the Speedway's location and key elements.

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Technology speaks in local voiceover industry

BY STEVE WALKER
CONTRIBUTING ARTS WRITER

A unique industry exists in Kansas City which most people don't think about, but they're exposed to every day: broadcast voice-overs.

Whether it's the tag line for radio and television stations or the ad copy that underscores commercial images, voice-overs are inescapable.

Locally, as elsewhere in the nation, the voice-talent business is undergoing changes as technological breakthroughs reinvent the profession.

"There is a lot of work going on," said Roberta Solomon, a prominent local voice-over artist. "But what is changing is the technology that has been coming in the last five to 10 years."

The new technology allows the artists to send their voices anywhere in the world using ISDN lines. Artists compress their voices into electronic envelopes and e-mail them to producers.

"This has allowed me to make a living," said Solomon, who has been the voice of KCPT-Channel 19, Kansas City's Public Broadcasting Service affiliate, for a decade, cluing viewers in to Nature, Nova or Masterpiece Theater.

Digital breakthroughs

Not all technological advances help local professionals. In the past, local producers hired local announcers. But now, producers can bring in other talent from outside Kansas City.

"It's really changed the way producers have hired us," Solomon said.

While there has been a drop in local talent hiring, those who are persistent and innovative can find new outlets any-



Dave Kasp photo

The voice of Roberta Solomon, heard across the country, is recorded in her Leawood home's attic studio.

where.

Using a technology called impact audio, Solomon records a daily voice-over for Boston Public Television. She creates an audio file of her voice, which is then squished down, sent to Boston as an attached file and deposited in the server of her producer-client.

"It's the wild, wild west out there," she said of the new possibilities. "I call myself an announcer for hire."

In January, Solomon switched her allegiance to KCTV-Channel 5.

"Channel 5 said they wanted exclusive use of my voice in the Kansas City market, which I understand," she said.

The voice entrepreneur now runs her growing empire from a home studio and is the voice of 30 TV and radio stations, including outlets in Chicago, San Diego and Boston.

Her professional niche is called station imaging, as opposed to commercials, corporate videos, instructional CD-ROMs and political ads. And a growing market has been introduced on the Internet.

Solomon has been in broadcasting for 20 years. But when she broke into voice imaging five years ago, she found that men held the most jobs. She launched an ambitious self-promotion drive, which included networking with dozens of contacts she'd made in her career.

The self-marketing worked. She is now one of the busiest talents in the industry.

"There are two things about voice work that are important," Solomon said. "One, you don't push the voice—the voice is the gift you've been given. It's more about how you use it. What separates a great set

of pipes is knowing how to interpret words and give them meaning and attitude."

She said showing up on time also helps a professional succeed.

Salaries range from a few thousand dollars a year to the high six-figures. Only a few local people do voice-overs full time, but businesses are increasingly hiring them.

Joint marketing

Professionals are gaining ground by marketing themselves in joint efforts. Solomon is one of 10 voice-over artists who market their talents through a company appropriately called Voices.

Actor T. Max Graham was one of the founding members of Voices.

"The business has gone through some changes," Graham said.

Graham has provided his voice to spots for UMB Bank, Kmart and promotions for the last 3 Garth Brooks albums.

Other Voices members include Jim Birdsell, who is the voice for CNBC cable news network, and Drew Dimmel, who voices national spots for Fox News.

Kathy Hanis runs a talent agency called Entertainment Plus. She said she respects Voices immensely but doesn't concede to the competition.

"Voices has some really good talent," she said, "and I have the rest."

Hanis's clients have nabbed a Diet Coke commercial that aired during the Super Bowl and Missouri Lottery spots.

"A lot of people want to get into this business," said Hanis, who holds workshops. "But I don't think they realize how difficult the work is."

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KC BUSINESS JOURNAL
FEB 12-18, 1999

Revved up for racing royalty

Fans promise KCK speedway will spread racing mania to metro area

STEPHEN ROTH

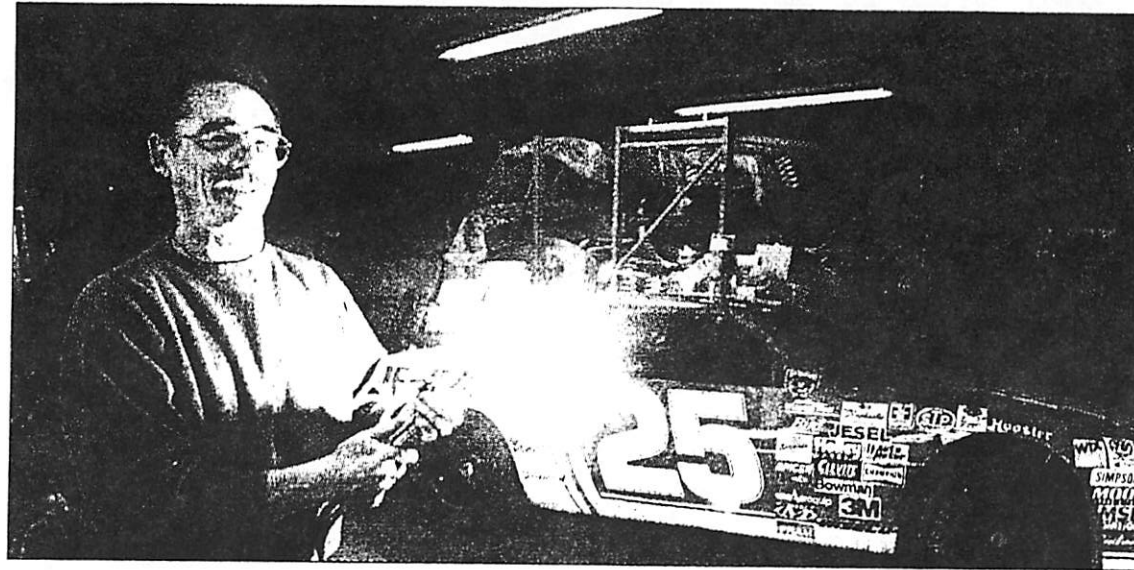
STAFF WRITER

Sharon Wallace's love affair with NASCAR began two years ago when her son, Kenny, began racing in a local circuit.

The Lee's Summit mother dutifully attended Kenny's races and even helped him detail his home-built Monte Carlo. Before long she was a regular at Lake-side Speedway and I-70 Speedway on Friday and Saturday nights, whether or not Kenny was racing.

Last season, some racing buddies asked the 52-year-old Wallace if she'd like to pump gas for them in the pits. Her answer: "Heckfire, yes!"

"You see how hard these kids work and the sacrifices that the family makes," Wallace said. "They're looking at tire pressure, adding pounds and taking away pounds, distributing the weight differently, because



Dave Kaup photo

Salvage yard owner David "Frog" Hall's passion is NASCAR racing.

things can change out there in the split second."

"It's a kick-butt experience," she added.

For Wallace and thousands of

other racing fans around the metropolitan area, the ultimate kick-butt experience is coming in the form of the Kansas International Speedway. Construc-

tion on the track, to be located northwest of Interstates 70 and 435 in Kansas City, Kan., began

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NASCAR

Continued from Page 1
in earnest this fall and the first green flag could drop in 2000 or 2001.

While Kansas City is not yet known as a hub of auto racing fans, promoters and fans alike promise that Winston Cup racing will transform the area. The first racing weekend here to feature a Winston Cup event — NASCAR's version of the sport — is scheduled for next month. Regional fans from throughout the Midwest and beyond.

"It's going to bring the most significant change in the atmosphere Kansas City is ever going to see," said David "Frog" Hall, a local driver who has competed in lower-tier events at superspeedways in Daytona, Fla.; Charlotte, N.C.; and Talladega, Ala. "I don't think people are ready for the number of folks who are going to come here on race weekends."

Stock car racing, once the domain of gearheads and good 'ol boys down South, is now the fastest-growing spectacle in American sports. Attendance at Winston Cup events topped 6.3 million in 1998, a 67 percent increase over 1991. Every Winston Cup race is aired on national television and top drivers have become pitchmen for such everyday consumer goods as Tide detergent and Kellogg's Corn Flakes.

NASCAR racing appeals to fans on many different levels. Some, like Walt Kelsey, are pulled in by the interaction of cars, crews and drivers. Others enjoy the sport or the breathtaking crashes that sometimes scar the tracks.

Yet others are simply attracted to the size and pageantry of Winston Cup events, which on a weekly basis rival those of the World Series or Super Bowl. The tremendous crowd, the big-name corporate sponsors, the deafening roar of the engines and the adrenaline-fueled race are part of something historic.

"This track is going to be a whole lot bigger than that," said Diana Green, president of Kansas City's Central Auto Racing Boosters and a racer herself at Kansas City, Kan.'s Lakeside Speedway.

A money machine

With 141,000 seats, the Bristol Motor Speedway in Bristol, Tenn., holds almost twice as many fans as a sold-out Arrowhead Stadium. Yet Bristol's race weekends — featuring a Winston Cup race and a couple of lower-tier events in the undercard — sell out years in

advance. A race weekend in Bristol 1 averages of \$69.7 million into economy, according to the local chamber of commerce. Hotels are booked to capacity from Roanoke, Va., to Knoxville, Tenn., about a 100-mile radius. Jim Little, general manager of Bristol's Holiday Inn Hotel and Suites, has his 220 rooms booked three years in advance, at twice his regular rate, during race weekends. The majority of his guests are business types — clients and suppliers of local corporations hungry for a taste of stock car racing.

"It's like the holy 500 for us — it's the biggest thing we've got going," said Little. "If it weren't here, we'd be in a lot of trouble."

International Speedway Corp., which will own and operate the Kansas speedway, plans to have two to three race weekends a year, with at least one Winston Cup event.

Officials with the United Government of Kansas City, Kan., and Wyandotte County estimated the event will generate \$87 million in direct spending from racing fans each year.

That's equal to adding another professional sports team to the area. The Chiefs and Royals together generate about \$260 million per year for Kansas City merchants, said Kevin Gray, president of the Greater Kansas City Sports Commission. A Winston Cup event at Kansas International will be like having a Super Bowl or Final Four in Kansas City, racing fans say. Hundreds of campers and RVs will flood the countryside in and around a D-shaped oval track with an infield large enough to hold both Arrowhead and Kauffman stadiums. Corporate bigwigs will sip Dom Perignon from seats in the 75,000 NASCAR fans seated in the corporate grandstands of Winston Cup radio scanners to track their racing heroes, will pack the grandstand along the homestretch.

A makeshift city will spring up in the speedway's infield to house NASCAR's dichards, a growing and increasingly upscale demographic that follows the Winston Cup around the country. Because smoke will waft through the air from grills parked alongside hundreds

of motor homes. Thousands of fans will flow through makeshift, tent-covered malls selling refreshments and official racing gear. A lucky few will get to mingle with the world-class drivers themselves while they prepare for the race.

ISC Chairman Bill France Jr. has said he expects to draw from 4,000 to 6,000 miles.

"You're going to see people coming to the Kansas City area from all over the country, but mostly from all over the Midwest: Iowa, Nebraska, Illinois, Kansas and Missouri," he said.

Landing a date

The Kansas International Speedway is part of an unprecedented building boom in NASCAR racing. In the past two years, new speedways have opened in Las Vegas, Dallas-Fort Worth and Fontana, Calif. Nearly all of the venerable NASCAR cathedrals, from Daytona to Talladega, are undergoing expansion.

With 37 races set for this year, the Winston Cup has become the most popular motorsport in America. Its Sprint Cup paid forward becomes the primary sponsor of Richard Petty's grandson, 18-year-old Adam Petty. The younger Petty will compete in the Busch Grand National Division, one level below the Winston Cup. Last summer, Adam made history at 170 Speedway in Odessa, Mo., when, at age 17, he became the youngest driver to win a NASCAR race.

And Adam Petty has already shown that he learned more from his grandfather than how to pass a 500-mile race. He learned to drive No. 45 car largely because of the young driver's winning smile and humble charm.

Kim Ulant, a Sprint marketing manager, likes to tell how, after winning that first race at 170 Speedway, Adam Petty stayed on the track for more than two hours signing autographs.

"He's a good person, he has life's basics down and he's someone people want to be like," said Ulant. "Adam Petty is a pretty incredible marketing tool."

The driver's affability disappears on the track. Fierce racing rivalries, like those between Richard Petty and David Pearson in the 1970s, and Dale Earnhardt and Jeff Gordon in the '80s, are among the sport's lasting legacies.

Earnhardt has made a career out of "dirty" driving — going so far as to bump cars if they don't get out of his way. Not surprisingly, he has perhaps the most loyal fan following of any driver.

There's a lot of "Dale" in the name, said Shane Wallace, whose Lee's Summit house is adorned with posters, pennants and model cars bearing the likeness of NASCAR's Man in Black.

"He has this arrogance or something about him that I like. I don't know how many times I've seen him bump another car, go down, go up (on the track) and he past him just like that."

Cameras and corporations
NASCAR's racing fans don't just cash in on a passion for speed. Many fans' first exposure to the sport was the 1979 Daytona 500, the first race to be televised live from beginning to end. Richard Petty took the checkered flag that day, but what fascinated many viewers was an infield fistfight between drivers Bobby Allison and Cale Yarborough at the end of the race.

The February race, which coincided with a winter storm that snowed in most of the East Coast, scored a surprising 10.2 Nielsen rating on CBS. Neal Piron

See NASCAR, continued on next page

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of motor homes. Thousands of fans will flow through makeshift, tent-covered malls selling refreshments and official racing gear. A lucky few will get to mingle with the world-class drivers themselves while they prepare for the race.

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former president of CBS Sports, said the network decided to televise Daytona live that year because it was such an enormous event in the Southeast.

"We didn't know whether the public would watch or not, but we did know it was a huge event and we tried to convey the bigness of the sport with aerial shots of the race track and all the fans," Pilson said. "We made a judgment that the Daytona 500 was one of the major sports events in the U.S."

Television expanded its NASCAR coverage in the 1980s. Racing fed a demand for sports created by new cable networks ESPN and Atlanta-based TBS. CBS came up with innovations like the in-car camera, which gave viewers who couldn't even change their own oil the feel of the race from a driver's perspective.

Increased TV coverage accelerated an influx of corporate sponsors that began in the 1970s and continues today. Tobacco company R.J. Reynolds set the standard in the early 1970s by sponsoring NASCAR's top league and renaming it the Winston Cup Series. STP's collaboration with Petty Enterprises in 1972 was the first corporate sponsorship of a driver. It was followed by brand names like Hardee's, Budweiser and Coors.

Most drivers and races were sponsored by mom-and-pop automotive companies until "the big companies were finally able to figure out how to use motor sports as a marketing vehicle," said ISC's France.

NASCAR's growing popularity, combined with the legendary brand loyalty of NASCAR fans, has encouraged local companies like Sprint and Yellow Corp. to sponsor cars in recent years. In 1994, Newport, R.I.-based Performance Research found that 71 percent of NASCAR fans buy the products of NASCAR sponsors — a figure 20 percentage points higher than next closest sport, tennis.

The Sprint Spree prepaid foncard sponsorship of Adam Petty gives the Spree product a good foothold in its tar-

get market of working class adults, said Utlaut of Sprint.

"The fans recognize that if Sprint prepaid foncard didn't sponsor Adam Petty, he wouldn't be out there racing. If Tide detergent didn't sponsor Ricky Rudd, he wouldn't be out there racing. So they're extremely brand-loyal."

Merchandising also has become a huge business for NASCAR and its drivers as fans scramble to collect everything from T-shirts to die-cast cars. Putting a number on the total licensing haul is difficult because each driver is independent and not all merchandise is cross-licensed between NASCAR and racing teams. To get an idea of its scope, however, consider that sports merchandise company Action Performance paid about \$34 million in cash and stock for Earnhardt's souvenir company two years ago.

"The people in this sport learned years ago that NASCAR fans had a tremendous appetite for almost anything that makes them feel like a part of the sport," George Pyne, NASCAR's vice president for licensing and consumer products, told *Street & Smith's Sports-Business Journal* in a recent interview.

Driving excitement

David "Frog" Hall wears the scars of stock car racing. He has broken two legs and crushed a shoulder and an elbow in his 25-year career.

The 46-year-old Higginsville, Mo., native has won a handful of local races and gets to compete each year on the superspeedways in the Automobile Racing Club of America (ARCA) series. He's usually among the top 20 finishers and has traded barbs and auto parts with some of NASCAR's biggest names.

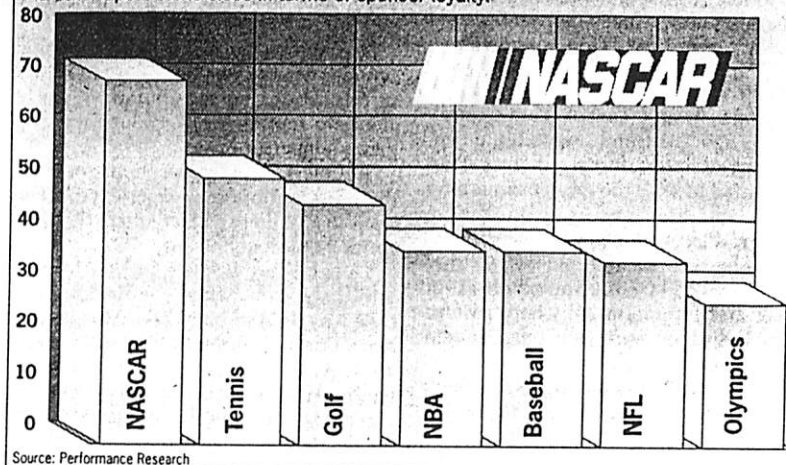
"We don't have a lot of friends in Kansas City," he said. "Most of our friends are people scattered all across the country who we meet at Talladega or Daytona or Charlotte."

And soon, Kansas City, Kan.

While local interest in NASCAR is pretty low-key (he's had to search as far away as Oklahoma to find sponsors for his 1996 Pontiac Grand Prix), Hall thinks the superspeedway will rev up Kansas City's racing culture.

BRAND LOYALTY

A 1994 study showed 71 percent of NASCAR fans bought the products of NASCAR sponsors. No other sport came close in terms of sponsor loyalty.



Roth/Hinds — KCBJ

"I think it's going to be incredible. They're going to come in here and turn the place upside down," he said.

Marc Olson, general manager of Lakeside and I-70 speedway said attendance at the two facilities jumped 13 percent during the 1998 season, even though five events were rained out. He attributes some of that growth to excitement over Kansas International.

Olson expects the superspeedway's racing weekends to be a boon for the area's smaller race tracks.

"We'll look at other events to bring in to complement what they're doing," he said. "We feel that, when you have 75,000 to 100,000 racing fans in town, they're going to want to check out other events."

Both Olson and Hall, who runs Frog's Fantasy Driving Experience at I-70 Speedway, hope to do some joint promotions with the Kansas International Speedway.

It's too early to say whom Kansas International will pair up with on promotions in Kansas City, said Gillian Zucker, director of business development for ISC's Kansas subsidiary. But superspeedways generally partner with all local media outlets and a wide variety of businesses.

"If you look at different types of sponsors at NASCAR, from Betty Crocker to the Cartoon Network, it really gives us an opportunity to cross-promote with so many different types of products and services," she said.

Kansas City's racing heritage might need cultivating, but the demand is growing. In the last seven years, membership in the metro area's Central Auto Racing Boosters has increased from around 300 to more than 900 people. The day after a local newspaper published the phone number of ISC's Kansas headquarters, the office was inundated with 200 callers requesting tickets to the speedway's first event, which could be as much as two years away.

"I think it's like a sleeping giant out here," Olson said. "There are a tremendous amount of racing fans in this area."

Sharon Wallace, for one, is thrilled about the prospect of seeing her idol, Earnhardt, race in person. She's never been to a Winston Cup race but has heard enough stories to know seats could be scarce.

"I don't think that speedway will be big enough to hold all the people who will be coming here," she said.