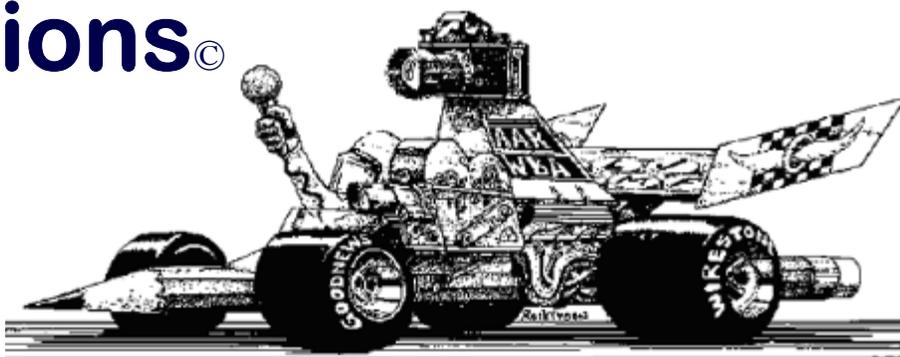


ImPRESSions®



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

August 2008

Vol. 41 No. 7



Phil Hill
1927 - 2008
America's First
Formula One Champion
(Ferrari - 1961)

Photo Courtesy Dave Friedman
www.dfphotoservices.com

TAKE NOTICE!

The 39th AARWBA All-America Team ceremony will be

Saturday, January 10, 2009

at the Hilton Hotel in Ontario, Calif.
(Just a few minutes from the airport.)

President Dusty Brandel made the announcement at the annual Indy 500 breakfast. Members should plan ahead and try to arrive Friday night, the 9th. There will be a hospitality suite that evening with plans for some drivers to stop by. Plans are for a field trip, leaving the Hilton by charter bus, Saturday morning. Everyone will get back to the Hilton in plenty of time for the dinner.

More details will be announced in future newsletters, but make your plans now!

ESPN already has renewed its sponsorship as a pre-dinner reception co-host.

AARWBA thanks
George McNeilly and
Andy Hall of ESPN.

In This Issue:

- | | |
|-----------------------------|--------|
| - Phil Hill Tribute | Page 2 |
| - Self Publish A Photo Book | Page 4 |
| - Norm's War Story | Page 5 |
| - Gil Gets It Done | Page 6 |
| - Indy Memories Wanted | Page 7 |
| - AARWBA Ombudsman | Page 8 |

Phil Hill - An American Champion

Tributes To One Of The Past's Greatest American Racers

Reprinted with permission from www.americanlemans.com



Phil Hill, the first American to win the Formula One Driver's Championship, passed away on August 28, 2008 at the age of 81. Although it was announced he passed due to Parkinson's disease, Fab 50's member Al Moss reported he suffered with Shy-Drager Syndrome. Hill passed away in a Monterey, California hospital.

Hill won the World Driver's Championship in 1961, driving for Ferrari. Few Americans

who ever took the wheel in sportscar and F1 competition can look back at as long and successful a career as he enjoyed.

Hill raced against - and won against - some of the greatest names in racing history including Fangio, Gurney, Penske, Gregory, Moss, Hawthorn and Clark.

The American Le Mans Series Vice President of Media and Communications, Bob Dickinson, has graciously allowed us to reprint some of the tributes to Hill that appeared on the www.americanlemans.com website. The tributes follow below.

America has lost one of its greatest champions.

Johnny O'Connell, Driver, Corvette Racing:

"I've always had Phil Hill as one of my heroes. About 10 years ago I had the chance to meet him at Sebring. Then Phil became my only hero. The key to that is that Phil wasn't a 'lovefest'. His racing wasn't all about him. It was about the cars and the era. He was a quiet, humble man. Phil did not race for the fame, money or glory. He enjoyed taking the car to the limits."

Roger Penske, Owner, Penske Racing:

"I knew Phil Hill for more than 40 years, and always respected not only his driving ability, but his personal character. He was an icon and a great friend, and he will be missed by racers around the world."

Duncan Dayton, Owner, Patrón Highcroft Racing:

"It's just a very sad day. He was America's first world champion but more than that, more than his driving abilities and his accomplishments on the track, he was a true gentleman and epitomized everything that I could ever aspire to be as a man. (Phil was) thoughtful, generous, kind, always had time for anybody that wanted to talk to him; a true sportsman on the track. He was somebody who always was looking out for the little guy. You'd never hear him swear, you'd never hear him say anything bad about his fellow competitors or anybody else.

"As a gentleman he would never have done anything dirty or underhanded and wouldn't have wanted to win in any other way than was fair and honest. It's a great loss for the motorsports community and for America as a whole.

He was a shining example of a man from a generation that really set the bar as to what it means to be a true sportsman. Phil was just a marvelous individual."

David Brabham, Driver, Patrón Highcroft Racing:

"It's a great loss and our family feels a great loss. Racing has lost a great character."

Giuseppe Risi, Owner, Risi Competizione:

"I always found Phil Hill to be the consummate gentleman. I would see him at Ferrari events and Ferrari reunions. The reason for that is that Ferrari always held him in the highest esteem. When I would meet him, I would enjoy the tales and reminiscing about Ferrari's past."

Rob Dyson, Owner, Dyson Racing:

"Phil Hill was one of the reasons I got into sports car racing. He was an American that competed mightily against the finest European drivers. He always did it with such class. He was a very quiet man and always impeccably polite but at the same time, a supremely competent driver especially in sports car, plus his record and championship in Formula One speak for themselves. Phil was a man of incredible character and he had a great sporting sense. He appreciated not only what he was doing, but what his competitors were doing and why they were all there. A remarkable man and a man whose sense of the sport was spot on – which is not always the case today. He was a very positive force for all Americans involved in international sports car racing.

"We would talk at various races and car shows. He followed sport car racing avidly and he always had time to come over and talk about racing. He was always a delightful man and a class act."

Dave Sims, Team Manager, Risi Competizione:

"I was able to meet Phil on several occasions. When I worked for Lotus in 1964, Phil would come to the Grand Prix at Watkins Glen even when he was doing sports cars. You really took him for granted being at all the Grand Prix especially in America. Learning of his death really shook us up. It's a really sad time."

Marino Franchitti, Driver, Dyson Racing:

"The word legend is used too often today, but Phil was definitely a legend to me. I was lucky enough to know him and drive with his son Derek at Sebring at 2004. That produced one of the most enjoyable car trips I have ever had. I drove Phil back to the hotel and the conversation we had on the way was just fantastic. He was a very unassuming man. But he won everything that mattered – he won the Formula One championship, he won Le Mans three times but more than that, he was truly a great man. My heart goes out to Alma, Derek and the girls and his grand kids.

"It was neat to see him honored at Goodwood in 2006. It was fantastic to see Derek there driving some of his cars and have him recognized while he was still able to enjoy it. I think the measure of the man is the man his son Derek is. His personality and his greatness will live on through Derek and the girls."

Phil Hill - An American Champion



Phil Hill stands in front of the Chaparral 2E on display at the opening of the Chaparral Gallery in Midland, Texas. Photo by Andrew S. Hartwell

Tony Dowe, Technical Director, Tafel Racing:

"I was fortunate to meet Mr. Hill on a couple of occasions. Clearly he was a very impressive person in that he had raced Formula One in probably its most dangerous era. Not only did he survive but he was World Champion. I think he did an awful lot for American racing at a time when it wasn't generally regarded as something to be taken seriously outside of America. He brought a lot of understanding to Europe about what Americans were able to do. He should be remembered very, very fondly."

Doug Fehan, Program Manager, Corvette Racing:

"When we look at sports icons today, we tend to know them as celebrities, not as people. Phil Hill was unique in that he was a person first – a gentleman, a true statesman for motorsports. Americans should be very proud that he was our first Formula 1 champion. You could not ask for a finer person to achieve that."

"Phil never wanted the spotlighted focused on him; he just loved racing. He did what he loved, and he did it better than anyone else on the planet."

Scott Atherton, CEO, American Le Mans Series:

"I had the honor of meeting Phil at the Monterey Historic races many years ago. I was the freshly minted GM of Laguna at the time. He was quiet, but warm and friendly. I knew who he was, but didn't have the full understanding of his peerless accomplishments at the time. Later I came to know that he was the first American to win Le Mans and the first American to win the Formula One World Championship – blazing the trail for legions of American racecar drivers who would follow his path in Europe and around the world. His accomplishments in sports car racing alone make him one the best of all time."

"In an era when drivers are better known for doing victory donuts or back flips off the roof of their car, Phil let his results do the talking. He was the driver you wanted representing America on the world stage. A consummate professional, fiercely competitive, but above all a gentleman."

AARWBA Members: This is YOUR newsletter.

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

And you can even have your company or organization sponsor an issue!

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

**For issue sponsorship information
contact:**

**Michael Knight
at spindoctor500@aol.com**

**or our President, Dusty Brandel,
at dusty.brandel@gmail.com.**

WAR STORIES WANTED!

No, not stories of your bravery under fire in a combat zone, stories from your early days as a professional media journalist or photographer!

Tell us about some of the hardships you endured to get the story. Or tell us about the bare-bones facilities you had to work out of.

We don't always realize how good support for media personnel is today, compared to what it once was. Please take us down memory lane with your recollections!

**Send your war stories to
ashartwell@att.net**

Self Publish Your Own Photo Book

By Joe Farace

AARWBA member Joe Farace is an accomplished and award winning photographer and writer who became aware of a unique way to become published. He sent us some information about a website that allows you to self-publish your work in quantities as small as a single copy. We thought everyone would enjoy learning more about this opportunity to see their work in print - without editorial impact - and so we present Joe's information here for your benefit.

The geek term for printing one or more books only when you want them is "print on demand" and Blurb.com (www.blurb.com) is one of the websites that lets you produce your own books in quantities as few as one. Sure you can use Blurb to publish the Great American Novel but as a photographer I've always wanted to publish a coffee table book. Blurb lets you do that without suffering the multiple indignities of receiving enough rejection slips from publishers to wallpaper your bathroom.

Blurb lets you create four sizes of many different books, including photography books, in hard cover with a dust jacket or softbound versions. A new option called "Hard Cover, ImageWrap" wraps photos around the hard covers, kind of like a built-in dust jacket. All these choices means there are lots of different permutations and combinations so you'll be sure to find one that fits your goals, aspirations, and budget.

As I write this, Blurb is raising their prices, so I recommend you check the Book Pricing section of the website for the latest rates. The most important thing to know about pricing is that the books are priced by page count but not by the page. For example a zero to 40 page books is one price and the 41 to 80 page books costs another amount so it pays to stay on the high end of the page count hitting the number of pages that's highest before moving into the next more expensive category. The Book Pricing section of the Blurb website shows the cost by page count for the four different styles of books currently available including Square (7x7-inches) starting at \$12.95, Standard Portrait (8x10-inches) beginning at \$19.95, Standard Landscape (10x8-inches) starting at \$19.95, and Large Format Landscape (13x11-inches) starting at \$54.95

SOFTWARE IS FREE

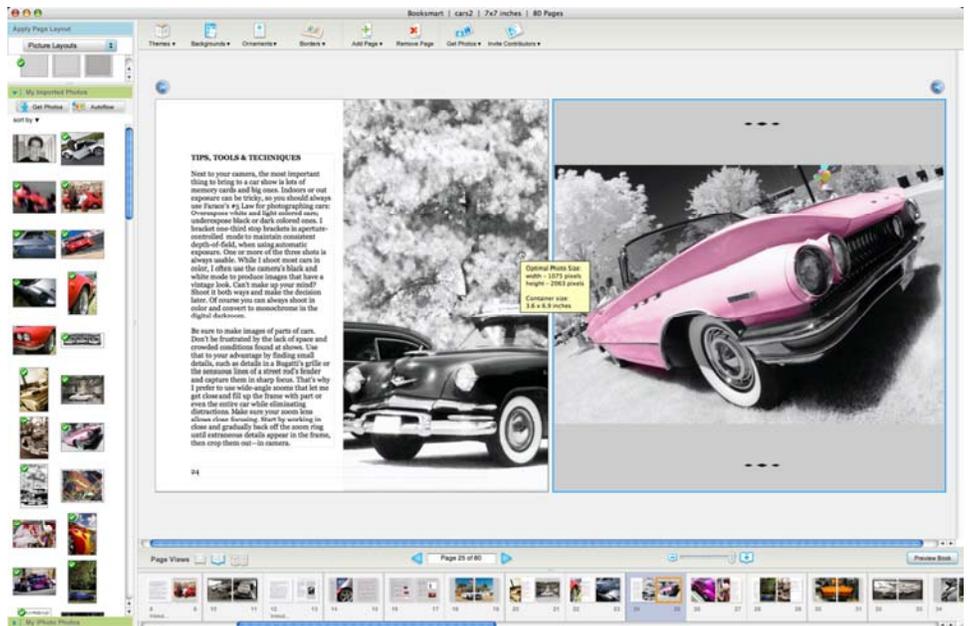
Where Blurb differs from similar "print on demand" sites is that they provide free software, called BookSmart, that lets you produce the entire book off-line using professionally designed templates that let you merge multiple images and even text to produce a professional-looking book with no book design experience.

As with any photo book the secret is first collecting all the

images that will appear in the book. I started working on "How I Photograph Cars" by using Adobe Photoshop's Bridge to locate and assemble all of the images I wanted to include but you can use any image browser software. BookSmart works with JPEG files, so the next question is what resolution the images should be. The books are printed at 300 dpi and the largest photos you can use, a full-page picture in a 13x11 book, should be no bigger than 3900 x 3300 pixels. Placing images larger than this in BookSmart will not improve the final product but will make uploading slower and may cause scaling artifacts. On the other hand, Blurb accepts images down to 150dpi but depending on how large they're used may not appear in print as well as you'd like. You can find the detailed specifications on image size and resolution from Blurb's FAQ section. To remind yourself of these requirements, write them on a sticky note and attach it to the bottom of your monitor when working with BookSmart.

DRAG & DROP

BookSmart includes a number of standard book pages including Title, Introduction, Copyright, and Introduction so be sure to use them in to make your book look like a "real" book. At the beginning of the process you have a choice of using "Starter Layouts" that includes many of these pages and you will find that's a better way to start rather than using the "Wing It" option that lets you work totally from scratch. Some of these pages, especially the Copyright page, include boilerplate text so be sure to read and customize it for you and your book. Other pages, such as Title have placeholders for text, such as the title and subtitle of your book. Choose



A screen shot of a layout page within the Blurb software

Self Publishing Continued

these carefully because they will be added to the spine of the book as well as on the top and bottom of the inner pages.

If the size of your monitor permits, try to use the side-by-side page layout that lets you see adjacent pages at one time. This is just one of the three views possible in BookSmart. You can, of course add, change, or delete any of this material at any step in the process because BookSmart is so flexible. Make no mistake, it's not Quark XPress or Adobe InDesign but it's much, much easier to learn and use than those desktop publishing programs. With your folder of JPEG images prepared, it's just a matter of selecting what kind of page template you want to use and dragging your file onto the space in the template. This is where you'll need to exercise taste and judgment to achieve a pleasing blend not only the image used but how many photos are used on a specific page.

On the left-hand side of the working window, BookSmart has a scrolling window showing thumbnails of all the images in the book. After an image is placed a green check mark appears on it; if you delete the image from a page, the checkmark disappears. Once a photograph is placed in this dock it can be dragged onto a page and not from your image folder, which is an alternate way to place images.

UPLOAD & ORDER

When you think you are finished adding photographs and text ask a friend to review the book, checking for errors (BookSmart has a spell checker but its very basic), duplicate images, or just boneheaded mistakes. You can even print a proof copy but not owning stock in an ink company I've never used this option.

When your ready for printing, BookSmart lets you upload the book that depending on your Internet connection, the size of the book, and number of images might take a half-hour or more. Then you get to pay for the book and shipping using a credit card. Eight days later, the finished nicely packed finished book(s) will arrive via UPS.

After you've ordered a book, you can make it available to the public (or not) and even add whatever mark-up you like to make some money on future sales. You can even create a description page, such as this one, that lets you describe what the book is all about as well as include a brief biography, which is more than Amazon.com will do for you. More importantly you can publish a book that major publishers would ignore because the potential market is too small. Since Blurb lets you publish as few as one book, no niche is too small.

Joe Farace is the author of "How I Photograph Cars" which is self-published via Blurb.com. Visit their website and search the Bookstore under "Farace" to order a copy.

Norm's 'War Story'

We asked our members to tell us their 'War Stories' from their years of working in the field of motorsports media. This month, Norm Froscher kicks us off with a tale of Bobby Knight and A.J. Foyt at Indy..

Contributed By Norm Froscher

It was during that time that IRL and up and coming CART were spending as much time in the Indianapolis courtroom as they were at the track.

Gasoline Alley still was standing with those what I think are called Dutch Pantry doors -- you know, the top half opened independently from the bottom half.



Well, I was looking for a story, even some notes, to file and I ran into friend Dick Mittman, who I believe was on the same mission, except he had in tow a fellow I instantly recognized as Bob Knight, the Indiana basketball coach.

"Norm, come on with us, we're going over to Foyt's garage."

He didn't have to ask a second time.

But before we got there, we were encountered by a tall television authority, who started in on Knight about him being banned from a practice.

Several words went back and forth and I was looking up and following the conversation between the two, like a man sitting on the floor and following a ping pong game above. Mittman was at their level, but it was Knight who finally said something like "We didn't come out here to argue with each other". So it was on to Foyt.

Mittman knew the garage number naturally and knocked on the top of the pantry door.

It opened slightly and a head appeared and Mittman told him, "Bobby Knight is here and wants to say hello to A.J."

Almost before that half of the door was closed, the whole door opened and A.J. stepped out to joyously embrace and shake hands with his basketball friend,

After the preliminaries, it was Knight, as I recall who said, "I haven't seen you since that night at Terre Haute"

"Yeah," Foyt agreed, "and remember we were walking down pit road and that fellow said 'look, there goes A.J. Foyt and Bobby Knight, the two biggest SOBs in sports.'"

It took a minute for the laughter and hand slapping to die down before a more serious discussion about the race came about, but I had my lead column note.

In a sequel, I once again saw A.J. at the reunion of Daytona 500 winners at that speedway earlier this year and I braced myself and repeated the story to him.

"Yeah, Bob Knight and I have been good friends," was his only response.

Time mellows all things.

Gil Gets It Done With Swiss Efficiency

A Tid Bit From Gil Bouffard

On April 20, 2008, during the Long Beach (CA) Grand Prix weekend eighteen year old Simona De Silvestro joined an exclusive list of Swiss motor racing stars that have won motor races against international competition. At the same time, she became the first Swiss woman to win a major race!

Formula One legends Jo Siffert and Clay Regazzoni lead the list of Swiss motorsport heroes, which also includes former Formula One driver Marc Surer and racing car manufacturer Peter Sauber. The BMW/Sauber Formula One team is based in Hinwil, Switzerland. Not bad for a country that has no motor racing. Switzerland banned motor racing after the Le Mans disaster in 1955, where eighty plus spectators died when Pierre Levegh's Mercedes 300 SLR crashed into the crowd.

Simona's win in the Imperial Capital Bank Atlantic Challenge of Long Beach was overshadowed by Danica Patrick's first win in Indy Cars on the same day!

To say that I was miffed is putting it lightly. I was bloody well angry. Why? Because Danica Patrick (by virtue of the International Date Line) was in attendance at Long Beach, drawing all the attention from Simona and her accomplishment. Something by the way, that Ms. Patrick had not done during her stint in the Atlantic Championship!

So, being the kinda guy I am, I took it upon myself to do something about it!

I called the Swiss Consulate in San Francisco and discussed Simona's accomplishment and the significance of her being the first Swiss woman to win a major motor race, albeit the Atlantic Championship. I then called Simona and talked with her about doing something at Mazda Raceway Laguna Seca, which was the next race on the Cooper Tires Presents The Atlantic Championship Powered by Mazda (Gotta get all the participants in, donchya know) Schedule. Next, I got in touch with Dean Case, MAZDASPEED Motorsports Communications Director and got it done!

At last count there were four Swiss women competing in international motor racing. Simona (Atlantics), Cyndie Allemann (Indy Lights), Rahel Frey (German ATS Formula Three Cup) and Natacha Gachnang (Spanish Formula Three)

Regardless, in honor of Simona's achievement, Mister Hans Bachmann, Consular Representative of the Consulate General of Switzerland in San Francisco, in a pre-race ceremony, presented a certificate of appreciation to Simona for her accomplishments and the encouragement of her countrymen for continued success in her auto racing career.

Oh by the way, Simona achieved a top ten finish in the Laguna Seca Atlantic Championship race.



Hans Bachmann, Consular Representative of the Consulate General of Switzerland presents Simona De Silvestro with a certificate of appreciation

The Cooper Tires Presents the Atlantic Championship Powered by Mazda celebrates their 35th Anniversary of providing a platform for young racing drivers to hone their craft and pursue their opportunities in the upper levels of auto racing.

Twenty young racing drivers ranging in age from 17 to 25 will pilot identical State Of The Racing Art, Swift 016.a. These open wheel racers are powered by Mazda-Cosworth MZR four cylinder 2.3-liter motors putting out three hundred plus horsepower and shod by Cooper Racing Tires.

Countries represented include America, Brazil, Canada, Dubai, England, Finland, Germany, India, Mexico, Netherlands, Switzerland and Venezuela. There are eleven races for the 2008 Atlantic Championship.

Four of the eleven 2008 Cooper Tires Presents the Atlantic Championship Powered by Mazda will be held in Canada at Mont Tremblant and Trois Rivieres, Quebec and Edmonton, Alberta.

Member Spotlight?

We don't have a "Member Spotlight" feature in this issue, and that's a shame. But you can fix the problem by volunteering to be the next member in the spotlight! Simply send Andy Hartwell a quick email saying you are interested and he will contact you. A telephone conversation will follow at a mutually acceptable date and time. And you will have an opportunity to review the final write up before it goes to print. Easy, right? And what a great addition to your resume!
"I was interviewed for the AARWBA newsletter!"

Andy's email address is: ashartwell@att.net



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



An Indy Memory

From Bruce Bennett

Having covered 20 Indy 500s, I have a lot of great memories, but perhaps the most amusing involves a ride I took in the Corvette pace car before the 2002 race.

Driving the pace car that year was an actor I'd never heard of named Jim Caviezel. Although the ride was exciting, I was a little envious of some of my colleagues who got to tour the track with Indy 500 winner Parnelli Jones. That all changed a year or two later when the movie *The Passion of the Christ* came out. I mean, heck, Parnelli may be a legend, but how many people can say they've done hot laps at Indy in a pace car driven by Jesus Christ?

Oh What A Web We Weave

Johnny McDonald sent us this note about his recent experience in obtaining media credentials.

Champion Off Road Racing (CORR) has come up with a unique way of discouraging burdensome media credential requests. They charge who they feel are the lesser lights a \$40 media fee to cover their events. Although we have covered everyone of their previous events in Chula Vista for other publications, we got caught up in this "pay to cover" plan. They didn't qualify my established SpeedStyle Magazine website as a legitimate media source.

They returned a congratulations email note, giving me a number, tier two location, and the \$40 fee for which they'd accept credit card or check. Another CORR promotion member who knew of my previous coverage cleared me of payment.

Erin Granoff, public relations and media director, said it was the only way to handle over 300 requests. "Just about everyone seems to have some sort of website," she said.

Getting caught up in a web can be a sign of the times.

(Editors comment: Let us hope this practice dies a swift death! The media, the promoters, the drivers, the sponsors, and the race series all have the same objective: promote the sport. Any venue that provides exposure via event coverage should be welcomed, not shunned.)

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

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, Dusty@aarwba.org

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

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

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

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

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

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

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



**AARWBA Once Again Thanks
Valvoline for Renewing Its
Founding Sponsorship
Of the
Ombudsman Program**