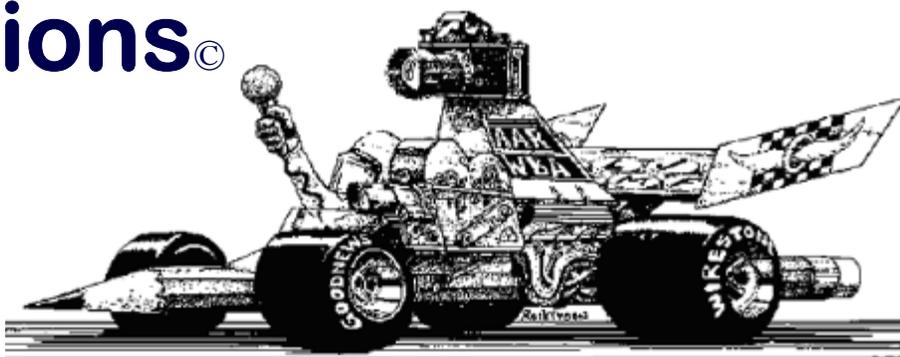


# ImPRESSIONs<sup>©</sup>



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

October 2008

Vol. 41 No. 9



39th AARWBA All-America Team ceremony presented by A1GP World Cup of Motorsport

**Saturday, January 10, 2009**  
at the Hilton Hotel in Ontario, Calif.

## John Force To Receive AARWBA Comeback Award

### Members Invited To Be In Group Photo

Members covering the NHRA's Auto Club Finals at Pomona Nov. 13-16 are invited to participate in our presentation of AARWBA's Comeback Award to John Force.

On Saturday, Nov. 15, we will honor John in the Shav Glick Media Center. This ceremony, about 10 minutes, will happen at approximately 1:30 p.m. or ASAP after the day's first nitro qualifying session. (Please see Dusty or check in the media center for more details.)

Force, the 14-time Funny Car champion, will be there to accept. The Comeback Award was first presented in 1986 to Shirley Muldowney after her return to Top Fuel racing following severe injuries. Other recipients include: Al Unser, Neil Bonnett, Darrell Waltrip, A.J. Foyt and Scott Pruett. Force, driver of the Castrol Ford Mustang, has won and advanced to NHRA's Countdown to One playoffs after multiple major injuries late in the 2007 season.

**Afterward, time permitting, we invite all AARWBA members in attendance to join in a group photo with John.**



Remembering Mike Hollander - An Internet Journalism Pioneer (Page 2)



Dusty presents the President's Award to Mike Hollander at the 2007 All-America dinner

Photo courtesy of Ron McQueeney

### In This Issue:

- |                               |        |
|-------------------------------|--------|
| - Remembering Mike Hollander  | Page 2 |
| - All-America Dinner Schedule | Page 5 |
| - News & Notes                | Page 6 |
| - Indy Memories               | Page 7 |
| - All-America Program Form    | Page 8 |

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

*"Dedicated To Increasing Media Coverage Of Motor Sports"*

## Remembering Mike Hollander

Mike Hollander, our National Vice-President, passed away recently due to complications from mesothelioma. He had battled the disease for some time but eventually succumbed to the scourge that is cancer.

Many people knew Mike as a pioneer of internet journalism. The item that follows appeared in the October 6, 2008 issue of AutoWeek magazine. We think it sums up the impact Mike had on the way almost all race reporting is carried out today. (Reprinted with permission.)

*"Motorsports Journalist and public-relations guy Michael Hollander, who virtually invented race reporting online almost three decades ago, died September 24th of mesothelioma. He was 61.*

*"Hollander started sending stories over what would become the Internet in 1979, while working for a fledgling outfit called CompuServe Information Service. While Hollander's outfit is still around, online as [www.motorsportsforum.com](http://www.motorsportsforum.com), it was his influence on other journalists that left the biggest mark. While they typed away on a piece of paper, Hollander sent his reports out on an acoustic modem ear-muffled over one end of a telephone receiver. When other reporters saw that the technology worked, the floodgates opened.*

*"Hollander leaves his wife, Dr. Sandra Horwitz, and one daughter, Sharon."*

### Michael Knight Remembers His Friend Mike Hollander



Mike Hollander was my computer guru. He put up with my dumb questions about the Internet, told me what equipment to buy, and how to make it all work. When I hit a technical brick wall, he coached me via telephone on how to fix it. I could never have figured out how to start my blog without his help.

Everyone who has ever written about racing online owes him a moment of respect and a silent prayer, because it was Mike who effectively invented online race news reporting. All the way back in the dark ages of 1979, he began posting real-time race news worldwide via the CompuServe Information Ser-



Mike Hollander presents Jorg Bermeister with his award for making the 2005 All-America Team (Road Racing)  
Photo by Ron McQueeney

vice. In September 1983, that evolved into the Auto Racing SIG and later into The Motor Sports Forum.

I remember, in the early 1980s, occasions when the AP's Mike Harris and I would have to argue with track PR directors to issue Hollander media credentials -- simply because they didn't know there was such a thing as online journalism.

His efforts on behalf of AARWBA were incredible, including editing the All-America Team program book, and producing all the awards ceremony visuals. He was our longtime western VP and left us as national VP. Mike was presented the Dusty Brandel President's Award, for service to AARWBA, two years ago. The truth is, he could have gotten that honor every year.

Mike Hollander was a pioneer. It's almost impossible to remember a time when online motorsports journalism didn't exist. He made it happen for the rest of us. Thank you, Mike.

---

#### Glen Smith:

I can't express my sadness at receiving this news. Although I've known Mike for many years (well back into the CompuServe days), I never had the opportunity to get to know him very well until recent years.

My thoughts and prayers are with Mike, his family and friends, and I'll miss him terribly.

God Bless you, Mike.

***More tributes to Mike Hollander follow on the next few pages. And so many wrote notes to Dusty that we will have to finish printing the rest of them in the next issue.***

## Remembering Mike Hollander

### **Dusty Brandel:**

Michael Hollander was a dear friend for over 30 years, and my computer guru. He taught me how to use a computer, which ones to buy (including his old ones). He suggested which computer would work for the Association and what programs to buy to do the Membership Roster, memberships, and much, much more. Mike was AARWBA's guru, webmaster, Western Vice President and then National Vice President.

He worked tirelessly encouraging journalist and photographers to join the Association. When Lyn Pherigo retired from doing the All America Team Banquet souvenir program, Mike volunteered to take it over. He changed our slide presentations over to a CD, handled all of our audio visual needs for the banquet every year. And Mike video taped the Awards presentations for the Association.

It will take at least four volunteers from the membership to replicate all the things Mike did for AARWBA. I thank Mike's wife Sandy for sharing him with AARWBA for so many years.

In the early years I worked with Mike on the CompuServe RIS site using the old TAPIS program and finally his great Motorsportsforum.com. All of us on the forum are continuing to post items to keep his web pages updated.

I am deeply grateful for all the work Mike did for AARWBA and devastated at the loss of this man.

### **Doug Stokes:**

Michael Hollander was a true leader, a gentle Pied Piper of the computer revolution, the guy who led a whole lot of us hot-shot journos directly into the wired-in future with both style and patience.

His contribution to Motorsports is immeasurable, his legacy is lived by all of us, every day.

It was hard to see such an animated character get cut down the way it happened to Mike.

His complaints were few, his courage was beautiful. That last message was sent with the priority pointer set on "low" (I forgot to re-set it after an earlier, far less important e-mail). It was not intended as a slight ... I'm still learning computers, I should have spent (much) more time with Mike!

Thanks Mike!

### **Dave Chess:**

Mike gave me my opportunity on CompuServe in the early 1990s. I think it was with a 600 baud modem and a funky used IBM PC with either the green or orange screen. Text and images were kept apart. We had online libraries with tons of photos and .txt files. There was no World Wide Web back then to speak of.

It has been a great time ever since.

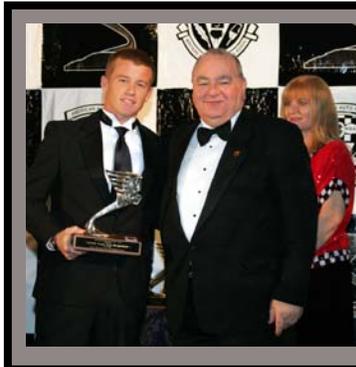
### **Rick Lalor:**

Mike was one of my oldest friends in the business... I remember both of us walking the hills of Sears Point back in the early 1980's - Mike talking about how he had this idea about using something called the Internet and a computer to greatly expand the reach of the sport to the public, and me with a camera and a typewriter representing a small newspaper and hoping someday to break into the business on a full time basis... Just two guys with lots of desire and big dreams.

Over the years we shared space in so many media centers and at far too many events to remember... Most recently he was instrumental on the agency side of the house helping raise the visibility for the NHRA Motorsports Museum and Hot Rod Reunion, at the same time still covering as many races as he could -- big and small.

NHRA, NASCAR, Indy Cars, Sports Cars or Hot Rods... Mike cared about all of it and worked tirelessly to maximize the coverage for the fans and improve facilities and working conditions for the media -- reporters and photographers alike.

He loved our sport, he loved the people in it, his integrity was absolutely unshakeable and his friendship genuine and ever lasting. I'll miss him.



*Mike Presented  
Patrick Long with his  
All-America Team  
'At Large' award  
at the 2005  
All-America dinner.*

### **Tony Solorazno:**

I cannot honestly say that I wouldn't even be in this industry were it not for Mike Hollander and his optimism in giving me an opportunity to learn from him.

I can only say thank you Mike, and the debt I owe you can not be paid in three lifetimes.

### **Deke Houlgate:**

He showed up at RIR as editor of the Datsun Owners Newsletter, definitely not eligible for working press credentials. I counseled him on how to qualify and after that always honored his requests. We became friends, and he sold me a computer I could file stories on. Even after I had filed my last story, Olga used it to file her tennis stories to AP New York for many years.

We were not close personally, but I had a lot of respect for him professionally and enjoyed friendship with his wife Sandy as well.

## Remembering Mike Hollander

### Larry Mason:

I have three thoughts about Michael and they don't have to do with computers.

- 1) He was very proud of his daughter and talked about her in the most glowing ways.
- 2) He was always very nice to both me and my wife Sonia and was genuinely interested in seeing me have success in racing.
- 3) He always asked really good questions at the post qual/race sessions at Long Beach. They were the types of questions that you wanted to have answered but hadn't even thought to ask them yet!

He will certainly be missed. God Speed Michael.

*"On a personal note, I dedicate my Round 9 win in the memory of Michael Hollander who was a good friend and an incredible auto racing journalist. I dedicate my Round 10 win in the memory of Paul Newman who was a tremendous supporter of auto racing and a gentleman I shared some time with at Willow Springs a few years ago. Both of these legends in their fields will be missed."*

### Bill Wood:

I met Michael Hollander through a mutual friend more than 30 years ago. His brilliance moved me to jealousy. I was that small.

Mike's brilliance followed him throughout his life. Even the final conversations we had during his sickness left me in awe. The Saturday nights we spent talking about life in the Irwindale media center were memorable.

Before there was the World Wide Web, Mike was delivering motorsports journalism worldwide on this text based thing called the Internet. It was created for educators and war mongers but Mike used it to battle everyone to educate us all about motorsports. We all owe him a debt of gratitude, even the idiots who blather on about useless nonsense. They wouldn't have a voice if it wasn't for Mike.

He thought enough of me to let me participate in his Motorsports Forum. I was proud of that. Mike included me. I'm still too small.

You can't replace someone who looked into the darkness, stepped into it and built a road for us to follow.

Whether you knew him or not, he'll be missed in this industry. So many just don't know how much he did and how many walls he knocked down. Some of them were walls he got beyond before people even knew a wall was needed. He was such a forward thinker. That's so rare in our profession.

### Mary Campbell;

What a loss. I think ultimately I knew this was coming, I spoke to some doctors at NIH in April to see if there was anything Mike should be getting in terms of experimental treatments but they had no good ideas or words to pass along. For you, Dusty, his dear friend I pass along my prayers and thoughts.

So sad, such a loss. I am only happy I got to spend a little "quality" time with Mike at Indy.

### Lewis Franck:

Mike was a real friend. A friend to all in the fields of motor-sports and the automotive industry.

I remember when he first showed up, at races, with a tiny portable TV and strange computer. Amusement turned to amazement when results of races appeared.

Then, in the early 80s when he arrived at the Atlanta airport with one of the first Radio Shack Model 100s, the penny fell hard this was the dawn of a new era. A couple of normal batteries and a couple of ear muffs (acoustic coupler modem) and you were connected to the world.

Mike's notoriety spread to Japan, where he had a good reputation already, but in a parallel universe Nifty-serve, almost a CompuServe clone was also beginning.

The world came into my apartment four lines at-a-time. Thanks to Mike the racing world was accessible virtually anywhere including a telephone booth, at a boat dock on Long Island.

He was at home at the Pebble Beach Concours as well as at the Long Beach Grand Prix media center. Always generous with his time for anyone and with a big heart.

Farewell my friend.

### Ron Fleshman:

I have enjoyed myself immensely and I owe it all to Mike.

Mike called me during the 1996 NASCAR season and told me I should consider "grabbing my laptop" and covering a race. Then NASCAR Editor Mike Snow invited me to Rockingham, NC at Mike's suggestion so I could see what it was all about.

I had a great time, and after Mike Snow left RIS and Karen Van Allen assumed the position, I was assigned the February, 1997 race at, yes, Rockingham. I've been on board ever since. It wouldn't have been possible without the vision Michael Hollander had about internet reporting and portable computers.

Mike had faith in me, and encouraged me almost weekly over the last 12 years. Had it not been for Mike, I would never have known the greatness that this sport is and the opportunity it gave me to do what I had longed to do since high school. I'll always be grateful and remember Mike fondly.

### Lois and Peter Bryant:

The last time I spoke to Mike he was a vibrant, polite and energetic guy who would take on anything if it helped someone. He did great work for AARWBA. We will all be a little less whole without him.

Both Lois and I send our condolences to his friends and family.

***More condolences and remembrances of Mike Hollander will appear in the November issue of ImPRESSions.***

# 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"

# News & Notes

## Blog Exposure Tips Wanted

Member Derek Wilson is seeking suggestions on how to direct traffic to his newspaper's web blog.

*Editors are focusing more and more on the number of Internet hits and blog responses as newspapers move away from print and into the new media. So, I'm seeking ways to increase traffic to the motor sports blog at [www.marinij.com](http://www.marinij.com) (<http://blogs.marinij.com/motorsports/>) in an effort to bolster the presence given to racing in the Marin Independent Journal.*

*Working with the local track and clubs and linking to YouTube videos has helped a little. If anyone has any special tricks that seem to work, I'd love to hear them.*

Thanks, Derek Wilson

Marin IJ motor sports correspondent

[dw71@earthlink.net](mailto:dw71@earthlink.net)

## AARWBA Politicians Wanted!

Actually, that isn't really what we need. We need people who can contribute some of their talent and time to furthering the aims of this long-established and well-respected organization.

To the right you will find Gil Bouffard's call for nominations for officers of the AARWBA. Why not throw your hat in the ring? Why not get involved in helping to support and foster the growth of this important organization?

Think of the positives:

1. No campaign expenses! Just send Gil an email telling him that you would like to have your name placed in nomination for the geographically appropriate office. No buttons, signs, TV ads required!
2. If elected by the members you will have the honor and the duty of representing AARWBA in your area of the United States. This means you can boost your resume significantly by rising from the 'member' level to the Vice President level. Could you possibly reach that level any faster at work?
3. Your energy, talents and commitment will be put to use to the benefit of all. Will you have to paint the White House or negotiate arms deals with world leaders? No, not exactly, but you will be taxed with making a real contribution by lending our President, and your fellow Vice Presidents, your assistance with some of the varied tasks that need to be performed.

We suggest you contact Dusty Brandel for more information about the duties and expectations placed on our Vice Presidents. She can answer your questions, sooth your worried mind about the magnitude of the job and, if you happen to live nearby, maybe even make you a cup of tea!

But seriously, consider stepping up your role in AARWBA!

## AARWBA Officer Nominations Sought Election Coordinator Seeks Your Nominees

As most of you know Michael Hollander, AARWBA National Vice President, died recently from a long and debilitating bout with Cancer. His contributions to the many organizations of which he was a member will sorely miss him.

President Dusty Brandel has chosen Michael Knight to fill out Michael's term as AARWBA National Vice President. She has also nominated Western Area Vice President Susan Wade for the position of 2009-2010 AARWBA National Vice President.

## AARWBA is now accepting nominations for the following positions:

**President** (Incumbent: Dusty Brandel)  
**National Vice President** (Position Vacant)  
**Eastern Vice President** (Incumbent: Lewis Franck) Area covers from Virginia Border North and West to Indiana Border  
**Southern Vice President** (Incumbent: Mike Harris) Area covers Virginia South and West to Texas Border  
**Midwest Vice President** (Incumbent: Ron Lemasters, Sr) Area covers Indiana South to Mexican Border and West to Colorado Border  
**Western Area Vice President:** (Position Vacant) Area covers whatever is left!

**Nominations will terminate close of business  
15 October 2008 (or Midnight GMT-which ever comes first)**

**Email ballots shall be sent 21 October 2008.**

**Election closes: Midnight (GMT)**

**31 October 2008**

**I look forward to hearing from everyone.**

**[gbouffard@jps.net](mailto:gbouffard@jps.net)**

**Gil Bouffard**

**Election Coordinator**

**and virtual pain in the butt!**



**Valvoline has renewed its  
founding sponsorship of the  
Ombudsman for 2009 and  
AARWBA thanks  
Barry Bronson, Valvoline  
communications director, for that.**

## Indy Memories

### "A Car Cancels His Tickets"

Submitted By Jan Shaffer

The old press room at the Indianapolis Motor Speedway was just outside the garage area. The track's Trackside Report team had an office in the back that became known as "Da Back Room" after a Saturday Night Live skit.

It was a small office, but as the years went by, it became a place for drivers to play video games on the computers there during rain delays or just hide for awhile, somewhat of a "hangout."

In 1997, Paul Durant stopped there on the second qualifying weekend. Durant had been a rookie the previous year and sported a stellar supermodified career -- he was the first to turn a 150-mile-an-hour lap at Phoenix in a super. But on this day, he was frustrated.

"Mind if I use the phone?," he asked. "Might as well book plane tickets home because there just aren't any rides back there."

So, sure, we let him use the phone. But what he didn't know was that his supermodified friend Davey Hamilton, who was driving for A.J. Foyt, was lobbying Foyt to roll out an extra car for him.

After he booked the tickets, he walked past Foyt's garage. Hamilton told him to get his gear. Foyt rolled out a car and Hamilton shook it down. Then Durant got in it and ran a scant few practice laps. Foyt pushed it in line, Durant saddled up and quickly put the car in the field.

After all the interviews and photos, he stopped at Da Back Room for a second time, less than two hours after the first. The staff clapped when he entered.

"Can I use the phone again?," he asked, somewhat sheepishly. "I hafta cancel those plane reservations."



**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)***



**For information on the series, go to [www.A1GP.com](http://www.A1GP.com)**  
**To receive regular updates from A1GP, download copyright free images, or register for media accreditation to attend an A1GP race, please register for access to the bespoke media website at [www.A1GP.com/press](http://www.A1GP.com/press).**

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

*"Dedicated To Increasing Media Coverage Of Motor Sports"*



## 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

Company \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Agency Name \_\_\_\_\_ Phone \_\_\_\_\_  
(no agency commission)

Date: \_\_\_\_\_ Signature \_\_\_\_\_

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

"Dedicated To Increasing Media Coverage Of Motor Sports"