

Missed Opportunities in Racing Promotion

Recently, in the same week, I attended what seemed to be two completely unrelated events: The APAA show in Chicago and the Playboy U.S. Endurance championship at Lime Rock Park in Connecticut.

Although the events were unrelated, I left both places with the same feeling—racers and promoters at Lime Rock and exhibitors at the show who were spending money in racing were not using the sport to help promote their products. With all the accessory manufacturers at APAA, and all the dealers and distributors attending the show, racing should have been front and center. It was barely visible. At Lime Rock, where it was a holiday race weekend, racing wasn't much more visible than at the show.

This was not to say that everyone was missing the boat, so let's talk about the success stories. There were 19 race cars at various booths at APAA, which sounds like a lot, but considering several hundred of the exhibitors were involved in racing, that's not a great turnout. Anyway, the racing-oriented booths which included race car displays attracted better-than-average crowds.

Probably the most noticeable booth belonged to the world's largest corporation—Exxon. In the aftermarket to promote its Uniflo motor oils, it used Geoff Bodine, the NASCAR driver, and his Exxon-sponsored racer to help attract dealers to the booth. There was videotape of races playing, and Geoff was signing autographs for dealers. Even more important, the company's brochure pointed out that its advertising support program (including sponsorship of TV coverage of racing), will reach racing fans who buy large quantities of oil. Those dealers who stock Exxon oils should be able to take good advantage of the company's current promotion drive, and might be able to get company help



for local racing involvement.

Others who had active racing booths which included race cars and/or drivers were Alugard Anti-Freeze, Pennzoil, STP (after all these years, Richard Petty is still a star attraction at a trade show), Kraco Car Stereo, Motorcraft and the National Hot Rod Association.

The last three companies deserve special mention. Motorcraft has been very aggressive with its racing program over the past two years, and posters, ads, point-of-purchase materials and race cars were all in evidence at the show. And the company produced the best racing brochure for dealers consumers we have ever seen, highlighting their racing teams in NASCAR, NHRA, IHRA, IMSA, SCCA and SCORE along with their product line of filters, spark plugs, batteries and other accessories and their marketing support materials for racing.

Kraco has sponsored Indy cars for several years, with the Michael Andretti, Kevin Cogan duo featured in the booth in Chicago. As the only car stereo company with an ongoing racing program (Pioneer is still in drag racing, but not as actively as before), Kraco feels that their program differentiates them from the

competition.

Finally, we mentioned that NHRA had a booth. With 3,500 potential race sponsors exhibiting at the show, this was probably the smartest thing they could do. Our question is: Where was IMSA and SCCA? We understand that IMSA's marketing director was at the show, but a booth gave NHRA the visibility it needs both for dealers and manufacturers who walked the show as well as anyone who the NHRA people wanted to visit individually. The booth had a Funny Car dragster, NHRA literature, and videotape from drag races of the past year. There was also a marketing-oriented videotape which was handed out to prospective sponsors. Smart!

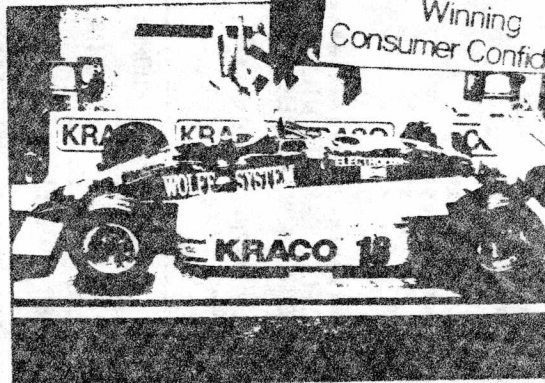
The missed opportunities came in the form of non-actions, as indicated above by IMSA and SCCA's absence. Also, large racing sponsors like Champion and Quaker State had no racing material in their booths at all—completely wasting a golden opportunity to remind dealers of their high performance image they have spent so much money to build up.

The missed opportunity theme leads right to the Playboy showroom stock series which SCCA is sanctioning. We have talked about this before, and mentioned that this kind of racing has great potential. We have also mentioned the weaknesses that the IMSA and SCCA series both have in their first year of operation.

Under the new management of Skip Barber, operator of one of the most successful driving schools in the country, Lime Rock Park has always attracted good crowds, especially for its traditional Labor Day weekend date. Unfortunately, the Playboy Endurance SCCA national weekend was a promotional disaster for anyone who was trying to get attention during the Playboy race. The problem was that the series sponsor—Playboy—gave absolutely no support to the weekend, leaving the track with

Right: Richard Petty was a star attraction at the STP booth during this year's APAA Show.

Below: Kraco promotes its car stereo products with an ongoing racing program. This year the Michael Andretti Kevin Cogan team was featured at the company's APAA Show booth.



no promotional help. TMG Communications of Indianapolis, assigned to do the promotional work for the series by the Sports Car Club of America, is also doing no promotional work, instead, it is concentrating on its racing effort (they are sponsoring several cars in the series). And finally, the Sports Car Club of America, instead of promoting the series, is relying on everyone else to do it.

The result was—predictably—that there was a small crowd (less paying spectators than workers and competitors), no press coverage (I was the most legitimate press person there) and no sponsor activity at all.

The only bright spot during the Lime Rock weekend was the collection of club racers who were using their participation in the SCCA National segment of the weekend to help promote business at their respective establishments.

John Stevens, owner of Stevens Toyota in Huntington Station, New York, has been racing for 18 years, and claims his racing sets his dealership apart from his competitors. General manager Steve Lewis of Woburn Foreign Motors in Woburn, Massachusetts, said that the dealership's racing profile sells an additional 20 cars a year by way of corner workers, race fans, and other racers.

Although we would much rather beat the drum of success in the racing-marketing world, we at IAPA also feel the obligation to point out when things aren't going well. We hope the people involved with racing in general incorporate racing into their merchandising efforts including trade shows, and we hope showroom stock achieves its marketing potential to match its racing potential. As always, we'll keep you—the reader—informed.

IAPA

```

*****
** REGISTRATION: ** BERKSHIRE MOTOR SPORTS CLUB ** (OFFICIAL USE ONLY) **
**                ** PITTSFIELD WINTER CARNIVAL **
**                ** 1986 ICE TRIALS ** CAR
** SAT. ONLY-(6.00)***** NUMBER
**                *****
** SUN. ONLY-(6.00)** SAFETY CHECK: **
**                **
** BOTH DAYS-(10.00)*****
**                ** CONFIRM CLASS: **
** BMSC MEMBERS: **
** TROPHY--CREDIT **

```

 ** PLEASE PRINT NEATLY AND FILL OUT COMPLETELY, RESULTS WILL BE MAILED!!! **
 ** -----DON'T FORGET TO GIVE US YOUR PHONE NUMBER----- **
 **

```

** DRIVER'S NAME: _____ PREFERRED CAR #'s: _____
** STREET ADDRESS: _____
** CITY: _____ STATE: _____ ZIP: _____ PHONE: _____
** CAR YOU ENTER: _____ YEAR: _____ ENGINE: _____
** CHECK ONE: TYRES NOT STUDED: _____ TYRES STUDED: _____

```

 CHECK APPROPRIATE CLASS(ONE ONLY, IF IN DOUBT, SAFETY CHECKER WILL ASSIST)

```

*UNSTUDED TIRES****<<<<CHECK ONE BOX ONLY!>>>>*****STUDED TIRES*
**-----**
** **<-FRONT ENGINE & REAR WHEEL DRIVE->** **
**no studs ** (Impala Camaro etc) **studs **
**-----**
** **<-FRONT ENGINE & FRONT WHEEL DRIVE>** **
**no studs ** (Citation Honda Rabbit etc) **studs **
**-----**
** **<-REAR ENGINE & REAR WHEEL DRIVE-->** **
**no studs ** (Fiero VW Beetle etc) **studs **
**-----**
** **<-----FOUR WHEEL DRIVE----->** **
**no studs ** (Jeep Bronco Brat Subaru etc) **studs **
**-----**
** **<-----MODIFIED----->** **
**no studs ** (Welded Diff. Dune Buggies etc) **studs **

```

***** -- RELEASE -- *****

** I, the above mentioned driver, being of lawful age, do for myself, my
 ** heirs executors and assigns, hereby release, remiss and forever
 ** discharge the BERKSHIRE MOTOR SPORTS CLUB, INC., and/or any individual
 ** co-sponsoring this event, his/her/their heirs, administrators and
 ** executors of and from any claim, demand action or right of action, of
 ** whatsoever kind or nature, either in law or in equity, arising from or
 ** by reason of any bodily and/or personal injuries known or unknown
 ** and/or property damage resulting or to result from any accident which
 ** may occur as a result of participation in the activities covered by
 ** this entry form.

** This release contains the entire agreement between parties hereto in
 ** and the terms of this lease are contractual and not merely a recital.

** I further state that I have carefully read the foregoing and know the
 ** contents hereof and I sign the same as my own free act.

```

** SIGNED: _____ DATE: _____

```

```

** QUESTION: HOW DID YOU HEAR ABOUT THIS EVENT?:
**
**

```


by Jim Garry

The Solo season is more or less over for 1985 (not including "ice crosses"). Mo-Hud region had no events as we had no pavement to hold an event on. Hopefully this situation will be remedied with some hard work and smooth talking. We've got our foot in the door at one particular site although it (the foot) has been there an awfully long time. I certainly hope that everyone is keeping their eyes and ears open for pavement. Not just the autocrossers but you daring road racers also. As you may not be aware of, many racers come from the ranks of Solo II. It makes sense: interested in motor sports, a potential SCCA member starts autocrossing when a friend tells him or her about it or when he accidentally stumbles upon an event while looking for a place to neck. It's easy and cheap to do (autocrossing, that is) since there is no licensing procedure, no race car, no big bucks preparation, no Nomex suit, and no \$100 entry fees to fork over. Just show up. After the introduction Solo II provides, it's easy to get into Club Racing. A region with a strong Solo program can supply it's racing program with 2 or 3 new racers a year. In 5 years up to 15 new people are paying 100 bucks per throw to lap Limerock. So let's get behind the Solo program even if you're not really into pylons.

The 1985 SCCA/Yokohama Solo II National Championships are history. Neighboring New England Region claimed 7 championships:
A stock - Mike Piera (Porsche 911S)
B stock - Keith Scala (Mazda RX-7 GSL-SE)
C stock - Paul Kozlak (Mazda RX-7 GSL)
E stock - Dick Varsell (Honda Civic 5)
C street prepared - Chuck Noonan (Honda CRX)
D street prepared ladies - Ginette Jordan (Honda CRX 1.3)
A modified - Bill Goodale (Lola)
There were also many 2nds and 3rds scattered throughout including the 2nd of yours truly, the lone MO-HUD entry.

After thumping everyone on the North course on Saturday, I developed a case of Pylonitis and fell to second overall as my friend Paul Kozlak charged by. Second of 42 isn't bad but it felt terrible for about a week. I did, however, have the rare honor of being first overall after the first run on Sunday even though a murdered pylon gave me a 2 second penalty. (I guess we all have to grasp for victories wherever we can find them.)

Very satisfying to me were the wins of Mike, Keith and Dick (oh alright, I was happy for Paul too. See... look at my face). These guys have been pushing hard for years, are all friends, and are all very deserving of their championships. Mike has been at it for less time than the others but really came on this summer when he started driving intelligently as well as aggressively. Keith had the pressure of being the "chosen one" to contend with and handled it well. Dick had the rules changed on him in August but won anyway. Paul had been charging hard all year but surely didn't believe any charge could win on Sunday. When it was on the line and the win was in his hands, though, he found the extra 0.2 of a second he needed for the win. Congratulations guys.

Overall I'd say the event went very smoothly. Nothing's perfect but everything came off with nary a hitch. In all, 608 of the 634 drivers entered showed up to compete. How many other motorsport events can boast of such a large field. The courses were, as usual, fast but rewarding to the thoughtful driver. There was alot of thinking to be done but alot of gutsing it out also. Sections that when walked through appeared to have 3 or 4 braking points turned out to contain little more than a quick lift or a light touch of the brakes to it. Sacrificing a little entry speed at a slow corner in return for early throttle paid off more handsomely than usual.

Goodyear, Hopsier, and Yokohama all had large rigs full of tires on hand. It's satisfying to see that the tire companies have discovered how big Solo II is.

Next year I'm going back again. Between the long drive and the single mindedness of purpose one gets at the event, it's always a fun and relaxing trip. Anyone care to sign on with me now?

Minutes of the October 2, 1985 Membership Meeting

Meeting was called to order at 8:35 pm by RE Jack Hanifan.

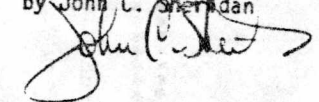
The minutes of the September meeting were accepted as published. The treasurer's report was accepted as presented by treasurer Jim Bishop.

Under old business Jack Hanifan reported that the Spring '86 Roundtable arrangements have been finalized with the Ramada.

The Nominating Committee chairman Dave McClumpha reported the following slate of candidates:

Regional Executive - John C. Sheridan
Assistant Reg. Executive - Marilyn Gould
Treasurer - James Bishop
Secretary - open
Activities Director - Peter W. Smith
Director - Jack Hanifan
Director - David McClumpha

Minutes respectfully submitted
by John C. Sheridan



The election will be held at the November meeting in accordance with the By-Laws.

Jim Garry reviewed the local Solo Scene and reported on area drivers performance at the National Runoff in Salina, Kansas.

Under New Business John Sheridan reported that the Annual Awards Banquet will be held at the Ramada Inn on December 7, 1985. The schedule for the evening is as follows:

Cocktail hour - 6 - 7:00pm
Dinner - 7 - 8:00pm
Guest Speaker
& Awards - 8 - 10:00pm

The menu and price of tickets will be found in the next "knockoff."

Also under new business the upcoming NEVID Convention in Pittsburg November 8, 9, and 10, 1985 was discussed. Pete Smith made a motion which was seconded by Tom Campbell to provide up to \$400.00 to cover the cost of the Regional Executive and Assistant Regional Executive attending this event pending publication of a report in the "Knockoff".

Motion to adjourn made by Jim Bishop seconded by Dave McClumpha. Meeting adjourned at 8:50 pm to resume Defensive Driving Program.

THE MAILING LIST

JANUARY 1986

Monthly feature by: C.W. NICHOLLS

THE EVER-CHANGING KNOCK-OFF - DEADLINES! (cwn)

Please note that deadline for the next issue, the issue following the one you are now reading, will be held firm. The deadline schedule is planned to get the KO to everyone prior to the membership meeting immediately following publication. Basically, the deadline will be two Fridays before the first Wednesday of the month.

The February issue deadline will be January 17th. Note that this is early, due to my involvement as chairman of the BMSC Ice Trials the weekend of February 1&2. Which reminds me, if Mo-Hud is to have another Ice Cross, we should try to start publicity more than a week in advance this time.

Please note that these deadlines are being STRICTLY adhered to, but at the same time are flexible if there is enough advance notice and a good reason. Special mailings are not out of the question and can be made on extremely short notice if the instigator is willing to help get it in the mail.

Thanks to the November issue colating staff, Al and Helen Nicholls and Dave Hathaway. The November issue was in the mail Friday morning, October 25th. Thanks to those members for their complements of the Road Atlanta issue. A lot of work is involved in that issue and it's your appreciation that keeps me doing it!

1985 AWARDS BANQUET (cwn)

The reason I enjoy the annual banquet so much is the company of the people who attend, as anyone who was there this year can attest, it certainly isn't for the quality of the meal. A great effort was made by the organization committee, of which I found myself a part, to present a fun time for all. The slide show featuring several of the Region's drivers, was quite an effort in itself. I'm sorry I was unable to contribute from my slide library. The following awards were made:

Pit and Paddock award: Bonnie Rowen for her participation in all the different Regions events and for being so willing to act as Chief of Pits for the ailing (in this area) New England Region for the 1985 season.

Grid award: Marilyn Gould won this career achievement award.

Scrutineer award: Jeanie Perlmutter.

Timing and Scoring award: Jeanie Hacker.

Pro Driver of the Year award: Paul Hacker won this hands down for winning both his ump-teenth Rabbit (this year Golf) Cup and the first and last (the class folded for 1986) IMSA Compact Car showroom stock series Championships. Brother Karl finished second in this series.

Club Driver of the Year award: Michael Weir for his success in his home-built D Sports Racer. Plan to see him at the Atlanta Runoffs next October!

Rookie of the Year Award: Pete Smith and Fred Besch co-won this award for nearly identical debuts to SCCA amateur racing. The performance preceeding this award by Jack Hanifan and Dave McClumpha was deserving of an award in itself!

Comeback of the Year Award (John Stim Award): John Stim for his Pro racing success at Watkins Glen in the 24 hours Firehawk IMSA Endurance race. This award is new this year and probably will not be awarded every year, for obvious reasons.

Most Improved Driver: John Sheridan, who credited his most able crew and friends.

Outstanding Performance of the Year: Jim Winkleman for his championship winning performance at the NARRC Runoffs.

The Region worker (participation, contribution) awards were as follows:

Lewis Trophy: Jack (Lewis) Hanifan.

First place worker: Dave McClumpha.

Second place worker: John C Sheridan.

Third place worker: Clark W Nicholls.

The Banquet Committee consisted of: John Sheridan, Jack Hanifan, Dave McClumpha, Marilyn Gould and Clark Nicholls.

RACE OFFICIAL (AKA: WORKER) LICENSE RENEWAL (cwn)

As you all know, the renewal of your license is now done on the same date as your membership renewal. If you didn't know, you do now. At that time you should receive a form from National to fill out and send to me for your renewal. If you get your membership renewal and not your license renewal (they will arrive separately) contact me and I will send you a copy. Please fill this form out completely, this includes the reverse side. Sign the appropriate places and send it, along with the PAPER card that came with your plastic license, to me. Keep your plastic license!!! If things go as last year, it could take all year for you to get your new license and no-one wants your plastic one, anyway. If you have events listed on the reverse side, transcribe them to the card and print the event chief's name in the appropriate place. If you don't have the card, make up a list similar to the old style licenses. Remember, you must fill out a SEPARATE COPY of this form for EACH license you hold, since different specialties go to different divisional administrators! Note!! If you don't fill in the complete form, the application will not be processed and it will be returned to you for completion. It is especially important if you are requesting an upgrade to elaborate on your history as a race official. If you leave this area blank or present a poor case, you will not be upgraded. This will incur a delay of at least 2 weeks, as I don't do these things instantaneously. Just remember, KEEP YOUR PLASTIC LICENSE!!! KEEP YOUR PLASTIC LICENSE!!! (Gary) KEEP YOUR PLASTIC LICENSE!!!

NERRC Points cont.

CLASS	DRIVER NAME	REGION	R1	R2	R3	R4	R5	R6	R7	*	TOT
ITB	Norman Latulippe	NER	3								3
ITB	Kevin Smith	NYR			3						3
ITB	Gregory Kentera	NNJR			2						2
ITB	Mark Sundt	NNJR			2						2
ITB	Larry Watkins	SNJR			2						2
ITC	David J. Flinchbaugh	Susq			8						8
ITC	John A. Finch	NER			5						5
ITC	Joseph DeLuca	NNJR			3						3
ITC	Paul Rollinson	NNJR			2						2
S2000	Clinton Chichester	NER		5	7	2	2	7	4	2	29
S2000	Joe Cory	NEPA	7	8		7	6				28
S2000	Alan Marsland	NER				4		4	2		10
S2000	Vincent Morgera	NER						2	7		9
S2000	Ron Teixeira	NER	4	3							7
S2000	Ed Capullo	NER			4						4
S2000	David Balden	NER			2						2
S2000	Charlie Brown	NEPA		2							2
S2000	Steve Deane	NER	2								2
SR	Glenn Kus	NER	6	6	10	8	7	12	12	5	66
SR	Henry Zannini	NER	4	4	5	5	4	5	5	5	37
SR	Lisle Gilbert	NER	9	9							18
SR	Robert Buhl	Detroit						7	9		16
SR	Linda Mitchko	NYR	2	2		3	2	2	2	2	15
SR	Wally Thomas	NER						9	6		15
SR	Edward Salfeeder	NNJR						6	7		13
SR	Steven Gilbert	NER				2		3	4		9
SR	Peter Osborne	NYR						4	3		7
SR	Wallace C. Thomas Jr.	NER			7						7
SR	Hans Rocke	NER			4						4
SR	Russell Jaslow	NYR			3						3
SR	Skeets Mariano	Phila	3								3
SR	David Ober	NER		3							3
SR	Bob Austin	NNJR			2						2
SSA	Chuck Cunningham	NER			7	2	7	7	8	2	33
SSA	Joseph Cresci	NER	2	6	9		2	4	5	2	30
SSA	Stuart R. Andrews	NNJR			12						12
SSA	Frank Cardone	NYR			4			2	2		8
SSA	Ken Payson	NER	6	2							8
SSA	Yves Coleson	NNJR			6						6
SSA	Nial R. Dempsey	NYR			2				3		5
SSA	Ed Joyce	NEPA			5						5
SSA	John T. Knight	NER					4				4
SSA	Manny Matz	MoHud			3						3
SSB	Lynn B. Wiles	NER	6	9		2	6	5	8	2	38
SSB	Roger Fish	NER			4	6		8			18
SSB	Patrick Scalli	NER	2	6	3			3	2	2	18
SSB	Dennis Dodgen	NNJR			9			2	3		14
SSB	Bill Colom	NER		2			2		5		9
SSB	Michael C. Brent	NER			6						6

Participation points: 5 races = 2 points : 7 races = 5 points

CLASS	DRIVER NAME	REGION	R1	R2	R3	R4	R5	R6	R7	*	TOT
SSB	Roger Rubright	NER		4	2						6
SSB	Francis Dance	NER		3							3
SSC	Bob Serra	NER			5	7	7	8	7	2	36
SSC	Kim Long	NER		7	8	2	2	3	4	2	28
SSC	J. Daniel Way Jr.	NER			4	4	4	5	2	2	21
SSC	Kris Skaynes	NNJR			11						11
SSC	Colleen Powers	NER		4	6						10
SSC	Deb Skinner	NER	2	4	2						8
SSC	Steve Lewis	NER	7								7
SSC	Bill Galbraith	NER			3						3
SSC	Peter J. Cavanna	NER						2			2
SSC	Thomas O'Flaherty	NER		2							2
SSGT	John A. Wall	NER			4	2	6	6	6	2	26
SSGT	Robert Bunce	WNYR			5	6	2				13
SSGT	Bill Lockwood	NYR			10						10
SSGT	Gary L. Shaw	Glen			7						7
SSGT	Keith G. Welsh	Steel						2	2		4
SSGT	Nick Guarriello	NNJR			3						3
SSGT	Jeff Gay	NER			2						2
SSGT	Debbie Kuhn	SNJR	2								2

Participation points: 5 races = 2 points : 7 races = 5 points

The following classes have met the 2.5 NERRC rule and will be awarded year-end class trophy:

- FA - Peter Symonds
- CF - Craig Olmsted
- FF - Tom Dolan
- FV - Bob Sturgis
- FP - John Travers
- GP - Al Merchanthouse
- GT1 - Peter Andrighetti
- GT2 - Lloyd Franklin
- GT3 - David Peitigrew
- GT4 - Don Zahoruiko
- ITA - Norman Latulippe
- ITB - Ken Alden
- S2000 - Clinton Chichester
- SR - Glenn Kus
- SSA - Chuck Cunningham
- SSB - Lynn Wiles
- SSC - Bob Serra

For additional info regarding points, call Louise Dye, 617-263-7835.

Expect to see all the above people at banquet to personally receive your award! RESERVE NOW!!!!!!

NERRC Points cont.

CLASS	DRIVER NAME	REGION	R1	R2	R3	R4	R5	R6	R7	*	TOT
FV	Charles Dixon	NER	3			2			4		9
FV	John Lewicke	NER		2		3	4				9
FV	Bill MacLaughlin	NER				2	2	2	2		8
FV	Jennifer Van De Car	NER	4	4							8
FV	Wayne Boyd	NER		5	2						7
FV	Richard French	NER				2		3	2		7
FV	Jim Winkelman	MoHud			6						6
FV	Harlan Shepardson	NER		3	2						5
FV	Tom Treutlein	NYR			2	2					4
FV	Joseph P. Abbamont Jr.	DC			2						2
FV	Mitchel Barchuk	NYR			2						2
FV	Matias Bonnier	CNYR			2						2
FV	John Corabba	NYR			2						2
FV	Keith Davis	NER		2							2
FV	Tom Galuardi	NER			2						2
FV	Mike McCarthy	Ontari			2						2
FV	Rich Schwegler	SNJR			2						2
FV	Gary Paul Sommers	NYR			2						2
FV	Richard Stewart	MoHud				2					2
GP	Alan Merchanthouse	NER	8	8	7	9	10	9	9	5	65
GP	Bill Bilotti	NER	5	5	4	4	7	6	6	5	42
GP	Lee Auclair	NER		3		6	5	4	4	2	24
GP	John F. Howe	NER	2	2	2	2	2	2	2	5	19
GP	Robert Beaulieu	NER					4			3	7
GP	Robert E. Corning	NER				3					3
GP	Fred Philcox	NER						3			3
GP	James Trester	NER					3				3
GT1	Peter Andrighetti	NER	2		2	6	2	6	6	2	26
GT1	Peter J. Webb	NER		2	4	2		2	2	2	14
GT1	Mike Bovaro	NNJR			12						12
GT1	Tom Campbell	MoHud			9						9
GT1	David Yarmoluk	NYR			7						7
GT1	Doug Kelley	MoHud			6						6
GT1	Frank Tavalacci	NYR			5						5
GT1	George L. Smith	MoHud			3						3
GT2	Lloyd Franklin	NER	4	6		2	2	7	4	2	27
GT2	Daniel J. Salmon	NER			8		7				15
GT2	Mark Saviet	NER	7		5						12
GT2	Ken Caselnova	NER	2						7		9
GT2	Richard Cranshaw	NER				7		2			9
GT2	Alan Talkman	NER				4	4				8
GT2	Karl Hoglander	NNYR						4			4
GT2	Harris Tobel	NNJR			3						3
GT2	Mary Jane Cavallo	SNJR			2						2
GT2	Mickey Poduje	NER		2							2
GT2	Don Salmon	NER							2		2
GT3	David Pettigrew	NER	8	6	10				6		30
GT3	O. Lee Johnson	NNJR						8	9		17
GT3	Roxanne Morris	NER		2	2	2	2				8

Participation points: 5 races = 2 points : 7 races = 5 points

CLASS	DRIVER NAME	REGION	R1	R2	R3	R4	R5	R6	R7	*	TOT
GT3	Austin Britton	NER						5	2		7
GT3	Bill Foster	Phila			7						7
GT3	Stan Rider	NER						3	4		7
GT3	James Carlson	NER						2	3		5
GT3	Patrick Grisafi	NYR			5						5
GT3	Jeffrey Jones	NNJR			4						4
GT3	Irv Sherman	NNJR			3						3
GT3	John Mordaunt III	NER	2								2
GT4	Don Zahoruiko	NER	2	2		4		2	6	2	18
GT4	James M. Blackwell	NER	5			9					14
GT4	Joakim A. Mount	NER				6	7				13
GT4	Steve Campbell	NER			8	2	2				12
GT4	Earle J. Knight	NER				2	4				6
GT4	Bill Keith	NER			5						5
GT4	Harry C. Andersen	NER			3						3
GT4	James F. Corbett	NNJR							2		2
GT4	Thomas J. Guzikowski	SNJR			2						2
GT5	Todd N. Fisk	NER	6		2						8
GT5	Richard Johnson	Phila	2					2	2		6
GT5	Rad Nutting	NER							6	6	6
HP	Ray Cannon	NER				7	7	2	2		18
HP	Rob Libby	NER				4	4	5			14
HP	Fred Philcox	NER	3	2					6		11
HP	Bob Geyer	NNJR		6	2						8
HP	Frank R. Righetti Sr.	NYR			7						7
HP	John M. Clark	NER				2	2				4
HP	Leslie G. Ober	NER			4						4
ITA	Norman Latulippe	NER		2	9	8	9	8	10	2	48
ITA	Ray Blethen III	NER	6	6	4	3	3	3	5	5	35
ITA	K. Davieson Annis	NER			2		6	5	7		20
ITA	Ed Healy	NER	2			5	4				11
ITA	James Reidy	NER			6			2	3		11
ITA	Richard Taylor	NYR			3				4		7
ITA	Robert Quiwdazzi	RL					2				2
ITA	Jack Roberts	NER			2						2
ITA	Harris S. Topel	NNJR							2		2
ITB	Ken Alden	NER	8	8	14	10	9	9	10	5	73
ITB	Peter L. Borchelt	Phil			2	7	3	4	5	2	23
ITB	Fred Besch	MoHud			9	5	6				20
ITB	Charles Dykes	NER	5	2	4	2		2	2	2	19
ITB	Thomas J. Turner	NER			5			6	7		18
ITB	Jack Nelson	NNJR			8	4	4				16
ITB	Robert Coffin	NER			5			2			11
ITB	Johannes Krauss	NYR			11						11
ITB	John Weaver	Phila			7						7
ITB	Eric P. Bucher	Susq			6						6
ITB	Jeff Haines	NNJR						3	3		6
ITB	Stan Gorham	NER	2	3							5
ITB	Phil Hunt	NNJR			2	3					5

Participation points: 5 races = 2 points : 7 races = 5 points



FINAL POINTS

POINTS LIST BY CLASS AND TOTAL POINTS

CLASS	DRIVER NAME	REGION	R1	R2	R3	R4	R5	R6	R7	*	TOT
CSR	Antonia LaRosa	NER		2							2
CF	Craig Olmsted	NER	7	2	9	12	9	11	8	5	63
CF	John Sorbello	NER	10	8		9	4	2	11	2	46
CF	John Merriman	NER	4	5		6		5	5	2	27
CF	Chip Mann	NER	2			7	6	4	2	2	23
CF	Robert L. Garrison	NER	5	3		4	2	3		2	19
CF	Alan Paschedag	NNJR			6			6	6		18
CF	Andrew Ostron	NER	3		3				4		10
CF	Richard Moore	NER						8			8
CF	Dennis Natale	NER				5					5
CF	Glenn Kobza	SNJR		4							4
CF	John D'Arcangelo	NER				3					3
CF	Bruce McCulley	NER					3				3
CF	Wayne Severance	NER							3		3
CF	Tony Del Nero	SNYR			2						2
CF	Richard Nicolai	NER				2					2
DSR	Michael Weir	MoHud						2	2		4
EP	Ken Long	NER			6				6		12
EP	Bill Throop	NER			9						9
EP	Steve Lako	NER			3				2		5
EP	Waino J. Kangas Jr.	NER				2	2				4
EP	Joseph Licata	NYR			4						4
EP	Geoff Blake-Lobb	NER	3								3
EP	David Rigg	MoHud			2						2
F440	Geoff Blake-Lobb	NER							2		2
F440	Bill Johnson	SNJR		2							2
FA	Peter Symonds	NER	6	2	7	2	7	2	5	5	36
FA	Walter Nelson	NER			2	8		5	3		18
FA	Chris Clark	NER						8	8		16
FA	Peter Earle	NER				5	4				9
FA	Jack Van Dell	NER	2			3	2				7
FA	Carmelo Crisafulli	NYT						3	2		5
FA	Rick Stone	NER			4						4
FC	Ron Pellman	NER						7	4		11
FC	Steven A. Yavorski	NNJR						2	7		9
FC	Al Proffitt	NER						4	2		6
FC	George Feldbauer	NNJR			2						2
FF	Tom Dolan	NER	9	11	14	11	10		11	2	68
FF	Robert Wright	MoHud			11	8	7		9		35
FF	Frank A. Del Vecchio	NER			7	14	13				34
FF	Richard Swan	NER	6			7	3	8	8	2	34
FF	Frank Bernstein	NER						14	14		28
FF	Michael Brown	NYR			8	6	6				20
FF	Joe Marcinski	NER				9	8				17
FF	James W. Wilson	NYR		3				7	7		17
FF	John Broadhurst	MoHud			6			9			15
FF	Joby Graham	NYR			9				6		15

Participation points: 5 races = 2 points : 7 races = 5 points

CLASS	DRIVER NAME	REGION	R1	R2	R3	R4	R5	R6	R7	*	TOT
FF	Jeffrey Valeo	MoHud	7	8							15
FF	Christopher Fahan	NER	12								12
FF	Brian Lenihan	NYR	3					6	2		11
FF	John C. Nachtwey	NER						11			11
FF	Scott Willard	NER	5	6							11
FF	Dennis Bedard	TX						5	5		10
FF	Richard Pare	NER				2	4	2			8
FF	Hall Hutchison	MoHud				5	2				7
FF	Joseph Jamros	NNJR						4	3		7
FF	Daniel Schlegel	FingLk				2	5				7
FF	Charles Crocco	NNJR		5							5
FF	Jimmy Pugliese	NYR			5						5
FF	Michael Cusick	NYR		4							4
FF	William Dasheill	NePA				4					4
FF	Michael Medics	NER	4								4
FF	A.B. Schaufelberger	NYR			4						4
FF	Mark Strollo	NER									4
FF	Clay Hutchison	MoHud						3			3
FF	Pet Patterson	NER			3						3
FF	Ferdinand Rhenrev	Phila				3					3
FF	Michael Brown	NYR						2			2
FF	Walt Heinig	NER						2			2
FF	Charles Morton	NER	2								2
FF	Mike Murphy	DC			2						2
FF	Jason Rider	WNYR		2							2
FF	Brian Woodman	NER						2			2
FP	John Travers	NER	7	8	10	2	7			2	36
FP	Doug Fisher	NER			3	7	4	2	6	2	24
FP	Bill Kinirey	NER		3		4	2				9
FP	Paul Poirier	NER		5						2	7
FP	Frank Righetti	NYR			7						7
FP	Dave Miller	NNJR			5						5
FP	John Gaskins	NER			4						4
FP	Arthur Davis	NER	2								2
FP	Thomas Manalio	NYR			2						2
FP	Peter Smith	MoHud	2								2
FP	Giovanni Tartaglia	NER		2							2
FV	Rob Sturgis	NER	7	9	7	14	14	9	14	5	79
FV	Robert Graham	NER	12	14	4	11	11	14	2	5	73
FV	Joseph A. Maki II	NER	9	8	5	8	7	7	11	5	60
FV	Jim Doran	NER	6	11	9	9	8			2	45
FV	Roger French	NER			8	6	5	11	8	2	40
FV	Tom Iacoboni	NER			5	6	8	9			28
FV	James F. Regan	NER			4	3	6	7			20
FV	Roger Siebenaler	NNJR			7	9					16
FV	Terry Thomas	NER			2	2	5	6			15
FV	William Conklin	NYR	5	6	3						14
FV	R.J. McGoey	NER				14					14
FV	Eric Balles	NER				2	2	4	5		13
FV	Don Dixon	NER		7	2			2			13
FV	Dave Lyons	NER	2			2	2	2	3	2	13
FV	Dan Grace	NER				11					11

Participation points: 5 races = 2 points : 7 races = 5 points

Airbags: The Saga Continues

Things are really bad when you have to take on your own state's legislature, but that is just what I intend to do. I am one of the relatively few native born Californians, but sometimes I hate to admit it, and this is definitely one of those times. The California Legislature has again demonstrated its stupidity.

California recently jumped on the bandwagon and passed a mandatory seat belt law. For those of you opposed to mandatory seat belt laws, don't jump the gun on complementing me. I am not in your camp. I applaud the California Legislature for passing this kind of long overdue law. We should all be smart enough to wear

seat belts without big brother making us, but we are not. Up to now, only about 20-30% of us have the common sense to take an extra second each time we get into a vehicle to buckle up. Those of us in this minority end up paying for the ignorant majority who are too lazy to fasten their seat belts. We pay higher taxes to cover the medical costs and lost work income for accident victims who might have been spared had they been wearing a seat belt. We also pay the social security and welfare payments that end up going to the families of people killed because they didn't buckle up. As you can see, I believe the statistics that overwhelmingly support the cost effectiveness of making people wear seat belts.

So why am I jumping on the California Legislature for passing a mandatory seat belt law? It is because of the fine print at the bottom of this bill. It appears that the insurance lobby got to the legislature on this bill. The California Legislature decided to make the bill self-destruct if the Department of Transportation (DOT) tries to use the California bill to justify rescinding their requirement for air bags. (The federal air bag requirements will be dropped if 75% of



ILLUSTRATION BY KELLY YORK

the U.S. population is subject to mandatory seat belt laws.) It seems the California elected officials (and the pro air bag insurance companies) are opposed to the DOT attempt to substitute mandatory seat belt laws for mandatory air bags.

DOT will not take the California attack sitting down. The one thing a bureaucrat will fight to the death for is his turf. And the California Legislature is definitely stomping all over DOT's turf with this bill. There is little doubt that DOT will go ahead with its program regardless of California's idiocy. This means that the California law will probably become null and void allowing thousands of people to be injured or killed because of the stupidity of the California Legislature.

California did not stop here. With their new bill they went on to require that all new cars sold in California in 1989 must be equipped with air bags no matter what the DOT does. This means that all of us living in California will have to pay at least an extra \$1,000 for our 1989 new cars for a system that gives false security.

Air bags are a classic case of good intentions gone awry. On the surface

they seem like an OK idea. When you get into a crash, these bags will automatically deploy in front of you to absorb the impact and save your head from the windshield. This all seems just fine, until you think about what you are to do when one of these bags accidentally blows up in your face while you are travelling 55 mph on a highway. The sound they make is like having a gun go off in your face. And when deployed in your face, your view of the road will be momentarily blocked off. Drivers with heart conditions may not survive the noise of deployment and the rest of us will have a tough time steering our cars after the bag goes off. The air bag makers claim that their bags will only

go off when they are supposed to, but I find this claim hard to believe. Every electromechanical system I have ever been exposed to fails at one time or another. In the case of air bags, this failure mode can be fatal.

Air bags have two more serious problems. They do little good in accidents where a vehicle hits you from the side (as in someone running a red light and hitting you broadside). They do even less when someone hits you from the rear.

In order that we might better test the value of airbags, I suggest that we have the California legislators' cars (that we taxpayers buy for them) equipped with air bags starting immediately. This will give them a taste of their own medicine while giving us some valuable data concerning air bags. I also think that the legislators should be required to pay for the air bags out of their own salaries so they can get a taste of what we are going to have to pay in the future.

About the only good thing I can say right now about the state that elected both Jerry Brown and Ronald Reagan to its governorship is: "The surf is still up in California."

WPA

November 6, 1985 MoHud Membership Meeting

Meeting called to order at 8:10 by John Sheridan. Marilyn Gould took the minutes in lieu of secretary.

John Sheridan read the minutes from the October meeting. These were not published in the Knockoff due to a timing problem.

Tom Campbell moved to accept.

Lisa Hanifan seconded.

Passed.

Jim Bishop read the Treasurer's report.

Dave McClumpha moved to accept.

Lee Gould seconded.

Passed.

Old Business

John Sheridan reported on plans for the Annual Banquet to be held December 7th at the Ramada Inn on Western Avenue in Albany. The banquet committee is looking for candid slides from drivers to help with a salute to drivers presentation.

Jack Hanifan reported that plans for the March, 1986 Roundtable have been finalized with the Ramada Inn.

New Business

Slate of nominations for office as indicated at October meeting named:

Regional Executive - John Sheridan

Assistant Regional Executive - Marilyn Gould

Secretary - TBA

Treasurer - Jim Bishop

Activities Director - Pete Smith

Directors - Jack Hanifan

Dave McClumpha

As Acting Secretary, Marilyn Gould made the motion to accept the slate of officers.

Lisa Hanifan seconded

Passed.

John Sheridan announced that a Board Meeting will be held at his home the second week in January. All members are invited to attend to help plan for next year.

Jack Hanifan indicated that the tentative July 19 date for the MoHud Race coincides with Albany's Tricentennial Celebration and may be moved up one week, to July 12.

8:30 Lisa Hanifan made a motion to adjourn.

Jim Bishop seconded.

Passed.

Respectfully Submitted,

Marilyn Gould

NEDIV Convention News

On November 8, 9, 10 Jack Hanifan and I attended the 1986 NEDIV Convention in Pittsburg as the region's representatives. Steel Cities Region put on a fine event which we thoroughly enjoyed. A considerable amount of our time was devoted to working out the NEDIV Competition schedule for 1986 and dealing with the NARRC Rules. A copy of the proposed race dates is printed elsewhere. You will note that the MoHud race has been moved from July to September for the coming year. This move was at our option so that we were not running either against two other tracks or bracketed by two other events. The NARRC Rules changes make our date very desirable. Each track running a NARRC race will have one double points event, our race is the double points event for LRP and it is the last NARRC before the Runoffs!

In brief, the NARRC rules changes made this year were made to accommodate regionals at Pocono and Sullivan County Airport. The possibility exists that Bridgehampton will reopen as well. In order to qualify for the Runoffs, a driver must start in three sanctioned races at two separate tracks. Note Pocono, Sullivan County, and Bryar will run two sanctioned races in one weekend, thus providing a double points race. Points for each sanctioned race will be awarded in accordance with the National points format per the GCR. The gross or total points earned will be counted toward year end. Points earned in one class will not count toward another and you can drive at the Runoffs only in the class in which you qualified. As soon as we get rules from Hendryck Szamorta they will be distributed via the Knockoff.

Sunday Mornings Directors Meeting produced the following highlights:

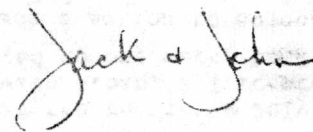
1. National membership is 32,000 plus highest ever, there is a surplus in the treasury.
2. We are selling our Headquarters Building for \$600K, we purchased it for \$300K. The building we are buying is \$1 million.
3. 287 Sports Renaults have been sold thus far we are still taking orders. We have a three year construction contract and 6 year parts supply contract for these cars.
4. A number of Divisional Administrators were named, still seeking qualified candidate for competition licensing.

The NEDIV Council Meeting produced the following highlights:

1. MoHud will host the 1986 Roundtable March 7, 8, and 9.
2. Central New York will host the NEDIV Mini Con in 1986.
3. Philadelphia Region will host the 1987 Roundtable in Bethlehem, PA.
4. Election of NEDIV Council members took place
Omar Norton - Chairman
Carol Miller - Treasurer
Ms. Van Nostrand - Secretary

5. Improved Touring Rules were modified and accepted. Copies will be available at the February meeting.

If you have any questions on the above, we will be glad to answer them February, 1986 at the next membership meeting.



"MY TURN"

by

John C. Sheridan

On January 1, 1986 a new Executive Board will be seated. They are Marilyn Gould, Asst. R.E.; Jim Bishop, Treasurer; Pete Smith, Activities Director; Dave McClumpha, Director; Jack Hanifan, Director; and Yours truly R.E. I look forward to working with the Board and membership to promote our club and our sport.

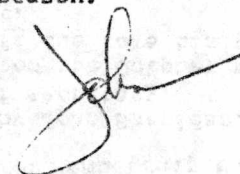
Our first Executive Board meeting will be January 8, 1986, 7:00 pm at my home. There is much to discuss and accomplish as you can see by the preliminary agenda:

- Identification of a Secretary
- Adoption of a Budget
- Adoption of a Meeting and Activities Schedule
- Refinement of Plans for the Roundtable
- Approval of Specialty Chiefs Appointments

Any member of the region wishing to attend may do so.

As we enter the New Year, we have to look at where we are and where we want to go. What is it that you and I want and expect from the Club and what can we deliver?! There are a number of activities we could undertake such as recruitment of new members at the annual car show, an autocross or rally program, but we can't rely on the same few to carry the load. We need you.

Have a Happy and Safe Holiday Season.



Mohawk-Hudson Region SCCA



OFFICIAL USE ONLY	
Date Received	_____
License	_____
Member Number	_____

RACE OFFICIAL

Please complete only if address change:

Name: _____
 Address: _____
 City/State/Zip: _____

Region: _____
 Member Number: _____
 Expiration Date: _____
 Home Phone: () _____

Current License: National Divisional Logbook

License Applied For: National Divisional

SPECIALTY: _____

Record of participation as a Race Official in the past 12 months:

DATE	EVENT	REGION
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____

DATE _____ Signature of Applicant _____

INSTRUCTIONS

1. Mail form to your Regional/Divisional License Chairperson with copy of supplemental card showing race participation.
2. Regional Licensing Chairperson: Approval-forward to Divisional Licensing Chairperson
3. Divisional Licensing Chairperson: Approval-forward to National Office

DO NOT WRITE BELOW THIS LINE

Application Approved For: National Divisional Specialty Code

Date: _____
Regional Licensing Chairperson _____ Region _____

Date: _____
Divisional Licensing Chairperson _____ Division _____

--- JIAN 22AD TRIP --- JIAN 22AD TRIP ---
 --- JIAN 22AD TRIP --- JIAN 22AD TRIP ---
 --- JIAN 22AD TRIP --- JIAN 22AD TRIP ---

THE KNOCK-OFF, OFFICIAL PUBLICATION OF:
MOHAWK HUDSON REGION, SPORTS CAR CLUB of AMERICA

OFFICERS 1986

REGIONAL EXECUTIVE: JOHN SHERIDAN, 8 PINES COURT, ALBANY, NY, 12203 (518) 456-7787
 ASSISTANT REG EXEC: MARILYN GOULD, 2954 TROY ROAD, SCHENECTADY, NY, 12309 (518) 783-7254
 DIRECTOR: JACK HANIFAN, 39 RAMSEY PLACE, ALBANY, NY, 12208 (518) 438-3754
 DIRECTOR: DAVE McCLUMPHA, RD#3, BOX 21, SELKIRK, NY, 12158 (518) 767-2308
 ACTIVITIES DIRECTOR: PETE SMITH, 7 PINEVIEW LANE, CLIFTON PARK, NY, 12065 (518) 674-5683
 SECRETARY: JOANNE WINKLEMAN, 3009 WILLIAMSBURG DR, SCHENECTADY, NY, 12303 (518) 355-9147
 TREASURER: JIM BISHOP, 840 HARRIS DRIVE, SCHENECTADY, NY, 12309 (518) 374-6382
 COMPETITION CHAIRMAN: LOUISE RICHARDSON, SUGAR HILL ROAD, FALLS VILLAGE, CT, 06031
 HOME: (203) 824-0132 WORK: SKIP BARBER RACE SCHOOL: (203) 824-0771
 MEMBERSHIP CHAIRMAN: CLARK W NICHOLLS, 21 HARTWOOD ROAD, LEE, MA, 01238 (413) 243-3433
 PUBLICITY CHAIRMAN: LINDA GRAY, 840 HARRIS DR, SCHENECTADY, NY, 12309 (518) 374-6382
 RACE OFFICIAL LICENSING: CLARK W NICHOLLS, 21 HARTWOOD RD, LEE, MA, 01238 (413) 243-3433
 RALLYE CHAIRMAN: JOHN STIM III, 103 JEFFERSON ROAD, GLENMONT, NY, 12077 (518) 439-0319
 SOLO CHAIRMAN: JIM GARRY, 14 SOUTH LAKE AVE, APT 4, ALBANY, NY, 12203 (518) 449-5707
 RACE CHAIRMAN: JACK HANIFAN, 39 RAMSEY PLACE, ALBANY, NY, 12208 (518) 438-3754
 RACE CHAIRMAN: DAVE McCLUMPHA, RD#3, BOX 21, SELKIRK, NY, 12158 (518) 767-2308
 EMERGENCY SERVICES CHIEF: DICK BAYER, 18 PEARL ST, TORRINGTON, CT, 06790 (203) 489-8077
 FLAG & COMUN CHIEF: JOHN FLOWERS, 113 KENILWORTH PL, BROOKLYN, NY, 11210 (718) 434-1292
 TRID CHIEF: HARRY WHITTON, 27 HILLTOP DRIVE, MADISON, CT, 06443 (203) 245-7919
 PIT CHIEF: CLARK W NICHOLLS, 21 HARTWOOD ROAD, LEE, MA, 01238 (413) 243-3433
 REGISTRAR CHIEF: MARILYN HEACOX, 41 PINES LODGE, WILLIAMSTOWN, MA, 01267 (413) 458-9404
 SCRUTINEER CHIEF: DAVE ZABEL, 114 MINES ROAD, BRISTOL, CT, 06010 (203) 584-2811
 SCRUTINEER CHIEF: TOM ZABEL, 70 DAVIS ROAD, BURLINGTON, CT, 06013-1310 (203) 589-2044
 NORTHEAST DIVISION POINTS KEEPER AND
 STARTER CHIEF: SUE ROGERS, 59 KIPPS TRAILER PARK, HUDSON, NY, 12534
 HOME: (518) 828-7713 WORK: SKIP BARBER RACE SCHOOL: (203) 824-0771
 TIMING & SCORING CHIEF: LOUISE RICHARDSON, SUGAR HILL ROAD, FALLS VILLAGE, CT, 06031
 EDITOR & PUBLISHER: CLARK W NICHOLLS, 21 HARTWOOD ROAD, LEE, MA, 01238 (413) 243-3433
 CONTRIBUTING EDITOR(S):
 "CRITIC'S CORNER" DAVE HATHAWAY, 27 BEVERLY ST, PITTSFIELD, MA, 01201 (413) 443-4670
 "CONNIE'S COLUMN" CONNIE McINTYRE, WISPERING PINES, WILTON, NY, 12966 (518) -
 "SOLO SPINS" JIM GARRY, 14 SOUTH LAKE AVE, APT 4, ALBANY, NY, 12203 (518) 449-5707
 SCCA NATIONAL: 6750 SOUTH EMPORIA, ENGLEWOOD, COLORADO, 80112 (303) 790-1044

ADDRESS CORRECTION REQUESTED:

CLARK W NICHOLLS
21 HARTWOOD ROAD
LEE, MASS. 01238
(413) 243-3433

STAMP HERE

ADDRESS LABEL HERE

-- FIRST CLASS MAIL ----- FIRST CLASS MAIL --
 -- FIRST CLASS MAIL ----- FIRST CLASS MAIL --
 -- FIRST CLASS MAIL ----- FIRST CLASS MAIL --