



APRIL 2008 'FINISH LINE' NEWSLETTER

Well race fans time has come for opening day. Just a week away, then its time to let the green flag drop and go racing. As I sit here in my photo room I can almost hear the paint dry on many race cars in the area. Over the winter teams have built new or have rebuild their hot rods to take on the field for the upcoming racing season at Rockford Speedway, its 61st race season. A new beginning for many teams but then again for others experience becomes their motivating factor. Once again numerous champions will be crowned at the end of the season. Who will stand on top as this year's season champion? Will it be *Ricky Bilderback* in the late model division once again? Or will the drive and determination of *Jerry Gille* prevail. Perhaps a former champion from another division will become a dark horse contender by seasons end. How about in other divisions? *Gene Marocco* returns after watching from the pits while serving his 'can not race year' because of being a champion in the roadrunner division in 2006. Can the *Sparkman's* dominate the American Short Tracker division once again? Who knows? May the best man or lady win their respective division? One thing for sure this season promises to be an exciting one for all.

In other news, March 19, 2008 'Hawkeye Racing News' newspaper featured Rockford Speedway along with other their 'Circle Track Spotlight' for 2008 'Their annual look at some of the best racing facilities in the Midwest. With Rockford Speedway about to begin its 61st season track owner *Jody Deery* wants to make this season even better then last season's historical milestone. *Mrs. Deery* noted how its schedule is jam-packed with some old favorites with a few new twists added in for the fun of it. To accommodate early-arriving race fans throughout the summer, the speedway has created a 'tailgating zone' for those race fans who arrive early and would like to cook out, drink their favorite beverages, toss around the football, or even kick back and enjoy the view as race haulers make their way to the pits. The area designated as the 'tailgating zone' is located at the east end of the parking lot along Illinois 173. Fans can assemble three hours before the races start. Within the same issue *Kevin Ramsell* contributed his monthly news article by feature a story entitled 'Thinking outside of the box for sponsorships'. *Steve Dickson* 2007 Madison International Speedway Bandit Champion is featured as he introduces his sponsorship program to family and friends. *Steve* will be moving up to the sportsman division and is seeking sponsorships. *Kevin* notes how *Steve* has taken an idea from the late *Al Papini III* added a few extra touches and made it his own. You can learn of *Steve's* program by going to his website www.banitracer.com and see what it has to offer. As always *Kevin Ramsell* has written another very informative article. Nice job *Kevin!* Race fans, you can subscribe to HAWKEYE Racing News by calling their subscription hot line 1-800-472-4006. Believe me you'll enjoy every issue.

Moving on here as noted, the season will soon be underway. Your support to the speedway is needed even more this year then any year in the past. With construction around the area people once again speak louder then ever of the speedway selling out to numerous large firms. *Mrs. Deery* has made it known not only to local race teams and well to the media she is not selling. The backbone of the speedways success has been the racers and race fans; therefore it becomes vital that we speak in a positive way about the entertainment the speedway brings to our community. One could go on and on how the speedway has done this and done that. Good or bad, that's in the past. Our attention is on this year; making it the best ever is our main focus. You can help by inviting a friend or two to join you at the races. I assure you once at the track they will enjoy the best short track racing in the Midwest. Over my years at the speedway

many race fans not only from this area but from other states have said to me what a wonderful facility and great racing we have at Rockford Speedway. You can't believe how that makes speedway management, its staff, sponsors, and drivers feel. Without question it makes those long hours worth it year after year. Think about it, 61 years of the best short track racing in the Midwest. Drivers come to Rockford to accept the challenge of racing the high banked quarter mile track and its competitors. All who have made their respective mark on this historical speedway.

Okay, time for me say my thank you's. A big thank you goes out to *Steve Hillary* in his Rockford Speedway Late Model / USST Truck Series and to *Rob Baaske* the #2 Rockford Speedway American Short Tracker who have added their names to our 'Driver Profile' list. Rob who (will have / had) his racer on display during the speedways mall show will feature photos from that event as his opening photos for his personal driver profile page. Other photos will be added throughout the season as well to those already shown on my profile page. Thanks again to all for your support. Remember anyone and everyone is welcomed. Earlier I wrote about sponsorship, wow as I have and will continue to say having your photos on a driver profile page gives you an excellent opportunity to offer your sponsors some free advertisement. Finally, a big thank you to *Deric Blomingdale* who will show case his #6 Hornet during Media Day and who has scheduled his photo shoot during that time. Don't forget drivers, please call me and schedule your photo shoot during Media Day and practice days.

On the final lap here, I would like to make mention of a new service I have for race teams. As of today March 24, I now offer race cards to our drivers. Cost will vary depending on the size and quantity one orders. The basic package which is perhaps the most economical are the 'baseball size trading card' with a photo on front and driver information on the back having a quantity of 1,000 for \$135 which includes shipping. There are several styles in which to choose from. For additional information feel free to contact me.

As you can see below I have included a photo coupon with this month's newsletter. This coupon can be use for any future photo order, however only one per order per race week. Please print and cut out coupon and attach to your order form. Coupon good on 8 x 10 photo orders only.

Well, I believe I see the checker flag in site as I come out of turn four, yes, that's it, the finish line and I am headed to victory lane, hope to see you there. So race fans until our next race. Hope you have enjoyed reading this newsletter. If you like to contribute information please email me and I will be more then happy to include your thoughts within this newsletter.

JIMMYA www.myfinishlinephotos.com

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