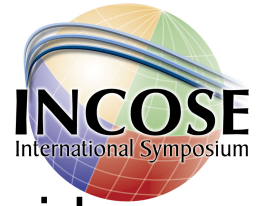


Motor Sports Accelerates SySTEM Learning: a look at the softer side

by
Richard A. Martin
tinwisle@bloomington.in.us

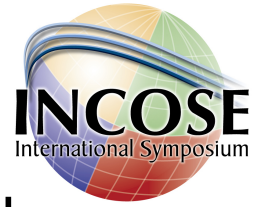
Copyright © 2010
Published and used by INCOSE with permission.

Hoosier enthusiasm



- 400 companies employ more than 8,800 workers paid more than \$425 million in wages in the Indianapolis region motorsports industry
- Over 100 race tracks / drag strips in Indiana – and home to Indianapolis Motor Speedway and O’ Reilly Raceway Park
- Indiana Motorsports Education Alliance (IMEA) to advance motorsports industry and raise global awareness of Indiana as the place for motorsports education
- International Motorsports Industry Show track for INgear Indiana Growing Education And Racing targeting college students and faculty

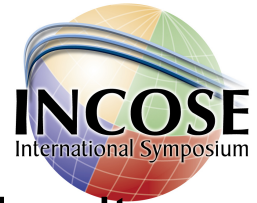
Indiana STEM Initiative



- A consortium of Indiana educators, businesses and government will use a \$1.5 million grant from the Eli Lilly and Company Foundation to train K-12 teachers in a research-developed science curriculum designed to better prepare the state's youth for the future.
- 150 schools signed up for coming school year's pilot program – 1,100 teachers to be trained the summer.
- Program uses inquiry-based learning and should reach 40,000 students.

Why not motorsports as a means to engage students?

Society of Manufacturing Engineers initiative



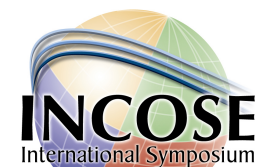
- DEARBORN, Mich., February 12, 2010 — Continuing its mission to encourage young people to focus their education on science, technology, engineering and math, the SME Education Foundation is introducing Computer Integrated Manufacturing (CIM) courses at 400 Manufacturing Education Centers across the country. The Foundation will sponsor the course at pre-existing partner schools in Lee's Summit, Mo., and Charlotte, N.C.
- The [Shop Rat Foundation](#), a Jackson, Michigan based nonprofit educational institution, has loaned two of their Wheelie Car kits for this seven-week [Wheelie Car Build Program](#).
<http://www.youtube.com/watch?v=RvEfwpBB6s>

Electric Vehicle Grand Prix



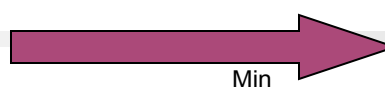
- The Purdue Electric Vehicle Grand Prix event is organized by students from the Electric Vehicle Engineering Projects in Community Service (EPICS) teams and students enrolled in electric vehicle courses. The purpose of this event is to accelerate innovation through education. <http://evgrandprix.wintek.com/>
- The Purdue Electric Vehicle Grand Prix was launched in 2010 as part of Purdue's electric vehicle initiative. Funded by a \$6 million federal grant, Purdue partnered with the leading technical universities and colleges in Indiana to establish a program to educate and train the workforce needed to design, manufacture and maintain advanced electric vehicles, and formed the Indiana Advanced Electric Vehicle Training and Education Consortium (I-AEVtec).

Fantasy Racing – 4 of 115 players



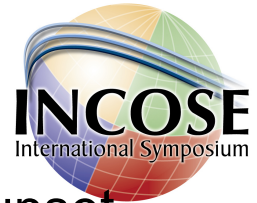
Driver	Wk 1	Wk 2	Wk 3	Wk 4	Wk 5	Wk 6	Wk 7	Wk 8	Wk 9	Wk 10	Wk 11	Wk 12	Wk 13	Wk 14	Wk 15	Wk 16	Wk 17	Wk 18	Wk 19	Cup Points	JERAM 1	JERAM 2	JERAM 3	JERAM 4
B. Vickers	118	132	70	146	118	150	52	49	81	103	139	0	0	0	0	0	0	0	0	1158				
D. Hamlin	117	81	106	105	106	195	73	190	165	130	190	160	114	195	195	61	121	96	142	2542				
J. Johnson	58	195	190	127	190	138	175	175	75	134	55	125	57	155	150	195	190	75	98	2557	2557	2557	2557	2557
Kurt Busch	99	155	58	190	175	99	58	165	147	109	165	111	195	155	170	67	170	151	85	2524				
M. Truex Jr.	155	46	103	82	127	155	112	138	127	151	106	132	99	88	112	42	97	58	130	2060				
D. Gilliland	0	85	73	90	94	111	72	76	0	70	58	88	90	64	58	106	58	0	67	1260				
E. Sadler	96	91	82	111	103	91	70	109	69	49	100	79	100	70	100	117	111	102	100	1750				
Kyle Busch	126	126	123	93	138	97	152	165	143	195	151	190	170	175	103	46	135	48	112	2488	2488			
M. Ambrose (-50)	40	58	121	130	64	130	130	112	52	138	88	55	55	73	118	155	124	67	79	1789				
T. Stewart	97	138	151	124	175	85	99	72	120	99	99	138	123	165	155	143	175	93	138	2389		2389	2389	2389
B. Keselowski	55	100	85	55	129	127	115	121	66	121	127	109	108	100	82	58	85	78	109	1830				
C. Edwards	138	124	127	46	150	142	146	64	130	160	118	142	115	127	127	76	88	150	175	2345			2345	
C. Boyer	165	147	147	99	43	146	138	55	146	127	67	112	151	143	97	75	146	117	165	2286				
K. Kahne	78	61	138	170	61	112	46	155	105	100	103	108	127	82	175	160	65	170	150	2166				
M. Martin	132	165	160	64	58	105	160	150	160	88	115	118	160	76	115	121	100	84	118	2249	2249	2249		2249
D. Earnhardt Jr.	175	67	115	118	146	118	127	147	129	67	109	73	102	106	146	130	142	160	94	2271				2271
D. Blaney	0	45	76	40	37	37	42	34	34	0	37	40	34	43	0	52	37	34	0	622				
K. Harvick	156	175	175	138	130	63	124	146	190	170	155	146	130	165	106	165	155	195	61	2745	2745	2745		2745
P. Menard	124	109	112	160	109	121	76	58	93	82	73	100	142	115	88	97	79	109	134	1981				
R. Newman	61	55	109	112	115	160	190	130	63	147	138	124	143	121	67	115	155	85	97	2187				
A. J. Allmendinger	72	88	88	150	112	49	123	124	111	112	52	121	121	134	130	124	134	55	121	2021				
C. Mears	0	0	0	0	73	0	0	0	0	85	0	97	76	94	55	0	76	0	43	599				
G. Biffle	170	134	139	142	165	134	97	139	117	97	97	150	67	79	138	146	115	108	58	2292			2292	2292
M. Kenseth	142	146	160	170	155	109	155	103	84	124	124	170	139	112	126	73	112	118	124	2446	2446	2446		
R. Gordon (-25)	84	64	67	34	97	61	121	85	108	79	54	70	64	0	69	170	0	132	49	1408				
D. Reutimann	155	118	124	43	49	79	103	52	126	118	135	160	160	118	109	103	118	130	190	2190				
J. McMurray	190	112	61	76	142	73	91	78	175	106	175	67	175	55	96	118	109	46	160	2105				
J. Burton	130	170	130	108	139	108	88	132	77	165	147	175	88	146	142	82	132	160	146	2465				2465
J. Gordon	90	108	175	109	121	170	175	80	102	175	170	130	155	67	160	155	160	170	170	2642	2642	2642		2642
S. Hornish Jr.	52	115	79	79	67	124	109	106	96	55	70	61	112	135	90	55	94	105	91	1695				
D. Ragan	120	94	94	52	76	115	106	118	155	91	121	85	96	85	61	88	103	49	127	1836				
J.P. Montoya	139	57	52	170	90	55	160	66	170	150	155	58	49	142	124	134	66	87	120	2044	2044	2044		2044
M. Waltrip	109	0	0	0	40	0	0	0	51	0	0	0	0	0	0	0	0	0	0	200				
R. Sorenson	0	0	0	0	0	0	0	46	0	40	34	0	0	0	0	0	91	142	82	435				
R. Smith	46	106	100	121	55	67	85	100	54	73	112	91	106	109	94	49	64	64	103	1599				

Total Points
Total Point Percent



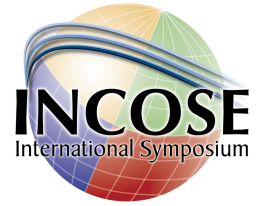
17267 17171 17072 17014 16267
99.44% 98.87% 98.53% 94.21%
7364 99.03% 98.03% 97.45% 89.90%

Tony Stewart apology



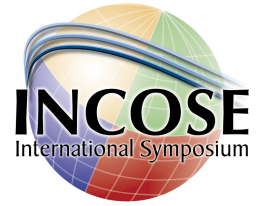
- There are many of you, fans and competitors alike, who are upset with our handling of last weekend's Coca-Cola Spring Classic USAC/UMP DIRTcar Modifieds event. Quite frankly, you should be, for our track surface wasn't up to our own high standards and our communication regarding the challenges we faced was also lacking to the fans that made the trip to our facility.
- **First and foremost, on behalf of Eldora Speedway, I apologize for the track conditions and our overall handling of the situation. It was unacceptable and a situation we are extremely regretful of.** However, I can promise you that we will do everything possible to make it right and hopefully regain the confidence of our participants and fans.
- Please accept our sincerest apology for last weekend's unfortunate outcome. While some other racetracks were able to overcome pre-season weather woes, our track surface proved especially challenging due to the adverse weather combined with the minimal time we had to bond the new clay we added to the racing surface in the off-season.

More than STEM



- Motorsports depends upon showmanship and the entertainment value of the events.
- Motorsports is supported by advertising revenue.
 - “Our Army team is just a small piece of the Army’s advertising budget and could go away if they choose billboards instead”
Mike Lewis, DSR
- Motorsports is almost entirely conducted by small businesses.
- Motorsports is truly global in scope.
- Motorsports enjoys common awareness and considerable local knowledge.

Indiana contacts



- Tom Weisenbach – Indiana Motorsports Association
- Mike Lewis – Senior Vice-President, Don Schumacher Racing
- Les MacTaggart – Director of Technology, Indy Racing League
- Pete Hylton and Andy Borme – Indiana University
Purdue University Indianapolis
- And many, many, more