

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

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# 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  |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     | Cup  | JERAM |      |      |      |  |
|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-------|------|------|------|--|
|                    | 1   | 2   | 3   | 4   | 5   | 6   | 7   | 8   | 9   | 10  | 11  | 12  | 13  | 14  | 15  | 16  | 17  | 18  | 19  |      | 1     | 2    | 3    | 4    |  |
| B. Vickers         | 118 | 132 | 70  | 146 | 118 | 150 | 52  | 49  | 81  | 103 | 139 | 0   | 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 | 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 | 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 | 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   | 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 | 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 | 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  | 2465 | 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 | 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 | 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   | 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