



Another List of Firsts

Virgin Victories

by Craig Fjarlie

Last month I made a list of all the drivers I've watched win their first race. This month's list is a little different. This is a recap of all the times in the post-World War II era when the boat, the owner, and the driver all won their first race simultaneously. For a variety of reasons, it is a rare occurrence. When it has happened, it has usually been accompanied by an emotional celebration. Our late friend E.K. Muller coined the term "virgin victory" to describe the phenomenon. That seems like an appropriate way to identify something that can happen only once in an owner's, driver's, and boat's career.

For this historic review, I'm omitting races that were one-heat free-for-alls, races where smaller inboards were recruited to fill the field, and semi-feature races.

Perhaps the most famous virgin victory took place in the 1950 Gold Cup, when Stan Sayres, Ted Jones, and *Slo-mo-shun IV* fooled all the experts and won easily. The list actually goes back to the first season after the war, however. In 1946, Danny Foster drove Al Fallon's *Miss Great Lakes* to victory in the President's Cup, seen at top right. With its roaring Allison engine, the boat represented the wave of the future. Foster would go on to capture many more trophies, and in 1948 Fallon and Foster would reunite to win the Gold Cup with the same boat.

The next virgin victory took place at the 1949 Gold Cup. Bill Cantrell had driven in the 725 class before the war, and had made a

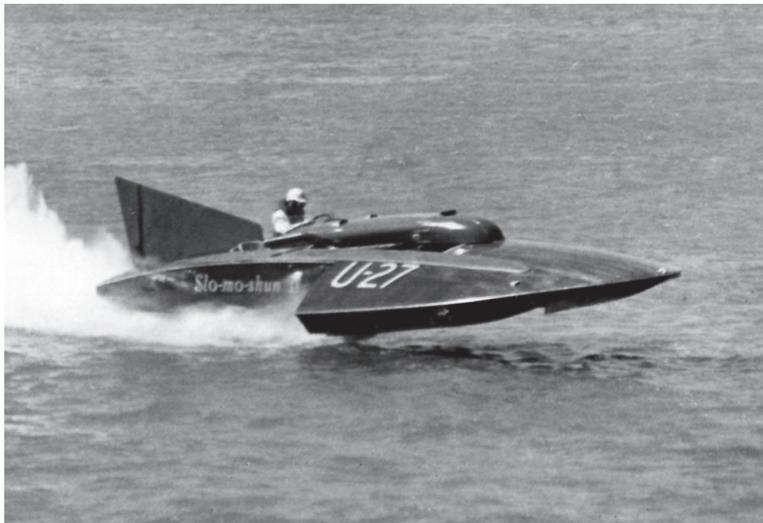


H&RM Collection photo



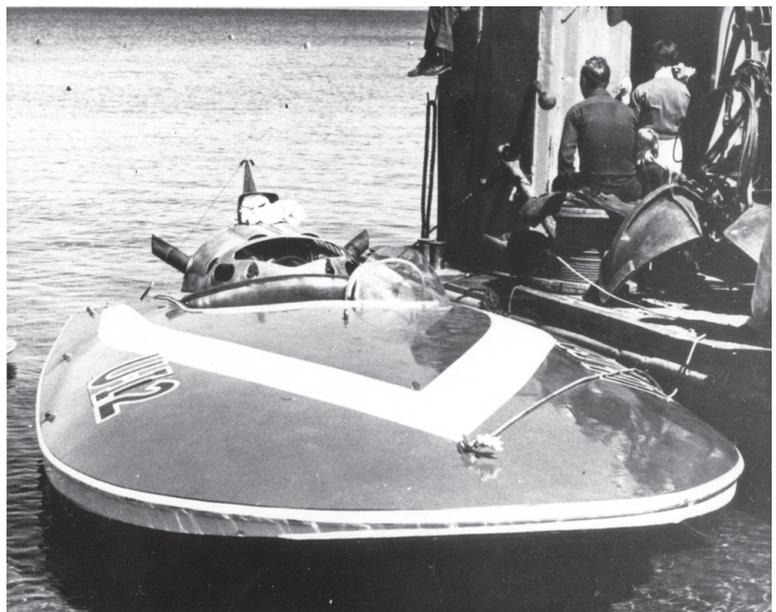
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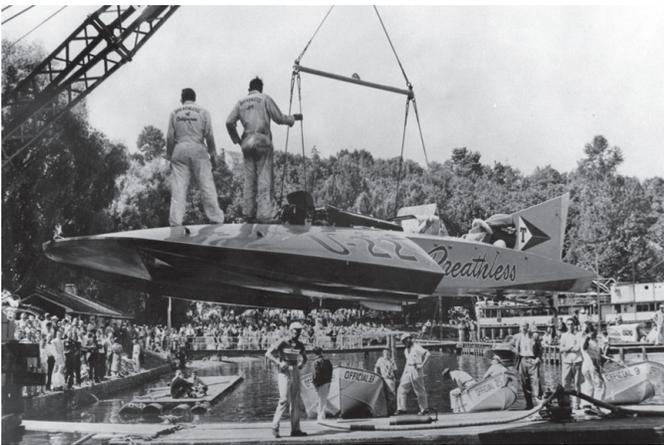
name for himself. From the standpoint of speed and power, the 725 class was essentially the equivalent of the APBA Gold Cup class; about all it lacked was the luster. When Cantrell had the opportunity to drive Ed Gregory and Ed Schoenherr's U-3 *My Sweetie*, he quickly accepted. (Bill Cantrell and *My Sweetie* in photo on previous page.) He scored a virgin victory in the 1949 Gold Cup. Later that year, Stan Dollar, owner and driver of the G-25 *Skip-A-Long*, notched a virgin victory in the Detroit Memorial. Stanley Dollar and *Skip-A-Long* at speed on Detroit River on right. ~ Jim Dunn Collection photo



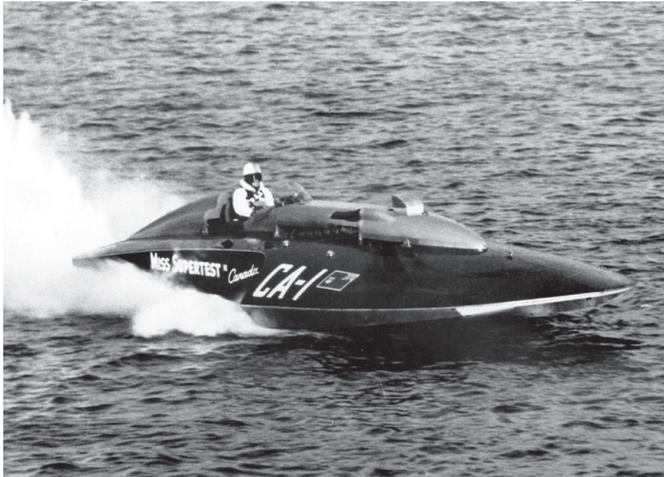
The next virgin victory was the U-27 *Slo-mo-shun IV* 1950 Gold Cup win at Detroit. The boat the experts said wouldn't turn ran circles around the rest of the field. At left, Ted Jones and *Slo-mo-shun IV* at speed on the Detroit River running for the APBA Gold Cup. ~ H&RM Collection photo

Years passed before another virgin victory took place. Henry Kaiser had entered boats in several unlimited races, but had virtually nothing to show for his time and money. In 1954 at the Mile-High Gold Cup race on Lake Tahoe, Jack Regas drove Kaiser's U-12 *Scouter* to a virgin victory. At left is *Scouter* docked after a run on Lake Tahoe. ~ Dick Carter photo





Lake Tahoe was the setting for several virgin victories. In 1955, J. Phillip Murphy's U-22 *Breathless*, with crew chief Floyd Chichon his son younger Roger driving, took the trophy. It was one of the few bright spots for the Murphy family, who generally ran back in the pack. Later that season George Simon experienced a virgin victory when the U-2 *Miss U.S.* won the Rogers Memorial/American Speedboat Championship at Washington, D.C. The driver that day was Jack Bartlow. Above left, *Breathless* being launched at Seattle. ~H&RM Collection - *Miss U.S.* in the Mt. Baker pits at Seattle. ~Lon Erickson collection photo



There were three virgin victories in 1956, the most in any one season. The CA-1 *Miss Supertest II*, owned by James Thompson, was the winner at Picton, Ontario. Bill Braden drove. A few weeks later, Russ Schlee won at Lake Tahoe with Bill Waggoner's U-29 *Shanty-I*, beating only one boat twice, *Miss Wahoo*. Bill Braden and *Miss Supertest II* photo from H&RM Collection - *Shanty-I* photo from H&RM Collection

Late in the season, Bill Muncey captured his first Gold Cup aboard the U-60 *Miss Thriftway*. Muncey and owner Willard Rhodes would win the "Old Mug" three more times during their years together. But, only once more in this *Miss Thriftway*; it was destroyed in 1957 in Madison's Governor's Cup. ~H&RM collection photo



Lake Tahoe was the site of another virgin victory in 1957. This time the winner was Mira Slovak in Bill Boeing, Jr.'s U-77 *Miss Wahoo*. There were virgin victories in each of the next two seasons. At right is *Miss Wahoo* on her trailer at Lake Tahoe for the Mile-High Gold Cup. ~ Clyde Cassidy photo



Ole Bardahl won at Chelan in 1958, when Norm Evans drove the U-40 *Miss Bardahl* to first place before his hometown crowd. The following year, also at Chelan, Chuck Hickling scored his first and only win with the U-47 *Miss Pay 'n Save*, owned by Lamont Bean. Above is *Miss Bardahl* at the Detroit Silver Cup. ~ Sandy Ross Collection photo - Chuck Hickling and *Miss Pay 'n Save* head out of the Lagoon off Stan Sayres Park. ~ HARM Collection photo

There was a gap of five years before the next virgin victory. At San Diego, in 1964, Warner Gardner drove the U-99 *Mariner Too* (2) to the checkered flag, giving owner Jim Herrington his first experience in the winner's circle. At right, *Mariner Too* in the San Diego pits. ~ Tony Bugeja Collection photo





At Seattle in 1966, Jim Ranger, owner-driver of the U-15 *My Gypsy*, scored a surprise win. In Detroit the following summer, another owner-driver took first place. Bill Sterett captured the World Championship with the auto-powered U-77 *Miss Chrysler Crew*. Above left, Jim Ranger and *My Gypsy* wait to be pulled in at Seattle. ~ Sandy Ross Collection - On right Sterett and *Miss Chrysler Crew* at heading out. ~ Sandy Ross Collection

There was another long gap before the next virgin victory. The historic President's Cup was where Gene Whipp pushed the limits in 1973 and won with Bob Fendler's U-29 *Lincoln Thrift 7-1/4% Special*. Whipp retired as a driver immediately following the race. Fender remained involved, but never won again. Bob Fendler's *Lincoln Thrift 7 1/4 % Special* at speed. ~ Rich Ombrek photo



There were two virgin victories in 1979. At Utah, Chip Hanauer scored the first win in his illustrious career when he survived a messy final heat with Bob Steil's U-2 *The Squire Shop*. The next weekend at San Diego, Steve Reynolds snuck through the final heat crowd and gave Bill Bennett and Bill Pennington their first trophy with U-31 *Miss Circus Circus (2)*, *Atlas Van Lines* and *Miss Budweiser* broke and *The Squire Shop* had carb trouble. Bottom left, Hanauer and *The Squire Shop (2)* at San Diego. ~ H&RM Collection photo - *Miss Circus Circus* on tilt at Lake Washington. ~ H&RM Collection photo



The unlimiteds raced on Clear Lake near Houston a few times during the 1980s. At the 1983 World Championship, Milner Irvin III outlasted the top boats and drivers to give owner Jerry Schoenith his first win with *Miss Renault*. At right, Irvin and *Miss Renault* at Tri-Cities where they finished third behind *Executone* and *Atlas Van Lines*. ~ Russell Knox photo



Saltwater gave a piston-powered boat the edge at Miami in 1985, when Scott Pierce took first place with *Executone*. Bill Wurster had been involved with the unlimiteds since 1972, first as a driver, then as an owner. Pierce and Executone take off at Tri-Cities. ~ H&RM Collection photo



Saltwater, again, helped a piston-powered boat win in 1986. Ron Armstrong drove the U-80 *Miss Bahia* to first place. Only two boats finished the final. Owner Bob Patterson celebrated his win with a 7-Up. It's noteworthy that *Miss Bahia* was the last round-bow, wooden boat to win a race. It was also one of the oldest boats to win a race. Armstrong and *Miss Bahia* winning at San Diego. ~ H&RM Collection photo



The list of virgin victories comes to an end at Tri-Cities in 1989. Mitch Evans scored his first win aboard Ed Cooper's unnamed U-3. It was the last piston-powered boat to win a race until Cooper's new red boat (#0203) started winning in 2003. At right, Mitch Evans winning the Tri-Cities' Columbia Cup. ~Karl Pearson photo



There have been no virgin victories for almost 25 years. One has to ponder why. For one thing, boats made of carbon fiber last longer than boats made of wood or aluminum. Second, a relatively few boats and drivers have dominated the winner's circle in recent years. New drivers who have won recently have done so in boats that had won before. Mark Tate, Dave Villwock, Nate Brown, Mike Hanson, Jean Theoret, J.W. Myers, J. Michael Kelly, Jeff Bernard, Terry Troxell, Scott Liddycoat, and Jimmy Shane all won in boats that had finished first with other hands on the steering wheel, or for owners who had won before.

Before putting this list to rest, there are a few situations that need clarification. Why wasn't Dave Villwock's 1992 win at San Diego in the U-102 *Coors Dry* a virgin victory? The owner of the boat was listed as Ron Jones, Jr. He was the winning owner when Mark Evans won at Madison in 1991 aboard U-50 *American Spirit*. That, too, was not a virgin victory because the boat had won before.

The movie *Madison* tells a charming story, but with Hollywood license on the truth. The Madison team was hardly an also-ran in 1971. The boat was second at both Miami and Washington, D.C., and third at Owensboro that year. Was the Gold Cup win a virgin victory for the team and driver Jim McCormick? No, because the U-6 *Miss Madison* won the 1965 Dixie Cup with Buddy Byers driving. That was not a virgin victory, either, because Ron Musson drove the boat to first place in the 1960 Silver Cup in Detroit, as the U-79 *Nitrogen Too*. (And just for the record, Musson won the 1959 Madison race driving the U-8 *Hawaii Ka'i III*.)

Bernie Little's first major win was at Tri-Cities in 1966. It was also the first win for the boat and sponsor. Driver Bill Brow, however, had won before at the wheel of the U-75 *Miss Exide* (2).

Joe Schoenith won for the first time in the 1952 Silver Cup, when the U-51 *Gale II* took the trophy. Most people remember his son Lee as the boat's driver. There was no virgin victory for the Schoenith team. When the boat won the Silver Cup, Lee was in the Army and Danny Foster drove.

Will we ever see another virgin victory? When it happens, emotions run high and the celebration is memorable. It will take an owner with the resources to win, a new boat that can be dialed in to perfection, and a team with the patience to bring a talented new driver through the learning curve of racing in the unlimited class. It could happen sooner than we expect, or a few more seasons may pass. Eventually, we'll see another virgin victory.

~~ UNJ

Owners Loyalty or Drivers Longevity

by Jim Sharkey

After the news that Greg Hopp was departing the Leland team, I started thinking and trying to remember all the drivers who have stuck it out with one owner for years. I couldn't remember how long Hopp had been with Leland, but it seemed like forever. The only driver that

came to mind who may have driven longer for one owner was Ken Muscatel. I decided to do some digging and I was surprised with what I found.

The criteria I choose was that a driver would have to drive for an owner a minimum of four years, regardless of the number of races he has driven. Some teams ran a limited schedule, like only in their hometown. If I excluded these drivers who didn't have a great deal of races under their belts, I would be excluding owners like Stan Sayers whose drivers, Lou Fageol (six years and ten races) and Joe Taggart (four years and seven races). This owner didn't attend that many races, but look at his accomplishment and innovation that he brought to this sport.

What I am trying to do is show the loyalty that some drivers have to their owner and the team they work for.

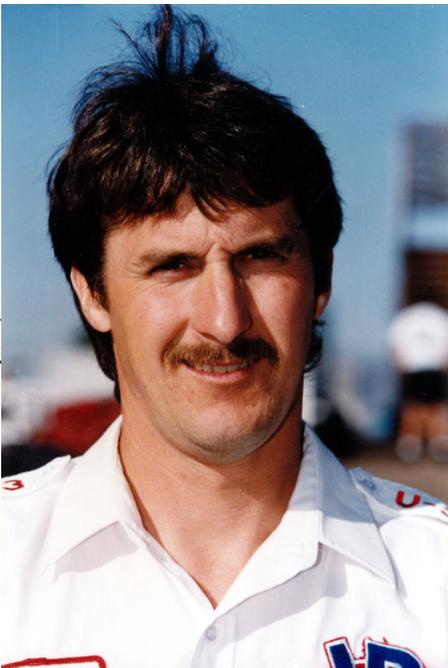
I thought Ken Muscatel must hold the record for driving for the same owner. Boy was I wrong. Muscatel drove for sixteen years for himself. Bob Gilliam drove his own boats for seventeen years, from 1956 to 1973. Mitch Evans drove for sixteen years for Ed Cooper, and Wild Bill Cantrell

H&RM Collection photo



Bob Gilliam in 1973. His last ride was in the U-30 *Domino's Pizza* in 1985.

Bill Taylor photo



In 1997, Mitch Evans drove the U-3 as *Master Tire* and *Spirit of Lake Chelan* (2).



Karl Pearson photo

Greg Hopp at Detroit. Wheelman for the U-100 *Fifth Third Bank* (#9899), 2012.



Sandy Ross Collection

"Wild" Bill Cantrell and the 1969 Atomic Cup trophy that Muncy won in the U-70 *Myr's Special*.

drove for fifteen years for Joe Schoenith. Greg Hopp was affiliated with the Leland organization for only thirteen years (He also leased a Leland boat in 1999 and ran 10 races). Steve David has been driving for the Miss Madison team for twelve years, plus he had nine years with Jim Harvey.

Bill Muncey raced for four or more years with four different owners, Willard Rhodes, Joe Schoenith, George Simon, and for himself. There were four other drivers who raced for more than four years with three

different owners, Jack Schafer Jr. with Chuck Hickling, Brian Keogh, and Bob Patterson. Chuck Thompson raced for Walter Dossin, Bill Harrah, and himself. Nate Brown raced for the Ellstrom's, Bill Wurster, and himself. Chip Hanauer raced for Bernie Little, Fran Muncey, and Bob Steil.

Looking at the owners and the drivers that were affiliated with them, I found that Joe Schoenith had seven different drivers (Alter, Muncey, Foster, Doby, Cantrell, and both Jerry and Lee Schoenith) drive for more than four years. There were three other teams Leland, Madison, and Simon who had five different drivers who drove for four or more years. Only two teams, Wurster and Little, who had four drivers with four or more years driving for them.

I have sat and looked at this data several different ways. Some drivers change teams continually, while others like to stay in one place. Several of the drivers worked with one owner, left and came back. I did not count this against them, I just added up the total years spent driving for each owner. Sometimes they only raced one race a year, others went the entire circuit. Is it fair to compare someone who went the entire circuit to someone who just does regional races? Probably not, but they were there to fill out the field to put on a good show for the fans on the beach. If someone like Mitch Evans, Mark Weber, or Mark Tate decided to make a comeback, how many people would be thrilled to watch them race again? I know I would. You have to love this sport and we should be grateful for the owners, drivers and the crews that work so hard to put on the show for us.

Thank you and have some great racing ahead of you.



Dr. Ken Muscatel at Detroit



Steve David at San Diego

Karl Pearson photos

Owner	Driver	Years Racing	Races Run
GILLIAM, BOB	GILLIAM, BOB	17 YEARS	085 RACES
COOPER, ED	EVANS, MITCH	16 YEARS	112 RACES
MUSCATEL, KEN	MUSCATEL, KEN	16 YEARS	107 RACES
SCHOENITH, JOE	CANTRELL, BILL	15 YEARS	087 RACES
LELAND, FRED	HOPP, GREG	13 YEARS	087 RACES
MISS MADISON INC.	DAVID, STEVE	12 YEARS	076 RACES
HARVEY, JIM	DAVID, STEVE	09 YEARS	086 RACES
LITTLE, BERNIE	KROPFIELD, JIM	09 YEARS	056 RACES
MISS MADISON INC.	HANSON, MIKE	09 YEARS	078 RACES
PATTERSON, BOB	ARMSTRONG, RON	09 YEARS	026 RACES
RHODES, WILLARD	MUNCEY, BILL	09 YEARS	050 RACES

Owner	Driver	Years Racing	Races Run
SIMON, GEORGE	WILSON, DON	09 YEARS	037 RACES
THOMPSON, CHUCK	THOMPSON, CHUCK	09 YEARS	034 RACES
WOLFBAUER, MIKE	MILLER, BOB	09 YEARS	022 RACES
ELLSTROM, ERIC	VILLWOCK, DAVID	08 YEARS	041 RACES
LITTLE, BERNIE	CHENOWETH, DEAN	08 YEARS	057 RACES
LITTLE, BERNIE & JOE	VILLWOCK, DAVE	08 YEARS	059 RACES
SCHOENITH, JOE	SCHOENITH, LEE	08 YEARS	048 RACES
DAVIS, GEORGE	DAVIS, GEORGE	07 YEARS	008 RACES
MILLER, BOB	MILLER, BOB	07 YEARS	028 RACES
MISS MADISON INC.	SNYDER, RON	07 YEARS	059 RACES
MUNCEY, FRAN	HANAUER, CHIP	07 YEARS	064 RACES
THORESON, AL	HOPP, JERRY	07 YEARS	064 RACES
VISEL, MORLAN	VISEL, MORLAN	07 YEARS	008 RACES
WOOMER, STEVE	TATE, MARK	07 YEARS	070 RACES
BARDAHL, OLE	MUNSON, RON	06 YEARS	034 RACES
COOPER, ED	KING, JIMMY	06 YEARS	027 RACES
DOSSIN, WALTER	THOMPSON, CHUCK	06 YEARS	029 RACES
ELLSTROM, ERIC	BROWN, NATE	06 YEARS	018 RACES
JONES, MIKE & LORI	HANSON, MIKE	06 YEARS	038 RACES
LELAND, FRED	BARRIE, JACK	06 YEARS	021 RACES
LOMBARDO, GUY	LOMBARDO, GUY	06 YEARS	040 RACES
MISS MADISON INC.	IRVIN, MILNER	06 YEARS	034 RACES
MUNCEY, BILL	MUNCEY, BILL	06 YEARS	052 RACES
MURPHY, PHILLIP	MURPHY, JAY	06 YEARS	024 RACES
PORTER, TED	BERNARD, JEFF	06 YEARS	032 RACES
SAYRES, STAN	FAGEOL, LOU	06 YEARS	010 RACES
SCHOENITH, JOE	DUBY, ROY	06 YEARS	013 RACES
THOMPSON, GORDON	BRADEN, BILL	06 YEARS	012 RACES
WURSTER, BILL	PIERCE, SCOTT	06 YEARS	048 RACES
BROWN, NATE	BROWN, NATE	05 YEARS	009 RACES
BROWN, NATE	BROWN, KIP	05 YEARS	022 RACES
GO FAST TURN LEFT	PERKINS, BRIAN	05 YEARS	029 RACES
GREGORY, MATT	WEBER, MIKE	05 YEARS	030 RACES
HICKLING, CHUCK	SCHAFFER JR., JACK	05 YEARS	012 RACES
JONES, MIKE & LORI	JONES, MIKE	05 YEARS	016 RACES
LELAND, FRED	EVANS, MARK	05 YEARS	039 RACES
LITTLE, BERNIE	HANAUER, CHIP	05 YEARS	037 RACES
MUCUTZA, LEO	MUCUTZA, LEO	05 YEARS	008 RACES
MURPHY, PHILLIP	MURPHY, ROGER	05 YEARS	009 RACES
PORTER, TED	SHANE, JIMMY	05 YEARS	011 RACES
SAILE, FRANK	SAILE, FRANK	05 YEARS	031 RACES
SCHAFFER, JACK	KADE, WALT	05 YEARS	011 RACES
SCHAFFER, JACK	ALTER, FRED	05 YEARS	022 RACES
SCHOENITH, JOE	SCHOENITH, JERRY	05 YEARS	026 RACES
SCHOENITH, JOE	MUNCEY, BILL	05 YEARS	054 RACES
SCHOENITH, JOE	FOSTER, DANNY	05 YEARS	009 RACES

Owner	Driver	Years Racing	Races Run
SCHOENITH, JOE	ALTER, FRED	05 YEARS	021 RACES
SEDAM, JIM	YARLING, TODD	05 YEARS	045 RACES
SIMON, GEORGE	SIMON, GEORGE	05 YEARS	009 RACES
SIMON, GEORGE	MUNCEY, BILL	05 YEARS	028 RACES
THOMPSON, JIM	HAYWARD, BOB	05 YEARS	018 RACES
WALTHER, GEORGE	WALTHER, DAVE	05 YEARS	012 RACES
WILSON, ERNEST	WILSON, HAROLD	05 YEARS	009 RACES
WOLFBAUER, MIKE	KADE, WALT	05 YEARS	041 RACES
WURSTER, BILL	KING, JIMMY	05 YEARS	023 RACES
WURSTER, BILL	BROWN, NATE	05 YEARS	027 RACES
BOEING, BILL	SLOVAK, MIRA	04 YEARS	017 RACES
DOLLAR, STAN	DOLLAR, STAN	04 YEARS	012 RACES
GILLIAM, BOB	LARSON, BOB	04 YEARS	015 RACES
GREGORY, KIM	WEBER, MARK	04 YEARS	017 RACES
HARRAH, BILL	THOMPSON, CHUCK	04 YEARS	027 RACES
HARVEY, JIM	TATE, MARK	04 YEARS	030 RACES
HEATH, GRAHAM	PEDDIE, JON	04 YEARS	014 RACES
HERRINGTON, JIM	GARDNER, WARNER	04 YEARS	037 RACES
HICKLING, CHUCK	MASCHMEDT, BOB	04 YEARS	010 RACES
KAISER, EDGAR	REGAS, JACK	04 YEARS	015 RACES
KAUFMAN, TOM	KAUFMAN, TOM	04 YEARS	027 RACES
KEOGH, BRIAN	SCHAFFER JR., JACK	04 YEARS	010 RACES
LaROCK, PETE	MARTIN, TOM	04 YEARS	017 RACES
LELAND, FRED	TROXELL, TERRY	04 YEARS	016 RACES
LELAND, FRED	PIERCE, SCOTT	04 YEARS	016 RACES
MISS MADISON INC.	McCORMICK, JIM	04 YEARS	027 RACES
PATTERSON, BOB	SCHAFFER JR., JACK	04 YEARS	010 RACES
SAYRES, STAN	TAGGART, JOE	04 YEARS	007 RACES
SCHUMACHER, BILLY	THEORET, JEAN	04 YEARS	023 RACES
SIMON, GEORGE	DUBY, ROY	04 YEARS	008 RACES
SIMON, GEORGE	D'EATH, TOM	04 YEARS	030 RACES
STEIL, BOB	HANAUER, CHIP	04 YEARS	025 RACES
STEIL, BOB	D'EATH, TOM	04 YEARS	017 RACES
STOEN, MILO	SARTZ, DALLAS	04 YEARS	009 RACES
STOEN, MILO	BROW, BILL	04 YEARS	016 RACES
WAGGONER, BILL	STEAD, BILL	04 YEARS	028 RACES
WEBSTER, STEVE	WEBSTER, MIKE	04 YEARS	012 RACES
WOECK, PETER	HICKLING, CHUCK	04 YEARS	012 RACES
WOOMER, STEVE	REYNOLDS, STEVE	04 YEARS	032 RACES
WURSTER, BILL	WOODS JR., GEORGE	04 YEARS	033 RACES

~~ UNJ

HYDROPLANE BROADCASTING AND MARKETING

As lived by Steve Montgomery

- Steve wrote this story before the first Oryx Cup race in Qatar and the ANG sponsorship -

Because I have, over the years, been involved in broadcasting and marketing Hydro Racing and other sports, I am often asked about the current state of affairs, possible solutions, and what the future might hold. My answer is always that it will all be in my book.

Realistically, there's not enough there for a book. Just enough for a long, dry article on the subject which won't interest everyone. If you would like some background on the topic, from my point of view, read on.

My motivation for writing this is the criticism absorbed by Sam Cole and others trying to keep the sport alive with the very limited resources they have available. Why don't we have TV? Why don't we have more sponsors? Why don't you just call Red Bull and have them sponsor the whole sport? You must have time for a phone call!

There's no shortage of marketing wannabees who have all the answers. After all, how hard can it be? I actually had someone walk up to me in the pits a few years back and say, "Hey! Why don't you put Coca Cola on one of these boats? That would look good and I'm sure they'd do it. I know where you can find 'em. They're down in Atlanta."

The TV-Sponsorship topic is a vicious circle or Catch 22. Television exposure is a major element in attracting sponsorship. But, without sponsors, you don't have the funding for television production and air time. Where do you start?

Times have changed in this category, and things did NOT get easier. The first shows I did with Don Poier in the 80's, were produced at a total cost less than \$25,000 each. This included, talent, travel, cameras, editing, etc. There was no cost for air time, as ESPN accepted our produced shows on a "barter" basis. The sport paid for the production, then delivered the shows to ESPN and gave them half of the commercial positions to sell.

Not coincidentally, the Budweiser series sponsorship was almost exactly the cost of producing a season of racing for television.

ESPN, SPEED and the other major channels no longer accept programming on that basis. They want you to pay \$10-15,000 per hour for the air time. Add this to current production costs, which are over \$50,000 per hour, and can be much higher if you produce HD. Non-HD programs are now hard to place.

The woods are full of guys with digital cameras who are pretty sure they could produce network quality television programs. Wrong. Presuming you have the skill and talent to produce network quality television, You'll need 4 or 5 HD cameras, HD editing facilities, cameramen, producers, network quality talent, and a lot of travel and hotel expenses.

Once you've broken the TV-Sponsorship cycle as the sport did in 2004, its very difficult to get it re-established. That's why I opposed the breakup at the time. NOT because I thought Hydro-Prop was the ideal organization to be running the sport. They did have sponsors, television, and three full time employees and several other professionals around the country beating the drum for the sport every day.

Now the people in charge are successful people with full-time jobs OUTSIDE the sport. If you care about the sport, you should be very thankful that people like Sam and Ken Muscatel are willing to put as much time into it as they do. So, can progress be made? I still think so. Personally, I am confident that if I closed my marketing company and gave up golf, I could make a difference in about 18 months.



Steve Montgomery at the 2012 Hall of Fame Banquet at H&RM. ~ Karl Pearson

So, why not go do that? For much of my life, I sold Radio and Television advertising, with things like sponsorship sales and other promotions as a sideline. In that industry, you make sales fairly regularly, and you have no trouble getting paid. Those are the major points separating conventional advertising from sports marketing.

It's amazing how much a racer's (car or boat) attitude changes from the time he comes to you too broke to keep racing, and a year later when he's been enjoying the sponsorship you found him.

I learned this early on from a Top-Alcohol dragster named Larry Van Unen. He was thinking about getting out of the sport, as he just couldn't justify the expense any longer. I hooked him up with Schlitz Malt Liquor and he went racing with someone else's money.

A year later, he called and asked if we could do it again. I said I would see what I could do, and got the deal renewed. After he got his funding, I reminded him that he owed me another commission. His response was, "Well . . . you didn't do as much work this year."

This is a typical attitude, along with the fact that the racer, who had no idea how to find a potential sponsor or make a sale, now knows the sponsor personally and doesn't need you as his intermediary after the first season.

After a couple of similar experiences, including some Unlimited owners, I went from naive, nice guy marketing helper to no fun, sign this 5 page contract grizzled marketing veteran.

Since I mentioned some Unlimited owners in that category, I want to quickly point out some exceptions. Starting with Kenny Thompson, Ken Muscatel, Kim Gregory, Bob Hughes and Jerry Kenney, along with Mike Miller (Top Fuel Funny Car) who were quick to show appreciation and compensate me for my marketing effort.

In the 80's, when we were running the *Miss Rock* at KISW, we brought sponsors like Miller Beer, Squire Shop and 7-11 into the sport. The Southland Corp (7-11) had a Sports Marketing Director named Ron Montgomery (no relation) who agreed to co-sponsor Fred Leland's Packard effort. The Packard engine split in half when Fred hit the start button in the pits at Seafair.

I took Ron over to Steve Woomer's Tosti Asti pit area and told him this was the kind of team his company should sponsor. I introduced him to Steve Woomer and Steve Reynolds.

A few weeks later, Steve Reynolds called me and said Ron and Woomer were talking, and he (Reynolds) wanted to talk to Ron about leaving Woomer's team and putting together a team for 7-11, which Southland would own. This type of setup was one that Ron had mentioned as a possibility.

So I called Ron and set up an appointment for Steve R. Steve and I flew to San Diego to meet with him. Steve presented his ideas to Ron, who was interested. But, 7-11 ended up signing with Woomer. The next time I saw Steve Woomer, he was very angry at ME, for "Trying to steal his driver." I couldn't tell him it was all his driver's idea, so he stayed mad the rest of his life, and made mine miserable as often as he could.

When Southland cut back their motorsports programs, Ron started a Sports Marketing company with Steve Woomer as a client. Ron's racing contacts included RJ Reynolds Tobacco, and he convinced RJR to give hydros a try with the Woomer team. They started with the Vantage Ultra, one of their minor brands, and it grew into sizable deals with the Winston and Camel brands.

During this time, I ran into Ron, alone in a bar near one of our race sites. He said hello and grumbled something about our sport. I learned that Mr. Woomer and the RJR Sports Marketing dept. had cut him out. Now that they knew each other, why would they need him?

RJR then set up their Sports Marketing dept as a separate profit center, with Woomer as a client. They found him the Close Call Phone Card sponsorship. As far as I know, that guy never paid any of the race teams he sponsored anything.

Steve Lamson, who has sold more sponsorships than anyone else I know, would be hundreds of thousands dollars richer if he had been paid all the commissions that he should have received. When Steve and I compare notes, there are more bad experiences to relate than we have time for. He's in the middle of a couple right now.

Bob Gobrecht and I were at a Sports Marketing meeting in Las Vegas, during his tenure with the sport. When the moderator found out we were with Unlimited Hydroplanes, he was impressed. He said, "Wow, you

guys have a big colorful sport with sponsors, television and big crowds!’ This was all true at the time, but Bob and I talked about the fact that the people in the sport didn’t view themselves that way.

By the way, I still feel that Bob would have been great for the sport if he had been given some time. He has been very successful since then. Last I heard he was appointed Managing Director for Special Olympics North America.

With all of this said, it wouldn’t take much to turn things around for Unlimited Hydroplane Racing. One or two companies who saw the marketing potential could make a huge difference.

Or, individuals like the Microsoft retirees who bought the Pro Bowlers tour and put it back on the map could get involved. But I’m afraid they might find it tough to get all of the team owners and race promoters nodding their heads on the same issues, especially if their business model included some profit for them.

Or, Sam’s efforts in the Middle East could be the source of new funding that makes its way back to the US.

In the mean time, I am among those willing to help where we can. The new marketing video that is being finished by David Smith at KIRO TV is one of the best I’ve seen. It should be available for your viewing soon.

As I have stated a couple of times, the sport right now is what it chose to be in 2004. A big hobby for some people who can afford to participate, managed by volunteers and a committee who give it more time than even they can afford. While they are doing what they can to maintain the sport as we know it, and show signs of progress, they shouldn’t be criticized by people who have no idea how complicated their challenge is.

Hopefully, this article shed some light on the vicious circle that is the Television-Sponsorship relationship and the world of sports marketing. And why, at 65, I feel like I’ve been there, done that, and have a collection of shirts with logos for ESPN, ESPN2, SPEED and FSN to remind me of an interesting journey.



Karl Pearson photo

Tastin’ n Racin’: NO MORE THUNDER!

After 16 years of combining thrilling Hydroplane racing on the water and a family friendly festival on the land, the organizers of popular King County event TASTIN ’N RACIN has decided to not present the event in 2013. Citing raising expenses and unreasonable insurance requirements, organizers made the decision to end the event effective immediately.

Over the years, Tastin ’n Racin featured the fastest piston driven racing on water from 4 cylinder 16 foot hydroplanes to the 1,300 horsepower super charged 26 foot Grand Prix Hydroplanes. In 2008, TnR launched Vintage unlimiteds *Miss Bardahl* and *Miss Thriftway* as the first Unlimiteds to ever run on Lake Sammamish. Tastin ’N Racin made history that same year when the Turbine powered Unlimited hydroplane *Red Dot* co-owned by Issaquah attorney John O’Brien was launched on Lake Sammamish to give folks an up close and personal look at a modern Hydroplane normally only seen at Seafair. 10 classes of Hydroplanes always filled the race card at TnR.

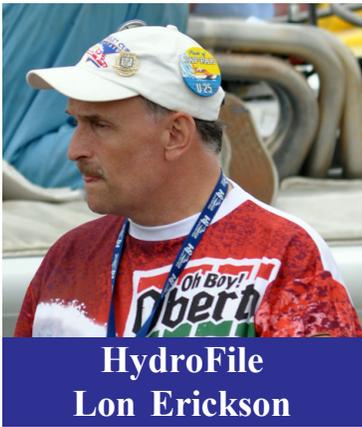
In 2006, PWC racing was added to Tastin’N Racin and for those in the front rows...you got wet! PWC racers would come from around the Northwest to compete in the Western Regional World Championships.

Classic Car shows, Hot Boat shows, Motorcycle charity rides and shows, Carnival rides, Wenatchee Youth Circus were all attractions that have appeared at TnR.

Tastin ’N Racin was actually looked at as a model event nationally by other boat racing sites. Events in Miami, New York, and St. Louis to name a few used the TnR formula of combining a family festival on the land with the thrill of racing on the water.

The organizers of Tastin’N Racin would like to thank the staff at Lake Sammamish State park for their help over the years, all the volunteers that gave their time generously, the sponsors and vendors that participated, and most of all the general public that came out to enjoy an event unique to this area.

The website www.tastinracin.com will remain active for those who want to reminisce and who knows...perhaps a resurrection will take place down the road. ~ Craig Cooke, Media Contact & Marketing Coordinator



HydroFile
Lon Erickson

With two back-to-back events in Doha, the hydro team activities are somewhat limited by location and timing, with the exception of two active teams.

One being the Ellstrom/Spirit of Qatar team & the other being the U-22 Webster Racing team.

U-1. As a result of the damage from the fire on-

board the U-1 Spirit of Qatar boat in heat 4B of the 2012 Oryx Cup, the team's specific plans are somewhat in limbo right now. There have been reports released through H1 Unlimited of plans moving forward for the 2013 season but the UNJ has learned the possible scenarios differ quite a bit from those reports. There is active discussion going on for team changes in 2013, 2014, and a new hull for the 2014 season. As those plans are firmed up, we will bring the details to our readers.

U-22. The Webster Racing team continues to make progress on their rebuild of the U-22 hull back in their Reading, PA. shop. The replacement of the damaged sponson, with one from recently acquired *Aussie Endeavor* hull, is being completed. They have a lot to do yet but are hopeful to hit the water in a few months. Photo at right was taken in December and from their facebook page. To support the U-22 team, visit their facebook page at <https://www.facebook.com/u22websterracing?fref=ts>



With the 10 active teams awaiting the February 2013 Oryx Cup in Qatar, the boats and equipment did stay in the city of Doha. There were arrangements made to have a small group of various team



David Gatti photo

members remain with the equipment for routine maintenance and to oversee the upcoming event set-up, prior to the balance of the H1 contingent returning.

The 2012 Air National Guard H1 Unlimited Season Awards presentation were held at the 2012 Oryx Cup/U.I.M. World Championship Event Banquet immediately after the event in Doha, Qatar. Normally presented at the H1 Winter Meetings, the awards were handed out in Doha. It is not known at this time if there will be a formal structured winter meeting held to discuss rule changes, marketing, sponsorship, or any other H1 operations or business.

The awards recipients for 2012 are:

Special Contribution – Mona Nassar – QMSF

Special Contribution – David Holley – Peters & May

Special Contribution – Scott MacCracken – FBI Qatar

Boat Sponsor of the Year – Graham Trucking

Owner of the Year – Leland Racing

Crew of the Year – Jones Racing

International Print Media – Gulf Times, Sports Department

International Television - Mohammed Abdulla Al Marzoqi – Al Kass Sports TV

Fastest Qualifier of the Year – *Spirit of Qatar* – Ellstrom Racing

Mechanix Wear Crew Chief of the Year – Tom Anderson

Peters & May Rookie of the Year – Kelly Stocklin

Award of Excellence – Qatar Marine Sports Federation

Official of the Year – Steve Montgomery

Chairman's Award – Sheikh Hassan bin Jabor Al Thani

Fan Favorite Award – Jimmy Shane

3rd Place National High Points Driver – Dave Villwock

3rd Place National High Points Boat Team – Spirit of Qatar

2nd Place National High Points Driver – Jimmy Shane

2nd Place National High Points Boat Team – Graham Trucking

1st Place National High Points Driver – Steve David

1st Place National High Points Boat Team – Oh Boy! Oberto

In other H1 news, the services of the Maurer Group/Tri-Cities, WA., who handled the corporate business portion of H1 Unlimited, have not been retained moving forward. No word yet on who will be handling that for H1 Unlimited in the future.

In recent weeks, H1 Unlimited has confirmed the 2013 event schedule, (no changes from the earlier posted *proposed* schedule).

Recently, H1 Unlimited Vice-Chairman, owner, driver, and avid supporter of all things boatracing, Dr. Ken Muscatel suffered a health setback. Ken had some on-going heart issues over the past year or two, and was hospitalized again for more treatment. He is due to be released from the hospital soon, going for a short rehabilitation stay, and hopefully be home soon. All at the UNJ wish Dr. Ken well and a healthy, speedy recovery. Look forward to seeing you at the racecourse soon!

On a sad note, David "Salt" Walther, former Indianapolis 500 driver and hydroplane pilot died at age 65. Montgomery County Corner spokesman said cause of death hadn't been determined.

We know him best as an unlimited hydroplane driver. "Salt" Walther drove unlimiteds starting in 1970 with U-2 *Miss U.S.* (3) and (4), then in his father's first U-77 *Country Boy* in 1971 and '72. Then in Jim McCormick's U-81 *Red Man* (2), and the second U-77 *Country Boy* in 1974. In 1975 he piloted the U-76 *Bootheds*, and his final year of driving unlimiteds, 1976, was in his father's U-77 *Spirit of Dayton-Walther*, the former, '72 U-7 *Notre Dame* (9). His brother, George "Skip" Walther III, died in 1974 driving the unlimited U-81 *Red Man* (2) at Miami, the same boat "Salt" drove later that year. He drove in 17 races during his unlimited career.

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Editor, *Unlimited NewsJournal*, 16418 192nd Ave. S.E. Renton, Washington 98058
or E-mail to: USA1st@msn.com
Letters may be edited for clarity and space.

Next Meeting of Unlimiteds Unanimous & RC Hydro Show

-everyone welcome!-

Saturday, February 9th
11 pm to 4 pm

Hydroplane & Raceboat Museum
5917 So. 196th St.
Kent, Washington

Silver Lake Dental Arts

Michael C. Johnson, DDS, PS

Brent N. Kellogg, DDS, PS

1809 100th PL SE

Everett, WA 98208

425-337-3922

sldarts@verizon.net

www.sldarts.com