

Seventh Annual  
**Michael R. Argetsinger Symposium**  
on International Motor Racing History



**November 3 and 4, 2023**  
**Watkins Glen International Media Center**

presented by:  
**International Motor Racing Research Center**  
and the **Society of Automotive Historians**

## FRIDAY, NOVEMBER 3

9:00 AM - 12:30 PM

### **West Virginia Motorsports History**

Tom Adamich via Zoom

### **Racing to the Moon: NASCAR in Space**

Mark D. Howell

### **Formula One at Watkins Glen: Circus Days**

James Miller

### **An Overview of Motorsport Podcasts Focused on Women**

Mike Stocz

### **The Axis GP: The Reinvention of the Mille Miglia in 1940**

Paul Baxa

2:00 - 5:00 PM

### **Teaching Motorsports History at McPherson College**

Ken Yohn, Kristie Sojka, Jeremy Porter

### **Midget and “Big Car” Racing in the San Francisco Bay Area, 1945-51: Learnings from the Lapachet Archive**

Jonathan Summers via Zoom

### **Television Turns Its Gaze on Motorsports**

Preston Lerner via Zoom

### **SEAT History and Formula 1430**

Vicente Sevillano via Zoom

6:00 - 8:00 PM

### **Reception at the International Motor Racing Research Center**

Sponsored by the Watkins Glen Area Chamber of Commerce  
Hosted by Executive Director Mark Steigerwald and Center Staff

610 South Decatur Street, Watkins Glen

## SATURDAY, NOVEMBER 4

9:00 AM - 12:30 PM

### **Auto Racing Superstitions & Bizarre Events**

Al Isselhard

### **Opportunity Seized: Rediscovering and Uncovering NASCAR's Inaugural Season**

Daniel J. Simone

### **Bill France and the Origins of NASCAR**

Buz McKim

### **Suicide on the Track: The Case of Pete Kreis**

William Walker

### **From the Paddock to the Slip Stream: Transformations in Media Relations in F1**

Richard Haynes

2:00 - 5:00 PM



Jean Argetsinger,  
co-founder of the IMRRC.

### **Jean S. Argetsinger Memorial Keynote Address:**

#### **A Driver's Reflections on Watkins Glen at 75**

Rob Dyson

#### **Things Change: 1908 and American Motor Sport**

H. Donald Capps

#### **Argento e Rosso: An Alternative Story of the Mid-Engine Revolution**

Karl-Heinz Mertins

#### **Organized Labor and NASCAR: The Teamsters and the Federation of Professional Athletes**

Mackenzie Kirkey

#### **Follow the money: F1 Financial Support as Cultural Indicator**

Elton G. McGoun

# Seventh Annual Michael R. Argetsinger Symposium on International Motor Racing History

The International Motor Racing Research Center (IMRRC), partnering with the Society of Automotive Historians (SAH), presents the Seventh Michael R. Argetsinger Symposium on International Motor Racing History. The Symposium has established itself as a unique and respected scholarly forum and has gained a growing audience of students and enthusiasts. It provides an opportunity for scholars, researchers and writers to present their work related to the history of automotive competition and the cultural impact of motor racing. Papers are presented by faculty members, graduate students and independent researchers.

The history of international automotive competition falls within several realms, all of which are welcomed as topics for presentations, including, but not limited to: sports history, cultural studies, public history, political history, the history of technology, sports geography and gender studies, as well as archival studies.



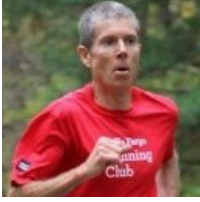
The symposium is named in honor of Michael R. Argetsinger (1944-2015), an award-winning motorsports author and a longtime member of the Center's Governing Council. Michael's work on motorsports history includes:

- ◆ *Walt Hansgen: His Life and the History of Post-war American Road Racing* (2006)
- ◆ *Mark Donohue: Technical Excellence at Speed* (2009)
- ◆ *Formula One at Watkins Glen: 20 Years of the United States Grand Prix, 1961-1980* (2011)
- ◆ *An American Racer: Bobby Marshman and the Indianapolis 500* (2019)

## FRIDAY, NOVEMBER 3

**Morning Session**  
**9:00 AM - 12:30 PM**

### West Virginia Motorsports History | Tom Adamich



Tom Adamich has been a vehicle/motorsports historian since the early 1990s. He served as the project archivist at

the Wills Sainte Claire Auto Museum (Marysville, Michigan) from 2009-2016. He has been a frequent presenter at the Argetsinger Symposium – including presentations on Strategic Air Command (SAC) racing history, Cuban motorsports history, and Formula Vee.

Grassroots and bootstraps strategies were used by early racing pioneers in West Virginia beginning in the 1930s. Adamich, co-author of the auto racing entry in the *West Virginia Encyclopedia* and other related articles/publications will profile several events and individuals who innovated and dominated on the dirt tracks, ball diamonds, and other unique race courses that dot the hills and valleys of the great state of West Virginia.

### Racing to the Moon: NASCAR in Space | Dr. Mark D. Howell



Dr. Mark D. Howell has been involved with motorsports his entire life. As a teenager, he tagged along with the NASCAR

Modified pit crew of Brett Bodine, who raced out of Howell's hometown of Dallas, PA. He earned a BA and MA

from Penn State, and a Ph.D. in American Culture Studies from Bowling Green State University. His dissertation evolved into *From Moonshine to Madison Avenue: A Cultural History of the NASCAR Winston Cup Series*, published by The Popular Press/University of Wisconsin Press in 1997.

Howell is professor of communications at Northwestern Michigan College in Traverse City. He lives with his wife and son (and two dogs) in the village of Suttons Bay on Lake Michigan.

This presentation examines the 2023 alliance between Leidos, the international high-tech engineering firm, and NASCAR to build a "Next Gen" Lunar Roving Vehicle (LRV). The paper looks at the adaptation of motorsports culture by the aerospace industry as space exploration grows more privatized and commercialized. Additionally, the presentation looks at the history of NASA's LRV program and how astronauts saw their rovers through the context of automobile racing. Both Leidos Dynetics and NASCAR are relying on particular language, imagery, and historic legacies to justify their partnership while trying to earn NASA's new LRV contract by the end of November 2023.



Michael Argetsinger at a book signing at the IMRRC.

## Formula One at Watkins Glen: Circus Days | Dr. James Miller



Dr. James Miller has a longtime interest in media technology, and this led him to the historical study of the automobile as

an under-appreciated site of media consumption. From there, the highly digitalized modern race car presented itself as a possible precursor of future mobility. This was also an excuse to intellectualize the pleasure of motor-sports, which has resulted in a connection with the IMRRC and membership in the International Motor Press Association. Miller is professor emeritus of communications at Hampshire College, a former member of the graduate faculty at UMass Amherst and a member of the Porsche Club of America.

Formula One raced at Watkins Glen for 20 years, 1961-1980. This was a still early time in post-war F1, when nearly everything was smaller scale, sponsorship was just beginning, a DIY ethos ruled the paddock and US media attention was limited. Yet these 20 years mark a crucial midway point between the Glen's original road racing and the modern, corporatized F1 that has now developed into a global media spectacle.



To mark 75 years of Watkins Glen motorsports, this presentation offers a sketch of this distinctive time and place, with emphasis on the local community engagement that made those glorious 20 years of F1 possible.

## An Overview of Motorsports Podcasts Focused on Women Mike Stocz



Mike Stocz is the assistant director for the department of kinesiology, and a senior lecturer of sport management &

leadership, at the University of New Hampshire. He is one of the founding members and editor in chief of the Journal of Motorsport Culture & History. Mike's recent works have included a co-authored book chapter about the future of Formula 1, as well as works surrounding big game hunting legislation on land preserves, an economic funding model for college athletics, and critiques on K-12 coaching certifications surrounding sexual assault.

Modern technologies have expanded our ability to share a wide variety of interests. Motorsport, primarily focusing on women in motorsport, has found social media as a medium to help grow actual participation numbers. Expand-

Michael Argetsinger and his teammates catch up on the racing world during a break at the 24-Hour Longest Night endurance race at Moroso Motorsports Park on Dec. 28-29, 1997.

ing on this theory, while also taking into consideration a later discussion on modern archival methods, this presentation will overview how podcasts surrounding women in motorsport are self-presenting to the public at large. In particular, a thematic analysis of women in motorsport show descriptions, and episode descriptions, will be explored, with themes and expanded research discussed.

### **The Axis GP: The Reinvention of the Mille Miglia in 1940**

**Paul Baxa**



Paul Baxa is professor of history at Ave Maria University in Florida. Parts of his most recent book, *Motorsport and*

*Fascism: Living Dangerously* (Palgrave Macmillan, 2022) have been presented at past Argetsinger Symposia. He was privileged to have presented at the first symposium in 2015.

The 1940 Mille Miglia is an anomaly in the long history of the race. The previous classic editions, held between 1927 and 1938, were run on the thousand-mile figure-of-eight open road course covering half of Italy. During that time, it had become Italy's most important motor race and one that was exploited by Mussolini's Fascist regime. After a major tragedy in 1938, the race was reinvented in 1940 and bore scant resemblance to the original. This paper examines how the race was used by the regime to exalt the Axis alliance while at the same time making great efforts to link it to its more illustrious preceding editions.

## **Afternoon Session**

**2:00 - 5:00 PM**

### **Teaching Motorsports History at McPherson College | Ken Yohn, Kristie Sojka, Jeremy Porter**



**Towards a Motor Racing History Curriculum: Ideas from McPherson College**

Ken Yohn is a social scientist keenly interested in how the automobile shapes our lives. With a Ph.D. in political science and postdoctoral work in history and economics, Yohn has held faculty positions at universities in Japan, Germany, France, and Poland, including a sabbatical as scholar in residence at the University of Science and Technology in Lille, France. For the past 25 years Yohn has been teaching at McPherson College in Kansas, where he is currently chair of the history and politics department.

The Automotive Restoration Technology program at McPherson College was established in 1976, and since its inception the curriculum has included the study of the technical and social history of the automobile. Given this experience, Yohn addresses how McPherson might inform teaching the specialized field of motor racing. He will begin by giving an overview of the McPherson automotive history curriculum and conclusions about substantive content choices and best teaching practices. By examining the comparative scope of automotive history and motor racing history, Yohn will present areas of

substantial overlap and differentiation. Finally, he will present suggestions for curriculum and teaching practices. Participants will be requested to share their reflections on the following question: What 3 key topics should every motor racing historian understand?

### **Kristie Sojka**



### **Cruising Through the Stacks: A Special Library Collection**

Kristie Sojka earned her BA in History from Wichita State University and her MLIS from Kent State University. She has worked in a variety of roles in Kansas libraries for the past 13 years. Sojka is currently entering her third year as the director of library services at Miller Library McPherson College. Her responsibilities include providing library and research services, support, and instruction to the entire campus community. She also oversees the two special collections located within Miller Library: the Brethren and College Archives and the Paul Russell and Company Center for Automotive Research, which houses the special automotive materials collection. Sojka is currently serving as vice president of the College and University Libraries Section of the Kansas Library Association.

The Paul Russell and Company Center for Automotive Research housed within Miller Library at McPherson College currently holds over 5,000 automotive related titles. This presentation will consider the benefits and challenges of curating a special library collection and

archives, which supports automotive restoration education. The presenter will discuss the types of materials currently available to researchers, the varying processes of obtaining materials, and options for organizing the collection.

### **Jeremy Porter**



### **From the Prints: A Student's Perspective on Racing History Education**

Jeremy Porter, from Seneca Falls, NY, is a senior studying automotive restoration technology at McPherson College in Kansas. First bitten by the car bug at the age of five after attending the Vintage Festival at Watkins Glen, he is fascinated by the mechanical aspects of vehicles and other machinery. He was a part of the team that restored the school's 1953 Mercedes Benz 300S Cabriolet that finished second in class at Pebble Beach. His interests include vintage Ferraris, pre-war Bugattis and Alfas, open-wheel race cars, and the development of technologies within the drivetrain.

As a student of the Automotive Restoration program at McPherson College, a four-year degree that centers the skills needed for the preservation and/or restoration of the vehicle itself and its associated history, a younger generation is given the chance to take the torch. Hands-on skills such as engine rebuilding and general mechanical work are supplemented by a dive into proper research methods, archival building/handling, general history of automobiles and their artistic and technological designs, along with literature courses



that help create a unique liberal arts education. Using an example of a current project involving the digitization and creation of an archive of original Duesenberg road car, racing car, and marine engine blueprints that are housed within the school's library, this presentation will show how the curriculum at McPherson College culminates in a comprehensive educational experience.

### **Midget and “Big Car” Racing in the San Francisco Bay Area, 1945-51: Learnings from the Lapachet Archive | Jonathan Summers**



Jon Summers is a teaching assistant and guest lecturer at Stanford University. He's an independent automotive historian, podcaster, and Pebble Beach Docent.

The chance gift of a small magazine archive to the SAH led Summers to research midget and sprint car racing during the immediate postwar period around his adopted home of the San Francisco Bay Area. This grassroots history charts the rise of great names in racing, such as Kurtis and Vukovich, yet was over in under a decade. Less than a century later no trace of the tracks remain. Summers' presentation offers a glimpse into this already-lost world.



### **Television Turns Its Gaze on Motorsports | Preston Lerner**



Preston Lerner is a freelance writer who has covered racing for the past four decades. For many years, he was a regular contributor to *Automobile Magazine* and *Road & Track*. Lerner is also the author or co-author of six books, most recently *Shelby American: The Renegades Who Built the Cars, Won the Races, and Lived the Legend*. The material used in “Television Turns Its Gaze on Motorsports” is drawn from his upcoming book, *The Deadliest Decade*, which examines the safety, commercial and technological developments that transformed racing from 1964 to 1973.

Lerner's presentation covers the early – and often controversial – efforts of TV to bring automobile racing into American living rooms. In 1961, a segment from the Indianapolis 500 time trials was broadcast as part of ABC's new *Wide World of Sports* program. During the next few years, racing coverage was expanded to include Formula 1, Le Mans, NASCAR and even USAC dirt-track races. Television dramatically expanded the reach of the sport, which, in turn, attracted major commercial sponsors. By the 1970s, racing had been transformed into the global commercial engine we know today. Yet from the beginning, enthusiasts had a love-hate relationship with ABC. On one hand, TV coverage confirmed that racing was

Michael Argetsinger speaks at the Revs Institute.

a legitimate sport rather than a tawdry carnival sideshow. On the other, serious fans found the broadcasts puerile and sensationalistic. The camerawork was shaky, the commentary insipid and the focus on accidents infamously morbid. Coverage of the fatal wrecks of Lorenzo Bandini and Roger Williamson inspired widespread disgust that led to improvements in safety. This was an unintended consequence, but it was a product largely of television's unblinking eye.

### **SEAT History and Formula 1430 Vicente Sevillano**



Vicente Sevillano, from San Roque city (Cádiz province - South of Spain), holds a degree in law. He has been a world

motoring heritage and motorsport enthusiast since his childhood and is a member of several classic car clubs in Spain, Gibraltar, Bosnia and the United States. Sevillano is a FIVA (International Federation of Antique Vehicles) Youth Group member and Youth Ambassador. He is also a member of FEVA (Spanish Federation of Antique Vehicles).

Mr. Sevillano's presentation addresses the history of the Spanish automotive brand SEAT (Sociedad Española de Automóviles de Turismo, S.A.) founded in 1950. The SEAT brand is currently under Volkswagen Group. Vicente reviews SEAT's most emblematic models in connection with the racing series "Formula 1430," launched in 1971, whose name derives from the mechanics of the SEAT 1430 model.

## **SATURDAY, NOVEMBER 4**

**Morning Session  
9:00 AM - 12:30 PM**

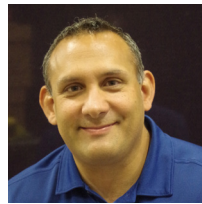
### **Auto Racing Superstitions & Bizarre Events | Al Isselhard**



Al Isselhard is a retired mechanical designer of test equipment for Eastman Kodak Co. and has enjoyed the automobile world in several capacities. He is a big supermodified race fan, collector of tired British sports cars, serious but non-professional race photographer, past crew member on a SCCA race team, race memorabilia and petrolania collector, retired road rallyist and a supporter of the IMRRC.

Superstitions, both good and evil, common and rare, affect all classes of people and their place in life and have been passed along generation after generation. Auto racing, from its very beginning, is not immune from superstitions - many of which can be described as bizarre and are present in today's auto racing world.

### **Opportunity Seized: Rediscovering and Uncovering NASCAR's Inaugural Season Daniel J. Simone**



Daniel J. Simone earned his Ph.D. in American History from the University of Florida in 2009, where he wrote his dissertation: "Racing, Region, and the Environment: A History of American Motorsports" under the guidance of Dr.



Local reporter Gwen Chamberlain, Michael Argetsinger, and Bill Green at Watkins Glen International.

Jack E. Davis. From 2010-2015, Simone taught World History and Environmental History at Monmouth (NJ) University. In 2016, he was hired as curator of the NASCAR Hall of Fame in Charlotte, North Carolina, and held that position through 2021. The following year, Simone was tabbed to assist the New York Historical Society Museum & Library, where he co-processed the Women's Sports Foundation Collection and developed content for digital exhibition. Simone is on the editorial board of the *Journal of Motorsport Culture & History* and serves on the Indianapolis Motor Speedway Hall of Fame Voting Committee.

Uncertainty, experimentation, conflict, and relentless promotion characterized NASCAR's 1948 debut season. This presentation will discuss some of the obstacles the new sanctioning body faced, summarize a handful of races and venues, and pay tribute to some of the unheralded drivers, mechanics, and racing personalities from that "forgotten" season. Their contributions will be noted to help secure their vital roles in motorsport history.

## Bill France and the Origins of NASCAR | Buz McKim



Buz McKim, formerly historian at the NASCAR Hall of Fame in Charlotte, NC, is a distinguished figure in the motor sports world and a much sought-after speaker at motorsports gatherings. Mr. McKim served as director of archives for International Speedway Corporation and as coordinator of statistical services for NASCAR. He is the author of *The NASCAR Vault: An Official History Featuring Rare Collectibles from Motorsports Images and Archives*.

McKim's Legends of Racing Radio Show is a hugely popular forum for enthusiasts of the sport. Buz McKim was our Keynote Speaker for two prior Argetsinger symposia.

Mr. McKim's presentation explores the racing career of NASCAR's iconic founder William "Bill" France and the origins of NASCAR in the late 1940s and early 1950s. Big Bill's exploits

are legendary and his captivating and sometimes overwhelming style belie his extraordinary contribution to the evolution of professional motor racing in America. McKim's presentation is a deeply informed and sympathetic portrayal of the man and his accomplishments.

### **Suicide on the Track: The Case of Pete Kreis | William Walker**



A long-time fan of open-wheel racing, William T. Walker Jr. was introduced to the Indianapolis Motor Speedway and the

Indy 500 by the broadcasts of Sid Collins. He grew fascinated by the careers of his cousins Pete Kreis and Rex Mays, both Indy drivers. He earned his BA and MA from the University of Virginia. After teaching at Lamar University and the University of New Orleans, he served as associate vice president at Virginia Tech, Gettysburg College, and William & Mary.

Since retiring, Walker has returned to an enduring love — researching and writing narrative history books. His first book was *Betrayal at Little Gibraltar*, a study of a World War I battle published by Scribner in 2016, followed by *The Last Lap*, the story of the fast lap and strange death of Pete Kreis. He lives in Staunton, VA.

The possibility of drivers dying by suicide on the track has long been acknowledged, sometimes alleged, but seldom proven. It remains a forbidden topic, because drivers are unwilling to admit any weakness, much less depres-

sion. The case of Pete Kreis, however, offers an opportunity to examine a case which resulted in two purposeful deaths at the Indianapolis Motor Speedway. Pete raced at Indy from 1925 to 1934, when he and his riding mechanic died in Turn One. A “coroners’ jury” of Indy drivers, track officials, and other experts could not identify any obvious cause for the accident, calling it “the strangest death in all racing history.” After 50 years of research, Walker reached the conclusion that Pete took his own life. The results of his investigation were published in *The Last Lap: The Mysterious Demise of Pete Kreis in the Indianapolis 500* (Octane Press, 2023).

### **From the Paddock to the Slip Stream: Transformations in Media Relations in F1 | Richard Haynes**



Richard Haynes is professor of Media Sport in the Division of Communications, Media and Culture at the University of

Stirling, Scotland. He is author of seven books on sport and communications including the award-winning history *BBC Sport in Black and White* (Palgrave 2016) and his forthcoming book with Raymond Boyle *Streaming the Formula 1 Rivalry: Sport and the Media in the Platform Age* to be published by Peter Lang in 2024.

Based on archival and biographical research and interviews with British journalists, broadcasters and communications managers, this presentation provides an analysis of the transformations in media relations in Formula One

from 1960s onward. The paper explores the professional careers of leading British journalists and broadcasters of F1 to explore how media relations have changed over time. We conclude with some thoughts on how F1 in the era of Liberty Media, is bringing new opportunities for F1 across different platforms, transforming again the media relations of the sport.

## **Afternoon Session** **2:00 - 5:30 PM**

### **KEYNOTE: A Driver's Reflections on Watkins Glen at 75 | Rob Dyson**



Rob Dyson is a New York based businessman and retired professional racing driver with a long association with

Watkins Glen International and the International Motor Racing Research Center. Following completion of his licensing school at Watkins Glen in 1974, Dyson began competing in amateur SCCA competition. In 1981 he won the Sports Car Club of America's GT2 national championship.

Dyson began racing professionally in IMSA GTO and the SCCA Trans-Am Series in 1982. The following year, to support his professional racing efforts, Dyson founded the Dyson Racing Team, which over the next few years grew to be one of America's premier sports car racing teams. From its base in Poughkeepsie, over the course of nearly four decades the team won 19 championships, 72 race victories, started 72 times from the pole and achieved 224

podium finishes. Among the team's notable accomplishments is a pair of overall victories in America's premier endurance race, the Rolex 24, at Daytona International Speedway.

The team fielded cars during the heyday of the IMSA Camel GT, winning its first time out with a Porsche 962 at Lime Rock Park. Under Dyson's leadership the team went on to successfully field entries in Indy car, the World Sports Car Championship, the United States Road Racing Championship, the American Le Mans Series (where the team scored two championships), the Rolex Sports Car Series, and the Pirelli World Challenge, where the team scored Bentley's first-ever North American race victory.

During his 21 seasons as a professional racing driver Dyson drove in 92 races, scoring four overall race wins (including the 1997 Rolex 24 at Daytona) and a total of 18 podium finishes. Dyson continued to compete episodically in professional racing through 2007 and today remains active driving his collection of vintage Indy cars in a variety of demonstration events. Dyson's personal historic Indy car collection ranges from a 1913 Isotta Fraschini tipo IM to Johnny Rutherford's 1978 Budweiser McLaren M24B, and includes the 1961 Kimberly Cooper Climax, the first successful rear-engine car to compete in the 500.

Named chairman of the board of directors of the Indianapolis Motor Speedway Museum in 2021 following a decade as a member of the board, Dyson is guiding the institution through its

\$89 million transformational renovation as it charts its future path as the repository of the history and related artifacts of America's oldest active and most storied racing facility.

In 2011 Dyson donated to the IMRRC the historic archives of National Speed Sport News, America's premier motorsports news publication since the late 1930s.

Dyson is the chairman and chief executive officer of Dyson-Kissner-Moran Corporation, a privately-owned international holding company.

## Things Change: 1908 and American Motor Sport

### H. Donald Capps



Don Capps has been a member of the SAH Board of Directors since 2014 and is now the immediate past president of the

Society. He is a member of the Historians Council of the IMRRC and is the co-chair of the Symposium. Capps began following motor sports at an early age while attending races with his father at Lakewood Speedway in Atlanta. In addition to motor racing, military and civil aviation and military history have also been lifelong interests that formed early on. Capps holds graduate degrees from the University of South Carolina and George Mason University and has taught history at both the high school and college levels, the latter being The Citadel. He was a faculty member of the Defense Model & Simulation University and spent over three years in South-west Asia with the Program Executive

Office for Simulation Training and Instrumentation.

Don is currently engaged in research surrounding the sport and contests sanctioned by the AAA from its beginning, including the American national auto racing championships, until the Contest Board ceased operations at the end of the 1955 season.

## Argento e Rosso: An Alternative Story of the Mid-Engine Revolution | Karl-Heinz Mertins



Dr. Karl-Heinz Mertins holds a master's degree in mechanical engineering and a doctorate degree in mechatronics/ag

engineering from the Technical University Berlin, Germany. He has over 35 years of engineering and business experience in Europe and the United States, with focus on product innovation and new business incubation, using cross-disciplinary methods and cross-cultural sensitivities. His work includes experimental work on intelligent mobile equipment and wind energy systems at the Corporate Engineering Division of Deere & Company. His enthusiasm for F1 began in the year 1961.

Mertins presents a "what if" story: what if Robert Eberan von Eberhorst in 1953 would have joined the newly formed Unione Automobili instead of an Auto Union that was only a shadow of its former self? What if Francesco De Virgilio and Ettore Zaccone Mina had been tasked with designing a compact V6 engine for the 2.5-liter GP formula



Michael Argetsinger driving his brother, J.C. Argetsinger, around the original race circuit in Watkins Glen, New York.

that could take on a rather conventional Mercedes W196? What if Josef Mickl's aerodynamic knowledge would have been applied to create downforce? Would lessons learned from pre-war Silver Arrows and the untimely Cisitalia Grand Prix project, when blended with elements of Lancia's passionate engineering culture, have accelerated the rear-engine revolution in F1?

### **Organized Labor and NASCAR: The Teamsters and the Federation of Professional Athletes | Mackenzie Kirkey**



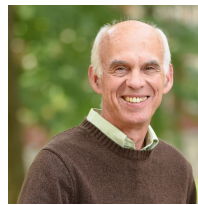
Mackenzie Kirkey received his MA in History from Brock University and his undergraduate degree in history from

Bishops University.

Kirkey's presentation focuses on NASCAR driver Curtis Turner, the efforts of the International Brotherhood of Teamsters to unionize NASCAR drivers

in 1961, and the tactics used by NASCAR's Founder and President Bill France Sr. to try and thwart their attempts.

### **Follow the Money: F1 Financial Support as Cultural Indicator Elton G. McGoun**



Elton G. "Skip" McGoun is an Emeritus Professor of Finance at Bucknell University and a former visiting professor at

the University of Donja Gorija in Montenegro. He has presented and published on both finance history and culture and automobile history and culture and served as area chair of the Vehicle Culture Section of the Popular Culture Association.

McGoun examines Formula One on-track and on-vehicale sponsorships through the post-WWII period to show the evolution of the cultural appeal of the series.



## INTERNATIONAL MOTOR RACING RESEARCH CENTER

The International Motor Racing Research Center collects, shares and preserves the history of motorsports. Spanning continents, eras and race series, the Center's collection embodies the speed, drama and camaraderie of amateur and professional motor racing throughout the world. The Center welcomes serious researchers and casual fans alike to share stories of race drivers, race series, and race cars captured on our shelves and walls, and brought to life through a regular calendar of public lectures and special events. To learn more about the Center, visit [racingarchives.org](http://racingarchives.org)



The Society of Automotive Historians encourages research into any aspect of automotive history. The SAH actively supports the compilation and preservation of papers, organizational records, print ephemera and images to safeguard, broaden and deepen the understanding of motorized, wheeled land transportation through the modern age and into the future. For more information about the SAH, visit [autohistory.org](http://autohistory.org)



The 2023 Argetsinger symposium is proudly supported by our partner the Watkins Glen Area Chamber of Commerce.



Thanks to Gran Touring Motorsports, the 2023 Argetsinger Symposium is being livestreamed at <https://www.twitch.tv/grantouringmotorsports>