

**Fourth Annual Michael R. Argetsinger Symposium – 2018
International Motor Racing Research Center**

PROGRAM

FRIDAY NOVEMBER 9

Morning Sessions

Location: Watkins Glen International Media Center

10:00am to 11:00am

Tom Adamich - Formula Vee: The Birth of Florida's "People's Race Car"

Mr. Adamich is a Digital Asset Librarian and a certified teacher-librarian. A graduate of Kent State University (Ohio) and KSU College, he is in addition President of the Visiting Librarian Service. Mr. Adamich analyzes the deep cultural roots and enduring success of Formula Vee, the "People's Race Car," from its origins in the work of Ferdinand Porsche to its birth as an American racing phenomenon in the 1960s. He relates the story of Formula Vee, as both a Volkswagen Beetle adaptation and as a common man's racing vehicle, focusing on its origin in Florida and the Southeastern United States, the "birthplace of the Formula Vee."

Francis G. Clax - Americans Enter International Grand Prix Motorcycle Racing

Francis Clax, a noted expert on early automotive history, describes himself as "a lifetime devotee of all things with a motor that go fast." From an early age, he mastered automobiles and motorcycles, eventually competing successfully in heavyweight superbike racing. From the late 1980s to 2007, Mr. Clax hosted a prime-time cable series "The Motorcycle" and, more recently, has concentrated on motometer automobilia collecting. Mr. Clax explains how American sportsmen, typically fixtures in almost every type of competitive racing in air, water or on land, were late entrants into the world of open road and closed paved circuit racing events. The impact, results and legacy of that development will be the focus of his discussion.

11:15am to 12:15pm

Katya "Kate" Sullivan - From Grassroots to In-Groups: The Evolution of NASCAR Fan Identity from Accessible to Exclusionary

Kate Sullivan is a well-being and performance psychologist at Scotland's Heriot-Watt University. In addition to her academic career, she has worked in the classic car industry for more than a decade. Dr. Sullivan personally holds several regional land-speed records. She explores the fascinating story of the evolution of NASCAR from its humble beginnings as an accessible arena for drivers from all walks of life to a sophisticated big business dominated by high-paid professionals. Questioning whether these developments may have alienated many who "didn't fit the mold," Dr. Sullivan will suggest ways to return the sport to its more inclusive roots.

Elton G. “Skip” McGoun - Automobile Commerce and Competition in the 19th Century

Skip McGoun is a Professor of Finance at Bucknell University and a Visiting Professor at the University of Ljubljana in Slovenia and at the University of Donja Gorija in Montenegro. A distinguished scholar who has published extensively on the history of finance and culture, Dr. McGoun is Area Chair of the Vehicle Culture Section of the Popular Culture Association. He addresses the complex relationships between commerce and competition during the early years of “automobility,” examining the driving forces – publications, organizations, and communities – that gave birth to and provided the driving force for automobile racing.

Afternoon Session

Location: Watkins Glen International Media Center

3:30pm to 5pm

Paul Baxa - 1928: Grand Prix Racing’s “Year Zero”

Paul Baxa received his Ph.D. from the University of Toronto and is currently Associate Professor and Chair of the History Department at Ave Maria University. He is a founding member of the Council for Motor Sport History. His writings combine his primary interest in Fascist Italy with his interest in motor sport history. Dr. Baxa focusses on a tragic accident that occurred during the 1928 Italian Grand Prix and its ramifications. Resulting in the death of the driver and over 20 spectators, the accident could also have been the death knell of Grand Prix racing. Dr. Baxa explains how this low point of Grand Prix racing forced the sport to reinvent itself in order to survive.

Bryan Gable - City of Racers: The Growth of the NASCAR Industry in Charlotte, North Carolina, 1949-2000

Bryan Gable is a recent graduate of the University of North Carolina at Charlotte who is currently working with the University’s Special Collections and University Archives to develop exhibits about the racing career of Alan Kulwicki. He is a columnist for Frontstretch.com. Mr. Gable explores the development of the NASCAR industry in the City of Charlotte and its surrounding region during the second half of the 20th century. He describes how NASCAR found a technological and cultural home in Charlotte by proving its worth as a desirable and highly-profitable industry.

Evening Session

Location: International Motor Racing Research Center, 610 S. Decatur Street

5:30pm to 8pm

Open reception at the IMRRC, including screening of the movie *Cars*, followed by:

Jonathan Summers - Differentiating Between Richard “The King” Petty and Pixar’s “Mr. The King”: Historiography in NASCAR and Why It Matters

Jonathan Summers works as an Automotive Historian and Freelance Consultant. He is associated with Stanford University’s Revs Program and Gooding and Company, as well as serving as a Docent at the Blackhawk Museum and Pebbles Beach *Concours d’Elegance*. Mr. Summers is involved extensively in motor racing media and is currently collaborating on a book about the past, present and future of the automobile. Using the movie *Cars*, as his model, Mr. Summers surveys the way NASCAR history is currently received and understood. Disney/Pixar’s *Cars* franchise is currently the biggest brand for boys under ten. Children recognize the film’s emblematic figure “Mr. The King”, the alter ego of Richard “The King” Petty who himself provides the character’s voice. Mr. Summers explains how Pixar shows us how NASCAR’s place in American history is open to debate and multiple interpretations.

SATURDAY NOVEMBER 10

Morning Session

Location: IMRRC – Elementary School Auditorium

10:30am to 12pm

Topic: Fair Play or Fear Play? A Comparative Analysis of Evolutions in American and European Representations of Motor Sport

Timothy Robeers - From Formula 1 to Formula E and Beyond: Media and Audience Representations of Electric Motor Sport in the 21st Century

Timothy Robeers is a Doctoral Candidate in Communication Sciences at Antwerp University, Belgium. He has taught Radio and Television Studies at Antwerp University as well as Sport and Recreation Management and Sport Policy at Edinburgh University, Scotland. Mr. Robeers reflects on the key findings and considerations from his recently completed Ph.D. research on media framing of Formula E, the world's first fully-electric single-seater motor racing championship series. He focuses primarily on the European perspective of the "motor sports media complex."

Mark D. Howell - "Not my Daddy's NASCAR": The Grand National Series, Narrative, and Collective Memory

Mark Howell is a Professor of Communications at Northwestern Michigan College and has been involved in motor sports his entire life, recounting his extensive experiences and insights through his writings and appearances on national radio and television. He is also a Senior Writer for Frontstretch.com. Dr. Howell explores the concept of collective mythology and how it shapes the mindset of motorsports fans through the Monster Energy NASCAR Cup Series, tracing a perceived relationship to "the good old days" (The Grand National Series), an era when stock car racing was deemed more authentic and genuine.

Mike Stocz - Nostalgia & Today: Comparing Facebook Posts of User Interactions Surrounding Historic & Current Daytona 500 Events

Mike Stocz is an Assistant Professor of Sport Management at the University of North Alabama. His primary research interest is social media in NASCAR with a secondary line of research involving risk management in K-12 sports settings. Dr. Stocz compares and interprets social media user interaction in the settings of historic and present day Daytona 500 events to elucidate patterns and trends in the history NASCAR.

Afternoon Session

1:30pm to 3:15pm

Karl Ludvigsen - Reid Railton: Man of Speed

Having worked as an executive with GM, Fiat and Ford and with over four dozen books to his credit, Karl Ludvigsen is an internationally renowned motor sports historian and author. His work as a researcher, historian, author, co-author and editor enabled Mr. Ludvigsen to compile a major motor racing research collection, now housed at the Revs Institute. He will discuss the career of Reid Anthony Railton, a Cheshire-born automotive engineering genius who rose to renown in the 1930s as his great cars - powered by names like Birkin, Campbell, Straight, Cobb, Mays and Gardner – achieved sensational and record-breaking success.

Keynote Speaker: Buz McKim - The Formation and Early Days of NASCAR

Buz McKim, recently retired historian at the NASCAR Hall of Fame in Charlotte, N.C. and a distinguished figure in the motor sports world is the 2018 Keynote Speaker. 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." Mr. McKim's keynote address looks at the life of Bill France, Sr. – the father of NASCAR and one of the most important figures in American racing. He examines the state of stock racing during Mr. France's driving years and chronicles the events which prompted him to develop a sanctioning body for the sport. The fascinating story includes reminiscences of the colorful personalities who enlivened the early days of stock cars and humorous anecdotes that accompanied this serious milestone in racing history.

4pm to 6:00pm

Roundtable: Stock Car Racing and History

An open discussion of stock car racing history and trends featuring a panel of Symposium presenters and the scholars identified below:

Col. H. Donald Capps, U.S. Army, Ret., chair of the Society of Automotive Historians International Motor Sports History Section and a member of the Historian's Council of the International Motor Racing Research Center.

Dr. Patricia Yongue, Professor Emeritus of English at the University of Houston, an expert on women in racing, and a member of the Society of Automotive Historians International Motor Sports History Section.

Dr. Scott Beekman, Professor of History at the University of Rio Grande and a fellow at the Madog Center for Welsh Studies. Dr. Beekman lives in Athens, Ohio and is currently writing a biography of nineteenth-century athlete William Muldoon.