



December 9, 2014



Winston Kelley – NASCAR Hall of Fame

The numbers did the talking for Winston Kelley as he enlightened Charlotte Rotarians on the NASCAR Hall of Fame.

Did you know that motorsports is a \$6 billion a year industry? Or that there are 25,000 motorsports jobs in the Charlotte region and the average salary is north of \$70,000?

Kelley, executive director of the NASCAR Hall of Fame, shared these figures and dozens more.

The Hall's economic impact was one of four points Kelley made. He began by relating how North Carolina and NASCAR intertwine.

Many don't realize the first NASCAR stock car race was in 1949 in Charlotte, near Wilkinson Boulevard. The previous year, in its initial campaign, NASCAR was North Carolina centric. Of the 19 municipalities that hosted a race, eight were Tar Heel towns.

Further, 11 of the first 25 inductees to the NASCAR Hall of Fame are from North Carolina. Another four are from South Carolina.

Geography played a large role in Charlotte becoming indelibly identified with NASCAR, Kelley said. Contrary to popular thought, NASCAR started not as a southeastern sport but as an East Coast interest, sanctioning races as far north as Maine and even Canada. These locations complimented southeastern sites, making Charlotte a central location.

Business was also big for Charlotte's connection. Holman-Moody was a company based near the airport that supported several Ford racers. It grew into a supplier of cars and parts for many NASCAR teams.

Charlotte civic leaders recognized the importance of the NASCAR Hall of Fame, Kelley said. They realized the need to solidify racing's economic impact on the Queen City for the foreseeable future.

They were right, Kelley said, and listed several reasons: Beating out competitors for the Hall gave Charlotte a unique attraction. It greatly enhanced the hospitality industry. It brought additional meeting and banquet space to the adjacent Charlotte Convention Center and helps the Queen City attract larger conventions while it entices folks from all over to visit.

Adding to statisticians' delight, Kelley related that the NASCAR Hall of Fame opened in 2010 in 150,000 square feet, including 40,000 square feet of exhibit space on four floors. It houses 1,000 artifacts and more than 50 hands-on interactive exhibits. There are 30 authentic cars that actually raced.

The 930,000 guests who have filed through rated their experience an average of 4.7 on a scale of five. Meanwhile, the Hall is hosting about 300 rental events annually.

Yet Kelley acknowledged the Hall faces financial challenges. He and others are laboring to "right-size" the business model, he added.

He closed with a pitch for attending the 2015 NASCAR Hall of Fame Induction on January 30. Joining the Hall will be Bill Elliott, Fred Lorenzen, Wendell Scott, Joe Weatherly and Rex White.

NASCAR heroes are contemporaries, he pointed out. "Our Babe Ruths are still living,"

he said. He named such icons as Richard Petty, Junior Johnson and Bobby Allison.

The best way to support the NASCAR Hall of Fame? Come see it and defend it, Kelley said.

“Support your local assets,” he admonished. “When you have guests in town, point out the museum. Give us a chance to host your events. Remind naysayers of the economic impact.”

Written by: Elly Clary

Head Table: Jim Kothe, Benton Bragg, Tony Zeiss, Mac McCarley, Mark Turner, Bryan Adams; Invocation: Bill Constangy; Visitors & Guests: Hank Donaghy; Health, Happiness & History: Bill Bartee; Song: Luke Maybry; AV: Jessica Dupree & Nikki Keith;

Club News

The staff at our host hotel, **Fairfield Inn & Suites Charlotte Uptown**, is partnering with Second Harvest Food Bank for a Pet Food Drive. Please drop off pet food in the donation barrels at the hotel next week.

Apologies for the late notice: **Penny Hefner** and her husband Scott welcomed their son Harrison Thomas Hefner on Nov. 22. Mom and baby are doing great!

Posted for Membership (comments to Rotary office by 12/23/14)

Valerie Page Truesdale (classification: Education, Public Schools; Charlotte-Mecklenburg Schools, Chief Technology Officer)

Sponsor: Tony Zeiss; Endorsed: Natalie English and Dena Diorio

Welcome new member **Glenn Paton**, who is a retired banker (and Rotarian) from Perrysburg, Ohio. He can be reached at glennpaton3@gmail.com.

Local Rotarians will be participating in the February 22, 2015 polio National Immunization Day (NID) in India. The trip will be from Feb. 12 – 25 and includes visits to the Taj Mahal, the famous Rotary Jaipur Limb factory and Mother Teresa’s Mission of Charity. Contact Nancy Barbee at nbarbee@gmail.com for more information.

UPCOMING BIRTHDAYS (12/10/14 – 12/16/14)

12/12 Brent Cagle

UPCOMING ANNIVERSARIES (12/10/14 – 12/16/14)

12/13 Jodi & Patrick Maclsaac

12/15 Suzanne & Nick Simonette

12/16 Christen & Matthew Greer

ATTENDANCE

Visitors & Guests	20
Club Members	155
Total Attendance	175
Percentage	53.6%

MEMBERSHIP

12/09/2014	325
07/01/2014	317
Net Increase:	+7
New Members:	Glenn Paton
Resignations:	

VISITORS ON 12/9/14

Brookelyn Riley, Pete Heuberger, Fred Wagner, Mike Walker, Bob Denson, Attila Akat, Laura Belcher, Greg Amick, Kay Hawkins, Theresa Johnson, Diane Restaino, Linda Harmon, David Pinkley, Amy Davis, George Edmisten, Laurie London, Raul Santana

UPCOMING LUNCHEONS (www.charlotterotary.org and click on the events tab)

12/16/14 – Holiday Program

12/23/14 and 12/30/14 – NO MEETING

1/6/15 – Michael Gallis, Global Positioning for the Charlotte Region

No Luncheon Photos This Week – feel better Bert!



Photos from our luncheons and other events can be found on [Flickr](#) [Click here](#)



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