



May 21, 2019

WINSTON KELLEY and STEVE PHELPS NASCAR



Winston Kelley has been Executive Director of the NASCAR Hall of Fame since 2006. Prior to that Kelley spent more than 27 years with Duke Energy serving in a wide variety of managerial and executive capacities. A native of Concord, Kelley was born into a racing family, and his passion for NASCAR began after attending his first race in 1964 – the Daytona 500. He regularly attended races with his father, Earl Kelley, who served as the first public relations director for the Charlotte Motor Speedway and was also a pioneer public address announcer and member of the Universal Racing Network radio broadcast team. Winston achieved one of his lifelong dreams when he became a member of the Motor Racing Network (MRN) radio broadcasting team in 1988. Today, he still reports and serves as MRN Radio's lead pit reporter. Since 1981, Kelley has worked as a race

statistician, public address announcer for North Wilkesboro Speedway, Bristol Motor Speedway, Talladega Superspeedway, Darlington Raceway, Daytona International Speedway, and as a reporter for "NASCAR This Morning" on Fox Sports Net (FSN).

Kelley serves on the boards of several business and civic organizations. He currently participates in the Charlotte Business Alliance board of Advisors, chairman of the North Carolina Motorsports Foundation executive committee and board of directors, and the Governor's Motorsports Advisory Council to name a few. He graduated magna cum laude from North Carolina State University with a Bachelor of Arts degree in business management and economics.

Steve Phelps was elected NASCAR President effective October 1, 2018. Phelps precedes Brent Dewar and reports to Jim France, NASCAR Chairman and Chief Executive Officer. As President, Phelps has the responsibility over all competition and business operations for the sanctioning body.

Joining NASCAR in 2005, Phelps has played a key role in significant initiatives, such as negotiating key partnership agreements with Coca-Cola, Monster Energy, Comcast and Camping World, the acquisition of NASCAR's digital and social rights and leading industry collaborative efforts such as the Industry Action Plan and industry-wide marketing platforms. Phelps brings more than three decades of experience to the role, including senior leadership roles at the National Football League and Wasserman, a sports marketing and talent management company.

Phelps joins only four other individuals who have held the title of NASCAR President since the sport's inception in 1948: Bill France Sr., Bill France Jr., Mike Helton and Brent

Dewar.

Winston kicked off the conversation by asking “How did you get from the NFL to NASCAR?” Steve said that he received a call from Brian France and through a mutual relationship with Coca-Cola they met at a reception where they discussed the opportunity to work at NASCAR. After meeting with the France family, they convinced Steve that he was the perfect fit.

Question: “What attracted you to the job?”

Steve: For me, it’s always been about the racing and the generational transfer, which is an important way to learn that passion from a father or an uncle. It captures you immediately because it’s very sensory.

Question: “How is the business component of NASCAR different from the NFL?”

Steve: It’s more formal in the NFL and a lot more process, often resulting in things moving slower. Whereas, NASCAR is changing all the time. NFL feels more corporate where NASCAR feels more like community and family. One of my favorite memories was when I saw the owner of a food hauler that feeds officials come out and go out of his way to come over and say “hi.” It was Richard Childress.

Question: “What is the state of NASCAR in 2019?”

Steve: Let me start by reviewing the three main entities of NASCAR. There are the racetracks and owners, the race teams and drivers, and us – the sanctioned body that oversees sponsors, and media partners. With NASCAR you have to consider strengths and challenges. While there has been a decline in ratings and attendance issues and some corporate sponsors going away, we have seen interest levels coming back. Ratings are actually up two percent while all sports are down nine percent. Today, corporate sponsorships have never been higher including Fortune 100 and 500 companies and others. Companies are spending money differently but they understand the importance of having a presence with NASCAR. It has everything to do with the 75 million fans who vote with their wallet. With NASCAR you know exactly what you get with a sponsorship. For example, your logo on the hood of a car.

Question: “What does the research show?”

Steve: Research shows that we’re at the top of every list for fan loyalty. There’s not a close second. You hear more about when a sponsor goes away even though there’s low turnover. For example, while we hated to lose Lowe’s as a sponsor, what we saw were three more sponsors that came in.

Question: “How is the sport changing and evolving?”

Steve: I remember hearing Bill France, Jr., say that “you got to move forward because standing still others are passing you.” Keeping that in mind we focus first on the product, which is what is happening on the track. There’s a need for constant excitement all the time. We’re always listening to fans plus the automotive side and race teams. We have to be always innovating.

Question: “What is the business focus for fan engagement?”

Steve: We’re focused on capturing new fans at the same time as engaging current fans more. We’ve determined that using both digital and social media is a way to get fans to

spend more time with us.

Question: "How has the industry been more innovative?"

Steve: "One of the most exciting innovations in racing's 60-year history is the Roval. The 2018 Bank of America ROVAL 400 was the first race of its kind.

The Roval was the vision of Marcus Smith, CEO of Speedway Motor Sports. Through collaboration with the competition group, it was a fantastic success. The buzz was unprecedented.

Question: "What's the connection with NASCAR and Charlotte?"

Steve: NASCAR's roots run deep here. NASCAR has a huge footprint in Charlotte and North Carolina. Our R&D facility is in Concord, our NASCAR Hall of Fame is a major attraction, and a significant number of employees, about 600 make their living in the area. While Daytona is the headquarters, Charlotte is special and is what people think of as NASCAR country.

Question: "What's been the impact of drivers in the 80's and 90's now retiring?"

Steve: This transition happens in all sports. Drivers don't race forever but I can tell you that the current crop of drivers is the best in two decades. These new brand ambassadors are competing with future hall of famers and they are fierce. They're a new breed and are ready to compete hard.

Question: "Why do you think Charlotte was selected as the location for the Hall of Fame?"

Steve: It was a fantastic decision because this is NASCAR country. While initial projections for attendance had to go through right sizing, it's really about the overall economic impact. The NASCAR office tower generates \$1 million in tax revenue annually, and the development of the Hall of Fame spurred other future development estimated at \$2.7 billion.

Winston expanded on the economic impact stating that the hall was built to be an attraction with the average miles traveled by visitors at 564 miles and an average stay of two to three days, estimated at \$300 per person for a total of \$40 million in economic impact per year.

Speaker Write-Up: Kim McMillan; Head Table: Mike Hawley, Mac McCarley; Invocation: John Cantrell; Introduce Visitors: Herb Harriss; Photos: Sandy Osborne; Greeter: Kim Brattain & Carla DuPuy

CLUB NEWS



David Auger, CEO of Continuum, passed away May 18, 2019. He led the community-owned and locally operated communications and cable system that serves Mooresville, Davidson and Cornelius. David joined the Rotary Club of Charlotte in 2009 and is survived by his wife, Nancy and son DJ. The Celebration of Life will be held at Heritage/Weddington Funeral Home, 3700 Forest Lawn Dr., Matthews on June 1st at 11AM. The club will send a memorial to The American Cancer Society.

Updated email for **Clyde Robinson**: cjlax22@hotmail.com.

Byron Bullard is out of rehab and back at his apartment – doing well. Thanks to **Fred Brown** for keeping the club updated.

Late notice BUT...Alexander Graham Middle School is in need of proctors to assist with End-of-Grade tests. Testing begins this Thursday, 5/23 from 8:30-1:30 and goes through all of next week. Register here: <https://www.signupgenius.com/go/20f0d4aa5ae2ea0f58-2019>

Glenn Bouley, Bill Loftin and **Terence Gordon** attended the Rotary Means Business After-Hours Social in Mt. Holly a few weeks ago and thoroughly enjoyed it. The next event will be July 10, 4pm-5pm, TechWorks Gaston (52A Ervin St., Belmont). As soon as I see a date for the next RMB in Charlotte, I'll pass it on.

Thanks to Jennifer Coble, Executive Director with Friendship Community Development Corporation (<https://friendshipcdc.org>) for sharing the mission of this small, local, grassroots non-for-profit group. The organization works to create and build community through four core programs: My Sister's House (transitional living/single homeless women), Great Things (resale boutique), Sweet Creations of Charlotte (catering) and Friendship Gardens Apartments of Charlotte (12 unit affordable housing project). Questions may be directed to Jennifer at 704-391-6697.

Interesting emails and phone calls make their way to the Rotary Club of Charlotte on a relatively frequent basis. An email wishing to donate an oil painting of Charles Williams, Sr. - a founding member of this club - was received a few weeks ago. Reaching out to Luther Moore, who was sponsored into the club by (grandson) Charlie Williams, III and to PDG Joe Morris (wife, Sally is the granddaughter of Mr. Williams and niece of the painter Eugene Thomason), the right place for the donation came together. What a piece of history and Joe and Sally are delighted to accept and display the painting.



CLUB SOCIAL – MAY 29

SIR EDMOND HALLEY'S

Park Road Shopping Center (4151 Park Rd – there's a cut through to the restaurant between Coe Restaurant and Polish Nail Salon)

5:30PM - 8:30PM

Looking forward to seeing lots of Rotarians, friends, family and potential members.

Follow-Up

-Rotary Scholarship Golf Classic September 10, 2019.

-Support Mt. Kilimanjaro END POLIO NOW climb : <https://rotary7680kiliclimb.org> (click on Warren Kean to make your donation).

MEMBERSHIP

07/01/2018 288

05/21/2019 281

Net Increase: -7

New Members:

Resignations: David Auger (deceased)

Visitors 11

Club Members 123

Total 134 (53.1%)

Guests: Renea Robinson, Ann Reynolds, Michael Norton, Cynthia Lyndberg, Roger Harper, Woodson Gardner, Aisander Duda, Robert Daughtridge, Jennifer Coble, Lauren Bremmer, Sue Breckenridge

BIRTHDAYS (05/29/19 – 06/04/19)

05/29 Brad Crofts

06/30 Greg Hatcher

WEDDING ANNIVERSARIES (05/29/2019 – 06/04/19)

05/29 Lori & Glenn Paton, Claire & Brent Trexler

05/31 Joan & Paul Wyche

06/02 Margaret & Harrison Marshall

06/03 Lori & Randall Mountcastle, Fran & Rob Thomas

ROTARY ANNIVERSARIES (05/29/2019 – 06/04/19)

01 year - Tony Zeiss (33 years prior clubs)

02 years – Rhonda York

04 years – Travis Vance (7 years prior clubs)

06 years – Mark Markanda (36 years prior club), Mason Alexander

07 years – Matthew Greer

21 years – Tony Lathrop

23 years – Jim Kothe

26 years – Bill Loftin, Frank Martin

30 years – Bruce Darden

32 years – Phil Volponi

33 years – Byron Bullard

35 years – Ronnie Pruett

48 years – Jim Barnhardt

56 years – Bill Barnhardt

UPCOMING PROGRAMS

05/28 - Janet LaBar, CEO, Charlotte Regional Business Alliance

06/04 - Interact Service Award and the Future of College Admissions Panel Discussion

06/11 – How I Got Where I’m At (*Margaret Marshall, Chris Jackson, Clyde Robinson*)

06/18 – Steve Luquire, George Andrews, & Danny Morrison, Sports in Charlotte

06/25 – Club President Transition

07/02 – Holiday Week – Not Meeting

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



Charlotterotary.org 704.375.6816
1850 East 3rd St | Suite 220 | Charlotte, NC (28204)