



Volume 15
Issue 8
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What's Inside

Page 2
Upcoming Events.
R-R-Racing!

Page 3
FunKanna Report.
Rainy Mingle.
Help Wanted.

Page 4
New Miata Info.
Driving Invite.
Classifieds.

Page 5
Sponsors.



On The Fence...

by Ben Hermann, President

Are you ready for the Brickyard 400...errr, I mean the Allstate 400 at the Brickyard? Is there nothing sacred anymore? Why must we sell naming rights to everything under the sun? I realize this started a long time ago and isn't going away anytime soon, but it drives me crazy. Soon it's going to go something like, "This good morning brought to you by Starbucks. Enjoy your cereal, brought to you the American Dairy Council. Napa reminds you to check your brakes before getting in stop-and-go traffic on the Goodyear interstate. Blah, blah, blah." Oh well, if you can't beat 'em, join 'em. Next month the AIM Tuning Open Road will be sporting my "On the Fence" front page article brought you by Hubler Mazda. I'm also auctioning naming rights for myself...you hear that Jimmy Buff-it? I'm expecting some bids from you.

Of course, the night before the Insurance 400, Saturday August 6th, we'll be having our traditional mingle out on Crawfordsville road. We can chat about the bad luck streaks of Little E and Jeff Gordon. We can try to guess the winner and how if it's Tony Stewart and he tries climbing the fence again, the potential damage to the track if he doesn't make it. Let's just say he was a little less than graceful.

Bob Wiley returns as a rally-master on August 20th with his Rags to Riches Rally. Details are inside. August 25th brings the fourth installment of our Ritter's tour. This time we'll be at the 10th Street location (7715 W. 10th). Again, it's anytime between 7 and 8 in the evening. Mark your calendar early for next month's trip out to Avon (5530 E. Highway 36) on September 15th.

I'm happy to announce our second monthly email drawing. Last month we gave away ticket to the Car and Driver 50th Anniversary Party. Steve and Cathy Randall were the happy winners of those tickets. This month it's a gift bag/box of stuff from Mazda. We're doing this as a way to get more of you to sign up to receive emails from the club. You can sign up by going to your profile on indymiata.org (the "Update Your Information" link near the top of the page) and checking the button to receive club email. The emails are a great way for us to send out little reminders of upcoming events or get out news about the club or events quickly. Currently a little more than half of you receive them. So, sometime this month, I'll send out an email with instructions on how to enter and the deadline for your entry. Hopefully when I do, the number it sends out will be significantly higher. I have a few more goodies that could be given away in a similar fashion in coming months. Don't miss your chance to win.

Also, while we're thinking about the website, remember, you can add a picture of you and your car and tell the other members all about yourself.

Looking a little farther into the future, the Midwest Miata Gathering is fast approaching. Come join the fun with the Cincinnati club September 9 through the 11th. I hope to see a large Indy contingent down there for the festivities.

And as usual, remember... *The Fun Starts Here!*