



A DIFFERENT KIND OF SHOW

I recently attended the K&N Spring Fling 20's presented by Sparco at beautiful Bristol Dragway, another one of Bruton Smith's first-rate facilities. You can read all about the weekend elsewhere in this issue, but it was a very cool race for many reasons and I wanted to share my observations of the weekend. I don't normally attend events like this but this one was something special.

It was a high-dollar bracket race organized by sportsman stars Peter Biondo and Kyle Seipel, two great friends of the Coughlin brothers and JEGS Mail Order.

The attendees were a nice mix of West Coast and East Coast racers. There were drivers from 22 different states and two countries. Peter and Kyle decided to run to 1,000 feet, which I believe was a first for sportsman racing. Their reasoning was simple—the 1000' was done because racers from the North run 1/4-mile and the South runs 1/8-mile. I really thought this was a cool compromise and it gave the race action a fresh perspective. Plus, it really made this event stand out in my mind, as well as many others.

Both Peter and Kyle are true racers and also love the sport of drag racing. They both worked together as a team during the planning process all the way to the final check and trophy presentation on the last day of competition. They had a lot of help but they were right there in the trenches working every hour of the event. This was the first year of the event and I am confident the racers will support many more incarnations of this race and we will continue to see this thing grow year after year because of the strong foundation they put down this season.



I firmly believe that if you want to put on a successful drag race you need to be a racer yourself. This instantly gives you credibility with your peers, especially if you've raced at a championship level for a long time. Both Peter and Kyle have that mentality and it showed on this weekend.

We have the same philosophy at JEGS—we actively race what we sell. We don't just put our name on cars to say we are involved in the sport of drag racing; we live it and breathe it every day and our customers know this and trust us.

Peter and Kyle both relied on their enormous racing experience to make the event a success. They have both won numerous big-dollar bracket races and they know what it takes to win on the track. In addition, they also knew how important it was to keep the action moving along.

They smartly took things they really liked about other races and implemented them into their format, while eliminating the things that can bring an event down. Each round a different contest was going on to keep everyone interested: things like closest to the dial, best reaction time, and

best package, just to name a few. The winners of these contests that seemed to go non-stop got some great prizes. Racing has to be fun for everyone win or lose, and this event was a blast.

There also was a racer barbeque Saturday night that was a huge success. The dinner was held in honor of Jim "The Shoe" Harrington who passed away earlier this year, and there were a lot of great "Shoe" stories told by a number of racers. Aside from honoring Shoe, the BBQ really helped the racers bond further with the event.

Adding some Hollywood-style excitement, they had Masters Entertainment filming the event for a TV show. When each field was pared down to the semifinal rounds, all the cars and drivers were brought down the return road in front of the grandstands and then interviewed at the starting line by Alan Reinhart and Jared Pennington. This was very entertaining and was a great personal touch that helped get everyone at the track excited about watching the last two rounds.

To me the most prestigious bracket race to win always was the Moroso 5-Day Bracket Champion-

ship. The event had a lot of history, but has ultimately weakened over the last couple of years because of poor support. That's a shame to see the legacy the late Dick Moroso started come to an inglorious end. I am sure Dick was watching the K&N Spring Fling 20's presented by Sparco from above with a huge smile on his face because it reminded him of what he started with the Moroso 5-Day.

I know Peter and Kyle would like nothing more than to see this event grow into a historic bracket race that brings the best racers in the country to their event each year. I heard nothing but rave reviews from the racers and fans and I would expect it will be bigger and better next year.

I hope to see you there. **DRR**

Scott "Woody" Woodruff is the Director of Motorsports and Media for the huge JEG's empire, and is somewhat responsible for keeping it that way. His work to color the world yellow and black has been successful judging from the look of the sport. A long-time friend of the family, Woodruff knows his business well and will be sharing some of the Behind The Scenes happenings with us in every issue.