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# Lowe's Motor Speedway Gearing up for May Races

The folks at Lowe's Motor Speedway are hustling to get ready for 10 days of unbelievable racing! The festivities kick off with the NASCAR NEXTEL All-Star Challenge Qualifying at 7:00pm on **Friday, May 21**. The evening continues with the Charlotte Tailgate 200 NASCAR Craftsman Truck Series race.



The checkered flag drops on the NASCAR NEXTEL All-Star Challenge—NASCAR's "All-Star

Game"—at 7:00pm on **May 22nd**. Formerly "The Winston," this great tradition will take place at the Speedway surrounded by numerous family and fan-friendly activities, as has been the tradition in years past.

A double header of racing takes place on Thursday night, **May 27**. The CTC Pole night begins at 7:00pm followed by the Charlotte ARCA 100.

The CARQUEST Auto Parts 300, a NASCAR Busch Series Race, will commence at 1:00 on Saturday, **May 29**.

The greatest racing week in the world culminates with the Coca-Cola 600, scheduled to start at 5:30pm on Sunday, **May 30**. If you are a true race fan, your mouth should be watering by now! For more information, or to order tickets, go to [www.lowesmotorspeedway.com](http://www.lowesmotorspeedway.com).

# Fight Night for Kids 2004

Fight Night for Kids 2004 was another huge success! In fact, we were able to raise almost \$150,000 for local children's charities—a new record!



Over 1,000 generous patrons (also a new record) was treated to first class entertainment, superb food, and exciting boxing. CMA Star **Shannon Brown**

wowed the crowd with her performance, boxing legends **Jake LaMotta** and **Ken Norton** provided some unforgettable memories, and Charlotte's own **Calvin Brock** won his exciting bout.

Thanks go out to our co-chairs **Skipper Beck** and **Felix Sabates**, the Steering Committee, the Fight Night for Kids Foundation Board, Do It Wright Productions, and the fine staff at the Charlotte Convention Center.

Thanks also go out to all those who purchased tables, donated auction items, and purchased auction items—all for the children of Charlotte.

A very special "Thank You" goes to our sponsors: **Beck Imports of the Carolinas**, **Diamonds Direct**, **the Charlotte Bobcats**, and **First American Title of the Carolinas**.

Be sure to mark **Thursday, January 27**, on your calendars for Fight Night 2005!

# Letter from Jeff Beaver, Executive Director

There has been a lot written lately about the possibility of the NASCAR Nextel All-Star Challenge being relocated out of the Charlotte region and away from Lowe's Motor Speedway. The most often mentioned new home has been Richmond, Va., presumably because of the proximity to Nextel's home offices in Washington, D.C. There has even been mention that such a decision could be a bargaining chip in discussions involving other racing-related discussions that are going on presently.



The bottom line, however, is that we should not sit back and just assume that the powers that be will decide to leave the race here. The region got together last year in a widespread and cohesive effort to "Save The Winston,"

letting NASCAR know without a doubt that Charlotte is the home of this great event. It is imperative, I think, that anyone who wants to ensure that the NASCAR Nextel All-Star Challenge remains in our region should continue to let NASCAR (and Nextel, for that matter) know how they feel. Actually, this event is so good for the entire state of North Carolina, that folks outside our region would be well served to show their support, as well.

The fact is that the event works here and has worked here for 18 of the 19 years it has existed. And, with a new sponsor like Nextel, the formula that has been so successful will not miss a beat, as the race and the surrounding events continue to draw thousands upon thousands of fans

each year. The national exposure and the economic impact that this event brings are matters of record, and the incredible effort that Lowe's Motor Speedway puts forth is legendary. The fact that a vast majority of the drivers and race teams prefer Charlotte for this event is also a matter of record.

These are the facts: the teams, the drivers and the fans all want the event to stay where it has been so incredibly successful all these years. Unlike football, baseball and basketball, racing's all-star "game" does not need to move each year, especially when it is so successful where it is. "If it ain't broke, don't fix it" is the old saying, and this surely applies in this case.

• The Charlotte Regional Sports Commission promotes the Charlotte Region by creating sporting events, recruiting and supporting sporting events and organizations, and encouraging community involvement. These efforts are intended to result in a positive economic impact on the region and to improve its quality of life.

CHARLOTTE REGIONAL SPORTS COMMISSION

# Insider stuff

# Charlotte Jumper Classic comes to Queen City

## • \$260,000 in Prize Money

Elite horse show jumping is coming to Charlotte in April as Robert L. Johnson brings the Charlotte Jumper Classic to the Charlotte Coliseum. Olympic-caliber riders and their horses leap to claim \$260,000 in prize money. Nearly 300 horses and 90 riders will compete in 11 differ-



ent classes over three days in what promises to be one of the American Grand Prix Association's premier show jumping events.

Competition will start at 2:00pm on **Friday, April 9**, continue on **Saturday beginning at 2:00pm**, and culminating with the ultra-thrilling Grand Prix on **Sunday commencing at 3:00pm**. Sunday's finale features three classes—the \$25,000 Charlotte Young Rider Grand Prix, the \$25,000 Charlotte Amateur Grand Prix, and the

capper to the extravaganza, the \$150,000 Grand Prix of Charlotte for the Charlotte Bobcat Cup.

Come out to witness a grand new event for Charlotte, and give an assist to the community as all net proceeds benefit the Charlotte Bobcats Charitable Fund. For more information, visit [www.charlottejumperclassic.com](http://www.charlottejumperclassic.com).

## JCSU to host CIAA Spring Sports Championships

### April 14-17, 2004

The Johnson C Smith University athletics department is pleased to announce that it has once again been chosen to host the **2004**



**Central Intercollegiate Athletic Association (CIAA) Spring Sports Championships.** Unlike last

year, all spring sports championships will be held in Charlotte on the same weekend. Last year, the baseball championships were held in Petersburg, VA and the Track and Field Championships were held a week early to accom-

modate the large number of athletes that attend the renowned Penn Relays.

"I am pleased that we were once again selected to host such an event," remarked **interim athletic director, Helen Caldwell**. "We look forward to some excellent sportsmanship and the City of Charlotte coming out to support these athletes."

The championships will kick-off on Wednesday, April 14, 2004 with a golf practice round, baseball play-in and team socials. On Thursday, all sports except Track & Field will be in full swing. Play continues on Friday and Satur-

day, while Sunday will be used as a rain day.

A list of sites for each event is as follows:

- Baseball: Victory Christian
- Golf: Sunset Hills Golf Club
- Track and Field: Irwin Belk Complex (campus of J.C. Smith University)
- Tennis: Hornet's Nest Park (if necessary, Charlotte Indoor Tennis Club)
- Softball: Hornet's Nest Park

For a complete listing of the Spring Sports Championship schedule, click on the following link: [CIAA News](http://CIAA News).

Corporate Member of the Quarter:

## Golf's Greatest Moments

Most guys have their day job and dream of sports on their off-time. Charlotte natives, **James Shipley** and **Ed Estridge**



took their dream and turned it into their day job when they created **GGM**, a sports marketing and event management company. Founded in 1996, GGM found an early niche in golf-related entertainment and has since grown to manage all types of sporting and non-sporting events. In 2004, GGM will be managing corporate entertainment programs at sites such as the US Open Golf Championship, Ryder Cup, Super Bowl, and US Open Tennis Championship. New in 2004, GGM will release an internet-based event management software that can be used to manage any type of event, from small to large.

To find out more about GGM's offerings contact James or Ed at **704-540-4991**.

## Charlotte Sting begins Season

### Will play exhibition against Chinese National Team at Bobcats Basketball Center in Fort Mill

Expectations are high for the Charlotte Sting's upcoming season. Head Coach and GM Trudi Lacey has been busy in the off-season with the recent signing of 6'7" Kara Wolters and preparing for the upcoming WNBA draft. Sting fans should look forward to once again being a major force in the Eastern Division in 2004.



The Sting, 18-16 and a playoff team last year, will begin their exhibition season at Indiana on May 9th. Their home exhibition season

begins with a May 14th game against Washington at the Bobcats Basketball Center in Fort Mill. The exhibition season also includes a May 18 game against the Chinese National Team in Fort Mill. **All fans to this game are admitted free!**

The Sting will tip off their regular season with a Friday, May 21, tilt against four-time champion Houston Comets at the Charlotte Coliseum. Season ticket plans begin at \$102.00. Eight game weekend plans begin at only \$88.00. Flex packages and group plans are also available. For schedule and ticket information, visit [www.charlottesting.org](http://www.charlottesting.org) or call **704-424-WNBA**.

### In the Works...

- A Committee composed of the Sports Commission, Visit Charlotte, ACCCA, and City & County Leaders are working on making a bid to host the CIAA Conference Tournaments in 2006-2008.
- A group of interested Charlotteans have had preliminary discussions with the Atlantic Coast Conference to bring the ACC football championship to the Queen City.

## Golden Knights Win Birkdale

The weather was perfect, the field was competitive, and the course was tough—all led to another tremendous Birkdale Collegiate Golf Classic. The seventh annual college golf tournament was held at pristine Birkdale Golf Club on March 13-14.



The University of Central Florida overcame a 10 stroke deficit after the first day to win the 15-team, 54-hole tournament with a 902. UNC-Wilmington, tied with Charlotte after Day 1, finished one stroke back. UNC-Greensboro finished third at 909, while Charlotte finished a very respectable fourth with a 910.

Andy Bare, of UNC Greensboro, won a two-hole playoff to win medalist honors with a 222. Bare hit a tremendous wedge shot to within 3 feet of the pin, then tapped in the birdie putt to best Matt Mincer (Charlotte) and Daniel Sloan (Wofford).

Special thanks go to the fine people at **Birkdale Golf Club, North American Lawn & Landscape, Hood Hargett, Harris-Teeter, Coca-Cola Consolidated, Golf's Greatest Moments, Bowne of Charlotte, Edwards Church & Muse, Titleist, Wendy's, Nabisco, and Sabona of London.**

## Sports Commission Congratulations to...

- **NFC Champions and Super Bowl Participant Carolina Panthers.** Thanks for the awesome memories! Good luck in 2004!
- **Dawn Staley**, point guard for the Charlotte Sting and head coach of Temple University, named the Atlantic 10 Coach of the Year.
- **Max Muhleman**, recipient of a Lifetime Achievement Award by the International Special Events Society.
- The following local basketball teams earned spots in their respective NCAA Tournaments:
  - **Charlotte 49ers** (C-USA Regular Season Co-Champion)
  - **Pfeiffer University** (Elite Eight-Division II)
  - **Catawba College** (Division II)

## Dale Earnhardt leads list of Inaugural Inductees into Charlotte Hall of Fame

The late **Dale Earnhardt**, who won seven NASCAR Winston Cup championships, will be one of four inaugural inductees of the Greater Charlotte Sports Hall of Fame. The others:

- **Jim Beatty**, 69, a member of the 1960 U.S. Olympic team and the first man to run the indoor mile in less than 4 minutes.
- **Jeff Mullins**, 61, a Duke alumnus who became Charlotte men's basketball coach in 1985 and led the 49ers to three league titles, three NCAA tournament bids and two NIT



and 182 victories in 11 seasons.

- Charlotte-native **Floyd "Chunk" Simmons**, 80, who played tailback at North Carolina and won bronze medals in two Olympics in the decathlon.

The induction dinner is **April 17** at the Panthers' Den at Bank of America Stadium. The selection committee included Jim Babb, Jim Beatty, Jeff Beaver, John M. Belk, Dell Curry, Bill Hensley, Max Muhleman, Judy Rose, Dick Thigpen, Charles Waddell and H.A. "Humpy" Wheeler.

## Wachovia Championship returns May 3-9

Many of the world's best golfers will compete in the 2nd annual Wachovia



Championship, returning to Charlotte and the Quail Hollow Club on May 3-9, 2004. With national television coverage and one of the largest purses on the PGA tour, the "Wachovia" promises to be a large part of the Charlotte's sports heritage for years to come.

As title sponsor for the event, Wachovia is

designating a portion of the net proceeds for the tournament to "Teach for America,"

the national corps of outstanding recent college graduates of all academic majors who commit two years to teach in economically disadvantaged urban and rural public schools. Since 1990, approximately 9,000 exception individuals have joined Teach for America, directly impacting the lives of more

than 1.5 million children from low-income communities.

This year's event will sell out fast, so make sure you get your tickets early. You can order tickets online, by phone, or at any Wachovia Financial Center. Don't miss out on one of the premier golf events of the year.

Volunteers are also needed for a variety of roles. For more information, and to order tickets online, visit the tournament website at [www.wachoviachampionship.com](http://www.wachoviachampionship.com).

## "Team Players"

Names in **Bold** are new members. For information about becoming a "Team Player," call **704-332-7717**.

Weston Andress  
Jerry Barron  
Josh Beaver  
Windsor Beaver  
Scott Benson  
Howard Bissell III  
Tom Blake  
Chris Brady  
Mike Burnett  
Don Burton  
Brian Carney  
Bobby Chesney  
George Climer  
Patrick Connor  
Dan Cottingham  
Clayton Curry, Jr.  
Justin Dillashaw  
Jim Doyle

Jimmy Ely  
Ralph Falls  
Rip Farris  
Doug Foster  
Steve Gallagher  
Jim Grainger  
Chad Grier  
Andy Hall  
Tim Harkness  
Donny Harrison  
Charles Hodges  
Chuck Hood  
Rick Hopkins  
Jay Howard  
Larry Huelsman  
Bill Hyder  
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Nevio Jerlomic

Stephen Joyner  
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James Kelligrew  
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Steve Manzano  
Rich Martin  
Wes Martin  
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Kory Minor  
Cary Mitchell  
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Stacey Moore

Jim Nash, Jr.  
John Pappas  
John Parker  
Geoff Peters  
Chris Pineno  
Bill Plyler  
Walker Poole  
Allen Prichard  
Jimmy Proffitt  
Craighill Redwine, Jr.  
Brad Remyey  
Todd Riddle  
John Rocco  
Russell Salton  
Bill Segarra  
Richard Sesler  
Robert Sheridan, III  
Michael Smith

David Smoots  
**Pat Stallings**  
Dick Stoever  
Andrew Tate  
Bill Thompson  
Rixey Todd  
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Clay Young

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## High School Leadership Summit

### Sponsored by Bank of America

The 7th Annual High Leadership Summit, sponsored by **Bank of America**, will be held on **Thursday, April 1, 2004**, in the Charlotte Coliseum's Crown Room. The Summit, hosted by the **Sports Commission** and the **Coliseum Authority**, will introduce Charlotte's finest young student-athletes to some of the area's most prominent and knowledgeable professionals. The purpose of the High School Leadership Summit is to introduce ideas on leadership and to provide leadership training to Charlotte's future leaders. These ideas and training tools will provide a positive vehicle that will influence high school student-athletes and those around them.

Attendees consist of high school 9th, 10th, and 11th graders from both public and private schools in Charlotte and Mecklenburg County. The students are selected jointly by the Principal and the Athletic Director at each respective school on the basis of athletic participation, academics, leadership and character.

The speakers are an integral part of the Summit and have a positive, lasting impact on the student-athletes. This year's speakers are **Pat Mumford** (Charlotte City Council), **Dell Curry** (Charlotte Bobcats), **Judy Morgenthal** (South Charlotte Weekly), and **Sporty Jeralds**, (Charlotte Coliseum).

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## CITGO Bassmaster Classic Update

The top bass anglers in the world will converge on Charlotte and Lake Wylie on **July 28-August 1**, as they compete for \$200,000 in first place prize money in the 2004 CITGO Bassmaster Classic. This is a spectacular family event that will bring a projected \$20-30 million in economic impact, in addition to \$7.5 million in regional and national marketing and promotion of the Charlotte region.

The Local Organizing Committee (LOC) has been working diligently since September to make this a spectacular event for anglers, local fans, and out-of-town guests. A tentative schedule of events include...

- **Family Fun Fest, Freedom Park.** Kids get the opportunity to fish for the big one! The Fun Fest will include a **Pro Autograph Session**, games, food, and give-aways for all.
- **Classic Outdoor Show, Charlotte Convention Center.** See the latest in bass boats, outboards, fishing gear, apparel, and much, much more!
- **Classic Sweepstakes.** Enter for your chance to win a new bass boat and

trailer.

- **Weigh-In Shows, Charlotte Coliseum.** 23,000 frenzied fans will see who will take home the crown-jewel title in heavyweight bass fishing! Televised on ESPN and ESPN2, the Weigh-in shows will also include a number of live activities to entertain the entire family.

Additionally, ESPN/BASS and the Charlotte LOC has announced that the **2004 Junior Bassmaster World Championship** will be held **July 23-26**, at Lake Norman. The country's best young bass anglers will compete for their own title. This is the first time that the Jr. Bassmaster Championship will be held in conjunction with the CITGO Bassmaster Classic.

Members of the LOC include the **ACCA**, **Charlotte Sports Commission**, **Visit Charlotte**, **Mecklenburg County Park & Recreation Dept.**, **Rock Hill/York County CVB**, **Lake Norman CVB**, and **Cox Marketing Group**. For more information on the Classic, see [www.bassmaster.com](http://www.bassmaster.com).

# CHARLOTTE SPORTS CALENDAR

(\* - Read more about these events in this issue of Insider Staff)

## April 2004

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Charlotte COBRAS (Arena Football League) Charlotte EAGLES and LADY EAGLES (United Soccer League)	Charlotte KNIGHTS (AAA Baseball) Charlotte Sting (WNBA) Kannapolis INTIMIDATORS (A Baseball)	Lowe's Motor Speedway		1 HIGH SCHOOL LEADERSHIP SUMMIT *	2	3
4 New York @ COBRAS	5	6	7	8 Lakewood @ INTIMIDATORS	9 Charlotte Jumper Classic * Lakewood @ INTIMIDATORS	10 Charlotte Jumper Classic * Lakewood @ INTIMIDATORS
11 Charlotte Jumper Classic * Lakewood @ INTIMIDATORS	12	13	14 Columbus @ KNIGHTS	15 Columbus @ KNIGHTS Big South M/W Tennis Championships (Rock Hill)	16 Toledo @ KNIGHTS Big South M/W Tennis Championships (Rock Hill) Pittsburgh @ EAGLES	17 Toledo @ KNIGHTS Greater Charlotte Hall of Fame Banquet Philadelphia @ COBRAS Big South M/W Tennis Championships (Rock Hill)
18 Chinese Nat. Team @ STING (Bobcats Training Ctr.) * Toledo @ KNIGHTS	19 Toledo @ KNIGHTS	20 Capital City @ INTIMIDATORS	21 Capital City @ INTIMIDATORS	22 Capital City @ INTIMIDATORS	23 Capital City @ INTIMIDATORS	24 Augusta @ INTIMIDATORS Queen's Cup Steeple Chase
25 Augusta @ INTIMIDATORS	26 Norfolk @ KNIGHTS Augusta @ INTIMIDATORS NC State Senior Games	27 Norfolk @ KNIGHTS Augusta @ INTIMIDATORS NC State Senior Games	28 Norfolk @ KNIGHTS NC State Senior Games	29 Norfolk @ KNIGHTS NC State Senior Games	30 Louisville @ KNIGHTS Harrisburg @ EAGLES NC State Senior Games	

## May 2004

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 Cplumbus @ COBRAS Louisville @ KNIGHTS NC State Senior Games
2 Louisville @ KNIGHTS NC State Senior Games	3 Wachovia Championship * Louisville @ KNIGHTS Delmarva @ INTIMIDATORS NC State Senior Games	4 Wachovia Championship * Delmarva @ INTIMIDATORS NC State Senior Games	5 Wachovia Championship * Lake County @ INTIMIDATORS NC State Senior Games	6 Wachovia Championship * Lake County @ INTIMIDATORS NC State Senior Games	7 Wachovia Championship * Delmarva @ INTIMIDATORS NC State Senior Games	8 Wachovia Championship * Lake County @ INTIMIDATORS
9 Wachovia Championship * Delmarva @ INTIMIDATORS	10	11	12	13 Pawtucket @ KNIGHTS	14 Washington @ STING (Exh) at Bobcats Basketball Center Pawtucket @ KNIGHTS	15 Pawtucket @ KNIGHTS Northern Virginia @ EAGLES Bradenton @ LADY EAGLES
16 Pawtucket @ KNIGHTS	17	18	19 Hagerstown @ INTIMIDATORS	20 Hagerstown @ INTIMIDATORS	21 NASCAR NEXTEL All-Star Challenge Qualifying * Houston @ STING Hagerstown @ INTIMIDATORS	22 NASCAR NEXTEL All-Star Challenge * Grand Rapids @ COBRAS
23	24	25 Syracuse @ KNIGHTS	26 Syracuse @ KNIGHTS	27 CTC Pole Night * Syracuse @ KNIGHTS	28 Indiana @ STING Syracuse @ KNIGHTS	29 CARQUEST Auto Parts 300 * Richmond @ KNIGHTS
30 Coca-Cola 600 *	31 Richmond @ KNIGHTS					

## June 2004

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 New York @ STING Richmond @ KNIGHTS	2 Richmond @ KNIGHTS	3	4	5 Charleston @ INTIMIDATORS
6 Charleston @ INTIMIDATORS	7 Lexington @ INTIMIDATORS	8 Lexington @ INTIMIDATORS	9 Lexington @ INTIMIDATORS	10	11 Indianapolis @ KNIGHTS	12 Indianapolis @ KNIGHTS Raleigh @ EAGLES
13 Indianapolis @ KNIGHTS	14 Indianapolis @ KNIGHTS	15 Hardee's Summer Shootout San Antonio @ STING Ottawa @ KNIGHTS	16 Ottawa @ KNIGHTS Charleston @ INTIMIDATORS	17 Ottawa @ KNIGHTS Charleston @ INTIMIDATORS	18 Ottawa @ KNIGHTS Hickory @ INTIMIDATORS	19 Hickory @ INTIMIDATORS Wilmington @ EAGLES Northern Va. @ LADY EAGLES
20 Los Angeles @ STING Hickory @ INTIMIDATORS	21	22 Hardee's Summer Shootout	23 Detroit @ STING	24 Asheville @ LADY EAGLES	25 Hickory @ INTIMIDATORS	26 Indiana @ STING Hickory @ INTIMIDATORS
27 Hickory @ INTIMIDATORS	28 Scranton WB @ KNIGHTS	29 Hardee's Summer Shootout Scranton WB @ KNIGHTS	30 Scranton WB @ KNIGHTS			



Charlotte Regional Sports Commission  
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 Big South Conference  
 Bojangles' Restaurants  
 Bowne of Charlotte  
 Branch Bank & Trust (BB & T)  
 Carolina Tractor & Equipment Co.  
 Charlotte Chamber of Commerce  
 Charlotte Douglas Airport  
 Charlotte Knights  
 Charlotte Marriott City Center

Charlotte-Mecklenburg Schools  
 Childress Klein Properties  
 Conder Flag  
 Corder Phillips & Wilson  
 D.L. Phillips Investment Co.  
 Doubletree Hotel  
 Fastener Supply Co.  
 First American Title  
 Four Points Sheraton  
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Johnson & Wales University  
 Kannapolis Intimidators  
 The Keith Corporation  
 Levy Restaurant Group  
 Mecklenburg Co. Park & Recreation  
 Nabisco  
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