

pit crew coordinator for Riley & Scott Racing.

Matthews is currently working on Eliseo Salazar's No. 15 Reebok-sponsored car. He believes that African Americans are missing opportunities to be a part of this growing industry.

"This is not a hobby, sport or game," says Matthews. "This is a marketing and advertising business. Period. The minority business owners don't know what they are missing out on because they don't understand how this business works, how people make money in the business. They are not going to the tracks to network."

In the broadcast arena, Merrie Dudley is producing tele-

**A few African Americans are breaking new ground in the industry**

vision shows on the CART circuit and racer Chris Miles recently landed a contract to host "Inside CART," a weekly racing news magazine show, which starts airing May 5 on Fox Sports Network.

Miles believes this highly visible position will open new doors for African Americans in the sport. "This show will create a whole new perspective for African Americans and motorists. It starts to change the face of motorsports," he said.

## Getting Behind The Wheel: Programs Offer Early Lessons On Racing

by Joe Elia



Quartermaster members involved with the Race Against Drugs program (from left) Ron Waters, Mike Ricks and Donald Ricks pose with kids and volunteers in front of the display in Forestville, Md.

It's no secret that youths are more likely to develop an interest in an activity if exposed to it at an early age. Tiger Woods has proven that with golf and Dominique Dawes has demonstrated that in gymnastics -- both sporting activities largely unknown to African Americans. The racing industry is no different.

David Rosenblum recognized that and, moreover, decided to do something about it. Rosenblum, a race car driver and recovering drug addict, used racing as a means to stay straight. In 1984, Rosenblum started Inner City Youth (ICY) racing to give struggling youths a chance to do something positive with their lives.

Rosenblum annually recruits about a dozen drug-free, male high school students with passing grades, good attendance and some auto shop experience. The program uses the rigors of auto racing to provide a positive experience in a team-oriented environment.

A modified Saturn SC2 is used for racing in the Sports Car Club of America's Professional World Challenge Division. Last year, the ICY team won the division's championship. Each summer, the team takes four or five males, age 15 and up, around the country with an adult crew member, allowing them to work around the garage and in the pits.

Teams are sponsored across the country by GM's Saturn unit. For more information, contact Keith Chartreau at Saturn in Michigan at (248) 528-5591.

Another program, headquartered on the east coast, tries to educate and enlighten groups across the country on the opportunities in racing. Stan Proctor of the Quartermasters, a fraternal association of African-American drag strip drivers and owners, recently held a special banquet for about nine black youths who demonstrate a dedication and commitment to racing.

The Quartermasters, headquartered in Forestville, Md., often travel to schools to give talks and make presentations to high school kids. Bringing their cars with them, the Quartermasters allow students to sit in a real dragster and get a sense for the level of commitment and dedication that goes into racing.

Students get to see the value of using planning and hard work to achieve their goals. The Quartermasters also pass out anti-drug paraphernalia and participate in educational parades for children.

To contact the Quartermasters, call Stan Proctor at (301) 868-4888.



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