



***Key sponsors continue to make
ISMA Drivers' Point Fund a success
By Keith Shampine***

OSWEGO, N.Y. – The International Supermodified Association will continue to feature a Drivers' Point Fund in 2010, a program established in 2006 and since supported by a number of gracious sponsors.

Entering its fifth year, the ISMA Drivers' Point Fund has grown to a very respectable program with increased payouts to the drivers of the winged supermodified series each year. The goal for the point fund in 2010 is a total payout of \$10,000.

Introduced by ISMA secretary Kathy Harrington, the point fund's purpose is to give back to the racers who risk their lives wheeling the ultra-fast winged supers, many who receive little or no compensation for their efforts.

While many ISMA racers do not own the cars they race thus don't incur the expenses of a car owner, the talented "helmet carriers" still make great time and financial sacrifices to put on a show for the fans. Many racers work during the week to maintain the racecar and some contribute money to the team as part of a deal with their car owner. Coupled with time off from work to travel to races and other expenses, the drivers make a substantial sacrifice on many different levels.

Harrington, who credits former super driver Nokie Fornoro and Helping Hands of America owner Mike Jarret for motivating her to establish the program, believes the racers deserve more and the Drivers' Point Fund is a way to help offset their costs and show appreciation for the job they do.

The sponsors are what have made the point fund a success, and in 2009 the fund had seven fine outfits' support, comprising the following.

SUPRS, which can be found on the Web at www.suprs.net, is an online supermodified racing game that has supported the Drivers' Point Fund since its inception. The online series, which is as real as it comes in the online racing world with an organized schedule, point standings and tremendous graphics, has been growing in popularity for the last five years and thanks to its support, the Drivers' Point Fund has grown along with it. ISMA announcer Bobby Gangwer has been instrumental in SUPRS's support of the Drivers' Point Fund.

Champ Enterprises, owned by New England racing legend Russ Conway, continued to be a focal supporter of the Drivers' Point Fund in 2009. A key backer of supermodified racing since the 1960s, Conway continues to give to the sport not only with his sponsorship of the Drivers' Point Fund, but with his involvement in keeping the All-Star Classic alive at New Hampshire's All-Star Speedway.

Conway's recent endeavors only tip the iceberg of what he's done for supermodified racing, which includes track ownership, race promotion and the founding of the former sanction New England

Supermodified Racing Ass'n (NESMRA). The Drivers' Point Fund is very thankful for Conway's involvement.

Perley's Marina in Rowley, Mass., was a third-year sponsor of the Drivers' Point Fund in 2009. Six-time ISMA champion Chris Perley, who owns and operates Perley's Marina, has been a vital supporter of the point fund since coming on board in 2007, demonstrating that Perley's contributions to ISMA stem further than being one of the best racers in the series.

KDP Townhouses is a growing outfit in the Oswego area. Owned and operated by the Drivers' Point Fund's founder and Chairperson Harrington, there is an obvious connection with the business's support and contributions to the racers and teams of ISMA.

Lane Tire Sales provides teams with Hoosier tires at each ISMA event and also sponsors the Drivers' Point Fund. Owned by ISMA president Howie Lane and his wife, Debbie, the Lanes not only back the fund, but also spend numerous hours every week handling ISMA operations and field two supers full time on the ISMA tour.

Luther's Way Out Grafix is an Oswego-based operation that letters a number of supermodifieds. Luther's specializes in vinyl and printed graphics for vehicles, windows, signs, banners and more, and is a staunch supporter of supermodified racing and the ISMA Drivers' Point Fund. Owner John "Luther" Gray is widely known and respected for his Make-A-Wish benefit for the Central New York Make-A-Wish Foundation, which he's been organizing for the past 10 years.

Inkspot, owned and operated by Oswego small block super racer Chip Wood, showed its support of the fund by supplying shirts for fundraising. Wood has since sold the business but nonetheless was an important asset in 2009.

The new ISMA season, which kicks off May 2 at New York's Albany-Saratoga Speedway, will mark the fifth annual ISMA Drivers' Point Fund and the program is always interested in new sponsors. Sponsors' support goes straight back to the racers of ISMA.

If you're interested in sponsoring the Drivers' Point Fund, don't hesitate to contact ISMA Drivers' Point Fund chairperson Kathy Harrington at 315-529-2031 or e-mail Harrington51@hotmail.com.

For more information, please visit: <http://www.ismasupers.com>