



On-Track

Spring 2011

The Official Publication of BARC-OC

www.BARC-OC.com



BARC Remembers Bob Attrell June 27, 1940 - September 6, 2010



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ADS WANTED:

Membership does have its benefits.

All members are encouraged to send in a business card ad to On-Track to promote their business. This is included in your fees. JPEG or EPS are fine.

Contact Amy Harrison at:
Amy.Harrison25@gmail.com

REMINDER:

On-Track will be going FULLY DIGITAL for our next issue.

Please email
Membership Secretary
Pat McDiarmid to
ensure your correct email
address is on file.
Track1Mom@yahoo.ca

Printed copies will be
available at the Monthly
Meetings.

CHANGE IN MONTHLY MEETING LOCATION

BARC moved to the Arizona Bar and Grill to deal with declining attendance at our Scarborough location and to recognize that the majority of our members live in the west. There have been several complaints about this location and the service we have received. Our April meeting had enough attending that we also were close to the capacity of the room. Our Regular monthly meetings the first Tuesday of the month will continue through May and June at the Arizona.

Starting July 5th we will move to the Lone Star Texas Grill at 930 Dixon Road. We will have the entire upstairs which is a 5000 sqft.room,washrooms on that level, plenty of parking, dedicated serving staff,individual bills and much more quiet than we experience at the Arizona.

Meetings are held the first Tuesday of each new month and are a great opportunity for club members to socialize and review the events of the sport.

Typically a meeting consists of overviews of changes to racing rules, past and future racing events, social events, buy and sell, racing videos and any other current points of interest.

Guests are always welcome!
Come early for a great meal
and socializing.

BARC-OC

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From the 'Pres'

Welcome back. After along cold off season we're ready and heading into one of BARC's busiest racing seasons.

This year BARC is assisting DAC to host its first of 2 events at Shannonville, then of course our regular events, July 2, August 7 / 8 and September 2 / 3. It is unfortunate that the first Shannonville and the July 2 date are only a one day event, but we will push on and hopefully in 2012 we will go back to having 2 days on those dates.



We are always looking for volunteers whether just for a day, a weekend or to join one of our "regular" volunteer teams please contact any member of the BARC Board listed here in the news letter or on our web site. We'd love to have you all out there.

As BARC moves into the year of racing we wish you all the best and good luck in your racing series or just enjoying your time at the track.

Mike McDiarmid

Membership Report



Wow the beginning of the 2011 Race Season has brought us a "whole bunch" of new members. As of Feb. 28th, we have 29 new members.

As membership secretary and on behalf of the club I would like to say welcome to the best club around.

Phil Bigioni, Goeffrey Lobban, Vic Henderson Sr. Rupert Coffen, Evan Craighead, Darcy Boudreau, Christopher Majik,

James Hill, Dalton Kellett, Darryle Timmers, Alisha Larivieries, Emma Rashleigh, Arick Degoooye, Spencer Todd, Nuno DeJesus, Heli Mae Beale, Alexander Urbinati, Darren Scott, Paul Subject, David Robinson, David Valerian, Scott Reny, Vic Henderson Jr. (cute guy on the grid in the orange hat) Aleksandra Borodin, Sasha Jones, Steve Wagland, Nelson Mason, Rob Stammer and Francois LaBlanc

Welcome all, and remember if anyone is interested in trying out a spot of the track to work, just contact any board member and we'll be more that happy to point you in the right direction.

Pat McDiarmid
Membership Secretary

BARC Back at Shannonville

BARC is partnering with DAC to put on a one day race at Shannonville May 28th. The Ontario Race Organizers had originally scheduled a DAC 2 day race that weekend and DAC cancelled the date based on insufficient entries expected. With Board approval the BARC Race Director approached DAC about partnering and spreading the financial risk across two clubs in a one day event and DAC agreed. This was an effort to keep this date at Shannonville open for future seasons and it is a one year commitment only.

Requests from competitors to try for two days of racing was supported by a generous offer from one competitor to cover half of the expected loss that might occur and suggestions that more modest sponsorship money from Competitors may appear. Unfortunately one week after I had committed to only the Saturday with the track the Sunday had been rented to some other party.

At Shannonville Test Days are operated by the Clubs and not by the track. We have secured Friday May 27th as a Test day which should draw additional competitors and revenue form those that would not attend one day events

Paul Einarson
BARC Race Director

May General Meeting Backgrounder

In May BARC-OC will have a guest speaker, Chris Jameson Managing Director, Level Ten Communications. Here is a preview of Chris and what he will speak about to whet your appetites!

Chris was first exposed to motorsports in the early sixties following his brother and other members of The Sports Car Club to Mosport and Harewood Acres. All set to hit the North American F5000 circuit as a crew member in 1970, plans came to a halt when the car was destroyed during a test session. Racing was put on hold and Chris pursued his other passion – the audio industry. Here he learned the in and outs of corporate marketing and communications strategies while developing skills in media and public relations.

There were also side projects in the entertainment industry as a club owner/promoter and in artist management.

After twenty-one years in the audio business marketing leading brands such as Sony, JBL and Harmon Kardon, Chris left the corporate side of the industry to become an independent marketing consultant for industry start-ups as well as a contributing editor and public relations specialist for an audio publication.

From 1995 through 1997, Chris' company, Level Ten Communications, also managed a series of marketing and promotional programs for Apple Computer.

The return to the motorsport arena was facilitated in 1999 by the passion of Chris' thirteen-year old son who decided he would like to try karting. After a couple of years racing locally and in the Florida Winter Tour, Chris recognized there was a lot of talent in need of media training and marketing to help raise their exposure.

Starting in 2003, Level Ten Communications took on media and public relations duties for then karter Robert Wickens and would add James Hinchcliffe to the roster in 2004 for the inaugural Formula BMW USA series. He would continue with Hinchcliffe through the 2005 season in Star Mazda and worked with Wickens through 2010 encompassing Formula BMW,

Atlantic, A1GP, World Series Renault, Formula 2 and GP3. Other clients have included Daniel Morad (Formula BMW, Atlantic, A1GP, GP3), Mike Vincec (Stars of Karting, SRFKC, Skip Barber) and Reid Arnold (SRFKC, BSRKC and FWT).

In 2008, Chris and Level Ten Communications took on the role of managing media, marketing, web and graphic design functions for AIM Autosport and their efforts in the Rolex Sports Car Series and the Star Mazda Championship. While there he developed a number of programs to increase the team's media profile, social media initiatives, promotions and trackside support. Chris traveled exclusively with AIM through the middle of the 2010 racing season at which time he took some time assist an old colleague in the

audio business and at the same time consult to another venture – RaceCanada.ca, an online news magazine which concentrates on Canadian teams and drivers on the racing circuit. He is also helping to develop a new kart racing venture based on green initiatives. The company continues to seek new clients and opportunities in the field of motorsports.

Courtesy Wayne Wannamaker

BARC T-shirts will be available at Registration at each of the BARC events this year for \$10.

They are quality T-shirts and we have a range of sizes.

The shirts are white with black lettering and the large BARC script is on the back of the shirt.

Wear your club with pride!

Grid Crew News



“The BARC Grid Crew under the direction of the beloved “Track Mom” is recognized as an efficient, disciplined, well organized group.....In fact they are asked to do their work at the biggest races of the year - Honda Toronto Indy, Super Bikes, NASCAR Canadian Tire Series & SCCA World Challenge. They are a photographer’s delight because they are so cooperative when asked to pose for pictures.”

I would like to congratulate all the Grid Crew once again for being voted by CASC “Pit, Grid, Start Volunteer Group of the Year”. What an amazing compliment to all the hard work this group has done, and yes it was a total group effort everyone put in their best to make the team exactly what we are “The

Best There Is”.

Once again this year the crew is going to be really busy with a full schedule of 13 weekends plus volunteering at the Childrens Wish Day at Mosport and a couple of us are also helping out at the Lupus Fund Raising Go Kart Race at Goodwood - we are going to be kept hopping.

Stay tuned in the next issue to hear about out about our adventures with all the drivers both Regional and Pro at the track.

Pat McDiarmid
AKA Track Mom
Chief Grid Marshal

Track Rescue Services

We are currently looking for volunteers to work with us not only on our own BARC weekends, but BMW, Ferrari and at the Honda Indy Toronto.

As TRS we cover accidents on track and clean up – training is ongoing and suits are provided. Your weekend may be very fast pace or quite and lots of great racing to watch.



If you or you know someone who might be interested please contact Mike McDiarmid (BARC President) head of TRS at track1dad@yahoo.ca or call 705 252-2616.

Mike McDiarmid
President BARC
Track Rescue Services

WRRC Committee Update

Everyone is looking forward to the start of the 2011 Road Race Season so I would like to provide a pre-season update for members on what's happening with the Worker Recruitment and Retention Committee (WRRC). For those new members who may not be aware of this Committee, the WRRC is a CASC-OR sanctioned Committee which meets monthly to generate ideas on how we can attract new volunteers to the sport of automobile racing. Also the Committee through an awards program recognizes volunteers annually for the time spent supporting CASC-OR sanctioned events. There is only one representative from one of the Racing Clubs such as BARC or volunteer groups such as Timing and Marshalling who may sit on this Committee. By way of introduction my name is Keith Whorley. I am not only your Treasurer and a BARC Board member, but your representative member on this Committee.

I mentioned the awards program that this Committee has created which is based on a credit system in relation to the number of days

that a volunteer spends supporting CASC-OR sanctioned race events and activities during a year. You can access the guidelines for how credits are awarded to volunteers and the levels at which gifts are given on the CASC-OR website. I would like to thank all volunteers for their dedicated work which makes regional automobile racing possible. I am looking forward to our race at Mosport in July where I can recognize volunteers on behalf of the CASC-OR for their efforts in 2010 and present gifts in accordance with the awards program.

Recruitment continues to be one of our biggest challenges and this is where I need your help. The Committee has come up with a number of ideas and we are working through some action plans and initiatives to see how viable they may be in attracting new volunteers. It is important to know that it is the Committee's mandate to facilitate this process but it is the responsibility of each of the Clubs and Volunteer Groups to run with these ideas, as well as our own, to actively seek new volunteer members for our Club. So I am asking

for your assistance in generating ideas and suggestions as to how we can attract new volunteer members. This request not only goes out to our volunteers but also to our driver members. I am sure that drivers know of someone who loves racing but at this point in time they are is not in a position to drive or crew. Volunteering is another way to participate in the sport while learning the rules, regulations and other aspects of racing that drivers need to know in order to race. So all you have to do is come up with one idea and then send it to kwhorley@sympatico.ca. It is as simple as that. If there are any questions that I may answer for you relative to this process or if you would like me to get in touch with a prospective volunteer, please let me know.

Just as a closing note CASC-OR will be posting the minutes of the Committee meetings on their new web site so that you can be kept up-to-date on how things are progressing.

Have a great race year and I hope to see you at the track.

Keith Whorley

BARC Wishes to congratulate member Kyle Marcelli of ALMS Team Intersport on their 2nd place finish at the recent Toyota Grand Prix of Long Beach.

Keep it up Kyle!!!



Remembering Bob Attrell

I first met Bob in August of 1975. He was in the process of purchasing a Toyota dealer in Brampton from Norm Guild (Guild Toyota). A manager I had worked with in previous years at Ken Shaw Toyota and Bahr Auto Sales Toyota, Tom Traves, was leaving his post as parts manager and recommended me for the position. I had a Sunday afternoon interview with Bob and we agreed to terms and our relationship began.

Prior to this period in time, Bob had started off his life in the early days as an auto mechanic, working at a GM dealer Pink Buick and later had his own shop in a garage at the back of his home on Perth Avenue.

He had his lovely wife Hazel and four children; Linda, John, David and Bob Jr. Bob joined BARC in 1963, the same year as Ken Graham. In 1966 Bob took driving school in an Austin Westminster. Also in 1966, the infamous year an un-named treasurer took a permanent holiday with the club's funds, it was Bob and Ken Graham who went to the aid of the club and went into hawk themselves and supplied the needed funds so that BARC would run a race.

Bob later went on to serve a term as President of BARC in the early 70's. Bob had raced a variety of cars before I met him: road racing Austin's and Toyota's and Volvo's, as well as ice racing the same aforementioned vehicles as well as a Corvair and other North American full-sized cars.

Bob was working at Toyota Canada as a District Rep when he bought

the Toyota dealer. He had put his summer racing on hold as he put all his assets into the Toyota dealer purchase. He did help with the service manager's racing, another BARC member Ron Gray, with his 1971 Toyota SR5. I was racing a stock car at the time. In January 1976 Bob introduced me to Ice Racing. Bob ran 2 cars; a 1972 Corona MK2 and a open cockpit Mini Special.

After going up North with him along with Ron Gray as his crew, I got hooked on the sport and started racing myself in 1977 and of course joined BARC.

Bob had a passion for vintage race cars and in 1979 he purchased and raced an open wheel formula car called the Wheeler Special with an 850cc Austin engine in it. He had always wanted to get an old Corvette and in 1981 obtained a 1958 Corvette convertible that was a car in a basket. With my help and technicians at the dealer, we rebuilt the car and made it into a racer for Bob to campaign. I was also fortunate to get into road racing the same Jan-Feb season. After selling the Wheel and later the Corvette, Bob obtained a right hand drive Lotus Cortina which he campaigned into the late 1990's.

Bob also acted as crew chief for a few years for Ken Graham who campaigned a Can-Am three quarter midget car both here and in the US.

Outside of racing, Bob worked very hard to improve his business opportunities, finally changing the name of the dealership to Attrell Toyota, and in 1991 acquiring the

Hyundai franchise and starting Attrell Hyundai. Bob retired from active racing but supplied the club with pace cars and service vehicles for many years.

Bob continued with his passion for special vehicles, purchasing a Ferrari Testarosa and later a Bentley Mulsane Turbo.

Bob's three sons are all in the automotive business, of course. Oldest son John now owns and operates the Toyota dealer, son David is the service manager there and Bob Jr. is the owner of Attrell Hyundai.

His racing legacy carries on with Bob Attrell Jr who sponsors my son Jonathan with 2 Hyundai ice racers and supplying our club with pace cars and service vehicles, as well as racing himself in the Castol Canadian Touring Car series with Hyundai Genesis coupes.

Bob Attrell was heavily involved the last 10 years of his life in Bramalea Baptist Church.

Actually, Bob's father-in-law was a Baptist Church Minister.

Bob lost his battle with cancer in September 2010, but leaves behind his wife Hazel of over 50 years, 4 children and 9 grandchildren.

Those of us who knew him miss him. I have so many stories I could tell of the "CHIN" but I could go on for days.

Perhaps for another article.

Bryan Rashleigh



Images Courtesy
Bryan Rashleigh
& Ken Graham