



Calvin Wells III
2720 Wet Stone Way, Unit #311
Charlotte, NC 28208
(e) calvin.wells3@gmail.com
(c) 828-320-9005

RESUME STRUCTURE

Calvin Wells' resume is organized by the following:

1. Executive Summary
2. List of Services
3. Career History
 - a. A list of clientele and consulting projects
 - b. Detailed timeline of professional racing experiences
4. References
 - a. LNGA consulting clients
 - b. Detailed descriptors of business and personal references

EXECUTIVE SUMMARY

A solutions-oriented Chief Executive Officer with a record of high quality results through a wide range of motorsports disciplines that span over 40 years. Entrepreneurial experience in meeting and exceeding business, competition, financial, promotional, and sales objectives set forth by business partners, sponsors, and company team members throughout multiple racing disciplines.

Understands and applies influential leadership focused towards both team building and management processes that result in a disciplined company culture. A strategic planning and tactical expert who has the ability to understand the need for week-in, week-out results while simultaneously developing personnel for the future to ensure current and long term company health.

Extensive experience in identifying ownership, customer, and sponsor objectives to produce integrated marketing programs with the proper tools, personnel and support structure to ensure these multiple goals are achieved in a balanced cost effective and efficient fashion. Specializing in corporate turnaround scenarios.

Acknowledged throughout the motorsports industry for integrity and accountability with a results oriented business and management style geared toward success.

Practices his belief that "a good leader inspires others with confidence in him. A great leader inspires others with confidence in themselves."

LIST OF SERVICES

Business Consultation

- Strategy Development
- Infrastructure Development
- Senior Management Recruitment
- Outside Resource Development – Technical, Marketing
- SWOT Analysis
- Capital Acquisition

Corporate Consultation

- Human Resources Program Development
- Turn-Around Planning and Execution
- Financial and Accounting Process Review
- Efficiency Development and Execution
- Acquisition Analysis and Execution
- Off-site Leadership Facilitation

Auto Racing Consultation

- Sponsor Development
- Team Development
- Off-Track Driver Development
- Contract Review and Development

CAREER HISTORY

2011 - Present

Owner, LNGA Consulting

Independent consultant in the fields of auto racing, aviation, security, and business development.

Clients include:

- Toyota Racing Development
- Haas F1
- Haas Automation
- Furniture Row Racing
- Alan Miller PC
- James McElroy and Diehl. PA-Adam Ross
- Spire Sports and Entertainment
- Germain Racing
- JTG-Dougherty Racing
- Turner Scott Motorsports
- HScott Motorsports
- RK Motors Charlotte
- Consolidated Resources Imaging (CRI) MSI Defense Solutions
- Branding, finance and consulting firm Gate Industries

Consulting responsibilities include:

- Extensive corporate restructuring throughout business and sporting organization(s) including: senior level leadership groups, business units, engineering divisions, competition departments, aviation divisions, marketing staff, etc
- Business entity structure and resulting budget, tax planning, and funding models
- Enterprise valuation modeling
- Executive recruitment
- Creating and maintaining automobile manufacturer relationships
- On-track performance improvements, improve competitive sporting performance structure, improvement in competitive corporate organization, wide-ranging company infrastructure and funding models

2007 - 2011

Executive Vice President and Chief Operations Officer, Michael Waltrip Racing

Headed a due diligence group focused on an investment opportunity in Michael Waltrip Racing (MWR) at the request of prospective investor Rob Kauffman. This included working with and coordinating the contractual, accounting, legal, and human capital review of all aspects of Mr. Waltrip's race team, leading to an investment recommendation. This process resulted in assuming the role of Chief Operations Officer, managing the daily operations at MWR post Mr. Kauffman's investment. Left MWR mid-2011 after philosophical differences precluded a productive environment for ownership to evolve MWR in a form of their choosing.

Accomplishments include:

- Complete restructuring of day-to-day support and racing operations throughout each department within the organization building a solid foundation for the future
- Negotiation and execution of existing sponsor contracts extensions involving over \$200M
- Development of additional revenue through the creation of alliances within the NASCAR Cup garage to offset the cost of internal competition initiatives
- Significant efficiency improvements through the reduction of overall head count, including the acquisition of improved management personnel throughout all performance and support departments
- Led the company to a consistently profitable going concern within the first 12 months
- Establishment of management cornerstones in place that produced dramatically improved on-track performance through restructuring and acquiring a high-quality team

On-track improvements in performance include the following:

- 3 cars qualifying for all races in 2008 and beyond, a 100% improvement from 2007
- Winning two NASCAR Sprint Cup races with driver David Reuttiman
- Winning in the NASCAR Nationwide series with driver David Reuttiman
- Winning two K&N East Championships with driver Ryan Truex
- Multiple top five and top ten finishes throughout all motorsports platforms in which Michael Waltrip Racing competed

1979 - 2007

Owner and Chief Executive Officer, PPI Motorsports

2000 - 2006

NASCAR NEXTEL Cup Series

Ventured into the NASCAR Cup Series through the development of new corporate relationships with McDonald's Corporation and Procter & Gamble. (Joined the series from a background focused at the top level of open wheel racing, Indy/CHAMP cars, and years of successful participation in off road racing.) Relocated headquarters from Southern California to North Carolina where NASCAR's infrastructure is centralized. Came into the top tier of NASCAR's various racing series without pre-existing sponsor support or infrastructure and created a two-car team from the ground up. NASCAR challenges included a highly competitive landscape with sophisticated leadership at the team ownership level.

Succeeded in securing significant sponsorship for two full-time cup teams in just six months. Both sponsors were among the longest running and most prestigious in NASCAR. Led, presented and consummated the sales effort for sponsorship programs by leveraging an extensive background in racing and a quality track record of working with and maintaining sponsors from Fortune 500 companies such as Toyota, Pioneer Electronics, Fed-Ex, Coors Brewery, Telefonica, MCI, and Michelin. Succeeded in the unique challenge of convincing the McDonald's owner/operator committee, consisting of over 90 executives, that NASCAR racing was an effective method of marketing the McDonald's Brand. The committee included a varied mixture of both franchise owners and corporate management. The success with McDonald's led to securing Procter & Gamble's Tide Brand sponsorship, at that time one of the most popular and longest running NASCAR sponsors.

Defined and implemented the company wide skill sets required to deliver a winning effort with consistent, high quality results. Personally oversaw the development and staffing of the competition department including all day-to-day decision making on everything from driver and crew chief selection to shop set up, resulting in winning PPI's first NASCAR Cup race just one year after its initial entrance to the sport.

Beyond this win in 2001, the team won again in 2003, making it the only single car team to accomplish this feat in the previous eight years. In 2002, the team also finished 15th in points, again an achievement not accomplished by any other single car team in the previous decade.

2003 - 2005

Owner & CEO, PPI Power

Hand selected by General Motors management to lead the Pontiac effort replacing Joe Gibbs Racing, who had migrated to Chevrolet. Quality engine lease programs were unattainable, so this decision required the setup of PPI's own engine program. To fulfill the goals and direction set forth by both GM and Tide, PPI created a new engine facility to exclusively support PPI's NASCAR Cup effort requiring the selection of staff, purchasing of equipment and renting a facility that would support the performance requirements of this very competitive environment. This effort resulted in PPI's second victory in the Cup Series, and Pontiac's final victory, at Darlington Raceway, which was the closest win in NASCAR Cup Series history.

1995 - 2001

IndyCar/CART Open Wheel Series

Longtime PPI factory off-road sponsor and partner Toyota chose to enter the highly competitive, manufacturer driven IndyCar/CART (Championship Auto Racing Teams), World Series. With a history dating back to the early 1900's, America's premier open wheel series, IndyCar (CART) had evolved to a very successful and innovative racing venue supported by a wide range of Fortune 500 companies and automobile manufacturers. As a new manufacturer to the series, Toyota was required to participate with an existing CART franchised team before being allowed to add teams outside incumbent CART ownership. This requirement led to the acquisition of franchise rights through the formation of Arcerio/Wells Racing, a PPI owned company.

Led Toyota's efforts, along with Dan Gurney's All American Racers, towards establishing a development platform and ultimately competitive effort in IndyCar. This required the building of a new facility in Rancho Santa Margarita, CA and participating in the 1995 Indy 500 and CART World Series as a Cosworth powered team to establish relationships with chassis and tire manufacturers. This launch included being one of four teams which led Firestone's return to IndyCar and, with a 10th place finish in the 1995 Indy 500, Firestone's best result upon their return.

In 1996, established an engineering and supplier relationship with racecar manufacturer Reynard Engineering. Personally led an international effort with Toyota Japan and Toyota USA to identify and establish Reynard as the preferred partner. This relationship required creating a group solely responsible for the design and adaptation of Toyota power to a reasonably priced Reynard chassis. Assembled a team of over 100 associates to support Toyota's competition start up in IndyCar with Reynard.

By partnering with Toyota Racing Development (TRD), Cal was able to assist Toyota in establishing and advancing the appropriate philosophy to aid Toyota in the staff development necessary to support this aggressive endeavor. Identified and helped place key TRD Management associates, including their CEO and Technical Director at the time.

Partnered and supported Toyota's evolution as an IndyCar engine supplier through six of seven complete engine designs, leading to their first pole position in 1999 and second win in 2000 under the PPI Motorsports banner. These successes provided the foundation for TRD's expansion, management development, and first Open Wheel Championship under the ownership of Newman Hass Racing and driven by PPI recruited and developed driver Christiano da Matta. Many other highly skilled drivers associated with PPI Motorsports, including Jeff Krosnoff, Scott Pruett, Max Papis, Oriol Servia and Robby Gordon, contributed to this multi-year development program on behalf of Toyota.

Supported the financial requirements of this program, along with Toyota's internal motorsports and marketing departments, with a business-to-business philosophy generating millions in sponsorship dollars. Sold the program throughout Toyota's senior management, and in doing so introduced a new model for forming business alliances that resulted in bigger, broader and better supported advertising promotions for Toyota and their motorsports partners as well as funding to support on-track activity.

1997 - 2000

Toyota Atlantic Open Wheel IndyCar Support Series

PPI and Toyota needed a captive racing effort to develop drivers for future CART/IndyCar participation. Personally led the effort towards recruiting an Atlantic Team Management crew and funding which was focused on driver development. This resulted in a Toyota Atlantic Championship in 1999 and Rookie of the Year honors in 2000. The fundamental philosophies of this program provided a platform for many great drivers to have an entrance into the top echelons of world motorsports. This included Indy 500 and championship winner Dan Wheldon and Toyota's first American Open Wheel champion Christiano da Matta who would later go forward with Toyota to lead their entrée in to Formula One racing.

1979 - 2000

SCORE and MTEG Off-Road, Stadium and Desert Series

Toyota Motor Sales USA chose to promote their tough, reliable, technology driven line of trucks through participation in America's most prestigious Off-Road Championships, the SCORE Desert Series, which included the Baja 500 and 1000, and the Mickey Thompson Entertainment Group Off-Road Championship Grand Prix (MTEG Stadium Series).

Having shown previous success in winning off-road races in the US and Mexico, was selected by Toyota to personally lead their first foray into truck racing in the American market. Hired race team members to support drivers Ivan “Iron Man” Stewart and New Zealander Steve Millen for what would become one of Toyota’s most successful team relationships regardless of racing discipline. With off-road legend Ivan Stewart, internationally successful brothers Steve and Rod Millen (Pike’s Peak Toyota record holder) and off-road, IndyCar and NASCAR winner Robby Gordon, PPI & Toyota went on to win 88 races, 11 manufacturer championships and 14 driver championships, including 3 Baja 1000s, 11 Baja 500s, and 5 Mint 400s.

1990 - 2000

Toyota Motorsports’ In-House Garage

Managed Toyota’s in-house Motorsports Garage services group responsible for Toyota’s pro-celebrity involvement, specialty car, pace car and truck build for sports cars, IndyCars, off-road and assorted show vehicles to support TMS’s various in-house motorsports efforts. Led the effort to acquire additional personnel and reorganize the garage, including the recruitment of new staff personnel. Oversaw the building and design of a new pro-celebrity racecar fleet, CART safety trucks, and pace cars for more than a decade. Toyota brought the effort back in-house in 2000 and the same hand-picked staff remains today.

1986 - 1987

GMC Truck and Bus

Assembled a design and engineering team to work with General Motors Truck and Bus to develop an “infield” engineering/development platform for their all-wheel drive trucks. These vehicles were tested and developed through and raced in the SCORE Off-Road Series in two categories (class 4, all-wheel drive, big pick-up trucks and class 7, four-wheel drive mini/compact trucks), producing both race victories and extensive data for the GM Factory. As my relationship with Toyota grew closer, our partner in the program, Team MacPherson, acquired and continued the program for several successful years.

1980 - 2000

Key Development Partner for BFG/Michelin/Uniroyal Tire and Rubber

BF Goodrich wanted to establish itself as the premier off-road/rally tire manufacturer in the United States. Personally established a team of engineers and a development effort to support BFG’s product and racing tire development in concert with Toyota’s Off-Road racing program.

1990 - 2002

Established Yokohama's US Tire Corporation's Racing Tire Distribution Services

Yokohama Tire Corporation (YTC) was searching for a group to facilitate their racing tire development, disbursement, sales, and at-track service, as well as developing a line of off-road tire products that could transfer technology from the deserts of Baja, CA to the sports utility vehicles sold at local car dealerships. Formed Precision Service Racing Group (PSRG), installed management, which worked hand in hand with YTC management and engineering staff to design, develop, and service products for Off-Road, Toyota Atlantic, SCCA Pro-Solo, SCCA Pro-Rally, SCCA Spec Racer, and IMSA. The service arm alone supported over 120 events a year. Yokohama took the effort back in-house in 2002 and with staff originally hired remaining today.

Additional Accomplishments and Positions Held

- Mechanic/Fabricator for Drino Miller Racing supporting Off-Road, IMSA GTX and Can-AM
- Fabricator/Mechanic/Painter/Desert Race Strategist/Manager for Team McPherson Motorsports
- Head of Technical Development for SCORE International, America's premier Off-Road Sanctioning Organization. Created and managed competition rules for many years
- Member of Championship Auto Racing Teams (CART/IndyCar) Technical, Finance and Sponsor Committee.
- Managed companies of various sizes throughout career, ranging from 3 to 325 employees
- Certified welder

REFERENCES

LNGA Consulting

David Wilson *President, Toyota Racing Development*
david_wilson@toyota.com

Rick Dreiling *Former CEO of Dollar General*
rickdreiling@gmail.com

Tyler Gibbs *General Manager, Toyota Racing Development*
tyler_gibbs@toyota.com

Andy Graves *Technical Director, Toyota Racing Development*
andy_graves@toyota.com

Joe Custer *COO, Haas F1*
jcuster@haascnc.com

Ken Barish *General Tax Counsel, Haas Automation*
Ken@barishtaxlaw.com

Alan Miller *President and Sole Shareholder, Alan R. Miller, P. C. Attorneys at Law*
alanm@alanrmillerpc.com

Doug Yates *CEO, RoushYates Engines*
dyates@roushyates.com

Steve O'Donnell *Executive Vice President and Chief Racing Development Officer, NASCAR*
sodonnell@nascar.com

Steve Phelps *Executive Vice President and Chief Marketing Officer, NASCAR*
sphelps@nascar.com

Jim Cassidy *Senior Vice President of Racing Operations, NASCAR*
jcassidy@nascar.com

Barney Visser *Owner, Furniture Row Companies*
barneyvisser@gmail.com

Joe Garone *General Manager, Furniture Row Racing*
joe.garone@furniturerow.com

William E. Roberts *President, GEICO*
BRoberts@geico.com

Zak Brown *Executive Director, McLaren Technology Group Ltd*
zak@justmarketing.com

Ricky Craven *News Analyst and Commentator, ESPN*
rac241@me.com

Doug Duchardt *Chief Operating Officer, Chip Ganassi Racing*
dduchardt5@gmail.com

Cary Agajanian *Managing Partner, AMWT&C; Principal Motorsports Management International*
cary@agajanianlaw.com

J. Davis Illingworth, Jr. *Former Sr. Vice President, Chief Planning and Administration Officer, Toyota Motor Sales, U.S.A., Inc.*
illing7@cox.net

TJ Puchyr *Co-Owner, Spire Sports and Entertainment*
tj@spiresportsinc.com

Jeff Dickerson *Co-Owner, Spire Sports and Entertainment*
Jeff@spiresportsinc.com

Jonathan Helfman *Co-Owner, Exit10 Advertising*
jhelfman@exit10.com

Robert S. Carter *Executive Vice President and General Automotive Operations, Toyota Motor Sales, U.S.A., Inc.*
bob_carter@toyota.com

Scott Atherton *President and Chief Operations Officer, IMSA Sports Group*
satherton@imsa.com

Les Unger *Retired National Motorsports Manager, Toyota Motor Sales, U.S.A., Inc.*
harry.scott@hscottmotorsports.com

Harry Scott *Owner, HScott Motorsports*
harry.scott@hscottmotorsports.com

Bob Germain *Owner and CEO, Germain Auto Group*
rlgermainjr@aol.com

Tad Geschickter *Owner and CEO, JTG-Daugherty Racing*
TGeschickter@STMotorsports.com

Nathan Crawford *Owner and CEO, Consolidated Resource Imaging (CRI)*
Nathan.Crawford@cri.us.com

David Holden *Co-Owner, MSI Defense Solutions*
dholden@msidefense.com

Adam L. Ross *Practicing Litigator, James, McElroy & Diehl, P.A.*
aross@jmdlaw.com

David Wilson *President of Toyota Racing Development, U.S.A.*

David Wilson has been with the company since 1989 and is responsible for all of TRD's engine development, manufacturing, chassis design and development, team and manufacturer relationships, manufacturer and sanctioning body relations as well as engineering support for Toyota teams participating in NASCAR, United States Auto Club (USAC), NHRA, Grand-Am day-to-day operations and activities. Also oversees TRD's administration, engineering and manufacturing groups. Additionally, Mr. Wilson is responsible for the development of TRD's strategic business plans, as well as coordination of strategy and budget with TMS motorsports marketing. Mr. Wilson can be reached at: david_wilson@toyota.com and/or 714-957-4178.

Richard Dreiling *Former Chief Executive Officer, Dollar General Corp.*

Richard W. "Rick" Dreiling recently retired from Dollar General and is now serving on multiple Fortune 500 Boards to keep himself active. Mr. Dreiling serves as the Chairman of the Retail Industry Leaders Association (RILA). Mr. Dreiling has been a Director of Aramark since February 2, 2016 and Kellogg Company since June 13, 2016. He has been an Independent Director of Lowe's Companies Inc., since January 27, 2012 and PulteGroup, Inc., since December 2, 2015. He serves as a Director of The Monroe Carell Jr. Children's Hospital at Vanderbilt. He serves as a Director of Retail Risk Solutions, LLC. He has over 40 years of retail industry experience at all operating levels.

He served as the Chief Executive Officer of Dollar General Corporation from joining on January 21, 2008 to June 3, 2015. He served as the Chairman of the Board and Chief Executive Officer of DG Promotions, Inc.

During his successful tenure at Dollar General he grew the company to an annual 28B enterprise.

Since 2005, Mr. Dreiling had been with Duane Reade Holdings Inc. as chairman and CEO. Duane Reade is the leading drug store chain in the New York City metropolitan area.

In 2003, prior to his tenure with Duane Reade, Mr. Dreiling served as executive vice president and chief operating officer of Longs Drug Stores Corporation, a chain of retail drug stores on the West Coast and Hawaii. Before that, he was executive vice president of marketing, manufacturing and distribution of Safeway Inc. a food and drug retailer. Earlier still, he served as president of Vons, a southern California division of Safeway Inc.

Mr. Dreiling earned a bachelor's degree in industrial relations from Rockhurst University in Missouri. He began his career in 1969 as a part-time clerk with Safeway Inc. in Kansas, where he worked his way through the retail ranks before being promoted to president of Vons in 1998. Dreiling serves on the board of the National Association of Chain Drug Stores (NACDS) and the board of directors of Chain Drug Consortium, LLC. Dreiling was a finalist in Ernst & Young's 2007 Entrepreneur of the Year Awards for the Metro New York area. In October 2007, Dreiling received the Jacob K. Javits Lifetime Achievement Award in recognition of his efforts to raise awareness for the ALS Association and to support its work to find a cure for the disease. He was also a recipient of the 2006 Human Rights Award, given by the Jewish Labor Committee, in recognition of his efforts to promote the shared social justice agenda between the AJC and the trade union movement; he was honored again in October 2006 as their "Person of the Year." Mr. Dreiling can be reached at: rickdreiling@gmail.com

Alan R. Miller *President and Sole Shareholder, Alan R. Miller, P. C. Attorneys at Law*

Alan Miller has an extensive background as a college and professional football player. Mr. Miller is a member of the Boston College Hall of Fame and a member of the Board of Directors of the Michigan Sports Hall of Fame and the Motorsports Hall of Fame of America. Upon graduating from Boston College, Mr. Miller played professional football with the New England Patriots and the Oakland Raiders. Upon completing his football career, Mr. Miller served as General Counsel to the American Football League Players Association from 1965 to 1970. In 1970, Mr. Miller was elected General Counsel to the National Football League Players Association (“NFLPA”). Mr. Miller and his law firm are considered one of the preeminent motorsports law firms in the United States. Mr. Miller has substantial experience in negotiating, drafting and consummating Driver Agreements; Personal Services Agreements; Sponsorship Agreements; Manufacturing Agreements; Licensing Agreements, Engine Lease Agreements and other agreements utilized in the motorsports industry. Mr. Miller represents or has represented a substantial number of NASCAR teams and drivers including, Jimmie Johnson, (2006, 2007, 2008, 2009, 2010 and 2013 NASCAR Sprint Cup Champion); Clint Bowyer (2008 champion of the Nationwide series); Casey Mears; David Gilliland, Erin Crocker, Bill Lester, Robert Yates Racing and Michael Waltrip Racing Holdings, LLC (NASCAR); Helio Castroneves, Adrian Fernandez, Danica Patrick Racing, Anthony Foyt IV, Alex Zanardi, Gil de Ferran; Ron Fellows, Marty Smith (ESPN), Subway Franchisee Advertising Fund Trust, Just Marketing, Honda Performance Development, Herb Fishel, Mike Kranefuss and numerous other teams, drivers, manufacturers and motorsports related persons or entities. Mr. Miller can be reached at: alanm@alanmillerpc.com and/or 1-248-891-8585.

Doug Yates *CEO, Roush Yates Engines*

As CEO, Doug Yates leads a staff of 180 employees located in four state-of-the-art facilities. Mr. Yates has grown Roush Yates Engines from a NASCAR Sprint Cup engine shop to a world-class engine building company that builds powerful engines for multiple racing series including: NASCAR Sprint Cup, Nationwide, Camping World Truck, ARCA, Cammer, Sprint car, Dirt Late Model, NHRA, Marine and Off Road trucks. Mr. Yates worked for his dad during his summers out of school and after graduation returned home to help run Robert Yates Racing. One of Ford’s factory-supported NASCAR race teams. With his degree in mechanical engineering and fascination in engines, Mr. Yates immediately became head engine builder at Robert Yates Racing. In 1999 he worked as the head engine builder for Winston Cup Champion Dale Jarrett. In 2004, legendary engine builders Jack Roush and Robert Yates were the only teams running Ford engines in NASCAR’s premiere series. In an effort to combine knowledge and technology, the men formed what is now Roush Yates Engines. Mr. Yates took on a new role with this alliance and was named CEO and President of Roush Yates Racing Engines. In 2007, Robert Yates retired as owner of Robert Yates

Racing. Doug took over his father’s team, a powerhouse that had won a remarkable 57 races and 1 Winston Cup Championship. The team’s name became Yates Racing in 2008 and Mr. Yates officially had his own two car team. With Ford power provided by Roush Yates Engines, Yates Racing quickly became a notable contender in the NASCAR Sprint Cup series. Mr. Yates can be reached at dyates@roushyates.com and/or 1-704-799-6216.

Steve O'Donnell *Executive Vice President and Chief Racing Development Officer, NASCAR*

Steve O'Donnell is NASCAR's Executive Vice President of Racing Operations and Chief Racing Development Officer, providing oversight of all operations in NASCAR's Research & Development Center, including Racing Development and Innovation, as well as Competition. He is also a member of the company's Executive Council and holds positions on the NASCAR Hall of Fame nominating committee and voting panel. O'Donnell oversees multiple departments within the company as they relate to competition with an emphasis on positioning NASCAR and its state-of-the-art Research & Development Center as a leader in innovation, technology and product relevance. Industry Services, with its Driver Star Power initiative, along with NASCAR's green, international, medical, security, membership and registration areas are all under his guidance. He has been instrumental in the growth of the annual NASCAR Summit, a pre-season gathering of more than 600 participants among track security, safety and medical personnel. The Summit features idea-sharing relating to enhancements, best practices, table topic exercises and top-line guest speakers specific to these vital areas. He also cultivates NASCAR's relationship with race track operators and team owners. Mr. O'Donnell can be reached at: sodonnell@nascar.com and/or 1-386-947-6794.

Steve Phelps *Executive Vice President and Chief Marketing Officer, NASCAR*

Steve Phelps is Senior Vice President and Chief Marketing Officer for the National Association for Stock Car Auto Racing (NASCAR). He is also a member of the company's Executive Council. Mr. Phelps oversees all NASCAR efforts in Integrated Marketing Communications, corporate marketing, brand/consumer marketing, licensing, automotive aftermarket, business development and NASCAR's digital and social media efforts. Mr. Phelps is based at NASCAR headquarters in Daytona Beach, Fla. and reports to Chairman/CEO Brian France. Mr. Phelps joined NASCAR as Vice President of Corporate Marketing in July 2005. He was named CMO in February 2006 and promoted to Senior Vice President in January 2010. Prior to joining NASCAR he was Executive Vice President of Sales and Marketing for Wasserman Media Group. From 1990 to 2004, Mr. Phelps was with the National Football League. As Vice President, Corporate Marketing, he brought many new sponsors to the league, managed key sponsor accounts, and instituted a philosophy focused on developing mutually beneficial partnerships. Mr. Phelps can be reached at: sphelps@nascar.com and/or: 1-386-239-1819.

Jim Cassidy *Senior Vice President of Racing Operations, NASCAR*

Now in his 20th year in motorsports, Jim Cassidy is NASCAR's Senior Vice President of Racing Operations. He joined NASCAR in 2000 and was promoted to vice president, racing operations in January 2013 after serving as managing director. In addition to overseeing several core areas of the business including scheduling and sanctions, competition administration, ownership development, event oversight and managing NASCAR's Substance Abuse Program, Medical Liaison, Track Services and Security arms, Cassidy plays a substantial role in the product relevance plank of NASCAR's Five-Year Industry Action Plan. Cassidy helped enhance the identity of the NASCAR Nationwide Series, most notably the new car models, the 'pick-a-series' format and the expansion of the sport to Mexico and Canada. He also was instrumental in developing the current point system, the Chase for the NASCAR Sprint Cup while implementing Chase enhancements along the way, including the successful addition of the "Wild Card" element in 2011. Mr. Cassidy can be reached at: jcassidy@nascar.com

A native of Fredonia, N.Y., Cassidy graduated from the University of Maryland, University College. After eight years with a Washington, D.C.-based law firm that represented the motorsports industry, he began his current career at the grassroots levels before moving to NASCAR's national series as senior manager, business operations followed by director, events and operations.

William E. Roberts *President, GEICO*

William Roberts is President of GEICO His responsibilities include a wide variety of long range and day-to-day activities including corporate direction, marketing and advertising, underwriting, information systems, telecommunications, Internet business unit and the motorcycle product line. Prior to being named President last year Bill was executive vice president since 2000, Roberts served as senior vice president for 3 years. Mr. Roberts joined GEICO in 1984 and served as vice president of marketing for GEICO from 1985 to 1991. He then served as assistant vice president for underwriting in GEICO's regional headquarters in Macon, GA. He was elected group vice president in 1994, and senior vice president in 1997. Mr. Roberts is a graduate of State University of New York at Oswego, and earned Master's and Ph.D. degrees in sociology at Temple University in Philadelphia, PA. He is a member of Glen Echo Park Partnership, in Glen Echo, MD. Roberts also serves on the board of directors of the National Capital Area Council of the Boy Scouts of America in Washington, DC. Mr. Roberts can be reached at BRoberts@geico.com

Zak Brown *Executive Director, McLaren Technology Group Ltd*

Zak Brown was appointed Executive Director of McLaren Technology Group Ltd in late November 2016. With this new position, Zak is responsible for all Racing and Commercial operation of McLaren International. Prior to this appointment, Zak held the post of Chief Executive Officer of CSM Sport & Entertainment, and the Executive Chairman of JMI, the world's largest motorsport marketing agency, both in March 2015. Zak founded JMI in 1995 following a successful international career as a racecar driver. The company was acquired by CSM, a division of Chime Communications plc in 2013. Born and raised in California, Zak's is based in London but is constantly on the move around CSM's 22 offices in 15 countries. Zak has an encyclopedic knowledge of the sports industry and an unrivalled understanding of the commercial practicalities that underpin the relationship between sponsor and property owner. He possesses an extensive network of relationships, which allow him to navigate his clients through the intricacies and complexities of global sport. He is known as an entrepreneur and as a leader, innovator, dealmaker and influencer of all things commercial in the global motorsports industry. Mr. Brown and his team have guided client engagements in all major motorsports series globally, including but not limited to the Formula One World Championship, NASCAR and the IZOD IndyCar Series. Mr. Brown has been credited with playing endemic roles in the transformation of motorsports. As an example, in 2006, he was recognized with playing a key role in the historic movement that successfully lifted NASCAR's 50-plus year ban on spirits sponsorship. More recently, he led UBS in a watershed sponsorship of Formula 1, including a creative application of branding on the track and trackside surface. His list of personal awards include being ranked on the Business Formula 1 magazine "Most Powerful in Formula 1" list, PROMO magazine "Marketer of the Year", and twice recognized in Street & Smiths' Sport Business Journal "Forty Under 40". He is also a co-founder and owner of Legends of Motorsports, a historic car racing series. Mr. Brown can be contacted at: zak@justmarketing.com and/or 011-44-7740-317710.

Ricky Craven *News Analyst and Commentator, ESPN*

Ricky Craven, a driver with wins in all of NASCAR's top three series, is an analyst on ESPN's NASCAR coverage. He frequently appears on the Monday roundtable discussion panel and as a regular contributor to the daily NASCAR news and information as well as to SportsCenter and ESPNEWS. In the NASCAR Sprint Cup Series, Mr. Craven won in what is tied for the closest recorded finish in NASCAR history when he edged Kurt Busch at the finish line by .002 seconds to win at Darlington in 2003. During his driving career, Mr. Craven won the rookie of the year titles in both the NASCAR Nationwide Series (1992) and NASCAR Sprint Cup Series (1995). He won races in both series as well as in the NASCAR Camping World Truck Series. He also won the 1991 championship of what was then known as the NASCAR Busch Grand National North Series. Mr. Craven can be reached at rac241@me.com and/or Cell# 1-980-621-8455.

Doug Duchardt *Chief Operating Officer, Chip Ganassi Racing*

Currently working to increase collaboration, performance and growth across all of CGR's worldwide racing activities. Directed all racing operations for Hendrick Motorsports, which fields four full-time teams in the elite NASCAR Sprint Cup Series. Managed technical relationships, encompassing engine leases and chassis purchases, while serving as primary liaison between Hendrick Motorsports and NASCAR's competition group. After nearly a decade in various roles with General Motors, Mr. Duchardt joined GM Racing in 1996 and was named director in June 2003. He worked closely with NASCAR teams, including Hendrick Motorsports, and was responsible for Chevrolet's on-track performance. During Mr. Duchardt's involvement in GM Racing the Chevy Monte Carlo garnered five Cup-level manufacturer championships, including last season when the brand won 22 of 36 NASCAR NEXTEL Cup Series races. From 1999-2003, Duchardt was the group manager for GM Racing's Oval Track Group, responsible for all program management and technical development in the areas of engine, chassis and aerodynamics for the NASCAR efforts of Chevrolet and Pontiac. He was also group manager of the Cadillac LMP Program in 2001 and 2002. Mr. Duchardt previously served as engine manager for the Oval Track Group and was responsible for the 1998 introduction of the SB2 engine, which in its first year of competition produced a superior reliability rate to its successful predecessor. Mr. Duchardt can be reached at dduchardt5@gmail.com and /or 1-704-401-6992.

Cary Agajanian *Managing Partner, AMWT&C; Principal Motorsports Management International*

A famed motorsports attorney, promoter and racecar owner, Cary Agajanian has personally represented and advised over 20 sports and leisure sanctioning bodies in liability suits during the past 30 years, including Championship Auto Racing Teams (CART), United States Auto Club (USAC), Formula One (FISA), and National Association of Stock Car Auto Racing (NASCAR). Cary is the Managing Partner of AMWT&C and head of the General Liability Group. An important part of Cary's practice is motorsports litigation and general liability law.

Born into a family business of promoting auto races and owning race teams, Cary has spent nearly five decades experiencing every facet of the industry.

Following the lead of his father, JC Agajanian, Cary has been a pit crew member, car owner, track promoter, sanctioning body director, event producer, legal counsel, sponsorship consultant, rules committee member, and driver manager. Cary has represented or advised nearly every major motorsports sanctioning body in the U.S., including NASCAR, IRL, CART, and USAC. Educated at the University of Southern California (J.D. LAW and B.S. Finance and Management degrees), Cary served the City of Los Angeles for a decade as a Deputy City Attorney. He is most known today for pioneering the field of driver representation through Motorsports Management International (MMI), the firm he founded in the mid-1990's.

J. Davis Illingworth, Jr. *Former Sr. Vice President, Chief Planning and Administration Officer, Toyota Motor Sales, U.S.A., Inc.*

Now retired J. Davis (Dave) Illingworth, Jr., was formerly Senior Vice President Chief Planning and Administrative Officer of Toyota Motor Sales, U.S.A., Inc. In this position he was responsible for finance, corporate services, business planning, human resources, information systems, strategic and product planning, advanced product strategy, telematics, legal, University of Toyota, and motorsports. Mr. Illingworth joined Toyota in 1980. He held management positions in sales, customer relations, and market representation and was general manager of Denver and Cincinnati regions, as well as group vice president and general manager of the Lexus Division. He was with Lexus from the division's inception in January 1987 through 1992, and he was instrumental in making Lexus an industry leader in customer satisfaction, sales, and quality. Most recently, Illingworth was senior vice president and general manager for the Toyota Division from 1992 to 1997, overseeing sales and marketing. In recognition of his work, Illingworth was named Automotive News

All-Star for 1997; Automobile Magazine's 1992 "Man of the Year" for his leadership of the new Lexus Division; and one of the auto industry's "Top 10 Newsmakers" by Automotive News. One of the vehicles he oversaw, the Camry, earned the title of America's best-selling car in 1997. A graduate of Ohio University in Athens, Illingworth earned a Bachelor of Arts degree in sociology. At sixty-five Mr. Illingworth retired from Toyota and lives in Winona Lake, Indiana and is the Toyota dealer in the nearby town of Warsaw. He launched a new project called "God of Hope" which is dedicated to inspiring individuals. He is an author, and contributor to www.godofhope.net. Mr. Illingworth can be reached at: illing7@cox.net and/or 949-725-9259.

Robert S. Carter *Executive Vice President and General Automotive Operations, Toyota Motor Sales, U.S.A., Inc.*

Bob Carter is senior vice president of automotive operations for Toyota Motor Sales (TMS), U.S.A. Inc. Carter is responsible for the Toyota division, the Lexus division, sales administration, Toyota Logistics Services, Toyota Motor Sales de Mexico and Toyota de Puerto Rico. Prior to his current position, Carter was group vice president and general manager of Toyota division at TMS, where he was responsible for leading all sales, logistics and marketing activities for Toyota and Scion regional sales offices and distributors. Carter previously served as Group Vice President and General Manager of Lexus where he oversaw all aspects of Lexus' automotive operations, including sales and marketing, retail development, customer satisfaction and product planning. His responsibilities also included coordinating sales activities, dealer relations, parts and service operations, and the marketing operations of four regional offices around the country. Mr. Carter can be reached at: bob_carter@toyota.com and/or 1-310-468-2238.

Scott Atherton *President and Chief Operations Officer, IMSA Sports Group*

Scott Atherton is the President and Chief Executive Officer of NASCAR's International Motorsports Association. Prior to his appointment to head the premier sports car racing series in the US, Scott lead Panoz Motor Sports Group (PMSG) encompasses the American Le Mans Series (ALMS), racetracks Road Atlanta and Sebring International Raceway, sanctioning body IMSA and Elan Technologies, a diversified manufacturing company that builds a full range of racecars (from entry level formula cars to Indy 500 winners) as well as aerospace and defense applications. Elan Technologies specializes in composite/carbon fiber design and construction. Mr. Atherton is responsible for all aspects of day-to-day operation of PMSG and the ALMS, including scheduling, relationships with participating manufacturers, sponsors, event promoters and series' executive duties with sanctioning body IMSA and the Automobile Club de l'Ouest (ACO), the controlling entity of Le Mans. Mr. Atherton serves on the board of Panoz Auto Development - builder of the Panoz sports cars - and is active with the US FIA affiliate ACCUS (Automobile Competition Committee for the United States) as a member of its board of directors. Atherton joined the Panoz firm in August of 2000 after serving as President and General Manager of California Speedway in Fontana, CA. He served in a senior management capacity with Penske Motorsports, Inc. for several years, first as president at Nazareth (PA) Speedway before being transferred to open the then Penske Motorsports, Inc. owned California facility. The International Speedway Corporation (ISC) acquired Penske Motorsports, Inc. in 1998. Atherton remained with ISC until he accepted the position with Panoz. Prior to his time with Penske and ISC, Mr. Atherton served as President and General Manager of Laguna Seca Raceway in Monterey, CA, for five years. He also formerly served on the Board of Directors of the Sports Car Club of America (SCCA) and is a past president of the promoter group of Championship Auto Racing Teams (CART). Mr. Atherton can be reached at: satherton@imsa.com and/or 1-386-310-6620.

Les Unger *Retired National Motorsports Manager, Toyota Motor Sales, U.S.A., Inc.*

Just retired Les Unger has been an integral part of the motorsports department since 1984. Unger is responsible for all U.S. motorsports public relations and select sponsorship activities, including oversight of the Toyota Grand Prix of Long Beach and the Toyota Pro/Celebrity Race. He also oversees the Motorsports Technical Group, as well as Fast Lane Racing School. Mr. Unger can be reached at: leslie_unger@toyota.com and/or 310-291-2585.