

"Dirt from the Stands" by Greg Cybulski

Intelligent Entrepreneurship Launches New Car Class for 2009

Well race fans, open wheel racing will take on a new and exciting look in 2009. Affordable, entry-level, grass roots racing is just around the corner for the open wheel enthusiast. Enter the Northern Lightning Sprint Association which will make its debut at Red River Co-op Speedway in Winnipeg, Manitoba on Saturday, April 28th along with the 4 and 8 cylinder enduros. The Lightning Sprints feature a uniform rules package including 130 horsepower 750 c.c. motorcycle engines which will provide fast, exciting and competitive action on the dirt for this coming season.

What sets this new class apart from other regional classes is that it is being promoted with an entrepreneur's touch. By definition, an entrepreneur is one who organizes, manages, and assumes the risks of a business or enterprise. Included in the risks is the promotional end of the business. In this regard, the NLSA is ahead of the curve. Positive, energetic promotion is the single most important aspect of business that sadly gets left behind by most and will generally be picked up by a few self-motivated individuals who wish to see their business succeed.

To date, the NLSA has been mentioned and/or made an appearance by display at the MTS Centre for a Manitoba Moose hockey game for NASCAR night, three Sobeys grocery stores, two in the city of Winnipeg and one in Portage La Prairie (each for a two week period), a Safeway grocery store for a breast cancer benefit, Prairie Dirt Digest podcasts, various regional websites and soon to be seen in an exhibition by thousands of motorsports fans at the MTS Centre for Monster Jam on February 7th and 8th. Not bad for a car class that has not turned a wheel at a speedway yet.

Promoting an event or car class is not just about printing posters and selling tickets. It's about getting out, meeting people and getting exposure in as many avenues as one can think of. It requires thought, determination and a desire to succeed. The true promoter knows this to be true. It is a thankless job in which he/she will hear the word "No" many times. However, for every "No" they hear, they will get an answer of "Yes". Every "Yes" fuels the promoter's desire to carry on and THAT ladies and gentlemen is what builds success. Having said this, the Northern Lightning Sprint Association is on the right track and Prairie Dirt wishes this new group well on its maiden voyage in 2009.

Imagine what could be accomplished if more of our dirt track racing brothers and sisters took this concept to heart.

For more information about the Northern Lightning Sprint Association, go to <http://www.nlsprints.com/>

Until next time...

Take care and good racing,
Greg Cybulski