



Bug Light
South Portland

TWO LIGHTS

South Portland - Cape Elizabeth Rotary Club
On the Maine coast



Portland Head Light
Cape Elizabeth

Wednesday 6:15 p.m. at Purpoodock Club, Spurwink Avenue, Cape Elizabeth

May 16th, 1990 meeting

Housekeeping Items:

We had four guests this week. Bonnie Lord from the South Portland Maine Mall club, Marguerite and Dietre Schnauk from the Portland club and John Croteau from the Portland club.

Bill Stanton conducted this weeks raffle and Dick Xerxa won a power flush of his radiator plus anti-freeze donated by Don Day.

Happy dollars this week included :

- Dick Xerxa for winning the raffle
- Bob Bogosian (3) his son won two scholarships and passed his EMT test this past week
- Tim Thompson his neighbor Bob Bogosian should be a happier neighbor with all his good news
- Dick (\$9) for his 9th grandchild being born this week

Upcoming Birthdays :

May 24 The Smiths
May 24 Steve Etzel
May 31 Tim Thompson

Club Announcements :

Schooner Fare concert tickets need to be sold by May 23rd and money turned in to either Bob Flynn, Bryce Johnson, or Don Day by that date. Please do not return any tickets. About 50 reduced price children's tickets will be available at the door.

Dan Davidson needs nominations for a non-Rotarian from South Portland for the Vocational Services award. The other three categories have been filled. This needs to be done quickly so get those names to Dan as soon as possible.

Frank Gemme has the raffle on Kids Night and would like several prizes donated along

with his so that several kids can win at the raffle. Lets pitch in on this.

Letter from Robin Thayer thanking the club for our sponsorship of Boys and Girls State representatives.

Fred Jansen reminded members of Family Fun Day activities. We will be selling fried dough all day Saturday the 16th of June. Set up will be the night before after 7:00 and cleanup will be Sunday morning. See Fred for more info.

Upcoming Duties:

May 23rd

Program - Wegner

Speaker will be John Preston Executive Director for the AIDS Project of Portland.

Raffle - Gacetta
Sgt. at Arms - Flynn

May 30th

Program - Kid's Night
Raffle - Gemme
Sgt. at Arms - O'Neil

Speaker :

Dick Xerxa introduced Andy Cuzack Vice President for operations at Beech Ridge Speedway.

Andy gave us a brief introduction to auto racing. Its inception was the day they built the second car and raced it against the first to compare them. Since then it has become the second most attended sport in the United States ranked second behind baseball. Last year 89.5 million people attended auto races.

Beech Ridge saw attendance reach 106,000 people last year while tracks nationally averaged 78,000. The main reason people go to the races is for entertainment. Comments from Beech Ridge spectators is that is one of



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SEND MAKEUPS TO:-

Robert N Carson Jr, Secretary
36 Trundy Road
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the few family entertainment options available on Saturdays in the summer.

The demographics of the audience has changed over the years from predominantly male to 50 / 50 male and female over the last 3-5 years. Because of this shift big companies are now using it as a promotional vehicle. The largest sponsor last year was Proctor and Gamble's "Tide".

Along with entertainment auto racing has provided society with several benefits including; fire retardant clothing, helmet development, and gas efficiency improvements (among others).

Beech Ridge has done a lot of analysis of its spectators and demographics. Andy passed along these tips for businessmen 1) esthetics are everything 2) average attention span is about 45 minutes 3) being on time is important 4) you must elevate your product into the top 7 of the competitors to maintain brand awareness.

Andy concluded by giving us all a flyer about Beech Ridge and a free pass to take in a race.

Upcoming Events :

June 2nd Schooner Fare Concert at Mahoney Junior High in South Portland.

June 3rd Softball Tournament for Pine Tree Crippled Children.

June 16th Family Fun Day at Fort Williams.

June 14 - 17 District Conference at the Balsams in New Hampshire

June 24 -27 Rotary International Convention Portland, Oregon



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