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Mason Racing News



Performance Plus

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Mason Grabs Two Poles and Two Podiums in Rounds 7 & 8 of FMC!

Rounds 7 & 8 of the Formula Mazda Challenge West Championship Presented by Hasa Pool Products took place at the picturesque Infineon Raceway in Sonoma, California over Labor Day weekend.

Mason had missed Rounds 5 & 6 of the series due to prior commitments but in the championship picture, you're allowed to drop your two lowest scores. Rounds 7 & 8 would prove to be critical in the championship hunt and Mason took full advantage by earning the single point awarded for pole position for Sunday's race (Round 7).

It was over 100 degrees during practice, but Sunday morning was a chilly 55 degrees. The edict in the driver's meeting was to have



Mason (last car) had a lot of traffic to work through and drove hard to do just that. Go to www.larrymason.net for video highlights of his race. Photo courtesy of Sitara Wilson/MSR.

two pace laps to help get the tires up to temperature. Mason was scrubbing tires on the first of the two warm-up laps when the car snapped sideways and he lost it head-

ing into turn 7. The good news is that he didn't hit anything, the bad news is that he had to start last in the 50+ car field.

Poles/Podiums cont. on Page 2

Sonia's View From the Passenger's Seat

During Rounds 7 & 8 of the Formula Mazda Challenge West Series (mentioned in the above article), MSR provided Team LMR the opportunity to do something really exciting and new: attach an in-car camera in order to see the race from Larry's perspective.

Aside from this being a valuable training and evaluation tool, we were able to use this opportunity to provide exclusive sponsor exposure to Polar Heart Rate Monitors. Highlights of the races will be posted online, and

anyone viewing the video will be able to clearly see Polar's logo on the car and also on Larry's helmet. Seeing the race from Larry's viewpoint is really fun and exciting because it puts you behind the wheel.

We plan to duplicate this unique sponsor exposure opportunity for the remaining 4 races so please let us know if you are interested in having your company logo featured next time. It makes for great promotional footage on your company's website (or you can link to ours).

Looking ahead towards Rounds 9-12 in this series, we also have sponsorship opportunities available which include car signage and hospitality. This is a great (and affordable) way to promote your business or thank those loyal customers with a truly memorable experience.

Please feel free to drop me an email (info@LMRMC.com) if you have any questions or if you would like to schedule Larry for an appearance. Thanks for your support!

Inside this issue:

Poles/Podiums <i>continued</i>	2
Mason & Mason 'Tri Hard' at Hansen Dam Triathlon	2
Fitness Tips From <i>ACE-Certified Personal Trainer</i> — Larry Mason	2
Mason Drives 'Paddy Wagon' for Annual MDA Lock-up	3
Upcoming Events	4

Poles/Podiums *continued from Page 1*

“I knew that it would be an exciting day now!” said an animated Mason. “At the drop of the green flag, I put my head down and went to work passing cars wherever I could yet still being careful not to make another mistake.”

An incredible drive ensued as he worked his way through traffic while simultaneously having to watch his mirrors for the faster class of Formula Atlantic cars that would be lapping him during the race. “This

was my first experience with an in-car camera and my drive through the field during the entire race was captured. It was quite entertaining from my seat.”

At the drop of the checkered flag, Mason’s charge fell one position short to finish in second place.

Mason’s former crew member and good friend Russ Botelho and his friends Dan and Jeremy came up to watch the exciting race and later viewed some of the

race footage in the Team MSR transporter. They were amazed at how busy it was inside the cockpit to make it around the winding and hilly 2.52 mile track in California wine country.

Sunday afternoon had Mason back out on the track qualifying for Monday’s race. Despite a huge vibration from the front tires and a gearbox that didn’t want to



Mason (third in line) is busy passing one car after another on his charge towards the front.

Photo by Sitara Wilson/MSR.

Poles/Podiums cont. on Page 3

Fitness Focus

Mason and Mason ‘Tri Hard’ at Hansen Dam Triathlon

Both Larry and Sonia competed at the 4th Annual Hansen Dam Triathlon held in Lake View Terrace, CA. The race starts with a 500-yard lake swim, a 12-mile

bike that traverses the actual dam, and a 5k run through primarily horse trails and parkland.

The man-made lake

seemed too small this year, as the athletes entered the 80+ degree water in 10-year age group waves every 3 minutes. There was a lot of thrashing about at first be-

cause everyone fought for position. Sonia had a few women swim over her and Larry had to work his way to the outside in order to

Tri Hard continued on page 4

Fitness Tips From Your *ACE-Certified Personal Trainer* – Larry Mason

Proper form is one of the keys to an effective and safe workout program. How do you know what proper form is? Having an ACE-certified personal trainer observing you is the best way, but if you want to work out on your own, here are some general guidelines to help you:

For most standing exercises you want to keep a neutral spine or ‘straight back.’ Do not arch your back excessively and do not hunch over. Typically you will also

keep legs shoulder width apart with knees slightly bent.

One tip to help keep your back straight is to contract your abdominal core.

When performing shoulder exercises, use only the range of motion that is comfortable. Although the bone structure of the shoulder joint and hip joint are similar, the shoulder joint is less encapsulated than the hip and thus is more prone to injury.

For seated exercises you also want to keep a straight back. If you’re having trouble keeping your back straight, then use a back rest.

The variations of implementing a straight back occur when performing risky heavy weight lifts such as squats and deadlifts whereby a slightly arched back may be necessary for people without vertebral problems.

The other variation occurs when performing abdominal

exercises such as crunches or sit-ups. In this case it’s necessary to round the back by ‘rolling up’ through the movement.

As with any exercise program, proper warm-up, stretching/flexibility segments, and cool down are important to stay healthy and injury free.

For more information or for a FREE no-obligation fitness consultation, contact Larry at: info@LMRMC.com.

Poles/Podiums *continued from Page 2*

downshift, Mason managed to snare the pole again gaining back 1 point towards the championship. The race would prove to be another trying one for Mason as multiple full course cautions and pace laps ensued. That allowed the driver that Mason was battling for the championship to get behind him for one of the re-starts. "As we came out of the carousel towards turn 7, an incident unfolded and the waving yellow flags flew." Mason

did what the rulebook says "Great Danger, Slow Down, be prepared to stop..." Unfortunately, as Mason slowed the driver behind passed him before the flag station which was a 'legal' move. With the ensuing full course caution, Mason was unable to re-take the position and had to settle for second again.

"I'm not satisfied with the results, but on a positive note I posted faster lap

times than my rival in both qualifying sessions and both races and know that I have the speed to win races."

Mason will get his opportunity to parlay that speed into race wins during Rounds 9 & 10 at Willow Springs near Lancaster, California on September 27th and 28th. Rounds 11 & 12 take place at Buttonwillow Raceway Park near Bakersfield on October 25th and 26th to close out the season.



Mason works his way around turn two on his way to a second consecutive podium finish on Labor Day at Infineon Raceway in Sonoma, California.

Photo by Sitara Wilson/MSR.

Enjoy the Benefits of Being a Team LMR Insider!

As you know, motorsports today is driven by sponsorship dollars as much as it is by the actual race car drivers. With that in mind, Team LMR has come up with a unique and special offer that benefits anyone who provides qualified sponsorship referrals and leads.

Here's how you'll benefit:

When you provide a

"qualified"* referral to LMR you will be rewarded with everything from a commission based on the amount of sponsorship signed, shifter kart seat time, or professional driver coaching. Contact LMR today for additional details and start reaping your rewards!

* A qualified referral includes name, title, company, address, phone, fax, email,

and a personal introduction from you.

* A qualified lead contains the referral information minus the introduction.

Any lead or referral that leads to a sponsorship signed will generate an additional bonus for you.

Open that Rolodex® and act now!

"... motorsports today is driven by sponsorship dollars ..."

Mason Drives 'Paddy Wagon' for Annual MDA Lock-up!

Mason was delighted to be invited by the Muscular Dystrophy Association to be a driver of a 'Paddy Wagon' for their annual Lock-up program. Mason's role was to drive to the 'criminal's' hide-out and with the help of an 'arresting officer' cuff em'

and stuff em' so that they could raise 'bail.' Essentially, these are respected business people, who volunteer their time to help raise funds to send kids afflicted with the disease to summer camp and also to provide dollars for ongoing research

to fight Muscular Dystrophy. The 'jailbirds' were treated to a nice lunch at the Twin Palms restaurant in Pasadena before being safely returned to work in the 'Paddy Wagon' - in this case an Infiniti G35 sedan donated by Glendale Infiniti.



The Infiniti G35 sedan—style and luxury. Photo courtesy of Infiniti.



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If you prefer to receive your copy in print form, just let us know.

"Unless you're leading, the scenery never changes." Larry Mason

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WWW.LMRUSA.COM

AND CHECK OUT WHAT'S NEW!

Our goal is to deliver maximum Return On Investment for our clients by cultivating long-term partnerships with the utmost integrity, concern, passion and commercially viable value oriented results.
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2008 Upcoming Events

Team LMR is actively seeking marketing partners to enter the 2009 Indy Racing League Firestone Indy Lights Championship. This series is "The Fast Track to Indy!"

YOUR NAME HERE! Find out how your business can generate ROI by joining **Team LMR**—please contact **Larry Mason Today!** Start earning your rewards NOW! (Page 3)

Thank you for your support.

Competition & Appearance Schedule

(To schedule an appearance email soniarm@LMRUSA.com)

- (A) Sept 18 NGC Car Show—Redondo Beach, CA
- (C) Sept 27, 28 Formula Mazda Challenge—Rosamond, CA
- (C) Oct 5 Playa Del Rey Triathlon, Playa Del Rey, CA
- (C) Oct 25, 26 Formula Mazda Challenge—Buttonwillow, CA

'Tri Hard' continued from Page 2

get to some open space. At one point, Sonia had to stop and tread water momentarily in order to rinse her goggles. They were so fogged up she couldn't see at all. She got into a small verbal "discussion" with an overzealous LA County Junior Lifeguard who insisted on pulling her out of the water when there was no reason to. Unfortunately, this slight delay affected her swim time.

The bike was supposed to be flat and fast but it turned out to be quite hilly. There was one hill leading up to the dam that was so steep that some athletes were walking their bikes. Larry's Polar power meter registered over 500 watts of power!

Racing their bikes on the dam itself was challenging in that it

was an open course for those in the race and to the public. All the athletes had to maneuver around a lot of recreational runners and walkers.

The run posed a challenge due to the number of twists, turns, and hills. This was the same course where Sonia injured her knee two years ago on one of the slopes. This time she went around the course with more caution. The trails were soft but stony. At one point, the course took a turn that led to an open area that was so barren, a person could almost forget they were in the middle of a city park. Even though the heat was up the organizers had three water stations for the runners which was a real treat.

This was Sonia's third time

participating at this event, while it was Larry's first.

The most noticeable improvement over the past few years was the increase in sponsorship support and better event organization. Companies representing nutritional supplements, recovery drinks, bicycle manufacturers, bike shops, and athletic clothing companies came out for an expo the day prior for the packet pick up. These vendors were also there the day of the race.

Once the event was over, everyone was invited to stay and enjoy the facilities at Hansen Dam. Their 150-yard long public swimming pool (with water slides), along with Hansen Dam Lake made for a day of fun for all.



Photo by Sonia Mason