

ROCKY'S ROAD

MIDWEST DIVISION
BY ROCKY ENTRIKEN

RALLYCROSS COMES TO WICHITA

RallyCross has come to Kansas. Wichita Region put on its first RallyCross on July 3 (yes, a Friday) with 22 drivers turning times on a grassy field in Newton, north of Wichita. The event was part of Newton's annual Chisholm Trail Festival.

Competitors ranged from well experienced – **Jerry Doctor** and **Mark Walker** came down from Nebraska to help the fledgling effort – to raw novices including some for whom this was their first SCCA event of any kind.

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NEBRASKA KEEPS ITS NEWSLETTER!

From this desk I have been known to preach the gospel that Web sites are poor replacements for newsletters, and yet nearly half of MiDiv's regions have virtually abandoned mail-out newsletters. Now comes the welcome word that Nebraska, after offering its members an "opt-in" to get the *Exhaust Notes* by mail, has reversed course and decided that everyone will continue to get the mailed edition (except for anyone who specifically opts out).

Kudos and huzzahs to Nebraska's board! Usually the reasoning is financial – it costs to print that thing, and postage rates keep climbing. However, what a newsletter does and what a Web site does are so different there really is little comparison.

Newsletters are dynamic – they reach out to the recipient, put the region's news in their hand and say, "Read me!" Web sites sit there waiting for someone who might decide to go to the site. Each has its pluses and minuses, so both are necessary. Newsletters reach the people you know, but miss those you don't. Web sites are available for those searching for you, but of whom you have no knowledge.

Web sites are often able to post results almost immediately after an event and keep calendars and provide a

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contact medium, but most do a terrible job of telling a region's news. Ultimately a file of newsletters records the region's history, which becomes all the more important as the years pass.

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