

Visions in Leisure and Business

Volume 16 | Number 2

Article 4

1997

Back Matter

Visions Editors

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Recommended Citation

Visions Editors (1997) "Back Matter," *Visions in Leisure and Business*: Vol. 16 : No. 2 , Article 4.
Available at: <https://scholarworks.bgsu.edu/visions/vol16/iss2/4>

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Brief Biography

Dr. Mark D. Howell

Northwestern Michigan College

Dr. Mark D. Howell, who joined NMC's full-time faculty during the summer of 1997, has turned his love of automobiles and motorsports into his professional career. A cultural historian with degrees from Penn State University and Bowling Green State University, Howell specializes in American automobile history, Twentieth Century American history and literature, and popular culture. His most recent book, From Moonshine to Madison Avenue: A Cultural History of the NASCAR Winston Cup Series, has received national attention and is considered the first scholarly study of stock car racing, America's most popular and fastest growing spectator sport. Dr. Howell, who teaches English and writing in NMC's Communications Division, is presently working on a biography of Barney Oldfield, a Midwestern farm boy who grew up to become America's first professional race car driver. Portions of this new book have appeared in such publications as Car Collector and Car Classics (May 1996) and The 1997 Michigan Folklife Annual.

Howell also lectures publicly about motorsports and car culture. He has been a featured speaker at the Motorsports Hall of Fame in Novi, Michigan, and has made numerous radio and television appearances around the country. When not writing, teaching, or speaking about automobiles, Dr. Howell serves as a consultant for advertising agencies, museums, and other organizations who need help with their auto-related projects. His professional affiliations include the American Studies Association, the American Culture Association, and the North Carolina Auto Racing Hall of Fame. Dr. Howell, his wife, and their one-year old daughter live near the north shore of Long Lake.

FROM MOONSHINE TO MADISON AVENUE: A CULTURAL HISTORY OF THE NASCAR WINSTON CUP SERIES

By Mark D. Howell
With a Foreward by Brett Bodine

NASCAR Winston Cup stock car racing is America's fastest growing and most popular spectator sport. This book is a cultural and social reading of Winston Cup racing, the people who make the sport what it is today, and the corporations who sponsor the participants during their thirty-two race, ten-month quest for the national championship.

Stock car racing was born out of the 1794 Whiskey Rebellion and Prohibition to become a multi-million-dollar, international professional sport. The drivers and mechanics who raced for local bragging rights during the 1930s and 1940s have been transformed, through the influence of corporate sponsorship, into media figures and sport celebrities. Television coverage of events, once limited to just the largest races, is now a regular part of sports programming. Out of the hills of the American Southeast came an activity that now rivals baseball as the national pastime.

Mark D. Howell examines the cultural impact of NASCAR's Winston Cup Series from a variety of perspectives, including his own fieldwork in and around the speedways of America. The result is a social history that addresses the rapid growth and popularity of this most American of sports.

Mark D. Howell is a cultural historian in the Communications Division at Northwestern Michigan College. An expert on automobiles and car culture, he has published articles and lectured extensively about automobiles and automobile racing. Howell also works as a consultant, assisting museums and advertising agencies with their automobile-related projects.

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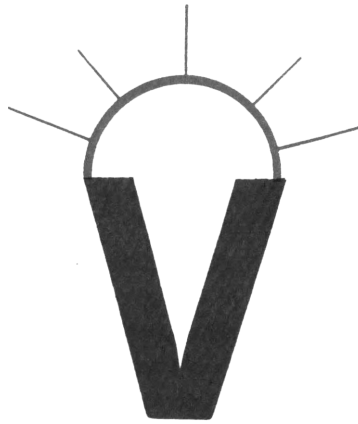
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Visions in Leisure and Business

Dear Colleague:

Many times the leisure professional finds himself/herself at a loss in understanding business principles needed to make operations more effective. In this same context, the business community could more effectively utilize personal services to help solve organizational and productivity problems.

VISIONS IN LEISURE AND BUSINESS is an interdisciplinary journal dedicated to addressing the interface between the leisure and business communities. The solution to many of the problems in each of these areas is the ability to obtain many ideas on a single issue. We are asking you to become involved in an idea exchange among the scholars and practitioners to share your experiences in a journal format. Another vehicle that is being used for the sharing process is that each member, program, and agency subscribing to the journal will be asked to complete a questionnaire and an annual directory of programs and services will be available as a resource. It will also be possible for those interested in particular programs to identify individuals who have similar interests through a computer search.

VISIONS IN LEISURE AND BUSINESS is different from other publications because it draws upon a number of disciplines to solve problems and is not locked into defending a particular position. It is a storehouse of information that can help you keep up-to-date on the latest leisure and business methods. The newest, innovative ideas will be presented in a 'how-to' format to help improve operations. Sharing your experiences can help improve other's professional operations.

VISIONS IN LEISURE AND BUSINESS can stimulate your thinking about how to improve your own expertise and skills, thereby, helping the organization with which you are affiliated. The key to professional advancement is competency and having the edge in performance, so that you are a leader not a follower in the profession. Many individuals have an ability to discern a good idea but many do not have an ability to predict trends and anticipate solutions in advance of the problem. Another important ability is seeing the bigger picture and being able to fit pieces together. Your expertise is needed because only through sharing can the perspective outlined above be achieved. No one individual has the complete perspective. Solutions will only come through group action.

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