

THE MEYER SPORTS WIRE

Racing Into Spring

By Dave Meyer

As the sports world transitions from winter to spring sports, two super bowls occurred within weeks of each other.

We had the “Big Game,” the NFL Super Bowl and a few days ago, NASCAR kicked off its 2017 season with its super bowl — the Daytona 500.

The 59th running of the Daytona 500, “The Great American Race,” was held at the “World Center of Racing,” the world's only motorsports stadium. It is as big as it sounds.

We know the two week build-up to a super bowl. NASCAR gets two and a half months to get ready. In my 10-plus years working in NASCAR, it was amazing to see the commitment, anticipation and excitement leading up to the Daytona 500.

People in the sport found it strange that a native Southern Californian was so active in the sport. And when in it, you get consumed by the excitement and energy of the sport.

Why do we enjoy watching? First, unlike trying to hit a 90-mph baseball or throwing a football, we can all drive a car. And we can usually drive better and faster than the person next to us or in front of us.

Second, seven-time NASCAR



Dave Meyer with racing legend Mark Martin (right).
(Courtesy photo)

champion and 2016 champion, Jimmie Johnson, is from El Cajon. Johnson, who is as nice as he seems on TV, is someone you feel good cheering for.

Finally, there is the fan interaction with the drivers. During my days in the sport, fans would get an autograph or photograph with Jeff Gordon, Mark Martin or Rusty Wallace, take their seat, put their headphones on to listen to the driver communications and watch the drivers go

190 mph for three hours.

The 2017 season comes to Fontana on March 26. By then, we will need a break from college basketball's March Madness.

Oceanside native David Meyer has 29 years of legal experience and over 35 years of business experience and has represented the Oakland Alameda County Coliseum, The Upper Deck Company, Cobra Golf and Super Shots Sports, a sports marketing company.