

180+ MPH



No sport is more deeply entrenched in the folklore and popular consciousness of the American people. Not even baseball can come close to the narratives we share about daredevil drivers, savvy *shadetree* mechanics, thrilling moves on

WHERE NASCAR

the speedway, and devious twists of technology practiced behind the closed doors of garages. It is a complex tapestry of history, corporate money, media coverage, and mythology...all at better than 180 mph! —Mark Howell

NEW YORK *field* TRIPS: Watkins Glen / October 29-30

MEETS NATURE

A PROGRAM OF THE NEW YORK FOLKLORE SOCIETY

Join us in New York's Finger Lake region where we will explore the folklore of NASCAR at the Watkins Glen International Speedway, visit wineries carrying on family wine-making traditions brought from Europe, and discover the landscapes and traditional activities of the region.

Watkins Glen: Where Nascar Meets Nature Program Highlights

Friday, October 29

2:00 p.m. Registration begins at the Seneca Lodge, Watkins Glen

3:00 p.m. Winery Tour up the East Side of Seneca Lake, stopping at Lamoreaux Landing Wine Cellers and Wagner

Presentations by vintners and growers, wine tasting.

The New York Folklore Society Annual meeting

Foodways dinner with local and regional cuisine at the Ginny Lee Restaurant

Saturday, October 30

9:30 Registration at the Watkins Glen International Speedway

Keynote Speaker: Mark Howell, Ph.d., NASCAR and American Culture

Panel Discussion with race car historians, drivers, and pit crews

Presentation by Karen Park Canning, "Salt Mining in the Finger Lakes"

3:00 Reconvene at the Watkins Glen Visitor's Center for a guided walking through the Glen with area guide service, Seneca Trails and Travel

Evening Storyteller in the Bar at the Seneca Lodge

Keynote Speaker

Mark Howell, Ph.D. is Academic Chair of the Communications Area at Northwestern Michigan College. His book, *From Moonship to Madison Avenue: A Cultural History of the NASCAR Winston Cup Series* won the Ray and Pat Browne National Book Award of the Popular Culture Association in 1998. This book was the first scholarly study of stock car racing and NASCAR's growth and evolution into a mainstream professional sport. Currently he is working on *A Family Tradition: The Racing Bodine Brothers from Chemung, New York*. Dr. Howell's presentation is supported by a grant from the New York Council for the Humanities.

Mark your calendar! The 2005 New York Field Trip will be in Sleepy Hollow.



Presented by New York Folklore Society. Supported in part by public funds from the New York State Council on the Arts.

Hotel Reservations

Participants are encouraged to stay at one of the two motels in Watkins Glen.

The Seneca Lodge provides a variety of affordable room options, including rustic cabins and traditional motel rooms. Rooms do not have phones. *The Seneca Lodge requires a two-night stay.*

607-535-2014

Mention that you are with the New York Folklore Society program.

The Seneca Clipper Inn amenities include broad-band internet and a phone in each room, and free continental breakfast.

888-736-3224 or 607-535-2441

15% discount for New York Folklore program participants.

Send registration and payment to

New York Folklore Society
PO Box 764 • Schenectady, NY 12301

Fax 518-346-6617
Telephone 518-346-7008
E-mail nyfs@nyfolklore.org

New York Field Trip Registration

please print

Name _____ Affiliation (for badge) _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

Conference registration

Member registration \$50 Non-member registration \$65

NYFS membership renewal

Basic \$35 Full-time student \$20 Joint \$50 (same address/same institution)

Friday evening dinner at Ginny Lee

\$30 (includes gratuity)

Payment (Please note that refunds can not be given after September 15, 2004)

Check enclosed (US funds only, payable at a US bank) \$ _____

Please charge my Visa/MasterCard \$ _____

Card number _____ Expiration date _____ Signature _____



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