



May 2011

BACKGROUNDER:

'Fastest Rookie' luncheon participants named

INDIANAPOLIS – Participants in the American Dairy Association of Indiana's 37th annual Fastest Rookie of the Year Award luncheon, to be held on Tuesday, May 24 at the Indianapolis Motor Speedway's Plaza Pavilion, will include:

- **Donald Gurtner** of Fremont, Indiana, president of the board of Milk Promotion Services of Indiana (MPSI), who will present the Fastest Rookie trophy to this year's recipient (the trophy is on permanent display at the Indianapolis Motor Speedway's Hall of Fame Museum).
- **Paul Mills**, MPSI vice president from Ossian, Indiana, who will present the Fastest Rookie plaque.
- MPSI treasurer **George Crosby**, Greensburg, Indiana, who will present the \$5000 cash award to the 2011 Fastest Rookie.
- **Steve Phares** of Albion, Indiana, MPSI secretary, who will give the invocation.
- **Deb Osza**, Lapel, Indiana, general manager of Milk Promotion Services of Indiana.
- ABC-TV & ESPN motorsports commentator **Vince Welch** who will emcee the Fastest Rookie luncheon for the 13th consecutive year. Welch works the pit area for the ABC-TV live telecast of the 500-Mile Race.
- The **2011 "500" Festival Queen**, scheduled to be named during qualifications' weekend at the annual Mayors' Breakfast.
- IMS historian and Motorsports Hall of Fame member **Donald Davidson**, the popular Englishman with the incredible memory about all-things-500.
- **Sarah Kaufmann**, aka The Cheese Lady, who will create a masterpiece out of cheese during the luncheon's reception!
- Three-time "500" winner **Johnny Rutherford**.
- Indianapolis **Mayor Greg Ballard**, who will offer remarks during the awards program.

PUBLICISTS:

Sally Bonneau

— E-MAIL: —

sally@bpsindy.com

— CELL: —

317•965•5566

Sara Holtz

— E-MAIL: —

sara@bpsindy.com

— CELL: —

765•432•0483

BPS MARKETING

9135 N. Meridian Street
Suite C-5
Indianapolis, IN 46260

— OFFICE: —

317•846•8965

— WEB: —

WinnersDrinkMilk.com

