



Bobby Smith  
Awesome Bobby's Powersports  
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Dear Racing Champion or Industry Leader:

**With the December 1 launch of the event website rapidly approaching,** I want to announce a **CALL FOR AUCTION ITEMS** for our web-based online auction. This is a sincere invitation to you or your company to help support the 2009 Breakfast of Champions at the Annual *Dealernews* International Powersports Dealer Expo with a donated item. As you may know, this is the Coalition's largest single fundraiser to help support our efforts to promote and protect off-highway vehicle recreation on public and private lands.

Off-road and racing heroes at past events have donated memorabilia including but not limited to: a special helmet, riding gear, signed posters or old photographs, guided Baja tour, old and new motorcycles, riding lessons, hats, bike accessories, old tools, etc. With the theme this year of ISDE, we are looking for items related to that event. However, auction items celebrating other racing champions and venues are equally cherished.

If you are a racing champion, off-road hero, industry leader, or other valued off-road stakeholder, please consider donating an item(s) to our online auction, and also let us know if you might have a "tier one" item that could be auctioned at the actual event at Indy.

Please send donated items [with a short description](#) to:

Travis Poppe  
Online Auction Manager  
BlueRibbon Coalition, Inc.  
4555 Burley Drive, Ste. A  
Pocatello, ID 83202  
Email: [brtravis@sharetrails.org](mailto:brtravis@sharetrails.org)

As you know, the upcoming 2009 event will mark the 11th year for the Breakfast of Champions. It will have a theme featuring **THE CHAMPIONS OF ISDE**. At the event, there will be exciting live interviews of past and current IDSE champions. Also state-of-the-art ISDE-related audio/visual presentations will be offered for the attendee's enjoyment. Eric Anderson will be back as the event's MC. Industry giants Dick Lague and Don Emde will be interviewing the ISDE champions. Mark Woodward is our internationally recognized auctioneer. ISDE Gold Medallist Chris Carter and ISDE Team Manager Gunny Claypoole are event committee members.

The 2009 Dealer Expo is February 13-16. The Breakfast of Champions is scheduled for Sunday morning, the 15<sup>th</sup>, and will be held at the Hyatt Regency Hotel Ballroom again this year at 7:00 a.m.



Remember, the primary benefit of supporting this event is knowing that you or your company is helping fund our recreation access protection efforts. You will have the personal satisfaction of knowing you are helping to save our trails.

I look forward to hearing from you,



Don Amador  
Executive Producer  
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