

JUST A THOUGHT

Touchdown NASCAR

who would have thought NASCAR would become a role model?

Now that the NFL has become a 10 billion dollar industry, Commissioner Roger Goodell recently stated that his goal was to reach 25 billion dollars by 2027. Being the astute sports observer that I am, I will go out on a limb here and say that not only will the NFL not reach this lofty goal, but by 2027 they will be looking back at these 10 billion dollar days as the 'good ol' days'. I will go one step further in my insanity by saying that by 2030 - if trends remain as they are going now - the NHL will replace the NFL as the winter sport people want to go see.

Not only does that sound crazy, but I will also say that I base this belief on observing a sport that I truly could care less about and seldom watch - NASCAR!

WHAT?!?

My daughter has a son who is just under 2 years old. She is a big sports fan ... a track star in high school, commissioner of the fantasy football league, an avid hockey fan and has become a great baseball fan as well. She states without hesitation that her son can play any sport he wants - except football. I have three daughters who have many girl friends, many who are young mothers, and I can say that my daughter's sentiment is consistently repeated by more and more young mothers. Make no mistake about it my friends, a wise man never bets against the comments of a mother regarding her son.

You can say what you will about NASCAR- and again, I am not a fan - but they absolutely understand Moms. People love to go watch race cars speeding around in circles and openly admit that a big part of the thrill is watching the enormous wrecks that send car parts flying in every direction. Going 200mph with mere inches separating you from other cars in every direction certainly satisfies the thrill factor. But even the most avid NASCAR fan does not want to see their heroes carted off the track only to be pronounced DOA moments later.

NASCAR has always had a good safety record, but when they lost Dale Earnhardt, they took it up a notch. Now not only is the sport safer, but it has become more popular than ever because fans enjoy watching those huge wrecks even more now

with the drivers crawling out, running across the track flipping off the driver who bumped them into the wall!

NASCAR gets Moms the NFL does not.

The NHL is just behind NASCAR. They, too have worked hard to increase the safety of their players to a point that even though it is a much more violent game than football, you rarely have games stopped for injuries. Their protection of players has in no way taken away from the excitement of the game for the fans.

The NHL gets Moms the NFL does not.

In the NFL, the games are becoming frustratingly slowed down by a constant parade of injury time outs. You can clearly tell the gender of the player because - unlike NASCAR and the NHL - the protective padding in their uniforms have decreased in the name of getting that slight edge in speed. And no fan - especially young mothers - want to see the football heroes of yesterday barely able to walk without the aide of canes. The NFL talks a good game, but fans can clearly see that they do very little to protect the players of today and their track record clearly shows they do very little to help the heroes of yesterday.

The NFL simply doesn't get it.

Enjoy the mountain top while you can, Mr Commissioner. My advice to the owners would be to sell your teams now while you can get a ridiculous price for them and buy yourself a hockey team or race car.

Mothers knows best!

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