

Quality Maple Products for Over 80 Years!

2391 40<sup>th</sup> Street Cumberland, WI 54829



WWW.ANDERSONSMAPLESYRUP.COM

Ph: 715-822-8512 Fax: 715-822-8535



## NextEra Energy Resources 250- Daytona International Speedway

### Joe Denette Motorsports Express Notes

NASCAR Camping World Truck Series  
Daytona International Speedway, Race No. 1 of 22

#### Race Info:

Event: NextEra Energy Resources 250  
Date: Friday, February 24, 2012  
TV: SPEED, 7:30 p.m. ET  
Radio: MRN, 7:15 p.m. ET  
Distance: 100 Lap/250 Miles  
Track: 2.5-mile Oval

### Joe Denette Motorsports:

**About Joe Denette Motorsports:** Fueled by his passion for motorsports, NASCAR enthusiast and Mega Millions Lottery winner, Joe Denette, formed Joe Denette Motorsports (JDM). JDM, a NASCAR Camping World Truck Series (NCWTS) team, made its NASCAR debut in the 2011 season-opener at Daytona International Speedway.

In the inaugural season, the rookie team hired driver Jason White to pilot the JDM entry and was sponsored by GunBroker.com. White piloted the No. 23 Gunbroker.com Chevrolet full-time throughout the 2011 season, earning two top-five, five top-10, 12 top-15 and 17 top-20 finishes. White capped off the season 15th in the NCWTS driver point standings and Denette was 17th in the 2011 owner point standings.

JDM also fielded a second entry in select NCWTS events in 2011 at Bristol, Martinsville and Homestead for veteran driver, Elliott Sadler. In three starts, Sadler captured JDM's first Keystone Light Pole Award at Bristol Motor Speedway (August) and brought home two top-10 finishes.

In 2012, JDM will field two full-time NCWTS entries, the No. 9 of Ron Hornaday, Jr. and the No. 24 of Max Gresham. Hornaday, the all-time NCWTS race winner with 51 victories, will contend for his fifth NCWTS Championship while rookie, Max Gresham, will contend for Sunoco Rookie of the Year honors.

#### Fast & Fun Facts:

- One year later... Joe Denette Motorsports (JDM) will celebrate its one year anniversary when the green flag drops on Friday night's NextEra Energy Resources 250 at Daytona International Speedway (DIS).
- Off Season Update... Since the conclusion of the 2011 season, JDM has relocated from Huntersville, NC to Kernersville, NC. The new shop, located behind the former Kevin Harvick Inc. is a state-of-the-art building complete with a paint shop, body shop and pull-down rig.
- Starting in 2012, JDM will build all of their bodies in-house.

## **Ron Hornaday**

No. 9 Anderson's Maple Syrup Chevrolet

### **Ron Hornaday Media Contact at Daytona:**

Jessica Caulder O'Brien, 803-240-5807, Jessica@JoeDenetteMotorsports.com

Team Website: [www.JoeDenetteMotorsports.com](http://www.JoeDenetteMotorsports.com)

Team Facebook: [www.facebook.com/JoeDenetteMotorsports](http://www.facebook.com/JoeDenetteMotorsports)

Ron Hornaday on Twitter: @RonHornaday

### **Fast & Fun Facts:**

- A New Start... After seven years with Kevin Harvick Inc. (KHI), Ron Hornaday, Jr. will make his debut with Joe Denette Motorsports (JDM) at Daytona International Speedway (DIS).
- DIS is one of six tracks on the 2012 schedule where Hornaday has never won in the NASCAR Camping World Truck Series (NCWTS).
- Off Season Fun... During the off season, Hornaday worked with the cast of "Trick My Truck" in Mooresville, N.C., building a bus for Krispy Kreme Doughnuts.

### **Driver Highlights:**

- 2012 will mark Hornaday's 13th full-time season in the NCWTS
- Hornaday has collected at least one victory in each of his 12 full-time seasons in the NCWTS
- All-time NCWTS race winner with 51 victories
- The only four-time NCWTS Champion (2009, 2007, 1998, 1996)
- Hornaday has a total of 300 career starts in the NCWTS heading into Daytona

### **Calling The Shots:**

Veteran Crew Chief Jeff Hensley will call the shots for Ron Hornaday on the No. 9 Chevrolet in 2012. The duo worked together in 2011 at Kevin Harvick Inc. amassing two wins, eight top-five and 12 top-10 finishes in 18 NCWTS events.

### **Daytona Fast Facts:**

Starts: 8

Top-5: 1; (5th, 2009)

Top-10: 2

Poles: 0

Wins: 0

Laps Led: 18

Average Start: 10.2

Average Finish: 19.1

Laps Completed: 80.5 % (648 of 805)

### **In The Loop...**

According to NASCAR's loop data statistics, Hornaday has the following stats at DIS:

- Hornaday has a driver rating of 83.7
- Third overall in green flag passes with 519
- Third overall in laps in the top-15 with 401.

### **Hornaday's NCWTS Stats:**

Starts: 300

Top-5: 146

Top-10: 208

Poles: 27  
Wins: 51  
Laps Led: 9,525  
Average Start: 8.2  
Average Finish: 9.3

### **Take Me Back:**

Hornaday's first NCWTS start was the 1995 Skoal Bandit Copper World Classis

- The date: February 5, 1995
- The track: Phoenix International Raceway (Phoenix, AZ)
- This was the first race in the series formally known as the NASCAR SuperTruck Series by Craftsmen
- The race: 80 laps, 33 trucks
- Hornaday started on the pole, led 26 laps and finished ninth
- Rookie teammate, Max Gresham who was born on April 30, 1993 was not even two years old
- The No. 1 song on the music charts was TCL, Creep

### **Quoting Ron Hornaday:**

#### **On making your debut with Joe Denette Motorsports**

"It was just three months ago that I didn't have a job. KHI was closing their doors and I was at a crossroads. I was introduced to Joe (Denette) through Hermie Sadler and the rest is history. Joe is a true race fan and all he wants to do is win. I believe he has put the right people in place and has given this team all the tools they need to get the job done. Hensley was brought on board to be my crew chief and run the team and he has done a great job. Most of the guys that are working on the team were brought over from KHI, we are building our own chassis, have been to the wind tunnel and just put in a pull-down rig so I feel like I am picking up right where I left off. I'm really excited for the 2012 season. Hopefully, I can bring home my first truck win at Daytona as a driver, and Joe's first truck win as an owner."

#### **Anderson's Pure Maple Syrup is back on board with you in 2012, what is your favorite Anderson's recipe?**

"Well of course I enjoy Anderson's Pure Maple Syrup on my pancakes but Anderson's is not just for breakfast. My hauler driver made chicken last year with Anderson's and all I have to say is 'wow', you have to try it!"

#### **About Anderson's Maple Syrup:**

In 1928, Paul Anderson first shared the distinct taste of Wisconsin's Northwoods, delicately sweet pure maple syrup. Three generations later, the Anderson family carries on its sugar making heritage by bottling pure maple syrup from the same sugar bush their grandfather tapped for so many years. A healthy all-natural delicacy, authentic maple syrup is a nutritious and natural alternative to artificial sweeteners and maple-flavored syrups. From its roots in Cumberland, Wisconsin, Anderson's Maple Syrup can today be found in supermarkets and specialty shops across the country.

For more information on Anderson's Maple Syrup log onto: [www.AndersonsMapleSyrup.com](http://www.AndersonsMapleSyrup.com)

## **Max Gresham**

No. 9 Made In USA Brand Chevrolet

### **Max Gresham Media Contact at Daytona:**

John Close, 704-236-9986, JClose@MaxGresham.com

Max Gresham Website: [www.MaxGresham.com](http://www.MaxGresham.com)

Max Gresham on Twitter: @MaxGresham

### **Fast & Fun Facts:**

- Rookie, Max Gresham will compete full-time in the NASCAR Camping World Truck Series (NCWTS) in 2012 and contend for Sunoco Rookie of the Year honors.
- Gresham is an avid fisherman and it didn't take long for him to visit Lake Lloyd at Daytona International Speedway (DIS) reeling in a three-pound fish last weekend.
- Eye in the sky... Veteran spotter, Lorin Ranier will be atop the spotters stand for Gresham when he makes his NCWTS debut at Daytona International Speedway (DIS) on Friday. Ranier, is a full-time spotter for Jamie McMurray in the NASCAR Sprint Cup Series.

### **Off Season News:**

Gresham moved from Mooresville, NC to Kernersville, NC so he could work at the Joe Denette Motorsports (JDM) race shop when not at the racetrack.

### **Daytona Fast Facts:**

- Gresham made his career first start at DIS in last weekend's ARCA Racing Series event. The rookie started 18th and finished sixth.
- Richie Snyder, a longtime NASCAR crew member, will serve as crew chief for Gresham at Daytona. It will be his first effort as a NCWTS crew chief. He will serve in that role throughout the 2012 season for Gresham.

### **Gresham's NCWTS Stats:**

Starts: 3 (2011)

Most Recent: Ford 200, Homestead-Miami Speedway (11/18/11)

Started: 31st, Finished 26th (Fuel Pump)

### **Career Accomplishments:**

- Max is coming off a stellar 2011 racing season that saw the Griffin, GA native capture the NASCAR K&N Pro Series East championship (NKNPSE). Driving for Joe Gibbs Racing, Gresham scored two victories, nine top-five and 11 top-10 finishes in 12 races. He also led the division in pole positions (four) and was the only driver to complete all 1,705 laps in NKNPSE competition last season.
- Max won the pole in his first-ever ARCA Racing Series start at Salem (IN) Speedway (4/11/2010). In just his third career ARCA start, Max won the Tim Richmond Memorial 200 at Mansfield (OH) Speedway (7/17/2010).

### **Quoting Max Gresham:**

"I'm super excited to tackle Daytona for the first time in a Truck and I couldn't be more ready to jump into this venture with Joe Denette Motorsports."

"I'm also very excited to take the Made In USA Brand Certification Mark into a NASCAR race for the first time. I know I can give them a great show and the performance they deserve."

### **About Made In USA Brand:**

The Made In USA Brand Certification Mark is the only certification mark for identifying goods either made or grown in the United States that are registered with the United States Patent and Trademark Office.

The number of Made In USA Brand accredited companies has grown to more than 700 in just over a year.

Companies interested in securing the Made In USA Brand Certification Mark for their products are encouraged to log on to [www.MadeInUSABrand.com](http://www.MadeInUSABrand.com).

Race fans interested in pledging along with Max Gresham to purchase made in USA manufactured goods can take the pledge for FREE at [www.PledgeForUSA.com](http://www.PledgeForUSA.com).

**About Schaeffer Oil:**

Founded in 1839, Schaeffer manufactures specialized synthetic oils, fuel additives and other products for the manufacturing, construction, trucking, agriculture, marine, mining and high-performance racing industries. Now in its third century of business and recognized as the oldest oil company in the United States, Schaeffer Manufacturing has remained a family-owned operation since its inception. Recently, Schaeffer Manufacturing was named to the distinguished INC 5000 list. For complete details, visit <http://www.schaefferoil.com>

**Joe Denette Motorsports Chassis Selections:**

**No. 9 Anderson's Maple Syrup Chevrolet:** Ron Hornaday will pilot chassis "JDM01" in the NextEra Energy Resources 250 at DIS. This is a brand new chassis from the Joe Denette Motorsports (JDM) stables. This is also the first chassis that was built in-house at JDM.

**No. 24 Made In USA Brand Chevrolet:** Crew chief Richie Snyder has chosen chassis "JDM02" for Gresham's NCWTS debut at the 2.5-mile superspeedway. This is the same JDM chassis that Jason White piloted to a fifth-place finish at Talladega Superspeedway in 2011.

**Overdrive:**

**Know When To Hold'Em, Know When To Fold'Em:**

Both JDM driver's Ron Hornaday and Max Gresham will participate in the NASCAR Foundation "High Speed Hold 'Em on the Halifax" event on Wednesday, February 22. The event is hosted by Betty Jane France and will feature drivers from all three NASCAR Series, celebrities and poker pros in a tournament that benefits Speediatrics and the NASCAR Foundation. The event will be held at the new clubhouse of MG on the Halifax.

**We're Guessing They Sign Their Names Fast Too:**

Hornaday and Gresham will join other NCWTS drivers for an autograph session on Friday, February 24 from 2:30-3:15 p.m. in the Sprint FANZONE prior to the NextEra Energy Resources 250 at DIS.