

2019 Impact Awards

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INDUSTRY CATEGORY

Presented by



Brian (BJ) and Laura Butcher are the husband and wife team behind the rebirth of VORRA, the Valley Off Road Racing Association. VORRA was founded in 1975 by Hall of Fame inductee Ed Robinson to promote grass roots racing in northern California and Nevada. The Butchers took the helm in late 2018 re-energizing the series. “We really worked to push things forward this year,” said Laura. “We are getting ready to announce some very exciting news for the future of VORRA.” The Butchers both enjoy competing, with Laura preparing to race in the 2019 Rebelle Rally, an eight-day off-road navigation rally raid for women.



Dave Cole is the man behind the global off-road phenomenon that is Ultra4 Racing and the series’ flagship event, King of the Hammers. The “King of” brand is visible around the world, with races in Europe, New Zealand, Canada, and Baja, in addition to East and West Coast US Series and a National Championship. Dave brought Ultra4 drivers and vehicles to China, where an astounding 17 to 20 million people tuned in to watch a televised exhibition. Back in the US, a documentary series “Journey to the Hammers” aired on ABC Sports. A racer at heart, Dave competes in other off-road race series and has many class wins and podium finishes to his credit. Photo: Doug Dienelt for Driving Line



Mason Motorsports is brothers Neal and Robert Mason, who are shaking up the classes at the top of off-road with their All Wheel Drive (AWD) trucks. The Masons opened up shop in Lake Elsinore in 2004, building sand cars and pre-runners, then transitioning into the UTV market. They continued to build their reputation fabricating winning Trophy Lite trucks and Class 7200 and 6100 trucks, learning and growing with each successful build. They decided to take a big step forward with a game changing AWD truck design. “We knew more power would mean more tire spin,” said Neal, “and that AWD was the answer. We just had to figure out a solution.” With 2,500 hours of computer engineering and extensive testing under race conditions, Mason Motorsports AWD trucks are getting rave reviews and winning races.



Tim and Jennifer Morton are the husband and wife team behind San Diego based Baja Bound Adventures, a motorcycle tour and race support company. Baja Bound specializes in providing an arrive and race program for international visitors for major off-road races like the SCORE Baja 500 and 1000, NORRA Mexican 1000, and BITD Vegas to Reno. Tim and Jennifer also race dirt bikes and a 1600 car and are in the process of building a Class 10 car. In 2018 they started a campaign to provide safety equipment to volunteer pit support personnel, with the goal to collect 100 fire suits. With the help of the off-road community, they collected more than 135 suits plus cash donations to purchase additional suits, which are now available for use free of charge by pit support volunteers at many major off-road events.



Fred Williams spent ten years with Petersen’s 4-Wheel & Off Road magazine before helping develop and host the off-road adventure series Dirt Every Day in 2013. With nearly 100 episodes, Dirt Every Day has earned millions of views on YouTube and MotorTrend.com where Fred and co-host Dave Chappelle entertain and amuse fans with the goal of getting viewers to enjoy the off-road lifestyle by any means possible. Fred’s extensive automotive knowledge and youthful exuberance combine in fun-loving episodes like turning a motorhome into a giant go-cart, overlanding on lawnmowers, and driving his Jeep across a pond, underwater, which garnered nearly 10 million views. Fred’s advice: “Pick something you like to do, work hard, but always follow what’s fun.”

The 2019 Industry Impact Award will be announced at the Off-Road Motorsports Hall of Fame Induction & Awards Ceremony presented by 4WP on Sunday, November 3 at the South Point in Las Vegas. For tickets and information visit www.ormhof.org