

BRETT'S CRAZINESS "EDITORIAL"

## The Olympics & Reality



The Olympics. Back when I was a kid, that was IT. To be a star of the Olympics was an amazing goal for an athlete. Though I was never a fan of mainstream sports I would always take a minute to check out what was going on with that event. The music, the ceremony, the whole thing just felt bigger than life. It was during this time, the early 1980's that the talk of "BMX should be in the Olympics" began. The early days of the Jag World Championships, and the IBMXF were exciting times for racing. The sport was burgeoning with new ideas and personalities and nothing seemed to farfetched. Then free-style came along and suddenly a new branch of BMX began to take off. This aspect of BMX over time would prove to be even more popular than its parent, racing. During this time the disciplines of BMX took off in different directions. Racing would continue to be governed by sanctions and never truly be allowed to evolve past what it was during the heyday of the 80's. Freestyle saw a major dip in involvement during the late 1980's and early 90's and then began a slow climb that we still see today.

During this time as the split between racing and freestyle grew, so did the ideas on how to promote bigger and better high level competitions. Freestyle, losing much of its governing bodies and sponsorship during the down years was taken control of by the riders who pushed the limits of their abilities both riding wise and promotional. Eventually this would see the involvement of ESPN with the X-Game series (Matt Hoffman's Bicycle Stunt Series was bought out by ESPN), the Gravity Games of NBC, leading right up to today with the heavily promoted Dew Action Sports Tour, which strangely enough, "showcases" one BMX race a year, the UCI Supercross race in San Jose, even though it was BMX racing that gave birth to the other disciplines shown on the tour. In 2006 the pro level of freestyle is once again a very prestigious and well known place to be and most local level competitions are held either by riders or ramp-parks to promote the sport itself.

BMX racing on the other hand was always left to "the sanctions" to determine the course of the sport. This eventually led to a split in sanctioning bodies between the nbl and the aba. At one point the nbl under the tutelage of the late Bob Warnicke would work with ESPN to produce the "Road to Glory" series, but this would fall to the wayside after Bob's passing. Had those early attempts at major television coverage continued racing may have moved passed the point it began to stagnate at in the mid 90's but it did not. Instead efforts were concentrated on moving racing into being an Olympic sport. A noble effort to be sure, but with affiliation with UCI and USAC, organizations that in my eyes do not represent what lies in the heart of most BMX'ers. The rebellious, fearless, non-conformist ideals that define what BMX'ers are seem to be shunted to the wayside in order to "conform" to whatever rules a governing body deems fit for a sport that they had no hand in fostering the growth of. In short to me those organizations seem stuffy to a person with a BMX mindset. How much manpower, money, effort was put into getting BMX into the Olympics? That was time that could have been spent putting together a package to present to networks, and major corporate sponsors. Unfortunately what is is and the reality is that in 2008, BMX racing will be in the Beijing Olympics. Parents that were sold on the hopes of little Johnny 9 expert being in the games got the dose of reality that only about 4 riders, all pros, will be attending those games.

Things look bright though for the coverage of racing at the Olympics. It seems that NBC will be allocating prime time coverage to BMX racing and there is word that 2007 may see an increase in racing on the Dew Tour, to prepare for that Olympic coverage. It seems that BMX racing is about to get a heavy mainstream dose of major promotion. It will be up to those who keep the local scene alive to take advantage of this and make new riders and parents feel welcome. It will also be up to us to keep the people out of BMX who will look to make a quick buck off of it. With the generation of people who fostered the growth of this sport growing up and taking control of it, it seems that a resurgence in the popularity of racing is sure to happen.

My belief is that the Olympics will come and go, 2008 in China, then BMX's second appearance in 2012 in London. After that I'm hoping it won't matter if racing is in the Olympics. At that point it should have progressed to the point where the pros have their own "Dew Tour" and the young kids on their way up all get to race under one national sanction whose only interest is to "promote the growth of BMX racing to the next generation".

The Olympics are a tool we can use to put back together the damaged house of BMX racing and begin to grow the sport back to the heydays of the 80's. The important piece of the puzzle though is to be sure the tool is in the hand of those who know how to use it best.

Brett...In 2007, BMXers will wear skin suits, and be sponsored by Koxx and Bawls.. What do ya think?

Self Estacing Humor Depol

## what's inside...



We got the best BMX!

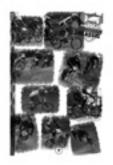
Hunterdon County BMX



### HCBMX Fall Classic"

Pit Bike Races. 30 & Over Old School Open, The final HC race of the year.

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#### CJEMX "The Iron Man Classic"

The return of East Coast Madness to Howell. Trophy Dashes on the comeback.

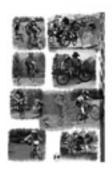
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### Shields Ramp Park Christmas Contest

Flemington has got a more than a race track baby. Shots from the comp.

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#### EHTBMX

"Veterans Day Race"

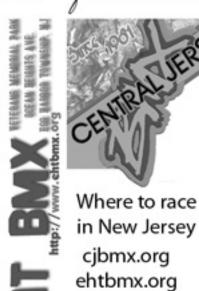
3' tall trophies for the shredders on the day of rememberance.

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Coming in issue #8, about..oh say April or so. BMX Invasion Comp 7 The Jack Frost '07 at EHT Shields Round 2 News on the '07 racing State Series Maybe an interview and as usual... my crazy opinion

On the cover: Alaina Henderson jumping at EHT. Rolando Carballo following the old Hyper racer at the Iron Man Classic.







njbmx.org/hcbmx.html

Franco Perrino leading Danny Notte circa 1981 at Lawrenceville. That's your roots guys, freestyle and racing. (Danny could jump like 10 tires high back then.)



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web: sk8tic.com

Status: Bikes always allowed

Shields Skatepark Location: 19 Royal Rd. Flemington, NJ 08822 908.788.7168 Phone: web: shieldsskatepark.com

Status: Bike hours posted on website Hackettstown Skatepark Location: 13 West Route 57

Hackettstown, NJ 07840 Phone: 908.852.8155

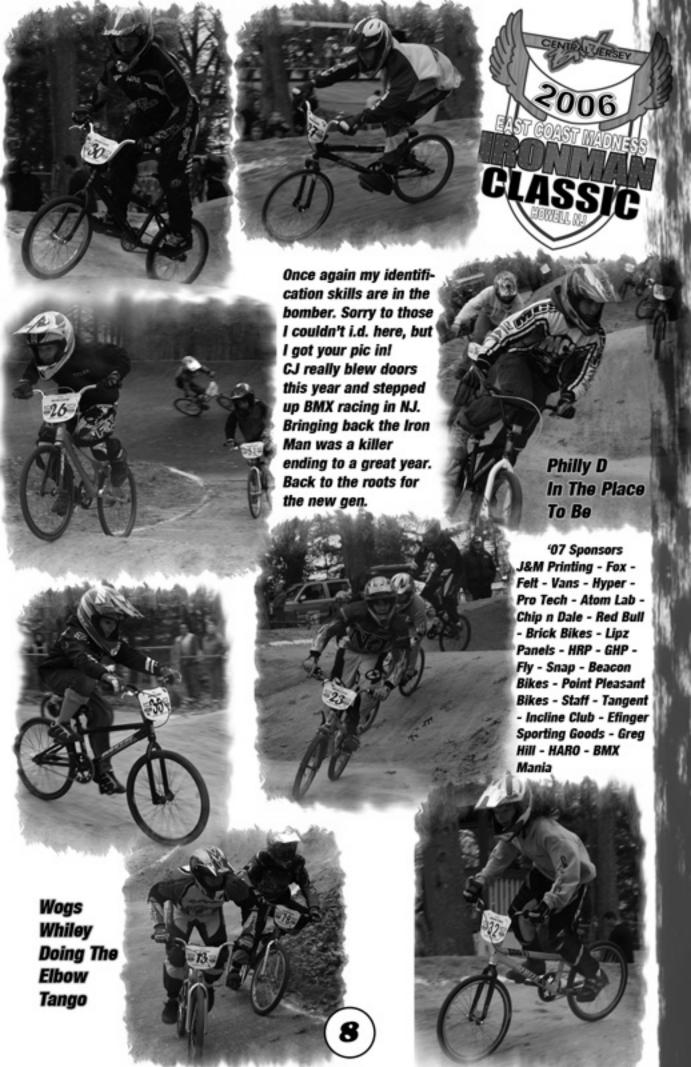
web: hackettstownskate.com Bike hours posted on website

















# One More Time...



TOP TO BOTTOM LEFT TO RIGHT, IRON MAN CLASSIC AND THE 16 OVER OPEN CLASS TAKES FLIGHT.

(Everyone walked away folks)

NJ BMX Szine Issue 7. Thanks for stopping by. It's been real... Real fu reaking fantastic. See ya in the spring with some skatepark fun and the beginning of the 2007 State Series!



NJ Pride in effect, the shirt designs you see are available online at http://www.cafepress.com/bs\_netstuff ~More Styles To Come!~

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If you care to contribute photos, stories, or anything contact us!

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