



Performance Plus

Your Name
Here!



Larry Mason Makes Appearance at MDA Summer Camp

On July 11th, Mason made an appearance in support of the annual Muscular Dystrophy Association summer camp VIP day. He gladly signed autographs for the kids and VIPs in attendance. It was a pirate theme this year and Mason sat at the autograph table with “pirates” from the Disney film; Pirates of the Caribbean: The Curse of the Black Pearl.

The camp is a weeklong get-away for kids suffering from the neuromuscular disease. It gives them an opportunity to spend time with others that know what they’re going through and allows them to enjoy some different scenery and activities from their normal routine. Loyola Marymount University was this



Mason smiles for the camera with cast members of Disney’s Pirates of the Caribbean at MDA summer camp.

year’s host as the kids stayed in the college dorm rooms and took full advantage of the Olympic size pool and other amenities and activities

set up by the caregivers and volunteers. Mason was proud to have supported the fund-raising efforts to help send these kids to camp.

Sonia’s View From the Passenger’s Seat

Inside this issue:

Nautica Malibu Triathlon Race Recap	2
Mason Climbs Camelback Mountain	2
Fitness Tips From ACE-Certified Personal Trainer— Larry Mason	3
Mason Covers the Map Driving 2008 Infiniti G37 Coupe	3
Mason Enjoys “Game On” with 2008 Nissan Rogue	3
Mason Gives University Lecture on Engine Thermodynamics	4
Team LMR Contact Info	4

Larry and I had the unique experience of attending the Red Carpet Gala and VIP Party for the Los Angeles Premiere of High School Musical: The Ice Tour on October 5th at Staples Center.

It was very exciting to see the red carpet and being told to go on in! On the “red” were the original stars of the HSM movies (they all were there except for “Zanessa” - Zack Efron and Vanessa Hudgens who are an item) along with various celebrities from ABC shows. There were literally hundreds of people (mostly tweens) lined up outside the barricades screaming for the HSM stars. There were quite a few photographers, and it was very interest-

ing to watch them work—they all were screaming at the stars to “look here, Corbin [Bleu]!” and “give me a smile Ashley [Tisdale]!” It was a very crazy scene.

The red carpet ended at the entrance to the private VIP Party. Larry and I went in and there were video cameras filming everyone as they were arriving.

The party itself was geared towards families with lots of games and an enthusiastic crew from Radio Disney who kept things lively. 15 minutes before the show we were ushered to our seats, SWAG (Something We All Get) gift bags in hand, and for the next two hours we enjoyed a very well

put together and fun sing along show set to such catchy tunes that weeks later still play in our heads....



Fitness Focus

Nautica Malibu Triathlon Race Recap

The sun, the sand, the surf, and the celebrities all came together for a good cause at the 21st annual Nautica Malibu Triathlon. Larry and Sonia Mason were joined by Ironman triathlete Kristine Wilder to form the “Pirates of the Peleton” relay team as part of Team Disney’s efforts to take home another fundraising winning performance—this time for Children’s Hospital Los Angeles.

The day started with a cold

half-mile swim for Kristine who also had to battle with the choppy waves thanks to the Fox Sports Network TV helicopter hovering above the Pacific Ocean at Zuma Beach. She survived that drama to hand off the timing chip to Larry who was ready to hit the 18-mile bike course of rolling hills in Malibu along the picturesque Pacific Coast Highway on his 20-speed tri bike. Even though Larry had just returned from travel 36 hours prior, he was able to

use his Polar Power Meter to gauge his pedaling efficiency and was only 22 seconds slower than the year before with only about an hour per week of training! Sonia then took off for the 4-mile run south along the Zuma Beach bike path. Suffering from a sore knee Sonia managed to finish within 35 seconds of her time from last year.

Special thanks to Bear Brothers Painting and Delia & Glen for helping Larry to reach his fundraising goal.



Larry and Sonia comprised 2/3 of the “Pirates of the Peleton” team.

Photo by Becky Gardner

Mason Climbs Camelback

Mason spent the first full day of Fall conquering the landmark Camelback Mountain in Phoenix, Arizona.

“At 2,700 feet of elevation, the view from the top is absolutely spectacular,” beamed Mason after fulfilling a personal goal he had

set for himself. “I’ve wanted to do this hike for years and I finally got the opportunity thanks to my friend Steve Macia (a fellow facilitator on automotive launch programs) who lives nearby in Scottsdale. I called Steve to see if he was up for it and he was. The hike was made more

enjoyable by having Steve’s friend from high school, Shannon Lingner, and mutual friend ‘Turbo Tim’ Maitland from London, England who was working with me on the Nissan Rogue Launch tour (see p. 3) join us for the hike. I can’t wait to go back and do it again—it was a blast!”



Turbo, Larry, Shannon, and Steve enjoy the view from the top!

Fitness Tips From Your ACE-Certified Personal Trainer—Larry Mason

Summer time is now a memory but our health and fitness don’t have to be!

If you haven’t done so already, perhaps now is the time to join a health club. Here are some tips on what to look for before you sign on the membership dotted line.

Tip #1—Location, location, location! Make sure that it’s either on your way to/from work or close by to your residence/work. If it’s a hassle to get there, chances are you’ll find excuses not to go.

Tip #2—Cleanliness! When you tour the gym, keep a sharp eye out for mold/mildew in the locker-

rooms. Generally speaking, the entire gym should be sparkling clean.

Tip #3—Equipment/Services. Your gym shouldn’t have multiple machines out of order. Also check for a list of classes/times that are of interest to you.

One last thing, if you’re a

frequent traveler, ask about usage fees at other locations. If all of the above look good, then request a day pass/trial membership to try before you buy.

For more information, contact Larry at: Lmason@LMRMC.com for a FREE no-obligation fitness consultation.

Mason Covers the Map Driving the 2008 Infiniti G37 Coupe

Mason covered 14 states in six weeks with the newly redesigned Infiniti G37 Coupe. He was training Infiniti sales consultants on an in-dealership program. He would typically train two dealerships per day. It all started with a train the trainer program in Torrance, California. From there, Mason made a slight move down to Redondo Beach where he trained trainers from Russia, China, Korea,

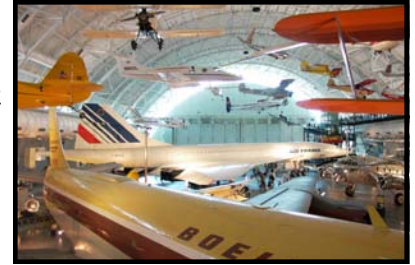
and Taiwan.

Mason then caught a flight to Nashville to start working his way around that part of the country. Kentucky, Indiana, Michigan, Ohio, West Virginia, Pennsylvania, Maryland, Virginia, North Carolina, South Carolina, Georgia, and Alabama.

Fortunately, racking up nearly 6,000 miles in that time was a real pleasure in the G Coupe. This sexy

coupe puts out 330 HP, has leather trimmed magnesium paddle shifters, a Bose Studio on Wheels sound system and voice activated navigation.

One of the highlights of the tour included a stop to visit the Smithsonian Air & Space Museum at Dulles International Airport. Mason saw the original Enola Gay airplane that dropped the bomb in WWII.



Larry's ride and sights from the road. Photos courtesy Infiniti and L Mason.

Enjoy the Benefits of Being an Integral Part of Team LMR!

As you know, motorsports today is driven by sponsorship dollars as much as it is by the actual race car drivers. With that in mind, Team LMR has come up with a unique and special offer that benefits anyone who provides qualified sponsorship referrals and leads.

Here's how you'll benefit:

When you provide a

"qualified"* referral to LMR you will be rewarded with everything from a commission based on the amount of sponsorship signed, shifter kart seat time, or professional driver coaching. Contact LMR today for additional details and start reaping your rewards!

* A qualified referral includes name, title, company, address, phone, fax, email,

and a personal introduction from you.

* A qualified lead contains the referral information minus the introduction.

Any lead or referral that leads to a sponsorship signed will generate an additional bonus for you.

Open that Rolodex® and act now!

"... motorsports today is driven by sponsorship dollars ..."

Mason Enjoys "Game On" with 2008 Nissan Rogue

The theme for the brand new 2008 Nissan Rogue crossover SUV is "Game On." You may have seen the TV commercials for this compact competitor to the Honda CRV and Toyota RAV4. Most commercials are featuring the marble maze game highlighting the agility and handling prowess of the Rogue that features

an intuitive all-wheel drive system. This system links the vehicle dynamic control system with the all-wheel drive system to create a very stable driving experience.

Mason's eight-city national Rogue Launch tour for Nissan finished on November 9th. He was responsible for helping the sales consultant participants to understand

some of the key delivery features that need to be covered with customers. Topics explained included the Continuously Variable Transmission (CVT), Intelligent Key, All-Wheel Drive Lock mode, and passenger air bag light logic.

At the conclusion of this tour, Mason had traveled about 10 months this year!



The Rogue is a stout competitor in the small crossover SUV market. Photo courtesy of Nissan.



Put your company on the marketing fast track!

Web Special—If you'd like to be notified of when the next MRN Newsletter will be posted online, then send an email to Lmason@LMRMC.com.

If you prefer to receive your copy in print form, just let us know.

"Unless you're leading, the scenery never changes."
Larry Mason

VISIT

WWW.LMRUSA.COM

AND CHECK OUT WHAT'S NEW!

2007/2008 Upcoming Events

Team LMR is actively seeking the necessary funding to enter the Indy Racing League® Indy Pro Series™. This series is the final step to race in the Indianapolis 500!

We Need your Help! If you or your company is interested in sponsorship opportunities or you have any referrals—**please contact Larry Mason NOW!** Start earning your rewards today! (p3)

Thank you for your support.

Competition & Appearance Schedule

(To schedule an appearance email soniarm@LMRUSA.com)

- (A) TBD Children's Hospital Los Angeles, CA
- (A) TBD Team LMR/MDA Track Day—Riverside, CA
- (C) Dec. 8,9 SCCA Double Regional—Phoenix, AZ
- (C) Feb. 10, '08 Redlands Triathlon—Redlands, CA

Merry Christmas & Happy New Year!

Our goal is to serve our clients by cultivating long-term partnerships with the utmost integrity, concern and passion and by delivering commercially viable value oriented results.

Copyright © 2007 LMR All Rights Reserved

Mason Gives University Lecture on Engine Thermodynamics

On October 29th, Mason was a guest speaker to the Physics Department at Loyola Marymount University in Los Angeles to give a lecture on engine thermodynamics.

Mason covered a wide variety of topics including basic four-cycle

engine operation theory, turbochargers and superchargers, along with video examples of an F1 engine warm-up sequence.

This was the second time Mason was asked to give this presentation and stayed late to answer questions about his auto racing

experiences including G-forces while driving, tire technology, and safety features of the car and driver. Mason brought along his Bell Dominator racing helmet and HANS device to show the students.

Q S L E I G H W R A P P I N G
A N G E L X E C S R E G N A M
E K L M R F I O G N E R N H R
R D A J F D P N T M E R R Y C
T O T M E S I Y R E U V F F H
I N N R I K K A D D L B D E R
N N A Y C K E N O E L T A S I
S E S O E Y I L B E L L S E S
E R T N W E P L N T O J H I T
L S T E R H R Y E A E M E K M
O R N A M E N T S K M M R O A
S V C U P I D M J I E W O O S
D N E Z T I L B L T W L O C P
Y E N M I H C K H H T L E N L
R E S O L U T I O N G I L M S

Angel
Bells
Blitzen
Chimney
Christmas
Cider
Comet
Cookies
Cupid
Dasher
Donner
Elf
Manger
Melekelikimaka
Merry
Milk
Mistletoe
NewYear
Noel
Ornaments
Reindeer
Resolution
Rudolph
Santa
Sleigh
Snowman
Stocking
Tinsel
Tree
Wrapping

Team LMR Holiday Word Search

For the answer key, please visit www.LMRUSA.com

Web Bonus: One word is listed twice—Be the first to contact us with the answer and win a prize!

