

FANTASY NASCAR DRAFTOLOGY 2010

A collective presentation of FANTASYDRAFTHelp.COM, THE
FDH LOUNGE, SPORTSOLOGY & CARD CORNER CLUB

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Rick Morris/Mike Ptak/Doug Cataldo

The FantasyDrafthelp.com Draft Philosophy: You Win By Obtaining Value With Every Pick!

We at FantasyDrafthelp.com always emphasize the wisdom of our VIP approach to drafting: information and process lead to value. Of course, value is the single most important component of drafting or auctions. Even in the fantasy industry, this point is often overlooked.

In most cases, titles are won by patiently accruing value throughout a draft or auction. During the Information stage, fantasy owners compile information about players at individual positions. Process involves comparison of players across positions.

We put a tremendous amount of hard work into our draft board, and you do as well. As such, you need to trust the fruits of these labors and adhere to your draft board as much as possible. The surest way to be able to extract maximum value is to prepare extensively ahead of time and then refrain from jumping around on the board on Draft Day. Approach the draft with an actuarial mindset, determined to squeeze maximum value out of every pick, and you will be poised for success.

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Draft Board Decoder

The FantasyDrafthelp.com draft board contains all the information you need right at your fingertips. Our board contains a wealth of materials in a condensed space.

* Players are color-coded by their value by round in a 6-team draft. 1st round is gold, 2nd round is silver and 3rd round is bronze.

* The "Exp" column shows how drivers rated on an "Experts' Draft Board" compilation of other leading industry sources. The "Stat" column shows how each player performed on our standard deviation from the mean statistic in 2009 (stat details to the right).

* The placement of each driver in the final standings for the past three seasons is listed, with numbers shaded in grey indicating the driver qualified for the Chase for the Championship. The ranking for each driver on the five different types of tracks over the past season is shown also as compiled on our aforementioned standard deviation from the mean statistic.

Evaluating Production Across a Spectrum: Lessons of "The Stat"

Our "UQB" (Ultimate Quantitative Baseline) category on our draft board calculates the standard deviation from the mean for all drivers. In simple English, imagine a spectrum going across from left to right, with negative numbers on the left side, a "zero" in the middle and positive numbers on the right side.

We use this statistic for football, baseball, basketball, hockey and hoops as well as NASCAR. For NASCAR, we use a breakdown of how each driver has fared on each track type, with the numbers weighted proportionally to reflect the number of races held on each track type.

A driver's performance in each category is plotted on one of these spectrums, with the most valuable players putting up most of their numbers on the positive side. Then, we add up the totals of every category, positive and negative. By using this tool, we can identify not merely how they performed, but how valuable their performances were in each category. Truly, this statistic serves as the ultimate baseline for the previous season's production.

2010 FantasyDrafthelp.com Fantasy NASCAR Draft Board

Drivers	UQB	Rk	Exp	09 Rk	08 Rk	07 Rk	Interm-24	Restr-6	Short-6	Super-4	Road-2	
1 <u>Johnson</u>	168	1	1	1	1	1	3	6	6	14	6	Sports Talk Network Dot Com
2 <u>Stewart</u>	154	2	3	6	9	6	2	7	10	11	1	
3 <u>J Gordon</u>	146	3	4	3	7	2	1	19	5			
4 <u>Edwards</u>	108	8	5T	11	2	9	10	9	19	8	5	
5 <u>Biffle</u>	143	4	7T	7	3	14	5	3		4	15	
6 <u>Martin</u>	137	5	7T	2	28	27	4		2			
7 <u>Ky Busch</u>	78	16T	5T	13	10	5	15	14	3		12	
8 <u>Hamlin</u>	124	7	2	5	8	12	9	12	1		4	
9 <u>Ku Busch</u>	136	6	9	4	18	7	7	2	7	6	11	
10 <u>Montoya</u>	101	9	11	8	25	20	14	4	9	10	3	
11 <u>Kenseth</u>	96	13	13T	14	11	4	12	8	18	5	14	
12 <u>Vickers</u>	78	16T	16	12	19	38	16		14	12	13	
13 <u>Newman</u>	95	14	10	9	17	13	13		4		18	
14 <u>Kahne</u>	98	12	12	10	14	19	8	16		20	8	
15 <u>Harvick</u>	24		13T	19	4	10	17					
16 <u>J Burton</u>	79	15	17	17	6	8	18	13	8	7		
17 <u>Bowyer</u>	99	10T	15	15	5	3	11	18	11		7	
18 <u>Earnhardt Jr</u>	12		18T	25	12	16			15	18		
19 <u>Reutimann</u>	99	10T	18T	16	22	39	6	20	16			
20 <u>Logano</u>	47	20	20	20	63		19	10		17	16	
21 <u>Truex Jr.</u>	6		24	23	15	11	20					
22 <u>Keselowski</u>	49	19	22T	38				1		2		
23 <u>Ambrose</u>	50	18	21	18				11	12	9	2	
24 <u>Ragan</u>	18		22T	27	13	23				3		
25 <u>McMurray</u>	12		25T	22	16	17			13			
26 <u>Sadler</u>	28			26	24	25		5		1		
27 <u>Allmendinger</u>	6			24	36	43					10	
28 <u>Hornish Jr</u>	0		25T	28	35	63						
29 <u>Mears</u>	8			21	20	15		17	17		17	
30 <u>Sorenson</u>	10			29	32	22			20	13		
31 <u>B Labonte</u>	3			30	21	18				19	19	
32 <u>Richardson</u>	15			59				15		15		
33 <u>Menard</u>	1			31	26	34					20	
34 <u>Gilliland</u>	0			37	27	28						
<p>The FREE eBook from THE FDH LOUNGE: DISSECTING THE DECADES: THE FDH LOUNGE LOOKS BACK AND AHEAD AT THE FIRST 20 YEARS OF THE NEW MILLENNIUM www.fantasydrafthelp.com/Dissecting_The_Decades_eBook.pdf</p>												
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2010 Overvalued Drivers

Sam Hornish, Jr. (28th on our draft board, tied for 25th on the experts' draft board): He's an amazingly talented driver, but his skills have yet to translate to the stock car circuit in a meaningful way. Ultimately, he still wrecks his rig just a bit too much to be rated as anything more than a late-round pick.

Denny Hamlin (8th on our draft board, 2nd on the experts' draft board): He's undeniably an outstanding competitor on that second tier behind JJ, but his general acclaim is still outdistancing his track record at the moment. You might like him in the first round, but you'll love him in the second.

2010 Undervalued Drivers

Martin Truex, Jr. (21st on our draft board, 24th on the experts' draft board): The worm is about to start turning the other way for this excellent young driver. His development will coincide with that of the Waltrip team and Toyota organization and really surprise some people in a big way.

Brian Vickers (12th on our draft board, 16th on the experts' draft board): OK, his Chase run was horrible. But at least he made it there and we project his team to match that feat this year. Chase drivers are worth more in almost any format, so take another 12th place (if you get it) with a smile.

Don't Be That Guy in Fantasy NASCAR This Year!

Don't Be That Guy that "marks out" for his favorite driver. If that driver happens to be a good "value pick" on the board, so be it. But if you reach for a driver for personal reasons, you'll live to regret it. More than in any other sport, fantasy NASCAR owners make foolish picks for reasons of personal fanhood and smart competitors always benefit ...

Don't Be That Guy that doesn't pay enough attention to track types when drafting. You can't win without a number of drivers who run strong on intermediate-length tracks, because they account for 2/3 of the races — but keep your team balanced overall aside from that ...

Don't Be That Guy that overrates "Little E." You know who you are!

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2010 FantasyDrafthelp.com NASCAR Mock Draft & Analysis

	Cory	Jason	Rick	Mike	Steve	Jeff
1	Johnson	J Gordon	Stewart	Edwards	Hamlin	Martin
2	Kahne	Kenseth	Montoya	Ky Busch	Ku Busch	Biffle
3	Vickers	Newman	Harvick	J Burton	Bowyer	Reutimann
4	Ragan	Ambrose	Keselowski	Earnhardt Jr	Logano	Truex Jr
5	Allmendinger	McMurray	Sadler	Hornish Jr	Conway	Mears

On January 27, 2010, FantasyDrafthelp.com convened their contributors for their sixth annual NASCAR fantasy mock draft. Participants drafted in the following order in a standard serpentine draft:

1. KFFL.com Senior Editor Cory J. Bonini
2. FDH Senior Editor Jason Jones
3. FDH Managing Partner Rick Morris
4. FDH Chief Nascar Correspondent Mike Ptak
5. FDH Senior Producer Steve "The FDH New York Bureau" Cirvello
6. FDH NASCAR contributor Jeff Maslanich

Here's how it shook out:

ROUND 1: No real surprises in the first round, except that Cory noted the difference between the placement of Hamlin on the KFFL board and on the FDH board (which was courtesy of FDH Senior NASCAR correspondent Mike Ptak's input). We shall see how that materializes this season

ROUNDS 2 and 3: Reflecting a strong industry-wide consensus on the placement of a great many drivers this year, there were not any big surprises here.

ROUND 4: In terms of Lil' E, how the mighty have fallen! Not that he should have been drafted higher, but in many drafts somebody's going to break down and reach for him. Mike was absolutely thrilled with his value, as he should be.

ROUND 5: Keeping with FDH tradition, the last round turned into "open-wheel time" with some of the picks. Steve went way off the board with Conway, who was very good on a per-race basis in '09. That's a real boom-or-bust pick even for the final round.

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2010 NASCAR Sleepers

Marcos Ambrose. He's a valuable middle-to-late round pick, especially when you consider his super-competitive standing on the 1/3 of non-intermediate tracks.

Joey Logano. He lived up to the hype about as well as anyone could have in 2010 and now he is poised to consolidate his gains. Don't be surprised if he stays in at least some semblance of the Chase hunt for most of the year.

Brad Keselowski. This volatile driver will benefit from the maturing influence of the Penske organization. He's the right driver in the right place at the right time.

Suggested League Guidelines

The best way to organize a league is by allocating talent through a six-round standard serpentine draft with six owners.

Teams accumulate the sum total of the NASCAR points earned by each driver throughout the course of the season, with no transactions made. Additionally, bonus points are awarded for the top five racers in the final standings: 1. 1000 points 2. 750 points 3. 500 points 4. 250 points 5. 125 points.

The process of winning at fantasy sports
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2010 Press Pass racing cards overview

Courtesy of Card Corner Club

'Tis the holiday season, and NASCAR fans are eagerly awaiting the start of a new year of racing ... but don't fret, there's still plenty of news and new product for collectors. Obviously, the big news is that Danica Patrick has joined JR Motorsports to race in the Nationwide series. She'll be racing in the #7 GoDaddy car, and while many expect her to fail, she's already going to succeed in doing something no one has done before: lining up a whole new series of sponsors – feminine ones! I would almost wager that she will make more money than most off of sponsorship opportunities than she does winning races, and you know what? GOOD FOR HER! I hope she wins big. You've got to be a special breed to turn left, and we'll see if she's got what it takes.

Okay, enough babbling. Even though it is the off-season, Press Pass is gearing up for the 2010 year with its first release, Press Pass 2010. Featuring a 129-card set, Burning Rubber tire cards, sheet metal cards and plenty of autographs, it is priced anywhere between \$70 and \$80 per 30-pack hobby box. On average, you should find one race-used memorabilia card per box. These days that doesn't seem like a lot, but the bang for your buck is evident after you open a box. Besides the race-used card, you should easily compile the entire base set of 120 cards. The final nine cards are short-printed and make up a Chase Puzzle. There is also a "0" card featuring the 2009 Sprint Cup Contenders and variety of insert sets that you can chase down. My favorite from this lineup of racers is the "By the Numbers" set. This 50-card collection has rounded edges and a vintage look that compiles NASCAR superstars from all eras. It is chock full of information and provides a history lesson for any level of fan.

Here's what I found in my box:

1 Chase Puzzle

#129 – Ryan Newman

3 Parallels

#40 - Brad Keselowski - 4/100

#98 - Tony Stewart - 47/100

#111 - Jimmie Johnson - 36/100

2009 Chase for the Sprint Cup

#0 – Sprint Cup Contenders

1 Cup Chase

#CCR6 – Jeff Gordon

10 By The Numbers

#8 - Harry Gant

#9 - Labonte Brothers

#11 - Tony Stewart

#13 - Jeff Gordon

#17 - Darrell Waltrip

#27 - Bobby Allison

#35 - Benny Parsons

#36 - Kevin Harvick

#38 - Reed Sorenson

#46 - Tim Flock

5 Unleashed

#U1 - Matt Kenseth

#U2 - Jeff Gordon

#U6 - Jimmie Johnson

#U7 - Tony Stewart

#U9 - Joey Logano

2 Tradin' Paint

#TP4 – Tony Stewart

#TP7 – Kevin Harvick

1 NASCAR HALL OF FAME 2010

#NHOF3 – Revving Up

Burning Rubber

#BR13 – Tony Stewart - 13/50

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A solid kickoff to the New Year, this is just the first of several early releases Press Pass has on the table. Elements does feature Danica! It is followed by Eclipse, that will hit stores in late February, just a few short weeks after the start of the 62nd NASCAR season in Daytona on Feb. 6. Will Jimmie Johnson bring home another Cup? Only time will tell...