

FANTASY NASCAR DRAFTOLOGY 2011

A collective presentation of FANTASYDRAFTHELP.COM, THE FDH LOUNGE,
SPORTSOLOGY, CARD CORNER CLUB & VOICE OF THE COLLECTOR

The best fantasy — and non-fantasy — coverage of NASCAR anywhere!

February 12, 2011

Rick Morris/Mike Ptak/Russ Cohen/Rob Bertrand

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.

Table of Contents

Page 1: Draft Philosophy Overview, Draft Board Decoder, Lessons of "The Stat"

Pages 2-3: Draft Board

Page 3: 2011 Overvalued and Undervalued Drivers, Don't Be That Guy

Page 4: 2011 Mock Draft & Analysis

Page 5: 2011 Sleepers, Suggested League Guidelines

Page 6: 2011 Press Pass racing cards overview

FantasyDrafthelp.com & TheFDHLounge.com

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 2010 (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.

2011 FantasyDrafthelp.com Fantasy NASCAR Draft Board

Drivers	UQB	Rk	Exp	10 Rk	09 Rk	08 Rk	Interm-24	Restr-6	Short-6	Super-4	Road-2
1 Johnson	145	4	1	1	1	1	2		4		11
PTAK: He's strongest when it counts in October and November.											
2 Harvick	197	1	3	3	19	4	1	1	9	1	3
PTAK: He's a big reason Childress is getting its respect back.											
3 Hamlin	163	2	2	2	5	8	4	5	5	8	
PTAK: He's the absolute model of consistency.											
4 Ky Busch	116	9	4T	8	13	10	8	16	1		
PTAK: His talent is unquestioned, but he must keep his temper in check to fully realize it.											
5 Edwards	157	3	4T	4	11	2	6	8	2	5	15
PTAK: Look out now that he doesn't have to be as cautious as he did last year due to the on-track incidents.											
6 J Gordon	125	7	6T	9	3	7	12	4	3	11	4
PTAK: He's a perfect example of Hendrick power.											
7 Kenseth	132	6	9	5	14	11	5	15	8	14	
PTAK: Consistency across many different track types is his biggest plus.											
8 Stewart	119	8	6T	7	6	9	3	19			5
PTAK: This amazing talent has learned a great deal about harnessing the power of his strong team.											
9 Bowyer	138	5	10T	10	15	5	7	2	17	2	
PTAK: He understands completely how to get the most out of Chevy and RCR.											
10 Biffle	79	14	8	6	7	3	13	10	20	13	12
PTAK: He's overlooked because of the strength of Kenseth at Roush.											
11 Martin	99	10	10T	13	2	28	9	14		9	13
PTAK: His biggest strength right now is his amazing amount of knowledge.											
12 J Burton 1X	91	11	12	12	17	6	11	17	6		17
PTAK: He's very well-matched with RCR in terms of each side getting the most out of each other.											
13 Logano	57	15T	13T	16	20	63	15		7		
PTAK: He has improved by leaps and bounds and is a prime breakout candidate for 2011.											
14 Ku Busch	82	13	13T	11	4	18	14	9	13	15	14
PTAK: His biggest strengths historically have been on short-track and restrictor-plate courses.											
15 Newman	88	12	18T	15	9	17	10		10		10
PTAK: He still takes a lot of poles and has bad luck during races.											
16 McMurray	57	15T	13T	14	22	16	17	12	14	19	7
PTAK: He's progressed strongly on restrictor-plate courses.											
17 Vickers	15		17	40	12	19			11		
PTAK: He has a very high upside if healthy.											
18 Montoya 2X	47	18	16	17	8	25		11	16	6	2
PTAK: He's getting much better on the oval tracks.											
19 Earnhardt Jr	38	19	21	21	25	12		6	19	10	18
PTAK: His underachieving is the great unknown given the superstrong backing he has.											
20 Reutimann	56	17	20	18	16	22	19	3		4	
PTAK: He broke out a bit last year, including progressing in terms of leading laps.											
21 Kahne 3X	13		18T	20	10	14	20				8
PTAK: He's been up and down the past few years, but has undeniably slid a bit.											

NOTE:
Analysis for these drivers is furnished by FDH Chief N A S C A R Correspondent Mike Ptak.

Sports Talk
Network
Dot Com

Your Town
Your Teams
Your Passion

TheFDH
Lounge.com
^ Sports
^ Politics
^ Geopolitics
^ Music
^ TV/Movies
^ Pop Culture
^ Fun Web
Stuff
^ Sports
Entertainment
... and so
much more!

Fantasy
Drafthelp &
The FDH
Lounge on
Facebook!

Facebook.
com/the
fdhlounge

Twitter.com/
TheFDHLounge
Taste our
Tweets!

The FDH Lounge Internet Television Program, where nothing is off-topic!
Tuesday nights from 7-10 PM (EST) on SportsTalkNetwork.com

2011 Overvalued Drivers

Jamie McMurray (16th on our draft board, tied for 13th on the experts' draft board): We don't find any drivers wildly overvalued or undervalued this year, and McMurray exemplifies this cautious note. We would simply advocate paying a price closer to his 2008 and 2009 seasons than the 2010 reemergence as a matter of prudence.

Kasey Kahne (21st on our draft board, tied for 18th on the experts' draft board): He's not the first driver to underachieve to the level of his commercial appeal and he won't be the last. His regression over the past few years has cost fantasy owners deeply and you could be purchasing more of the same by taking him high in 2011.

2011 Undervalued Drivers

Ryan Newman (15th on our draft board, tied for 21st on the experts' draft board): Consistency remains his enemy, but all the ingredients are in place to at least stay where he was last year (15th) or recapture the Chase status (9th) of 2009. For a third driver, you could certainly do worse, especially with upside.

Dale Earnhardt, Jr. (19th on our draft board, 21st on the experts' draft board): Taken out of context, this pick could look batty. We're not telling you to put excessive trust in him! He's a fourth-tier fantasy driver at the moment, but if the "light goes on," he has incredible — at least Top 10 — upside.

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!

2011 FantasyDrafthelp.com Fantasy NASCAR Draft Board

Drivers	QOB	Rk	Exp	10 Rk	09 Rk	08 Rk	Interm-24	Restr-6	Short-6	Super-4	Road-2
22 Truex Jr.	30		23	22	23	15		13	15	12	
23 Keselowski	0		24T	25	38				12		
24 Allmendinger	38	20	24T	19	24	36	16				6
25 <u>Menard 4X</u>	6		22	23	31	26				16	20
26 Ambrose	10		26	26	18						1
27 Ragan	0		27T	24	27	13					
28 R. Smith	0		27T	28	39	34					
29 B Labonte	0		29T	31	30	21					
30 Gilliland	0			32	37	27					
31 <u>Kvapil 5X</u>	0			33	49	23					

The FDH Fantasy Newsletter: weekly in-season sports analysis — Fantasy-Drafthelp.blogspot.com

Sportsology

Sportsology provides fun facts, pictures, stories, games, history and opinion about Sports. We give our readers an alternative to recycled stories from traditional news sources. We provide valuable information about sports-related products, so that consumers have the info they need before making a purchase. Our Internet radio broadcasts also offer a listening alternative to generic Sports talk radio. With gags, guests and an infusion of humor, we talk to you, not at you. Check out our main site and all of the sub-domains.

Sportsology.info

Sportsology.info/baseballology

Sportsology.info/hockeyology

Sportstology.info/hoopsology

Sportsology.info/footballology

Sportsology.info/wrestleology

2011 FantasyDrafthelp.com NASCAR Mock Draft & Analysis

	Rick	Jason	Steve	Jeff	Mike	Samm
1	Johnson	Harvick	Hamlin	Ky Busch	J Gordon	Stewart
2	Martin	Burton	Biffle	Kenseth	Bowyer	Edwards
3	Logano	Ku Busch	Newman	McMurray	Montoya	Earnhardt Jr
4	Allmendinger	Truex Jr	Vickers	Reutimann	Keselowski	Kahne
5	Menard	Ambrose	Ragan	B Labonte	R Smith	Kvopil

On February 8, 2011, FantasyDrafthelp.com convened their contributors for their seventh annual NASCAR fantasy mock draft. Participants drafted in the following order in a standard serpentine draft:

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

Here's how it shook out:

ROUND 1: Everything went according to the board until Mike took Gordon at #4 — losing the gamble of Edwards falling until the next round. Stewart was a tiny reach on the FDH board, but he wouldn't have fallen again to Samm.

ROUND 2: There were no real surprises in this round.

ROUND 3: Rick went from one end of the age spectrum with Martin to Logano. Lil' E went higher than thought.

ROUND 4: Vickers ended up being a nice value for Steve as others shied away because of medical questions.

ROUND 5: Labonte was the old-age outlier in the final few picks as others went for youthful upside.

Card Corner Club
The Ultimate Online Resource for
Trading Card Information
CardCornerClub.Net

<p>Mr. Flatstick Revolutionizing golf coverage as you know it Launching in 2011 Check out Mr. Flatstick on Twitter Twitter.com/mrflatstick</p>	<p>Outside The Box Score Why was this site featured on SportsCenter? Why is it causing so much talk? Find out for yourself! http://outsidetheboxscore.blogspot.com</p>	<p>That NBA Lottery Pick "Wild, wacky stuff." — Johnny Carson* *Actually, Johnny never said this about the site ... but we're pretty confident he would have! ThatNBALotteryPick.blogspot.com</p>
<p>Expedited Direct Mail Services: Expedited for business. Christopher Galloway 9401 Mentor Avenue #240, Mentor, Ohio 44060 (440) 245.8021 tel (614) 245.0276 fax (440) 749.1439 cell cgalloway440@gmail.com www.expdm.com</p>	<p>SportsTalkNetwork.com ^ Live Internet Television ^ Programming on Demand ^ Entertaining Videos ^ Blogging ^ Twitter Updates ^ Message Boards ^ Market-Specific News/Features ^ Video Arcade ... and so much more!</p>	<p>FantasyDrafthelp.com ^ Intense coverage of major sports ^ Unparalleled niche sports coverage ^ The "VIP Pyramid" — VALUE! ^ Proprietary "UQB" stat helps you win ^ Super-loaded draft boards ^ Same principles: different sports ^ Fantasy fun outside of sports ^ Weekly in-depth newsletter ^ Communicating w/different platforms ... and so much more!</p>
<p>The Pullins Group</p> <p>The Pullins Group, LLC serves clients in the State of Ohio, Washington, DC, and across the globe. If you need help on public affairs, public relations, or other marketing challenges, contact us today! Our services include:</p> <p>Automated Phone Calls: Candidate & Advocacy Calls, Fundraising & Event Reminders, Tracking Polls & Patch Through Calls, Marketing Campaigns, Emergency Notifications/School Closings</p> <p>Business Marketing: Email Marketing Campaigns, Inner Circle Roundtable, Search Engine Optimization, Small Business TV Advertising</p> <p>Direct Mail: Complete Design, Printing and Mailing Services</p> <p>Public Policy: Association Management, Earned Media Campaigns/Op-ed Creation & Placement, Third Party Advocacy/Grassroots/Grassstops</p> <p>Website Design: Custom Websites From \$299 A Year, Do It Yourself Websites From \$5.99 Per Month, Blog Creation/Monitoring</p> <p>www.pullingroup.com www.pullinsreport.com www.scottpullinslaw.com</p>		

2011 NASCAR Sleepers

Joey Logano. He continued on the path of living up to his immense potential in 2010. Don't be surprised if he stays in at least some semblance of the Chase hunt for most of the year.

Brad Keselowski. He has a winning pedigree from his time in Nationwide and his team setup looks maximized for a strong progression in 2011.

Brian Vickers. He's back, fully medically cleared, and ready to pick up where he left off in 2009.

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.

DRAFTOLOGY GUIDES

We publish a series of guides such as this through the year as a partnership between Sportsology, Card Corner Club, The FDH Lounge, FantasyDrafthelp.com and other entities under the banner of The 21st Century Media Alliance. Fantasy NASCAR (early February), Fantasy Baseball (early March), NFL Draft (mid-April), NHL Entry Draft (mid-June), NBA Draft (mid-June), Fantasy Football (late July), Fantasy Hockey (mid-September), Fantasy Hoops (mid-October).

The process of winning at fantasy sports: FantasyDrafthelp.com/unique.html

SportsTalkNetwork.com: North America's Broadcasting **GIANT** for Sports Talk & Entertainment Programming

Want to learn more about sports collectibles? Of course you do!
Listen to the #1 collectibles radio show on the Internet each week on Card Corner!
CardCornerClub.net

THE FDH LOUNGE MULTIMEDIA MAGAZINE

Covering NASCAR & everything else in & out of the sports world: nothing is off-topic for The Dignitaries of The FDH Lounge!
www.TheFDHLounge.com

THE FDH LOUNGE ULTIMATE LINKS PAGE

The ONLY web page you'll ever need! Over 2,100 links on all subjects, sports and otherwise.
Don't believe us that it's the one indispensable page on the Internet? Try us.
www.FantasyDrafthelp.com/depth_charts.html

THE FDH LOUNGE

From Al Unser to Al Queda & everything in between, The FDH Lounge Dignitaries break down the world like nobody else can.

The Steve Kallas Show: Monday through Friday, Noon EST on SportsTalkNetwork.com
Breaking down the hot sports news with an expert analyst who knows sports, ethics and the law

2011 Press Pass racing cards overview

Courtesy of Card Corner Club and Voice of the Collector/Rob Bertrand

When I saw Press Pass Elements in 2010, it quickly became one of my favorite sets from Press Pass. First, it was printed on old-school clay back stock and, even better, it was recycled paper. It had a hot design and it was enhanced by early NASCAR cards of Danica Patrick. It was a winner. 2011 is now upon us and Element returns with a retro theme and more autographs and racing gear that ever before. In fact, you should find a memorabilia card and an autograph in a box that will cost roughly \$70-\$75.

This year, we get a 100-card base set featuring as always the top Sprint, Nationwide and Camping World Truck Series drivers and their machines. This year, we are going to see a lot of change when the drivers hit the track at Daytona. We have a new points system that should actually favor the winners of races and several drivers will be in new machines. Most notable will be Kurt Busch, who is now in the #22 Penzoil, Kasey Kahne, who will now be in the Red Bull #4 and Brad Keselowski, who will be in the Miller #2. There are also a lot of new paint schemes in both Sprint and Nationwide series. In fact, I would love to see a Press Pass set that just focused on the different paint schemes of drivers and included photos, sheet metal and different colored racing suits from more than one car and driver. It would be cool to see all of the paint schemes Tony Stewart, Kyle Busch, Denny Hamlin etc. use throughout a year; it would be a nice season-ending product.

In addition to the base set, you can try to collect multiple varieties of it via several parallel options. There is the Green (Hobby Only), Black #d to 35 (Hobby Only Box Topper), Red (Target Exclusive), Fast Pass Base #1-47 (#d to 25), Ebay Base #1-34 (green foil #d to 5), and the Ebay Base #45-53 (holo foil #d 1/1). In a day and age when base cards are sometimes considered nothing more than the wrapping around the product's big hits, the parallels give collectors a chance to put a rare, limited version of this collection together. However, I want to say that I was happy that a single box provided the entire 100-card collection and that I am fan of the subtle, classic look and feel and I don't think it's fodder; it's quite nice, actually. I was laughing that they even made the backs of the Sunday Sensations subset cut off center to really revisit the past. Now whether that was intentional or not, it was kind of funny.

There are two foil insert sets: Tales from the Track and High Octane Vehicle. Now I'll tell you, if I never see another foil card in my life, I'd be pretty happy. Using the phrase "jumping the shark" would even be a poor choice when it comes to foil. It's just passé in the industry and I think it's actually a little out of place in a retro set. I would have liked to have seen glossy finished cards and maybe even a classic Press Pass insert set or design from the past brought back to enhance the theme. That said, both sets do include some amazing images, my favorite being one from 1965 that shows the car of the great Cale Yarborough on its side over the guardrail and outside the track. It is an instant classic.

As far as gear and graphs, there are plenty. All the top drivers, including Jimmie Johnson, Jeff Gordon, Kyle Busch, Denny Hamlin and the popular ones like Dale Earnhart Jr, and Danica Patrick and many more have signed for the set. Many have fewer signatures in this collection than some of the more expensive Press Pass products. For example, there are only 10 Patrick autos, 10 Michael Waltrips and Mark Martin only has 15, so if you are looking for a rare auto, look some of these up on the secondary market.

Last, but not least, Press Pass introduced a new series into Elements featuring the future of the sport and the legacy that racing families have built. For example, one of the cards features 15-year old Chase Elliot. Chase is the son of the legendary Bill Elliot, and let's just say that before he was 15, he accomplished some things behind the wheel as a professional that many adults have never done during their racing careers. Also included are youngsters Cole Whitt, Logan Ruffin, Brandon McReynolds and Jessica Brunelli.

Overall, it was a good break. We met the odds, finding an awesome Tony Stewart memorabilia card and a gold parallel auto of the 2010 Nationwide Rookie of the Year Ricky Stenhouse, Jr. Then to top it off, literally, the 2011 Mystery Pack contained an additional auto of Chase Elliot #d to 225.

Please consider this worthy, tax-deductible cause!

The Carol Morris Scholarship Fund at Bowling Green State University is the official charitable cause of FantasyDrafthelp.com. Named for the mother of Managing Partner Rick Morris' mother, a longtime teacher and tutor, the memorial fund is directed towards students striving for a career in special education. When fully vested at \$25,000, the fund will exist in perpetuity. To donate to the fund, make checks payable to BGSU Foundation, Inc. On the memo line of the check, please write **Carol Morris Scholarship Fund 30-000812**

Mail checks to **Office of Development, Attn: Erin Keller, Bowling Green State University, Bowling Green, OH 43403**