

SARAH FISHER

Retired IndyCar driver and CEO of Sarah Fisher Hartman Racing

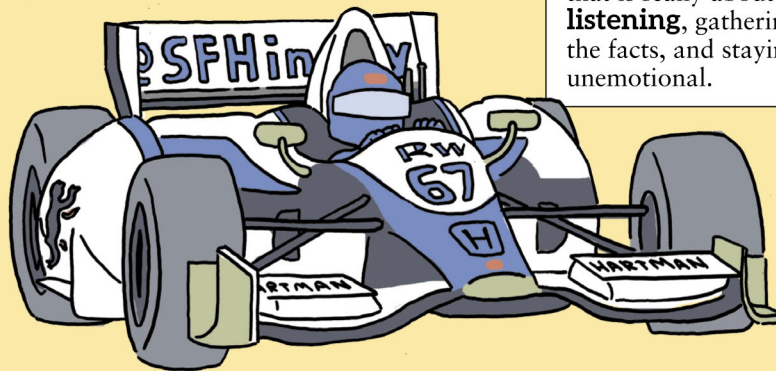
Focusing on what matters has opened doors for nine-time Indy 500 driver Sarah Fisher. The team she started in 2008 will merge soon with Ed Carpenter Racing for the 2015 Verizon IndyCar series. She talked with cartoonist Shane Johnson about the keys to her success.

I was 11-12 and we had driven to New York for the WKA Karting Nationals. It was a tough track and we had an old 1971 Invader we spent a lot of time perfecting. Making sure the bearings were right, there was no drag, all the principles we use today. We showed up in a stripped-down painting van ... like an **outcast**. We walked over to the trophies and I said, "Dad, I'm going to win that one." He said, "We have fast motors and focused on fast cars; we should have a shot." And I'll be damned if we didn't win that race. It set the stage for how I would look at racing as I went through the future. ... It's not about the flash; it's about the bottom line and being able to provide **results**.



Proper execution [defines **success**]. You can only do so many things within your control. Executing every idea and concept as cleanly and efficiently as possible. In our sport, the rest has to fall into place.

Racing is an environment where winners come to compete. Navigating that is really about **listening**, gathering the facts, and staying unemotional.



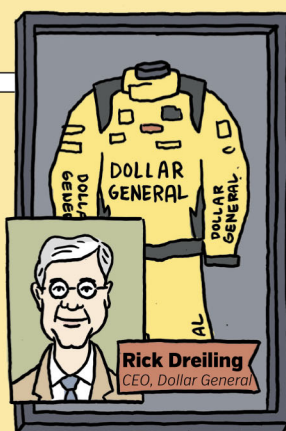
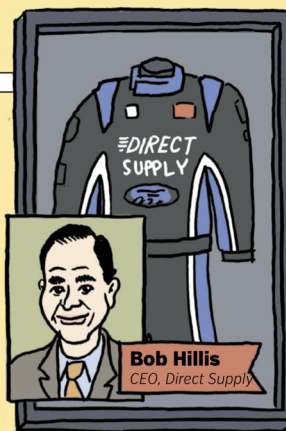
I have to keep in mind I'm a team **leader**, and I've got 20-some people looking in my direction when things go bad.



I was really **lucky** because I worked a lot with Al Unser Sr. on the driving side, so that was really neat for me. In business today, I really look up to some of the partners that invested in me when I began. Like Rick Dreiling and Bob Hillis. ... Bob has been a great sounding board.

The idea is to **learn** from mistakes. How can you learn from mistakes if you focus on the negative?

They're people who believed in what I tried to accomplish. They're great **friends** and they know I'll take the time to listen.



The **community** is so heartfelt and sincere, it makes it fun to do business in Indy. Even outside of work, it's a really nice community to live in. ... Even though I'm a transplant, I feel like a true Hoosier.



The last year I drove for anyone else, some engineers didn't want me in the race car. My [future] husband was my crew chief at the time. We'd go home at night thinking, "The only way we could really control it is if they were our employees." We said, "OK, let's put together a **business plan** and go sell it." One thing I do well is when I start a project, I jump wholeheartedly into it, 110 percent. I will die before I let it fail!

It's all about priorities. I'm lucky because my [business] partner understands the value of **family** and that this team was established with this as their culture.

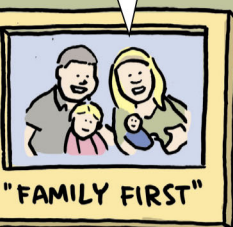


"Wink" Hartman
businessman, partner
Sarah Fisher Hartman Racing

Instead of going year to year, figuring out what next year brings, [Wink had] more of the **big picture** idea: build-it-they-will-come. We looked at buildings, and the town of Speedway was doing a redevelopment project with Dallara. I showed Wink the area and the street. "This is going to be the new Gasoline Alley." He said, "Why can't we be a part of it?" "Well, we can. We just need the money!" He thought it would be a great way to earmark his commitment to the sport.

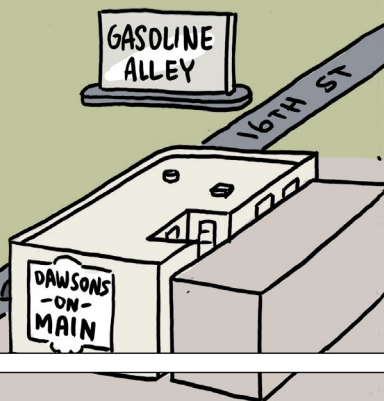


With all the **awards** I've received over the years, this probably means the most. It's based on attitude, commitment, love of the sport, and given by your peers.



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I think it's essential ... being able to build a good **team**, regardless of whether it's the guy changing the right rear tire, or the guy running the website.



It's about **attitude**, and willingness to put forth effort beyond what your job title is. It's the quality of person.

We have a good involvement with our community and a really great fan base. It was a win for me being able to **connect** with the fans.