



Dave Cole is best known for his Ultra4 Racing series flagship race King of the Hammers and the addition of the Toyo Desert Invitational, the highest paying desert race in history, to the 2019 KOH schedule. Over the past 12 months, Dave also got behind the wheel of his 4-wheel drive Ultra4 car to compete, finishing 2nd in class at the SCORE Baja 1000 and winning his class at the NORRA Mexican 1000. He also raced the SCORE Baja 500 in a spec trophy truck, finishing 3rd in class. In addition to organizing seven Ultra4 races domestically, Dave directed the off-road segment of Alxa Festival in China, produced Ultra4 Europe events in England, Portugal, France and Poland, started Ultra4 North in Canada and Montana, and produced eleven Ultra4 TV shows on NBC Sports.



Joey DiGiovanni is the founder of UTV Underground, serving until recently as the co-owner and CEO. While he recently took a position with 4 Wheel Parts, it's Joey's contribution to the creation of UTV Underground and its impact on the sport of off-road that landed him a spot in this category. Joey started UTV Underground in 2008, and with the help of partners Matt & Josh Martelli of Mad Media, built the brand into the powerhouse that it is today. Joey is quick to give credit to others. "Ultimately, your success is dependent not just upon the work you create, but the people who you create it for," says Joey, "I was blessed with being a part of an industry that returned so much of the love I put out. I didn't build this site or brand, the members, racers, and community did."



Austin 'Fish' Farner combined his love for desert racing and his frustration with often spotty or non-existent live desert racing coverage into Fishgistics, his southern California based 'one stop for all desert race info, pictures and videos'. Founded in 2017, the Fishgistics brand has filled a need, and has quickly become a favorite of racers and fans alike. Whether following races through live videos and real time updates on the Fishgistics Facebook page, or watching race recap videos, shop tours and pre-run videos featuring the sport's hottest stars on the Fishgistics YouTube channel, Austin 'Fish' Farner's fledgling Fishgistics brand has already begun to make an impact in the off-road industry.



'Big Rich' and Shelley Klein Rich Klein is the founder of W.E. Rock Events, a promotional company that specializes in extreme rock sports, including the WE Rock and Dirt Riot race series. Together with his wife, Shelley, they live on the road hosting races and rock crawls all over the United States. Traveling full time for the last seven years, Rich and Shelley live in the 'Taj Mahauler', a converted semi-truck trailer with 280 square feet of living quarters and a garage to hold the WE Rock XJ and everything it takes to put on an event. Together they travel 70,000 miles a year on wheels--either 4, 6 or 12. When not in the big truck, they may be found camping in the Adventure Trailer behind the Jeep.



Jim Ryan was already a prominent award-winning media executive when he became Marketing and Sales Director for SCORE International in 2014. Jim has elevated the SCORE Journal publication and the SCORE brand to 24-hour Marketing Impact through the Race Series, Special Events, Social Media, Television, Score-International.com, and the SCORE app. While also serving SCORE as Contingency Director, it's Jim's work as editor and publisher of SCORE Journal, which recently launched a Spanish content edition, that has made the biggest impact. SCORE Journal's online format and quality content now garners over 60 million well deserved unique page views each month. Jim recently completed work on the 50th anniversary SCORE Baja 1000 commemorative book and is finishing up the companion book for the 50th anniversary of the Baja 500.

The ORMHOF 2018 Industry Impact Award will be announced at the Hall of Fame Induction Ceremony, October 29 at the South Point in Las Vegas. For tickets and information visit www.ormhof.org