

Miss Budweiser

Bernard Leroy Little

1925-2003

40th Anniversary Commemorative Issue



A JOURNEY ENDS...
A LEGACY LIVES ON...

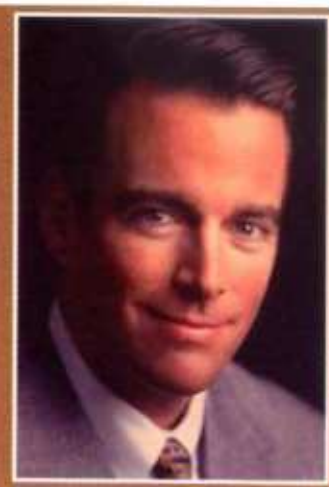
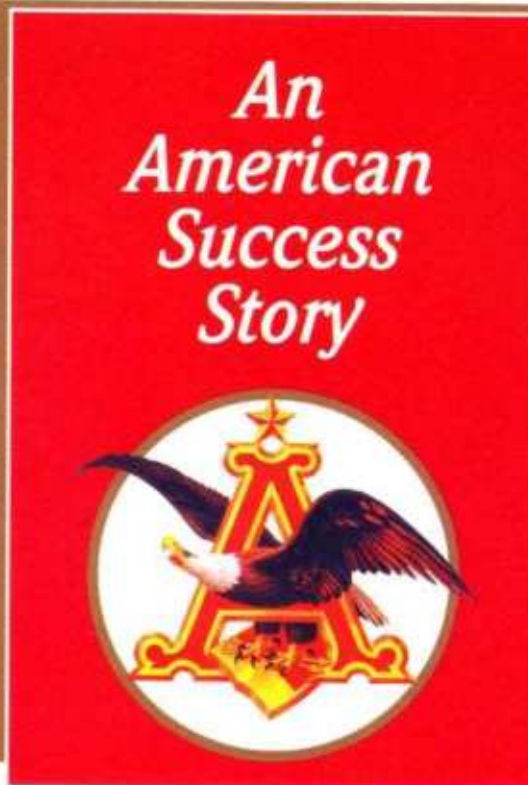


2002 WORLD CHAMPION
22 WORLD CHAMPIONSHIPS • 14 GOLD CUPS

ANHEUSER-BUSCH



AUGUST BUSCH III
*Chairman, Anheuser-Busch
Companies, Inc.*



AUGUST BUSCH IV
*President,
Anheuser-Busch, Inc.*

In 1876, Adolphus Busch introduced BUDWEISER, the "King of Beers." The first BUDWEISER label guaranteed a premium beer made from the finest ingredients. Since that time, the Bud brewing heritage and the Busch family legacy have been inextricably entwined.

Adolphus was born July 10, 1839, in Kastel, Germany, near Mainz in the duchy of Hesse. He was the second youngest of 22 children born to Ulrich Busch, a prosperous merchant, innkeeper and landowner.

Adolphus immigrated to the United States in 1857 and settled in St. Louis, Missouri. In 1859 he took his inheritance and entered into a partnership called Adolphus Busch & Co.—one of the most successful wholesale commission houses in St. Louis.

One of Adolphus's customers was Eberhard Anheuser, who owned a small brewery in South St. Louis. The brewery had been founded by George Schneider in 1852, but soon

suffered financial difficulties and changed hands. In 1860, Anheuser, his fortune already assured from a successful soap manufacturing business, bought out the interests of other creditors and became,

reluctantly, a brewery owner.

In 1861, Adolphus Busch married Eberhard Anheuser's daughter, Lilly. After service in the Union Army during the Civil War, Busch

was invited by his father-in-law, Eberhard Anheuser, to join in the management of his brewery.

For a time, Adolphus Busch worked in both businesses, but eventually he sold the wholesale firm and bought half interest in the brewery. The company was restructured in 1869 with Anheuser as president and Busch as secretary.

As a full partner, Adolphus

increasingly took greater and greater responsibility for the operation of the brewery, opening up new markets, introducing new technical developments, and modernizing business functions.

In 1879, the company was renamed Anheuser-Busch Brewing Association to recognize the efforts of Adolphus. Upon the death of Eberhard in 1880, Adolphus became president of the brewery.

As the driving force that took a floundering local brewery and transformed it into an industry giant in less than a generation, Adolphus Busch is considered the founder of

Derrick Rogers



Budweiser flags proudly signal the Miss Budweiser team's presence at race sites across the country.

Anheuser-Busch. He built the business on quality and efficiency, while at the same time setting a company precedent for community involvement.

In 1876, Busch collaborated with his good friend, Carl Conrad, a St. Louis wine merchant and restaurateur, to develop a new national beer brand that would be acceptable to all tastes. Adolphus applied all of his brewing knowledge and skill to this effort. The result was BUDWEISER, a beer lighter in color and body and with a more delicate taste than Pilsner beer, which was then the most popular type of beer available.

Annual sales of BUDWEISER and other Anheuser-Busch brands had risen to more than 105,000 barrels by 1879. BUDWEISER became the world's best-selling beer in the 1950s and today is considered one of the most valuable trademarks around the globe.

Adolphus Busch continued as president of the Anheuser-Busch Brewing Association for 33 years



PATRICK STOKES
*President and CEO,
Anheuser-Busch
Companies, Inc.*



TONY PONTURO
*Vice President, Global
Media and Sports Marketing,
Anheuser-Busch, Inc.*



MIKE OWENS
*Vice President, Sales,
Anheuser-Busch, Inc.*

until his death in 1913. In addition, he was president of the South Side Bank and the Manufacturers Railway Company; founded the Adolphus Busch Glass Manufacturing Company, the St. Louis Refrigerator Car Company and the Busch Sulza Brothers Diesel Engine Company; owned a controlling interest in five brewery plants in Texas and six hotels (including the Adolphus in Dallas); and was owner, chief stockholder and direct or silent partner in more than 30 businesses in the

United States and Europe. Busch deserves his place in history alongside other nineteenth century business giants.

During the latter years of his life, Adolphus left much of the operation of the brewery to his son, August A. Busch Sr. On the death of Adolphus Busch in 1913, August became president. In 1919, the corporate name was changed to Anheuser-Busch, Inc. August Busch Sr.'s adaptability would lead the company through its most



A spectacular film tribute to Bernie Little's 40-year relationship with Anheuser-Busch was presented at the 2003 Anheuser-Busch National Sales Convention.



August Busch IV at the Anheuser-Busch National Sales Convention.

challenging times – World War I, Prohibition and the Great Depression. When Prohibition was repealed on April 7, 1933, August Sr. himself picked one of the first cases of BUDWEISER to roll off the bottling line. He sent it to President Franklin D. Roosevelt by air express, and it was delivered by the world famous Budweiser Clydesdales, which were formally introduced to Anheuser-Busch to celebrate the repeal of Prohibition.

Upon his father's death in 1934,

Adolphus Busch III became president of the company. Under his watchful eye, Anheuser-Busch became the nation's leading producer of baker's yeast, a position the company held until its Busch Industrial Products subsidiary was sold in 1988.

Adolphus III was succeeded by his brother, August A. Busch Jr. in 1946. During Gussie's tenure, eight regional breweries were constructed, four theme parks were opened, three new companies formed, and annual sales increased from three million barrels to more than 34 million barrels.



Steven Busch, Executive Assistant to the Chairman, Anheuser-Busch Companies, Inc.

For more than a quarter century, "Making Friends Is Our Business" has served as Anheuser-Busch's company motto and as the definition of its attitude toward its customers, its employees, its suppliers and the communities in which it does business. The motto encapsulates the commitment that company founder Adolphus Busch demonstrated toward the brewery's customers



Pat Stokes at the Anheuser-Busch National Sales Convention.

and business associates.

August A. Busch III became president in 1974 and was named chief executive officer in 1975, becoming the fourth generation of his family to serve in that capacity. In 1977, he was elected chairman of the board. He has brought sophisticated planning processes and advanced business techniques to the company in wide-ranging areas, including operations, research and overall management. To support these moves, he has hired executives with MBAs from highly regarded universities. Further, he has grown supporting businesses in family entertainment and packaging into



Anheuser-Busch is represented by excellence in horsepower – the World Champion Miss Budweiser Unlimited Hydroplane and the world-reknowned Clydesdales.

industry leaders. At the same time, the company continues to take the lead in philanthropic efforts in education, wildlife conservation, environmental stewardship and disaster relief.

August Busch III has presided over Anheuser-Busch during a time that, in many ways, mirrors that of his great grandfather, Adolphus. It has been a time of expanding markets and exciting possibilities. Adolphus made BUDWEISER a

national brand and a household name, and August III has made BUDWEISER an international brand with global name recognition. Like Adolphus, August III believes that quality, flexibility, boldness and innovative thinking are the keys to success. And, just like his great-grandfather, he believes in a bright future for Anheuser-Busch.

In 2002, Pat Stokes became president and chief executive officer of the corporation, succeeding August Busch III, who continues as chairman of the board. Stokes has been a member of senior management for more than 25 years. Previously, he was president of Anheuser-Busch, Inc., the company's U.S. beer subsidiary, a post he held for 12 years. During that time, he was also named chairman of the international beer subsidiary and

Ed Krupinski



From any angle, Miss Budweiser proudly represents the Budweiser brand, as it has for 40 years.

gained responsibility for the packaging division, heading all of the company's manufacturing. Stokes was elected to the company's board of directors in 2000.

Additionally, August A. Busch IV succeeded Stokes as president of the beer company, Anheuser-Busch, Inc., last year.

August Busch IV most recently led the company's marketing organization and the company-owned wholesalers. He developed successful marketing strategies for more than 30 beer brands while managing the most sophisticated selling team in the industry. As a result of

150 years of hard work and dedication by all Anheuser-Busch employees, reinforced with August IV's recent years of marketing leadership, Anheuser-Busch reached a landmark in 2002, selling more than 100 million barrels

in the U.S. in a single year.

Steven Busch is currently the executive assistant to the chairman of the board at Anheuser-Busch. He earned a master's degree in business administration at Washington University in St. Louis.

Ginny Busch is the manager of corporate conservation programs for Busch Entertainment Corporation and administers the company's environmental partnerships. She earned her bachelor's degree in anthropology at Washington University.

Susie Busch-Transou is the vice

president of Tri-Eagle Sales, an exclusive Anheuser-Busch distributor based in Tallahassee, FL. She formerly was chief executive officer of Busch Creative Services Corporation and holds a master's of management degree from Northwestern University.



Bob Lachky, Vice President, Brand Management and Director, Global Brand Creative, Anheuser-Busch, Inc.

Undoubtedly, today's Anheuser-Busch leadership has a long legacy of success on which to build. It looks to the future with a sense of vision and optimism, knowing that success lies not in looking back, but in looking ahead – and that it depends on what is done today to prepare for tomorrow and not merely planning for the future, but shaping it.

As each generation of Anheuser-Busch leadership rises to meet the challenges of changing times, the Busch family's dedication to quality and integrity endures.

The proud legacy lives on.



August Busch III and Pat Stokes with Mark Bobak, Vice President and Group Executive of Human Resources, at the National Sales Convention.



Bernie Little

REMEMBERED

Bernie Little, the most successful owner in the history of Unlimited hydroplane racing, passed away on April 25, 2003, after a battle with pneumonia. A resident of Lakeland, Florida, he was 77.



In 2002, Bernie celebrated his 40th year in racing and won his 22nd World High Points Championship with the MISS BUDWEISER, sponsored by Anheuser-Busch. Between 1963 and 2002, Little's boats participated in 354 Unlimited races. His team finished in the top three a total of 230 times with a record 134 victories.

It all started when August A. Busch III recognized America's growing interest in water-oriented sports activities, and with typical Busch shrewdness, he looked around for an attractive, colorful showcase to project the Budweiser image to growing millions of pleasure boaters. Mr. Busch discussed the opportunity with his friend Bernie Little, and it was decided to enter the glamorous, competitive world of Unlimited hydroplane racing. Thus was born the MISS BUDWEISER, a fixture on the Thunderboat circuit for the next four decades.

Since before the very first "Beer Wagon" appeared on the Unlimited scene, many boats have vied for success. Some were unbeatable, some were mediocre, and some crashed in splinters. But the quest has always been the same – to have a boat that represents the excellence of its

corporate sponsor in a manner that reflects credit and prestige on the sport in which it is involved.

Although the first craft to carry the Anheuser-Busch "A & Eagle" into competition wasn't the fastest boat on the circuit, it became a publicity bonanza. Owner Little thoughtfully equipped the boat with four seats instead of the usual one or two, turning his craft into a magnet around the Unlimited circuit.

Astronauts, politicians, television stars, and journalists were waiting in line for a chance to "go for a ride" at 150 miles per hour. Newspaper reporters and broadcasters couldn't wait to get back to their typewriters, microphones, and cameras after the thrilling trip. The four-seater was an instant and continuing media hit, but she lacked fire in the engine room. Providing four seats meant providing extra strength, resulting in extra weight and less speed.

Having won the publicity championship, August Busch and Bernie Little went searching for bigger game and made a full commitment to the sport. They won their first race in 1966 and their first Gold Cup and High Points Championship in 1969. MISS BUDWEISER has gone on to represent the longest continuous



1963 – Tempo Crew – Bob Schroeder



First Victory – 1966 – Atomic Cup – Tri-Cities – Bill Brow



1968 – Arizona Governor's Cup – Phoenix
Bill Sterett

sponsorship in motor sports history.

Bernard Leroy Little was not born to great wealth. A native of McComb, Ohio, Little's upbringing partly reflected the Great Depression, which affected so many of his generation. His father's grocery store was a casualty of the economic instability of the times. Money was scarce. "I went to work at an early age," Little remembered. "I peddled newspapers, shoveled snow, carried golf bags over my back, whatever it took to get the job done. I've been working 12, 14, 16 hours a day ever since. That's the only life I know."

At the age of 17, he joined the U.S. Navy for service during World War II. On an April night in 1945, Bernie, now a bosun's mate, found himself aboard the USS MARATHON, a troop ship moored off Okinawa. Without warning, a Japanese suicide submarine crashed into the vessel's hull, and the MARATHON was on fire. Little was one of 36 survivors. "Man, when you scramble out onto a burning ship's deck and jump into the water into smoke, oil, and flames in the middle of the night, that's fear," he remembered. "That's the scariest 'Little' Bernie's ever been!"

After returning to civilian life, Little established the foundation for a business dynasty in aircraft and transportation sales when he and his wife, Jane, settled in

Bill Osborne



1969 - Seafair Trophy - Seattle - Bill Sterett

Bill Osborne



1970 - Indiana Governor's Cup - Madison
Dean Chenoweth

the MISS BUDWEISER, Little always considered his greatest triumph to be the development of the enclosed cockpit. When Little's driver and close friend Dean

Despite his many victories and record performances with

Chenoweth was tragically lost in a "blow-over" accident at the Tri-Cities (Washington) Columbia Cup in 1982, Little realized that something had to be done to make the sport "safer and safer, not just faster and faster." He admitted, "I like speed and competition. I like a good challenge." But he added, "I want to be better, faster, and safer than anyone else on the race course."

In 1985, Little and crew chief Jeff Neff

Bill Osborne



1970 - Seafair Trophy - Seattle - Dean Chenoweth

introduced the famed "Bubble" BUD, the first Unlimited hydroplane to seat the driver (Jim Kropfeld) "indoors." The following year, designer Ron Jones Sr. installed the first F-16 fighter plane canopy on another MISS BUDWEISER. The Unlimited Racing Commission was quick to recognize the viability of the F-16 canopy. Starting in 1987, all new boats in the Unlimited Class were required to have them; the older ones were given until 1989 to make the change-over.

Thanks to the F-16 canopy, many drivers have literally walked away from accidents that previously would have been fatal. "Safety has always been first in my mind," Little said. "I'm not a very good loser, but I don't believe in winning at any cost, especially when it is a matter of a driver's life. I wouldn't want my driver out there on the race course without giving him every bit of protection that is available."

All of his accomplishments in racing and business notwithstanding, Little was a deeply committed family man. The center of his private world was Jane – whom he courted and married in nine days in 1944. But he also treasured their three children and four grandchildren. According to Bernie, his Unlimited hydroplane career was very much a family endeavor. "Without Jane, I never would have stayed with it for as long as I have, because it took so much dedication on her part to make it all come true."



1970 – APBA Gold Cup – San Diego – Dean Chenoweth



1971 – Champion Spark Plug Trophy Miami – Dean Chenoweth



1978 – Columbia Cup – Tri-Cities – Ron Snyder



1984 – Freedom Cup – Seattle – Jim Kropfeld

Little also prized his relationship with the Busch family, which remained strong over the years. In fact, Bernie introduced August Busch III to Ginny, the woman who would become Busch's wife. "I was one of the best men at the wedding," said Little. "August's children are like my grandchildren. We are just a very close family, always together."

After 40 years in the sport, Bernie had a long list of special "MISS BUDWEISER moments." These included: His first-ever victory as an Unlimited owner at the Tri-Cities in 1966 with driver Bill Brow and his first APBA Gold Cup victory at San Diego in 1969 with pilot Bill Sterett; that memorable day at Seattle in 1973 when MISS BUDWEISER – in a driving rain – became the first to average over 120

miles per hour in a heat of competition with Dean Chenoweth at the wheel; and that incredible string of 20 consecutive heat victories by Chenoweth during the first five races of the 1980 season.

Little also noted with pride the many heroic repair jobs performed over the years by the MISS BUDWEISER crew. That includes the 1988

Columbia Cup when the boat sustained major damage during a test run on Friday of race week. A lot of work needed to be done – and in a hurry – back at the team's Seattle shop, 220 miles away.

By Sunday morning, crew chief Ron Brown had MISS BUDWEISER repaired and ready.

The "Beer Wagon" and driver Tom D'Eath went on to score another victory for Anheuser-Busch. "Slap an order like that on most teams and you'd have chaos," Little pointed out. "But when you've got a crew like the MISS BUDWEISER, anything's possible. They have more survival instincts than a commando squad under fire."

Like every other American, Bernie Little was shaken to the core by the terrorist attacks of September 11, 2001. Solemn but undaunted, the MISS BUDWEISER team went ahead with business as usual at the race in San Diego a few days later. It was on San Diego's Mission Bay where BUDWEISER driver Villwock clinched the team's 21st World High Points Championship.

"We had to go ahead and race to prove that no one can stop what's going on in the United States. In our own way, we proved that life could go on. We're too big, too strong, and there are too many of us to let tragedies bring us to a standstill. It was the right decision to keep moving forward."

Bernie approached



1989 - APBA Gold Cup - San Diego - Tom D'Eath



1995 - APBA Gold Cup #10 - Detroit - Chip Hanauer

Ed Krupinski



2000 - APBA Gold Cup - Detroit - Dave Villwock

his 40th and last season of Unlimited hydroplane competition with the same dedication as the first 39. At the outset of 2002, Little set three goals for his team: a victory in the opening race at Evansville, Indiana; a 14th Gold Cup at Detroit; and a 22nd World

Championship. MISS BUDWEISER succeeded on all three counts.

Bernie's 134th and final race victory occurred at the 2002 General Motors Cup on Seattle's Lake Washington, where MISS BUDWEISER finished first in all four heats. "I'll have a smile all the way home," proclaimed a jubilant Little.

Widely known as "The King of Boats," Bernie Little was a virtual personification of the corporate slogan, "Making Friends Is Our Business." His broad smile, handshake, and resonant greeting were almost as familiar as the trademarked "A & Eagle" logo. In his life and hydroplane career, Bernie represented the qualities of aggressiveness, hard work, and ingenuity that have led many Americans to achieve greatness.

Salute and farewell, Bernie Little.



Eulogy for Bernie Little Sr.

Memorial Service • Lakeland, Florida • April 29, 2003

By August A. Busch IV

Good afternoon. My name is August A. Busch IV ... and on behalf of the entire Little family, I want to thank all of you for coming here today, to honor a man who touched all of our lives in so many ways.

Bernie Little and my father first met in 1963 ... the year before I was born. They became the best of friends ... and as far back as I can remember, the man I called "Uncle" has always been there.

While these past four months have been excruciating for Bernie and Jane and their family and friends ... there is no doubt that we have been asked to endure them for a reason. To me ... it has been the Lord's way of giving us all a transition period from life with this wonderful man ... to life without him.

The past four months have been a long road ... a tough road. Tough for him to experience, I'm sure ... and tough for us to watch.

But the fact that Uncle fought so hard right up to the very end didn't surprise anyone who knew him. Every day, it seemed there was something new staring him right in the face ... but he stared right back. He never said "why me." Instead ... he put his fist forward and said "bring it on."

That's the way Bernie Little was.

He didn't just live life. He conquered it. And right now, I bet you the angels in heaven don't know what hit them. You can almost see St. Peter showing Uncle to his new

home, and Uncle saying he wants to redecorate the place.

That's Uncle Bernie ... and today we're here to celebrate his life.

When Bernie Jr. and Joe first called to tell me of Uncle's illness, they told me that they never realized how exciting life has been with their dad. Exciting. That one word says a lot.

In his 77 years ... and believe me, those were 77 dog years ... he did and saw more things than any of us could ever dream of doing.

During World War II, he served first as a Merchant Marine, and then in the Navy. The mine sweeper he served on was blown out from under him ... and he even witnessed the devastation of Hiroshima firsthand.

He flew stunt planes in air shows ... and not once - but twice - he ran out of fuel while flying one of his helicopters ... and he lived to tell about it.

Let's be honest ... usually, you only get away with this once. But Uncle had at least nine lives ... maybe even ten or twelve.

In 1962, he traded a cabin cruiser for a hydroplane, and turned it into one of the greatest legends in all of racing.

And on New Year's Eve of 1943, he met Jane Cunningham at a nightclub in Ohio. Nine days later, they were married ... and earlier this year, they celebrated their 59th

wedding anniversary.

I'm no longer sure that even the word "exciting" does justice to the life of this extraordinary man.

As I think about Uncle ... and I try to harvest the many memories and experiences I owe to him ... I realize there are far too many to share with you here today ... and to narrow them down to just a few is a very difficult task.

But I can tell you that I got to see it all firsthand ... not only as a kid growing up ... but eventually as a young man and a business partner as well.

I remember when I was a kid, Uncle would let me walk with him after winning a race ... and I'd trail along while he'd shake hands with the fans, sign autographs, and somehow manage to hang on to his glass of C.C. all at the same time. But I'd stay right next to him ... just to let everyone know that he was my Uncle Bernie.

As an adult ... I was fortunate that he let me stay close to him ... to know him ... and to learn from him. And yet ... I know that I was just one of literally millions of relationships Bernie Little had in his life ... and I don't believe I'm any more qualified than anyone else to stand up here today.

Uncle had the uncanny ability to connect with anyone and everyone that he met. Social status meant nothing to him. Race? Who cares. And more often than not, it was

those people that others might consider beneath them that Uncle Bernie would go out of his way to befriend and help if he could.

But I also believe that my relationship with him was different from what he had with anyone else. Not that it was any better or worse. It was just different. Unique. He had a gift for people ... and he always made people feel special.

To me, he was a second father ... a best friend. Always there to listen ... to lean on ... or give encouragement. And he'd say things to me, like ... "Worry? I'll tell you when to worry."

Or the one that maybe summed up his life best of all ... "Things turn out best for those who make the best of the way things turn out."

To me ... Uncle Bernie was a mentor ... and a teacher. As I was growing up, he always took the time to help me understand how the often cruel world really works ... or how to face the many challenges business – and life – will throw at you. And he helped me understand how to turn a good team into a great team ... and to lead a great team to the top of its profession.

But most of all ... Uncle was an **example** for me. An example of integrity ... and trust ... and honor. You knew that when Bernie Little said he would do something, he did it ... and he did it right. And by his own actions – every day – he taught me the important things in life.

Uncle Bernie's life was defined by his passions ... and his passions were many.

He loved flying. He was one of the greatest natural pilots I've ever

seen. And he could handle just about anything in the air. Of course ... as long as it had fuel in it.

He loved boats. The bigger and faster the better. He could drive them, build them, sell them, and race them like no one else. And his pride and joy – Miss Budweiser – holds a record 22 World Championships.

He loved cars ... motorcycles ... even buses ... and he could drive anything with an engine ... sometimes just not always on the right side of the road.

He loved competing ... and Uncle certainly loved to win.

He loved his business ... and I know that few accomplishments gave him more pride than his 41-year association with Anheuser-Busch. As an A-B wholesaler, Bernie Little was a superstar. He was a tough businessman ... but fair. He demanded a lot of his employees ... but never more than he was willing to give himself.

He loved life. And he knew the meaning of happiness. He had a drive for living every day to its fullest like no other ... and he had a way of doing it with a style all his own.

He loved to drink Canadian Club ... and if you own stock in that company, it would probably be a good short. He loved to be where the action was ... he was **always** the first to go in ... and he usually was the last one to leave.

But without any doubt ... and above all else ... he loved Jane ... and his family ... first and foremost.

For 59 years, Bernie and Jane were simply inseparable. Ham and cheese. Donuts and coffee. Bernie and Jane. You can't say one without

the other. To him there was only Jane ... and for them ... their family always came first.

Some time back, I had the opportunity to visit Bernie and his family in the hospital. You could feel the sadness in the room ... but at the same time ... you could feel the tremendous love as well. Everyone there would've taken a bullet to save Uncle ... this man who had given them so much.

But it was out of their hands.

Yet there, in that room, they gave their love ... and their comfort ... and their support. Just as Bernie had always done for them. And somehow you **knew** that Bernie was aware of the true depth and breadth of their love. And no one could have given Bernie anything greater than that.

To Jane, Bernie Jr., Joe, Becky and all the family ... we thank you for sharing this great man with all of us. I just hope that we all can be as supportive for you ... as you and Bernie have always been for all of us.

And in your sorrow, remember that above all, you have each other to lean on. There is no greater support than unconditional love.

If anyone ever had any doubt about Uncle Bernie's passions ... you never had to look farther than the Miss Budweiser press guide to be reminded of all that he held near and dear. The "Bernie Book" ... as we all lovingly called it ... always told an amazing story of an amazing life. It was a story – and a style – all his own ... and it seems only fitting that we take a moment now, to share one last look at the amazing life of the amazing individual with that amazing smile ... who has touched us all in so many ways.

Bernie Little

TRIBUTE



Bill Osborne

■ “Bernie was a man who knew no strangers. He possessed that rare and extraordinary quality of always reaching out to others. For us, he was a dear and special friend; for others he soon became their friend. We all will miss him.”

August & Ginny Busch
Anheuser-Busch Companies, Inc.

■ “Uncle Bernie had a gift for people, and he always made people feel special. To me, he was a second father, a best friend, always there to listen, to lean on, or give encouragement. He was a mentor – and a teacher. As I was growing up, he always took the time to help me understand how the often-cruel world really works, or how to face the many challenges business and life will throw at you. And he helped me understand how to turn a good team into a great team, and to lead a great team to the top of its profession. But most of all, Uncle was an example for me – an example of integrity and trust and

On April 25, 2003, Bernie Little passed away. The family – along with the Unlimited hydroplane fraternity and a multitude of friends and acquaintances – lost an irreplaceable friend and icon. This dynamic man who touched so many lives in so many ways leaves a void that can never be filled by any other, for there can never be another Bernie Little. He is paid tribute here by some of the people who admired, respected, and loved him.

honor. You knew that when Bernie Little said he would do something, he did it, and he did it right. And by his own actions, every day, he taught me the important things in life. To Jane, Bernie Jr., Joe, Becky, and all the family, we thank you for sharing this great man with all of us.”

August Busch, IV
Anheuser-Busch, Inc.

■ “Uncle Bernie is truly the best uncle that I could ever have. When I was young I would get homesick everywhere I went, except of course with Uncle Bernie and Aunt Jane. I would travel to the races, go on bus trips and stay at their home in Lakeland without hesitation. Uncle Bern shared many life lessons with me by allowing me to experience his genuine love for people, his creativity and his can-do philosophy firsthand. Uncle Bernie had a way of extending warmth, love and kindness like no other. His energy, smile and enthusiasm for life were contagious and as a child I was, and as an adult I am and will always be, so very grateful for all that my Uncle Bernie taught and shared with me.”

Susie Busch Transou
Tri-Eagle Sales

■ “I was fortunate to have Uncle as a part of my life for 26 years. We will all miss his kind heart and always-upbeat personality. But what I will miss the

most is our friendship. Here's to you, Uncle Bernie, and to all the great times we shared together."

Steven Busch
Anheuser-Busch
Companies, Inc.

■ "While Uncle Bernie was not my uncle by blood, he was in many ways the only man that I thought of as my true uncle. My favorite family trips were with Uncle Bernie and Aunt Jane. I always looked forward to going on the Big Eagle for a long weekend in the Bahamas and riding on the jet skis with Uncle Bernie. And, what fun we had shopping! Uncle Bernie's generosity, kindness, and, especially his zest for life impressed upon me how I should live my life: always to appreciate everything that life has given you and to live life to the fullest. I learned two very important lessons from Uncle Bernie: how to play blackjack and how to drink Canadian Club and soda properly. What a true Uncle he was. Uncle, I think of you every time I drink a CC and soda. Give 'em hell up there."

Ginny Marie Busch
Busch Entertainment Corporation

■ "Bernie was a true champion and one of our heroes. He was honest, ethical and trustworthy ... this made him an exceptional businessman and a true asset to our community. He was passionate about everything he did and made the time to get others on board as well. His energy, charisma and love of life endeared him to our family and everyone he came in contact with. His memory will live forever in our hearts."

Barney, Carol, Wesley & Nicholas Barnett
Publix Super Markets

■ "Very few of us have had in our lives a person who gives just pure joy whenever we are with them. We were fortunate to have that one individual, Uncle

Bernie. Every year in between the Evansville and Madison hydroplane races, Bernie and Jane visited us religiously at our resort and home. We looked forward to that happy time each year. However, the greatest gift of all was that Bernie taught us how to have fun. May God Bless You, Bernie. From our hearts ..."

Peter and Susan Brown
Four Seasons Group

■ "Bernie Little was larger than life. The fact that he lived large was only superseded by his even larger big and caring heart. He will be missed by many who were inspired by his vibrant life."

Jeb Bush
Governor of Florida

■ "Bernie was a very good friend for many years. He loved the sport of Unlimited Hydroplane Racing as much as I did. He was an 'entrepreneur extraordinaire.' Everything he did was bigger than life, and his passing leaves a big hole in all of our hearts."

Buddy Byers
George Byers Sons Holding, Inc.

■ "Bernie Little - my role model, mentor, and best friend for nearly 50 years. He was a 'GIANT OF A MAN'! He grew up poor, received little formal education, and worked hard his whole life. He epitomized what America is all about. He loved family, became a great American War Hero, quickly built a very successful business empire, and revolutionized the world of unlimited hydroplane racing. He had an appreciation, devotion and loyalty to the Busch Family and

Anheuser-Busch. He was an inspirational leader, and encouraged others to follow their dreams. He had a sense of community and social responsibility, and maintained the highest ethical standards. He was happy being Bernie Little, and society was blessed to have him. We'll miss you."

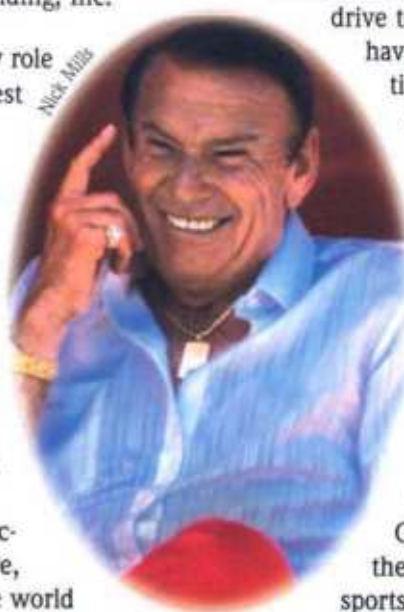
Tom Cundy
Cundy, Inc.

■ "I have had the opportunity to know Bernie most of my racing career and always remembered him most for his unique approach to problems that seem to be prevalent in powerboat racing regardless of what class it may be. I usually found myself in the middle of many of these disputes and Bernie always, without fail, had another perspective on the problem. His age-old saying, 'don't bring me a problem without a suggestion for a solution,' was told to me many times over the years. Bernie was always eager to fix whatever problem it was and usually did. Having had the opportunity to partner with Bernie when the Unlimited Hydroplanes were struggling the last few years showed how really dedicated he was to the sport. Knowing that he would suffer more than any other owner when the time came for us to make some drastic changes in the racing rules demonstrated his unselfish goals and personal drive to win at any cost. We have tremendous competitive racing today due to his dedication."

Gary Garbrecht
Hydro-Prop, Inc.

■ "If you were to look up 'high energy' in the dictionary, Bernie's picture would be there. Bernie knew how to squeeze every ounce out of every day.

Generation X thought they discovered 'extreme sports,' but we know that Bernie found them first. He was a great partner, a superb host, an incredible mentor, a fantastic pilot,



an unflappable captain, a loving husband, a hands-on dad, and a true friend. Bernie, we'll all miss you."

Wayne Huizenga
Huizenga Holdings

■ "The Almighty threw away the mold when He created Bernie. He was a larger-than-life individual who seemed to attract fun and lively conversation wherever he went. I admired Bernie because of everything he had accomplished, but also because of the valuable advice he graciously offered over the years. He was a true friend and mentor and I will never forget him. I want the Little family to know that I will never forget Bernie and I will always honor his memory."

Bob Lachky
Anheuser-Busch, Inc.

■ "When I think about Bernie and reflect on my relationship with him I am immediately struck by his eternal optimism and his energy. Bernie was always positive and made it his personal mission to make you and everyone around him feel good about both the present and the future. After a meeting with Bernie you always felt better about yourself and whatever product or program you were representing. His command of any situation and his ability to 'fill the room' with his presence could do nothing but bring a smile to my face every time I was with him. It was a privilege to know him and to be considered his friend. I will miss him and I hope that we can all take on and continue to spread his legacy of fun and optimism."

Mike Owens
Anheuser-Busch, Inc.

■ "Bernie Little was one of the most unique individuals I've met. His energy and dedication to business, Miss Budweiser, and his friends was unmatched. He taught all of us that

quality and that being #1 was something that you earned every day. We will miss his calls at One Busch Place, keeping us on our toes and demanding the best from all of us. We will also miss him as a friend."

Tony Ponturo
Anheuser-Busch, Inc.

■ "George Bernard Shaw said, 'I want to be thoroughly used up when I die. For the harder I work, the more I live.' No one I ever knew in my life used up every second like Bernie did. I was in awe of him. He was like a salmon, not a catfish.

Bernie fought his way **upstream**, and yes, he got there. But perfection to him was a road, not a destination. Most men will never reach as high as his shoestrings."

Burt Reynolds
Clematis Productions

"Bernie was a very special person. He cared about people and did so much to help in a lot of different ways. A true sportsman, a great competitor. He is going to be missed by all who knew him."

Don Shula
Former head coach,
Miami Dolphins

■ "Bernie was a unique, larger-than-life person that I will never forget. I think that everyone who met Bernie also remembers when it was, and what they were doing at the time ... he made a strong impression. When I was just starting at Anheuser-Busch, Bernie always had a kind word. He always had time to ask about your family, and when he was around our children, he always made it a special day for them. We all miss Bernie."

Pat Stokes
Anheuser-Busch Companies, Inc.

■ "I met Bernie during our years as members of the Horatio Alger Association. His smile, voice, and enthusiasm were unmistakable and infectious. Nor could one avoid realizing that Bernie loved and enjoyed life and people. From time to time, I spoke with Bernie by telephone. Never did I leave one of those conversations thinking less of the world than before the conversation. Indeed, I always felt better. In all of our meetings and conversations, Bernie demonstrated genuine compassion and concern for my well-being. I always loved seeing him, while he just radiated so much that is good and positive about life and about people."

Justice Clarence Thomas
United States Supreme Court

■ "Bernie Little was one of the greatest ambassadors for Budweiser that this company has seen. For more than 40 years, Bernie and his Miss Budweiser team exemplified the Anheuser-Busch philosophy of uncompromising quality in everything they accomplish. Bernie was a fierce competitor who drove himself, his team and all of us in Sports Marketing to always strive for excellence.

He was a dominant figure in the sport of Hydroplane racing who cared deeply for his racing teams, and all those involved in the sport. No one has ever been more passionate about his or her individual sport than Bernie. In addition to his 22 World Championships and 134 career victories with Miss Budweiser,

Bernie will be remembered for his team's pioneering of safer boating equipment. While we'll miss Bernie, we look forward to working with his son Joe and the team to ensure Bernie's legacy lives on in 2003."

Steve Uline
Anheuser-Busch, Inc.





Bernie Little's Miss Budweiser

A 40-YEAR TIMELINE

Compiled by Fred Farley – APBA/HYDRO-PROP Unlimited Historian



Between 1963 and 2002, Bernie Little's boats participated in 354 Unlimited hydroplane races. His team finished in the top three a total of 230 times with a record 134 victories, including 14 APBA Gold Cups and 22 World High Points Championships. All were with one corporate sponsor – Anheuser-Busch.



1963-65

1963 The world famous four-seater "Beer Wagon" was the boat that introduced Bernie Little and Anheuser-Busch to Unlimited racing. It wasn't the fastest boat on the circuit, but the four-seater was an instant and continuing media hit. Bob Schroeder became the first driver in competition of a Little-owned craft.



1964

1964 The former 1959 Gold Cup champion MAVERICK carried the MISS BUDWEISER colors in 1964. With Chuck Hickling at the wheel, she finished second at Lake Tahoe and knocked on the door of success several times during the year, before ripping off a sponson at the San Diego Cup on Mission Bay.



1963-65

1965 Returning to the four-seater MISS BUDWEISER for 1965, Bernie Little's team continued to make its presence felt, while searching for answers. In the meantime, Chuck Hickling steered the Allison-powered craft to fourth place in a 13-boat field at Ogden, Utah, in addition to winning a secondary race at Detroit.



1966



1966-67 First Winning Hull

1966 The first MISS BUDWEISER to win a major race was actually a last-minute addition to the team. Rushed into service in mid-season to replace a previous MISS BUD that had been destroyed at Washington, DC, the replacement won the Tri-Cities (Washington) Atomic Cup and the San Diego Cup with Bill Brow at the helm.



1967

1967 Following the death of Bill Brow at the Tampa Suncoast Cup, Mike Thomas made his Unlimited debut with the MISS BUDWEISER. He won the 1967 British Columbia Cup at Kelowna and appeared destined for a long and successful Thunderboat career. Thomas unfortunately was killed in a construction accident in the fall of that year.



1968 MISS BUDWEISER, the 1968 version, proved to be the team's first superstar. Designed by Ed Karelsen, it raced for five years. Much of 1968 was spent ironing out the "bugs" of newness. With Bill Sterett driving, MISS BUD won the Arizona Governor's Cup at Lake Pleasant on the last day of the season.

1969 Bernie Little hit the jackpot in 1969 and ushered in the Anheuser-Busch team's first golden age of Unlimited Class superiority. Driver Bill Sterett won four out of seven races and claimed MISS BUDWEISER's long-awaited first Gold Cup and World High Points Championship, after seven years of trying. A new dynasty had begun.

1970 Following the retirement of Bill Sterett, Dean Chenoweth began his long and brilliant association with the MISS BUDWEISER, which was to last intermittently for twelve years. In his first season, Chenoweth matched his predecessor's performance of the year before, winning the High Points Championship and four races, which included the Gold Cup at San Diego.

1971 MISS BUDWEISER and Dean Chenoweth won the 1971 season-opener at Miami Marine Stadium and later the Horace E. Dodge Cup on the Detroit River. Other boats grabbed some races, but Chenoweth and MISS BUD hung tough and battled down to the wire to claim a third straight High Points title.

1972 By 1972, the shadows were lengthening on the hull that had been built in 1968. The Ed Karelsen-designed MISS BUDWEISER still managed to finish third

in High Points in 1972 with Terry Sterett driving. But it was time to start thinking in terms of a newer, more modern craft to represent the corporate sponsor.

Bill Osborne



1973 For 1973, Bernie Little bought a proven winner. This was the PRIDE OF PAY 'n PAK, the first boat to post a lap speed of 126 MPH. The "new" MISS BUDWEISER, designed by Ron Jones, won four races with Dean Chenoweth driving and became the first to average better than 122 MPH in a heat of competition.

1974 Following the retirement (for the time being) of Dean Chenoweth, the MISS BUDWEISER needed a new leading man. Bernie Little hired Howie Bennis, one of the country's top Limited drivers. Bennis justified Little's confidence, winning the Miami season-opener. He also took first place at Detroit and Phoenix in 1974.

1975 The 1975 campaign is remembered as being one of the most competitive in history. The Rolls-Royce Merlin-powered MISS BUDWEISER battled the likes of PAY 'n PAK, WEISFIELD'S, MISS U.S., and LINCOLN THRIFT. MISS BUD with Mickey Remund driving won the President's Cup in Washington, DC, and the Desert Thunderboat Regatta in Phoenix.



1976 For 1976, Bernie Little purchased a never-raced hull from George Walther. This latest MISS BUDWEISER bore a striking resemblance to her immediate predecessor and likewise benefited from the design talents of

Ron Jones. The craft scored a decisive victory in the Seattle Seafair Regatta with Mickey Remund at the wheel.

1977 In 1977, the Bernie Little team won its fourth World High Points Championship, the first since 1971. Along the way, MISS BUDWEISER accounted for victories at Madison (Indiana), Dayton (Ohio), and San Diego. Driver Mickey Remund achieved a 100% reliability record during the season: 28 heats started and 28 heats finished.

1978 With Ron Snyder as driver, MISS BUDWEISER took second place in High Points and won the Tri-Cities Columbia Cup in 1978. But a new challenge was on the horizon – Bill Muncey's "Blue Blaster" ATLAS VAN LINES, which was re-writing the record book from coast to coast and winning most of the races.



1979 The first of three MISS BUDWEISER hulls to use Rolls-Royce Griffon power debuted in 1979. The Griffon was reputed to have 1000 more horsepower than the Merlin. With Dean Chenoweth back behind the wheel, the new boat was competitive by the end of the season, after some fine-tuning by designer Ron Jones.



1980 Lessons learned on the 1979 hull were incorporated into its 1980 successor, which was to become the most victorious MISS BUDWEISER of them all up until that time. En route to the High Points title, Dean Chenoweth steered the craft to first place in its first 20 heats of competition and raised the world qualification lap record to 138.249 at the Tri-Cities.

1981 MISS BUDWEISER (Griffon-2) was nothing short of sensational in 1981 as it roared to another World Championship. Driver Dean Chenoweth won six out of eight races, including the Gold Cup in Seattle and the World Cup in Acapulco, Mexico. MISS BUDWEISER also raised the qualification lap record for the 2.5-mile distance to 140.187 on Lake Washington.

1982 Having found the combination in 1980-81, everyone expected the upward favorable trend to continue into 1982. And for a time, it did. MISS BUDWEISER won at Miami and was leading in High Points at the season's mid-point. Then, tragedy struck. Dean Chenoweth was lost in a "blow-over" accident during qualification at the Tri-Cities.

1983 New MISS BUDWEISER pilot Jim Kropfeld picked up where Dean Chenoweth, his predecessor, had left off. During a stellar 1983 campaign, the Bernie Little team established 15 speed records and won more races – four of them – than any other team. MISS BUDWEISER also won more heat events (17) than any other boat.

1984 The aging but agile MISS BUDWEISER (Griffon-2) won six out of ten races in 1984 at Miami, Evansville, Detroit, Seattle, San Diego, and Lake-of-the-Ozarks (Missouri) with Jim Kropfeld at the wheel. The "tired old BUD" did itself proud, bucking three turbine teams with its trusty Rolls-Royce Griffon and racking up Little's seventh World Championship.



1985 A new Griffon-powered MISS BUDWEISER appeared in 1985. She wasn't as successful as her immediate predecessor but did manage to win two races (at Syracuse and San Diego) during her maiden year. Equipped with an enclosed cockpit, the "Bubble-BUD" was the first to seat the driver (Jim Kropfeld) "indoors."



1986 In 1986, the MISS BUDWEISER team fielded its first Lycoming turbine-powered entry, which Jim Kropfeld drove to three race victories (at Miami, Evansville, and Las Vegas) and the World High Points Championship. MISS BUDWEISER (Turbine-1) was the first to use an F-16 aircraft safety canopy, which is now mandatory on all Unlimited hydroplanes.



1987 The new MISS BUDWEISER (Turbine-2) of 1987 was simply overwhelming in much the same manner as her predecessor of 1980-81 had been. Jim Kropfeld won five of seven races with her, finished first in 14 out of 20 heats entered, and raised the world qualification lap record to 155.172 MPH, while clinching a ninth High Points title.

1988 The 1988 season started badly. Jim Kropfeld suffered a neck injury at Miami and had to be replaced by Tom D'Eath. The MISS BUDWEISER crew had to deal with major equipment damage at Miami, Evansville, and the Tri-Cities. Nevertheless, Bernie Little's team rebounded to win four races and a tenth World High Points Championship.



1989 Bernie Little set two priorities for the 1989 MISS BUDWEISER team: to win an unprecedented fourth straight High Points Championship and to break up Chip Hanauer's 7-year monopoly of the APBA Gold Cup. He succeeded on both counts. MISS BUDWEISER triumphed at Houston, Madison, and Syracuse, and won the Gold Cup at San Diego.

1990 MISS BUDWEISER with Tom D'Eath and MISS CIRCUS CIRCUS with Chip Hanauer battled the entire 1990 season and provided excellent racing for the fans. But this time, it was Hanauer who emerged as World Champion with 13,652 points to D'Eath's 13,152. MISS CIRCUS CIRCUS claimed six race victories to MISS BUDWEISER's five.

1991 MISS BUDWEISER bounced back as World Champion in 1991, after having finished runner-up the year before. Bernie Little's team scored four wins in eight races to outscore Mark Tate and WINSTON EAGLE, 4048 points to 3768. Scott Pierce drove MISS BUDWEISER for most of the season after Tom D'Eath suffered injuries in a NASCAR race.

1992 Bernie Little caught the racing world by surprise when he hired perennial rival Chip Hanauer to pilot MISS BUDWEISER in 1992. "Champion Chip" earned yet another High Points title for MISS BUD, winning seven races and turning a test lap at San Diego of 170.925. This marked the first time that a race boat had ever exceeded the 170-mile-an-hour barrier.

1993 For the second year in a row, the combination of Chip Hanauer and MISS BUDWEISER ruled the Unlimited waters and claimed the World Championship. They won another seven races, including the Gold Cup at Detroit. In capturing the Texaco Cup at Seattle, MISS BUDWEISER (Turbine-2), built in 1987, became the winningest turbine hull with 24 victories.

1994 The MISS BUDWEISER team won four races and a fifteenth World Championship in 1994. But for driver Chip Hanauer, the season was almost over when it had just begun, due to a back injury suffered at Detroit. MISS MADISON pilot Mike Hanson occupied the MISS BUDWEISER cockpit for two races while Hanauer convalesced.



1995 In 1995, Bernie Little became the first owner to win five straight World Championships, scoring five wins in ten races. Along the way, Little also pushed through the 100-victory barrier. The championship didn't come easily, though. MISS BUDWEISER didn't clinch the title until the final heat of the final race of the season.



1996 MISS BUDWEISER's World Championship win streak ended in 1996, when Dave Villwock claimed the title with PICO AMERICAN DREAM. Chip Hanauer left the MISS BUDWEISER team after barrel-rolling the boat at Detroit. MISS BUD relief driver Mark Evans won the last two races of the season at San Diego and Honolulu.

1997 New MISS BUDWEISER Driver/Team Manager Dave Villwock started on a roll in 1997 with victories in the first four races. "Super-Dave" was sidelined, however, by an injury accident at the Tri-Cities with MISS BUDWEISER (Turbine-5). Relief pilot Mark Weber finished the season and won the Las Vegas race for the team and clinched the World Championship for the team.

1998 MISS BUDWEISER could hardly do wrong in 1998. Driver Dave Villwock, on the rebound from a serious injury, picked up where he had left off the year before. He won an unprecedented eight races and finished first in 36 out of 41 heats entered. In the High Points contest, no one else was even close.

1999 The 1999 season marked the return of former MISS BUDWEISER pilot Chip Hanauer as driver of rival MISS PICO. After five races, it was PICO with three wins to BUDWEISER's two. MISS BUD pilot Dave Villwock then won decisively at Norfolk (Virginia) and went on to capture the next five races in a row, as well as the World Championship.



2000 MISS BUDWEISER driver Dave Villwock would not be denied in 2000. He claimed the team's 20th World High Points Championship on the strength of six victories in seven races, including the Gold Cup. MISS BUD's only defeat occurred at the Tri-Cities Columbia Cup when the boat suffered hull damage and had to be withdrawn.

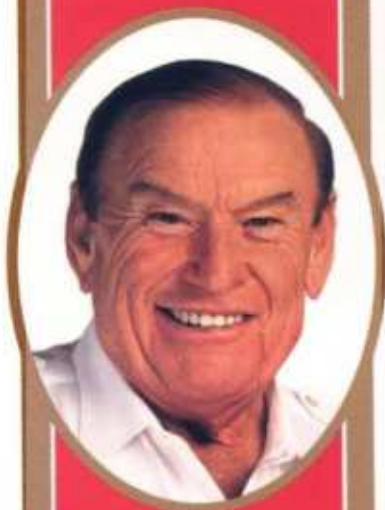
2001 Competition was the keyword in 2001. Five different teams emerged as winners in the six scheduled races. Not since 1989 had that many boats achieved victory during the same season. MISS BUDWEISER nevertheless repeated as World Champion. Driver Dave Villwock won at Evansville (Indiana) and finished first in 15 out of 25 heats started.

2002 Bernie Little, in the last race season of his brilliant career, went out a winner. The Dave Villwock-chauffeured MISS BUDWEISER won three out of six races, including the Gold Cup. On the final day of the season, Little clinched his 22nd High Points title to claim the trophy that had been named in his honor prior to the 2002 season – the Bernie Little High Point Championship Trophy.





FAMILY ALBUM



Jane with Bernie during one of many weekend get-aways aboard Big Eagle in Freeport.



Joe and Bernie Jr. with Jane and Bernie at the March of Dimes Chef's Auction.



Father and son preparing for year end gala.



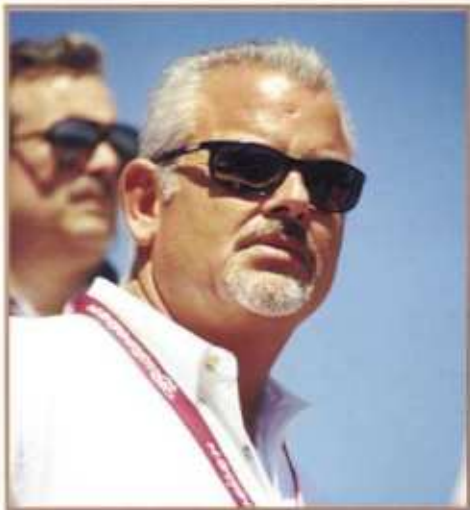
Becky and Randy at the March of Dimes Chef's Auction.



Steven, Jessica and Melissa supporting the Ocala Humane Society at a "Going to the Dogs" party.



Bernie with Bernie Jr. at Joe's Stone Crabs, a favorite restaurant in Miami.



Joe Little overseeing the race team at the Detroit Gold Cup.



Jessica and Joseph at a family gathering aboard Big Eagle.



Bernie with Bernie Jr. at the March of Dimes Chef's Auction.

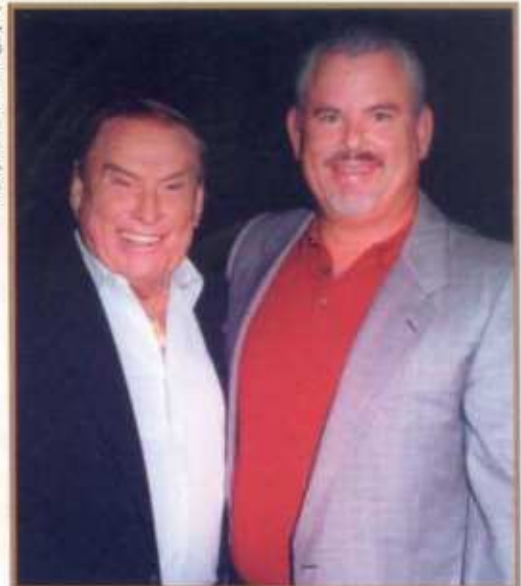


Steven aboard Big Eagle during a family weekend cruise.



Becky with Jane and Bernie at the March of Dimes cocktail party.

Carolyn Marie Photography



Bernie with Joe at the San Diego Anheuser-Busch cocktail party.



Jessica, Melissa and Joseph with Becky during a weekend in the Bahamas aboard Big Eagle.



Steven and Melissa in their Lakeland home.



DRIVER/ TEAM MANAGER



**Dave
Villwock**

Bull Taylor

Defending world driving champion Dave Villwock returns to the cockpit of the MISS BUDWEISER for the seventh consecutive year in 2003.

Villwock's abilities are recognized by owner-representative Joe Little, who said, "I have been personally involved with many of the drivers over the years, and I have to say that Dave Villwock truly has a passion for winning and being the best. He might not always have the fastest boat in the field, but he always finds a way to make it happen. Dave has proven that he is a true champion."

Joe reflects the words of his father, the late Bernie Little, who stated at the end of the 2002 campaign, "I've had some really great drivers and great crews over the past 40 years. But my current team is definitely the best. I know that Dave and his crew will always get the job done."

Villwock doesn't take all of the credit. In fact, he is quick to praise the

MISS BUDWEISER crew for their hard work and dedication. "The human factor is everything in motor racing. You have to invest in quality personnel. I can't say enough for these guys, especially our crew chief, Mark Smith."

As both driver and team manager for MISS BUDWEISER, Dave is in many

ways a throwback to days of old when an Unlimited hydroplane pilot not only drove the boat but essentially ran the team on a day-to-day basis. The majority of Unlimited drivers in recent years have done little more than sign autographs and steer the boat.

The 2002 season was a banner year for Villwock and the MISS BUDWEISER. They won three

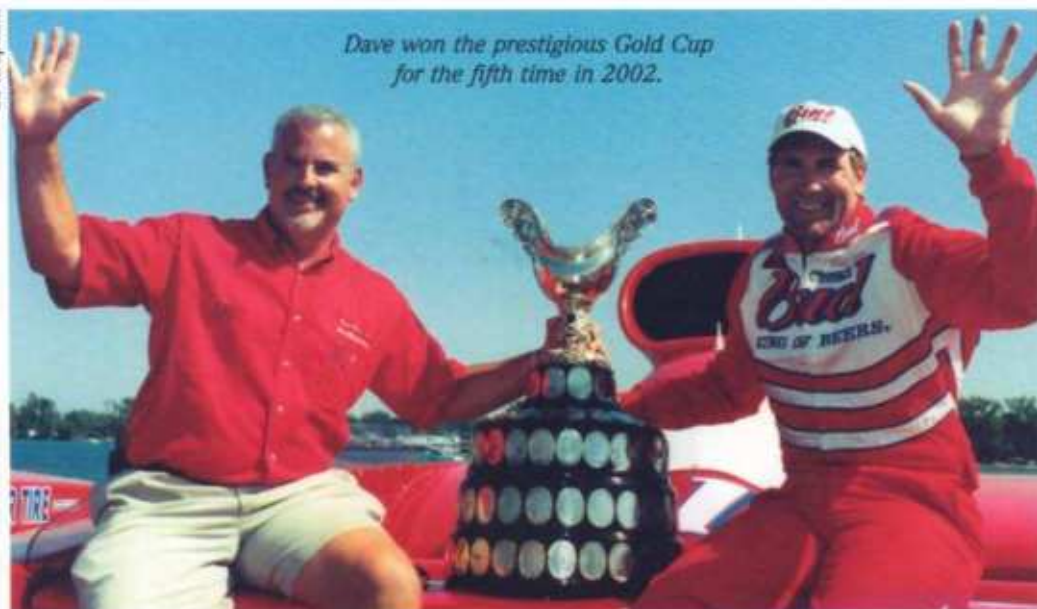
out of six races and accumulated 836 points in the O'Doul's High Point Championship Standings. This brought Dave's victory total as an Unlimited hydroplane driver to 39, the highest among currently active Unlimited pilots. Only the late Bill Muncey (with 62) and

Derrick Rogers



Dave was jubilant upon winning his 37th race victory in Detroit.

Ed Krupinski



Dave won the prestigious Gold Cup for the fifth time in 2002.

the retired Chip Hanauer (with 61) have more wins than Villwock.

A boat racer since age 16, Villwock enjoyed considerable success in the smaller Limited classes before accepting his first Unlimited assignment in 1989 as crew chief of MISS CIRCUS CIRCUS, which Hanauer drove. In 1990, Dave and Chip emerged as High Point champions with six wins in eleven races, and they raised the world lap speed record to 168 miles per hour.

At San Diego in 1992, Dave made his debut as an Unlimited driver with an experimental two-wing boat, owned by Ron Jones Jr. Villwock scored an upset victory and, in so doing, became the first driver since Howie Benns in 1974 to win his first-ever Unlimited race. In 1996, he won the Gold Cup and World Championship with PICO AMERICAN DREAM for owner Fred Leland.

To no one's surprise, Dave continued his winning ways in 1997 when he joined Bernie Little's team, taking first-place in his first four races with the MISS BUDWEISER. Then an injury at the Tri-Cities Columbia Cup temporarily took Dave out of the line-up. Relief driver Mark Weber finished the season with the MISS BUD, while Villwock convalesced.

There was no stopping Dave in 1998 when he won eight races – a feat he duplicated in 1999, surpassing the previous record of seven wins in one season. In September 1999, Villwock set a world lap speed record with the MISS BUDWEISER on San Diego's Mission Bay. He posted an average speed of 173.384 on a 2.5-mile course. This eclipsed the previous record of 172.166 set by Chip Hanauer in 1995 on the same body of water with an earlier MISS BUD.

"Knowing a record is out there for the taking is always tempting," Dave admitted. "It's easy to get

Paul Kemel



Winning the Gold Cup inspired a Budweiser celebration in the winners circle at Detroit!

caught up in it and do something stupid trying to break it. But the conditions that particular morning were absolutely perfect. The water was good; the temperature was good. Everything came together for us."

In 2001, the MISS BUD team powered to victory in the season-

a 14th APBA Gold Cup for the team and a fifth for Villwock, victories in 14 out of 24 heats entered, six local speed records, and three HYDRO-PROP national records.

In summarizing the 2002 campaign, Dave chose his words carefully. "We have an excellent team with a lot of talent and experience. My job was to make sure that we all focused on the same plan. Throughout the year, the guys worked their hearts out and never let me down."

On April 25, 2003, Dave Villwock mourned the loss of Bernie Little. "Bernie was a mentor, a friend and a family member all at the same time. Everyone, throughout the years of the MISS BUDWEISER team, looked to Bernie for guidance and stability.

"With Bernie's passing, we'll have to move on. We know that's what Bernie would want us to do. And he did his best to prepare us for that. He never taught us how to play defense, and we don't plan on learning now! We'll play offense as hard as we can in a way that would have made Bernie proud. He always tried to help the team and others move forward and be successful. Bernie was bigger than life, and he'll be missed."



Ed Krupinski



Joe filled in for his father as he and Dave were interviewed in Detroit.

opener at Evansville, Indiana. It was a hard-fought campaign all summer long. But despite fuel restrictions, Villwock and MISS BUD hung tough and won 60% of their heats. In Dave's words, "We didn't have the fastest boat that year, but we sure had the most consistent. And that's what wins championships."

In 2002, the MISS BUDWEISER team posted three wins in six races,



CREW CHIEF



Mark Smith

Bill Osborne

At the apex of the successful MISS BUDWEISER racing team is a strong leader, Crew Chief Mark Smith. Hired by the late owner Bernie Little in 1990, Smith was promoted to crew chief in 1998. During his tenure, MISS BUDWEISER has won five straight World Championships and 26 race victories.

The excellence of the MISS BUDWEISER racing team is evidenced by their precision teamwork. The crew members take pride in their work and demonstrate poise under pressure; in fact, they make the incredible seem commonplace.

In the words of current owner-representative Joe Little, "It's easy to make assumptions as to why we have been so successful over the past 40 years. The truth is that it is because of special people like Mark Smith. Mark has a way of pulling the team together to achieve outstanding results. And Mark is fortunate to have a great group of minds working with him."

Smith agrees. "I would be dead in the water if it weren't for guys like Loren Sawyer, John Rheinberger, Carl Joshlin, Mike and Jeff Campbell, John Rice, and Dixon Smith. My teammates and I bring out the best in each other. It's not enough to have a lot of talented people on the payroll. You need people who can function together – not as a group of individuals but as a unit. That's what wins championships."

In 2002, despite having to deal with fuel restrictions, the MISS BUDWEISER team won three out of six races on the Budweiser Unlimited Hydroplane Series circuit and claimed a 22nd World Championship for Anheuser-Busch.

Mark has bittersweet memories of 2002. "We won the season-opener at Evansville, Indiana, which was a great way to start the year. Then Bernie

became ill, and that weighed heavily on all of us. But we channeled our emotions into the Gold Cup at Detroit, giving it a special meaning, and we won, thanks to Joe Little's leadership and Dave Villwock's superior driving."

"Our hometown race in Seattle is always a highlight of the race season, but it was special in 2002 because Mr. Little rejoined us there. Race day was perfect! We won all four of our heats and took home the General Motors Cup."

"It was great to be able to win one last High Points Championship for Bernie. The credit

for winning goes to Mr. Little, who put together a team that is simply the best. I didn't create the team; Bernie got results because he hired the best and then motivated them to give their best in return. That's why the MISS BUDWEISER operation has always run so successfully."

Smith, 38, has been a boat racer for most of his life. He started at age 15 when he helped with Dave Heerensperger's PAY 'n PAK team. "Everywhere else I've worked, the goal of those team members was to some day work for the MISS BUDWEISER team. In order to win, you had to beat the BUD. Now that I'm here, the goal is to stay on top. We can't rest on our laurels. It's a real challenge."

Derrick Rogers



Mark will continue to lead the MISS BUDWEISER crew under Joe Little's direction.

Ed Krupinski



Mark and Dixon Smith discuss information from the on-board computer.

When Dave Villwock recommended Mark's promotion to crew chief at the end of 1997, Smith had some very large shoes to fill. Ron Brown had won 55 races for the MISS BUDWEISER since 1986 and was the winningest crew chief in the turbine era of Unlimited hydroplane racing.

Derrick Rogers



Mark directs engine testing from the MISS BUDWEISER cockpit.

"Mark came into a tough situation," Villwock points out. "He had to deal with a driver who was coming back after a major injury, a broken boat, safety systems that had to be rebuilt, and the whole balance of the program that had to be re-structured. Mark took all of those variables and turned them into a winning combination. That's pretty remarkable."

Bernie Little agreed with Villwock's assessment of Smith. "To promote Mark was Dave's call, and it proved to be one of the best decisions we could have made."

In five years as MISS BUDWEISER crew chief, Mark Smith has racked up a number of remarkable achieve-

ments. He is the only crew chief ever to win eight races in a single season (twice – in 1998 and 1999). He is the only crew chief ever to win ten consecutive races (the last six of 1999 and the first four of 2000). He raised the world lap speed record to 173.384 miles per hour at San Diego in 1999. He is the only crew chief ever to win at least one race with three different boats in the same calendar year (in 2000 with the MISS BUDWEISER "Turbine-3," "Turbine-5," and "Turbine-6" hulls). And he is only the second crew chief ever to win five consecutive World Championships, starting in 1998.

In 2003, the MISS BUDWEISER

crew will once again take "Turbine-5" and "Turbine-6" to every race. "Turbine-3" is also available for competition should the need arise. Smith adds, "We'll miss Bernie, but in a way he'll still be directing us, because we'll continue with the strategy that he put in place. My challenge will be to live up to the confidence he placed in me and keep

this team motivated to perform as he would have expected."

According to Joe Little, "Dave Villwock, Mark Smith, and the rest of the MISS BUDWEISER racing team are all like family to me, and we share a common goal – to be the very best at everything we do. That's what drives our team to better themselves and the MISS BUDWEISER year after year – even after 40 years of racing."

When MISS BUDWEISER charges onto the race course this summer, remember the dedication and teamwork of Mark Smith and the crew who are responsible for her seemingly effortless flight across the water.



The MISS BUDWEISER racing team at a test session in May 2003.
Front row: Dave Villwock, John Rheinberger, Carl Joshlin, John Rice.
Back row: Jeff Campbell, Loren Sawyer, Mike Campbell, Mark Smith.



Bill Osborne

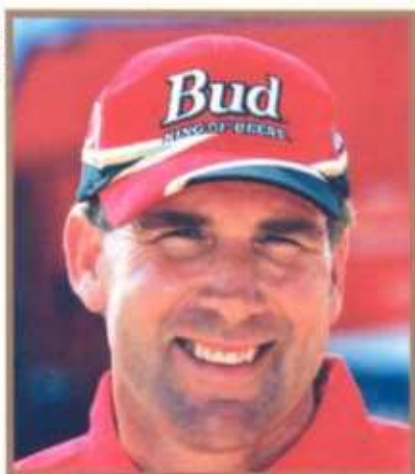
Miss Budweiser

DRIVERS HALL OF FAME

Paul Kemiel



Bill Taylor



DAVE VILLWOCK
30 Victories
1997-2002

Bill Osborne



DEAN CHENOWETH
23 Victories
1970-1973 & 1979-1982



CHIP HANAUER
22 Victories
1992-1995



JIM KROPFELD
22 Victories
1983-1989



TOM D'EATH
12 Victories
1988-1990



MICKEY REMUND
6 Victories
1975-1977



BILL STERETT
5 Victories
1968-1969

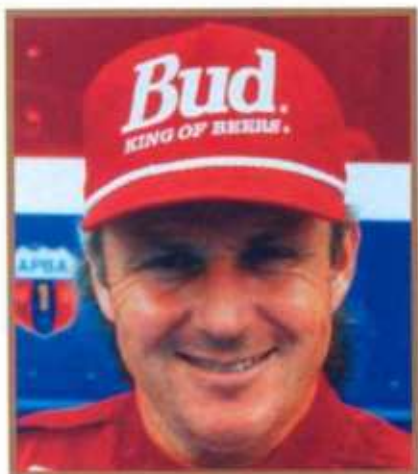
Jim Davis



SCOTT PIERCE
3 Victories
1991



HOWIE BENNS
3 Victories
1974



MARK EVANS
2 Victories
1996



BILL BROW
2 Victories
1966

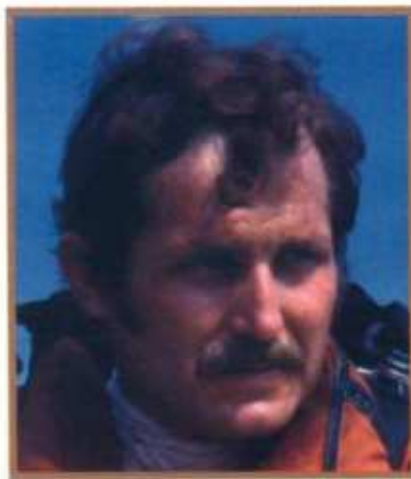


MARK WEBER
1 Victory
1997

Doug Ashlery



MIKE HANSON
1 Victory
1994



RON SNYDER
1 Victory
1978



MIKE THOMAS
1 Victory
1967



FRIENDS



Franklin Avery



August Busch III, Chairman, Anheuser-Busch Companies, at the National Sales Convention.

Franklin Avery



Pat Stokes, President and CEO, Anheuser-Busch Companies, Inc.

Carolyn Marie Photography



Bernie with August Busch IV, President, Anheuser-Busch, Inc., at the San Diego cocktail party.

Donina Photography



Tony Ponturo, VP, Global Media & Sports Marketing, Anheuser-Busch, Inc.



Ginny Busch with Bernie at the Lakeland Super Bowl party.



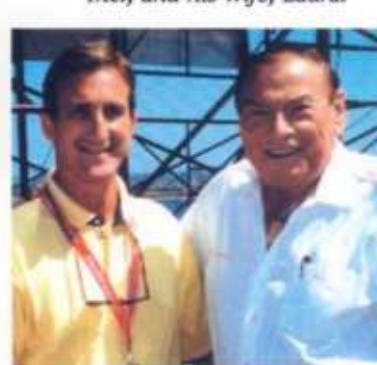
Steven Busch, Executive Assistant to the Chairman, Anheuser-Busch Companies, Inc., and his wife, Laura.



Tripp and Susie Busch-Transou, Tri-Eagle Sales, Tallahassee, FL.



Ginny Marie Busch, Corporate Manager, Conservation Programs, Busch Entertainment Corporation, with nephew Teddy Transou.



Steve Uline, Anheuser-Busch Sports Marketing Group Director, with Bernie at the San Diego race.

Carolyn Marie Photography



Robert Lachky, VP, Brand Mgmt., and Director, Global Brand Creative, Anheuser-Busch, Inc.



Bernie with Barney Hinkle, Senior Manager, Sports Marketing, Anheuser-Busch, Inc., at the San Diego Anheuser-Busch cocktail party.



Andy Goeler, Director, Budweiser Marketing, Anheuser-Busch, Inc.



Jeb Bush, Governor of Florida, and his wife, Columba.



Joe Little with Dirk Danklef, Vice President, Region 4, Anheuser-Busch, Inc.



Wayne Huizenga, Chairman and CEO, Huizenga Holdings, and his wife, Marti.

Carolyn Marie Photography



Jim Sprick, Director, Office of the President, Anheuser-Busch, Inc., and his wife, Michelle.

Carolyn Marie Photography



Bernie with Joe Samel, Manager, Busch Media Group, at the San Diego Anheuser-Busch cocktail party.



Brad Brown, Manager, Sports Marketing, Anheuser-Busch, Inc.

James Leslie Parker



Steve Winkler, Director, Bud Sports Productions, Anheuser-Busch, Inc., with Elizabeth Busch Burke at the Budweiser AGA Grand Prix.



Don Johnson, VP, Regional Sales Operations, Anheuser-Busch, Inc.

Carolyn Marie Photography



Charlie Cindric, Vice President, Region 9, Anheuser-Busch, Inc., with Bernie and Joe in San Diego.



Brian Belobradic, Vice President, Region 8, Anheuser-Busch, Inc.



Steve Bagwell, VP, Finance & Business Planning, Anheuser-Busch, Inc.



Pat Stokes, President & CEO, Anheuser-Busch Companies, Inc., and his wife, Aja, and sons, Michael and David, with Bernie.



Tom Cundy, Chairman & CEO, CUNDY, Inc., with August Busch III and Bernie.



Bernie with August Busch IV at a Board of Directors reception.



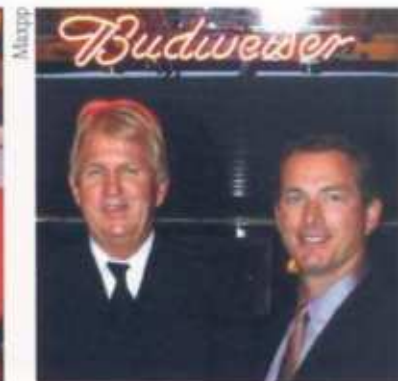
Steven Busch and Joe Little at an All Saints Academy auction.



Ginny Busch at a Board of Directors reception at Sea World of Florida.



Don and Linda Bosko, owners of Beef O'Brady's Restaurants, with Bernie and Jane.



Big Eagle Captain, Ed Featherstone, with Tim Schoen, VP, Presence Marketing, Anheuser-Busch, Inc.



Peter Brown, Chairman, Four Seasons Group, Inc., and his wife, Susan, with Jane and Bernie.



Joe Samel and Emelie Tirre, Anheuser-Busch Sales Dir., N. Florida, with Bernie.



Ron Burkle, President, Yucaipa Companies, Inc., with Bernie.



Bernie and Jane with Barney Barnett, Vice Chairman, Publix Super Markets, and his wife, Carol, President, Publix Super Markets Charities.



Carl Henke, Managing Director, A-B Flight Operations.



Ed Crenshaw, President, Publix Super Markets, and his wife, Denise, with Randy and Becky Ham.



Hydro-Prop representatives Gary Garbrecht, Chmn., and his wife, Marcia; Amy Sullivan, VP of Operations; and Bart Garbrecht, CEO.



Buddy and Diane Byers, long-time Unlimited hydroplane fraternity members.



Bernie and Wayne Huizenga at the Florida Sports Hall of Fame.



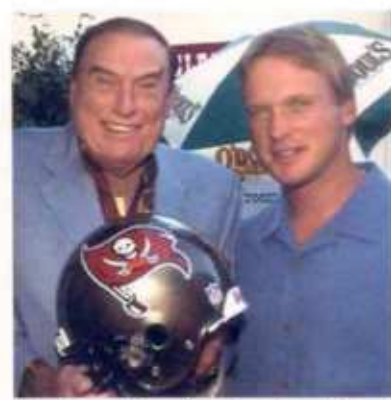
Jerry Mullane, Senior VP, Industry Affairs, Anheuser-Busch, Inc.



Larrell Willis, Chairman, QMI Marketing, and his wife, Diane.



Leo Rolfes, chef at the annual Madison Pig Roast, with Bernie.



Bernie and Jon Gruden, Head Coach of the Tampa Bay Buccaneers.



Joseph Little with Jon Gruden, Tampa Bay Bucs Head Coach.



Beth Sells and Lynn Barno, long-time friends of the Miss Budweiser team.



Bernie and Jane with Janie and Tom Cundy at Carol Barnett's birthday party.



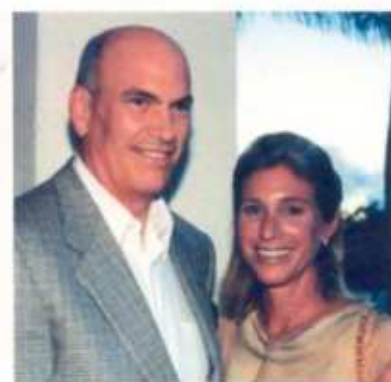
Joe Vezzoso, General Manager, Executive Inn Evansville, and his wife, Melody.



Ashley Vezzoso, Evansville Race Site Hospitality Committee member.



Ron Woodsby, Florida restaurateur, and Bob Draper, Owner/Publisher, Showcase Publications.



Bernie Jr. with family friend Susan Strong.



Bernie with Beth Wojick,
President, SEAFAIR.

Krista Baroudi



Bernie with John Gysin, Gold Cup Race Director,
and his wife, Aggie.

Dan Bucher



Tony Steinhardt, Executive Board of
Directors, Madison Regatta, with Joe.

Dan Bucher



Dave Villwock with Shirley Schoenith, Hydro-Prop Office
Administration, and Lori and Joe Schoenith.

Krista Baroudi



Emily Janikowski,
Director, Tri-City
Water Follies
Association.

Jim Jones Photography



Bernie with Ken Maurer, Tri-City Water
Follies Association, and his wife, Helen.

Carolyn Marie Photography



Ken Markstein, President and Chmn.,
Markstein Beverage Company, and his
wife, Carole.



Walter Wolpin, President, and Howard
Wolpin, VP, Great Lakes Beverage
Company, with Bernie on his coach.

Krista Baroudi



Dennis Burks, Exec. VP & GM., Sea World of
California, with Denise Cooper, VP & GM, and Jim
Dierker, Sr. Marketing Mgr., A-B Sales of San Diego.



Dan Brown, Exec. VP & GM, Busch Gar-
dens of Tampa, and Keith Kasen, Chmn.
& Pres., Busch Entertainment Corp.



Jim Atchison, Exec.
VP & GM, Sea World
of Florida.

Dorinda Photography



Bernie with Ford Kiene, President,
City Beverages Distributors, Orlando.

Krista Baroudi



Fran Muncey, Bayfair
Board of Governors
member.



Unlimited hydroplane owners Mike and Lori Jones with Bernie and Jane.



Unlimited hydroplane owner and driver Ken Muscatel.



Miss Madison Team Manager, Charlie Grooms, and owner-rep, Bob Hughes, with Bernie.



Bernie with Pam Nelson and Sven Ellstrom, Unlimited hydroplane owner.



Unlimited hydroplane owners Kim and Debbie Gregory with Bernie and Jane.



Diane Thynes with Unlimited hydroplane owner Jim Harvey.



Mike Noonan, Hydro-Prop Director of Safety and Technical, with Bernie.



Rick Sandstrom, Hydro-Prop Director of Competition, and his wife, Patsy.



Tom Vincent, owner of Yellowstone Inn, and his wife, Toni, with Bernie and Jane.



Dave Villwock with Hydro-Prop PR representative John Love.



Jim Hendrick, announcer for the Unlimited Radio Network.



Mel Larson, Action Helicopter Servicenter, and Ben Speidel, VP & GM, Slots-A-Fun Casino, with Bernie and Jane.



Miss Bud Cooking Team members Bill Bosko, Terry Zimmer, Joe Little, Tim Bosko, and Leo Rolfes at the Madison Pig Roast with Bill Mosley, Manager of Transportation and Corporate Security.



Bernie and Joe with Chris and Robert Wright at Wright Motors in Evansville.



Jane and Bernie with Dr. Jack Mezrah and his wife, Jane.



Bernie's sister, Catherine Moore.



Bernie and Joe with U.S. House of Representatives members Dennis Hastert, Speaker, and Adam Putnam, 12th District.



Jim Daniels, VP, Retail Shelf Merchandising, Anheuser-Busch, Inc., in Evansville.



Tampa attorney Henry Gonzalez and his wife, Eleanor.



Bernie with Keith Harris, Vice Pres. & Gen. Mgr., Bernie Little Distributors, Lakeland.



Ken Daley, President, Bernie Little Distributing, Ocala, and his wife, Dana.



Joe Little and team with their Big Jake Award. (Joe Little, Mike Jones, Mike Blume, John Hendricks)



Bernie with Lakeland mayor, Buddy Fletcher, and his wife, Weetsie.



Tom, Dave, and Jay Cundy at a CUNDY tennis tournament awards banquet.



Jessie Little and Katie Sells at the Detroit race.



Bernie with Edward St. George, Chairman, Grand Bahama Port Authority, Ltd., and Bob Baker, owner of Cellular Unlimited in Lakeland.



Becky Durocher, Exec. Assistant, and her husband, Gary, Miss Budweiser Display Program.



Bernie with Flight Ops crew Rich Goolsby, Pilot, Wayne Bradbury, Director of Maintenance, and Lenny Paradise, Chief Pilot.



Sam Parisa, Bayfair Board of Governors member, and his wife, Marlena, with Bernie.



Cecile LeBlanc, Exec. Secretary, and her husband, Bob.



Joe Durante III, Kingsmill Exec. Vice Pres. & Managing Director.



Bernie with Tom Lanci, owner of Cleghorn's Men's Wear in Lakeland.



Jeff and Leslie Tillman, long-time Unlimited hydroplane supporters.



Evelyn McNeil of Bardahl Oil and her husband, Hugh.

Ed Krupinski



Bernie at the Madison race with the local Bud girls.



Jane and Bernie watching the Detroit race with fans and friends.



Bernie Little's

MISS BUDWEISER

EXCELLENCE

Most APBA Gold Cup Victories – 14 (1969, '70, '73, '80, '81, '89, '90, '92, '93, '95, '97, '98, 2000, '02)
 Most APBA Unlimited World/National Championships – 22 (1969, '70, '71, '77, '80, '81, '84, '86, '87, '88, '89, '91, '92, '93, '94, '95, '97, '98, '99, 2000, '01 and '02)
 Most Consecutive APBA Unlimited World/National Championships – 6 (1997-2002)
 Most Wins in a Single Season – 8 (1998 & 1999)
 Most Consecutive Wins in a Single Season – 7 (1993)
 Most Consecutive Wins – 10 (1999-2000)
 World Lap Speed Record – 173.384 miles per hour – San Diego – September 18, 1999

Winningest Owner – 134 Career Victories:

Seattle – (15) – 1969, '70, '76, '81, '83, '84, '87, '88, '91, '93, '95, '98, '99, 2000, '02
 Evansville – (15) – 1980, '84, '86, '87, '90, '91, '92, '93, '94, '97, '98, '99, 2000, '01, '02
 Detroit – (14) – 1971, '73, '74, '80, '81, '84, '90, '92, '93, '95, '97, '98, 2000, '02
 Madison – (13) – 1970, '77, '80, '81, '83, '87, '89, '92, '93, '94, '97, '98, 2000
 San Diego – (13) – 1966, '69, '70, '77, '81, '84, '85, '89, '91, '96, '98, '99, 2000
 Tri-Cities – (11) – 1966, '73, '78, '87, '88, '90, '92, '93, '94, '98, '99
 Miami – (11) – 1971, '74, '80, '81, '82, '83, '84, '86, '87, '92, '93
 Phoenix – (5) – 1968, '74, '75, '95, '97
 Honolulu – (5) – 1990, '92, '95, '96, '99
 Syracuse – (4) – 1985, '88, '89, '90
 Las Vegas – (4) – 1986, '88, '97, '98
 Norfolk – (3) – 1997, '98, '99
 Kansas City – (3) – 1990, '92, '93
 Kelowna – (2) – 1967, '99
 Lewisville – (2) – 1994, '95
 Owensboro – (2) – 1969, '73
 Lake Havasu – (1) – 2000
 Barrie – (1) – 1999
 Acapulco – (1) – 1981
 Dayton – (1) – 1977
 El Dorado – (1) – 1980
 Guntersville – (1) – 1969
 Houston – (1) – 1989
 Jacksonville – (1) – 1974
 Lake Ozark – (1) – 1984
 Romulus – (1) – 1983
 Tampa – (1) – 1970
 Washington, D.C. – (1) – 1975



Ed Krupinski

RECOGNITION

Owner, Bernie Little:

Induction into the Florida Sports Hall of Fame – 1979
 Induction into the Unlimited Hydroplane Hall of Fame – 1980
 Induction into the APBA Honor Squadron – 1981
 Recipient of the inaugural Gar Wood Award – 1985
 Induction into the Hancock County (OH) Sports Hall of Fame – 1989
 Induction into the Sun Dome Walk of Fame (St. Petersburg, FL) – 1992
 Recipient of the Unlimited Racing Commission Historical Award – 1992
 Recipient of the Florida Top Manager of the Year Award (Polk County) – 1992
 Named Lakeland, Florida "Hometown Hero" – 1993
 Induction into the Motorsports Hall of Fame of America – 1994
 Unlimited Racing Commission "Owner of the Year" – 12 years
 Recipient of the Horatio Alger Award – 1994
 Degree – Honorary Doctorate of Humane Letters, Missouri Valley College – 1994
 Induction into Polk County Hall of Fame – 2000
 Recipient of inaugural Polk County All Sports Award – 2000
 Unlimited Hydroplanes High Point World Championship Trophy named after Little – 2002
 Boy Scouts of America Distinguished Citizen Award – 2003

LEADERSHIP

First team to top 130 mph in competition	1979
First team to utilize the F-16 Canopy	1985
First team to top 150 mph in competition	1989
First team to top 160 mph in qualifying	1990
First team to top 160 mph in competition	1992
First team to top 170 mph in qualifying	1992
First owner to win seven APBA Gold Cups	1990
First owner to win eight APBA Gold Cups	1992
First owner to win nine APBA Gold Cups	1993
First owner to win ten APBA Gold Cups	1995
First owner to win eleven APBA Gold Cups	1997
First owner to win twelve APBA Gold Cups	1998
First owner to win thirteen APBA Gold Cups	2000
First owner to win fourteen APBA Gold Cups	2002
First owner to win 22 World Championships	2002

PRESTIGE

APBA Gold Cup Victories:

1969	San Diego
1970	San Diego
1973	Tri-Cities
1980	Madison
1981	Seattle
1989	San Diego
1990	Detroit
1992	Detroit
1993	Detroit
1995	Detroit
1997	Detroit
1998	Detroit
2000	Detroit
2002	Detroit



2003

presented by Boat Shopper Magazine

Evansville, IN	Budweiser Thunder on the Ohio	June 27-29
Madison, IN	Budweiser Madison Regatta Supported by Belterra Casino Resort	July 4-6
Tri-Cities, WA	Budweiser Columbia Cup	July 25-27
Seattle, WA	General Motors Cup at Seafair	Aug 1-3
Detroit, MI	Chrysler/Jeep APBA Gold Cup	Aug 21-24*
San Diego, CA	San Diego Thunderboat Regatta	Sept 19-21

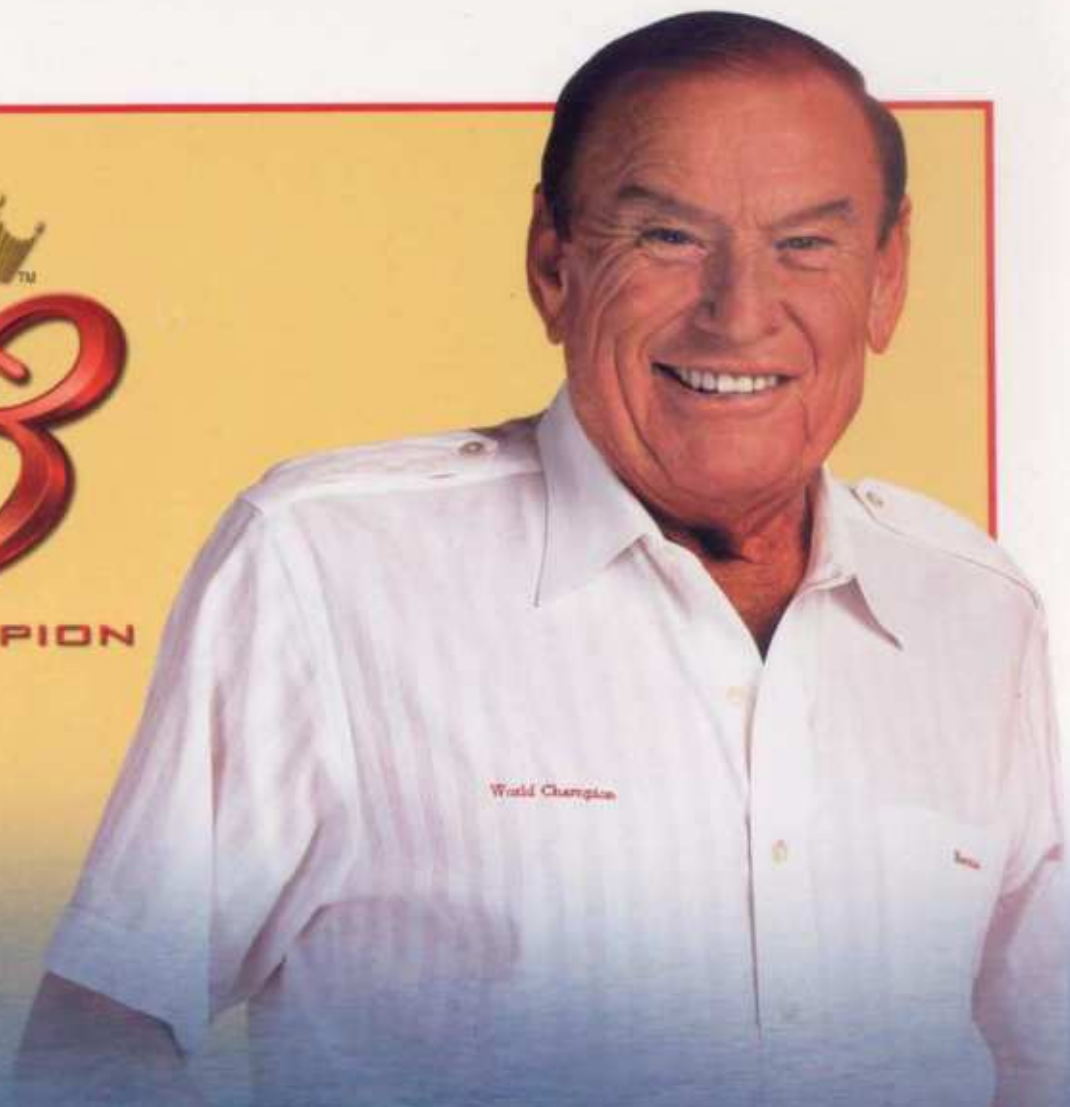
* Tentative

The Miss Budweiser Racing Team thanks 2003 Unlimited hydroplane racing sponsors: Hydro-Prop series sponsors – Budweiser, Boat Shopper Magazine, and O'Doul's – and Miss Budweiser team sponsors – Budweiser, Mack Trucks, Parametric Technology Corporation, and QMI Marketing, Inc.





TRUE CHAMPION



World Champion

"WINNING ISN'T EVERYTHING.
BUT IF YOU AREN'T TRYING TO WIN,
WHY WOULD YOU RACE?"

- OWNER, BERNIE LITTLE
22 TIME WORLD CHAMPION

YOU'LL BE MISSED.



BERNIE LITTLE & BUDWEISER