Contestant: **T-4**

Roughly 15 years away from retirement, 52-year-old Curt Cavin certainly wasn’t expecting a drastic career change. Working as a reporter for the better part of three decades, Cavin has found himself thrust into unfamiliar territory; although he uses the word with obvious reluctance, Cavin is now a publicist, extinguishing the flames that he once chased after.

“I was always in control of the information,” Cavin said, “As a publicist, I’m not in control of anything other than the message.”

Three weeks into his new job as the vice president of communications for INDYCAR, a sanctioning body for championship auto racing, Cavin admits that the change in profession was motivated by factors such as enhanced financial stability and the retirement of his wife, an elementary school teacher.

“It was obviously about the money,” Cavin said, “That was a big part of it, obviously. Also [the change] allowed my wife the essentially retire. But ultimately, I was ready to try something new . . . I was ready for this challenge.”

Cavin’s job, in essence, is quite simple; he must protect and build upon the prestige already created throughout the 100 year history of INDYCAR competitive racing. This can mean anything from writing and releasing press releases to promoting the sport’s athletes.

One such athlete, James Hinchcliffe (nicknamed “Hinch” by his fans), has a story that garners national attention. Experiencing a parts failure during practice, Hinchcliffe crashed and in the process was impaled by parts of his own car. After receiving three blood transfusions and going through months of physical therapy, Hinchcliffe again took the road, recording the fastest lap out of any participant at the following year’s Indianapolis 500 event.

Cavin’s new job still allows him to hone in on potential stories to share with the world, only now, he is focused on the advancement of his company’s brand. In his own way, Cavin is still telling stories, even if it is from a slightly different perspective.