



**WIMNA™**

Women in Motorsports  
North America



**"YOU CAN BE HER  
IF YOU CAN SEE HER"**

A coloring book to inspire the next generation of women in motorsports.

*Created by Camaelia Barnes*

*Produced by Cindy Sisson, Executive Director, WIMNA*

# The Story Behind the "YOU CAN BE HER IF YOU CAN SEE HER" Coloring book

Women in Motorsports North America (WIMNA), a key player in promoting careers in motorsports for women, was invited by the FIA "Girls on Track Program" to attend the 2024 Portland Formula E race.

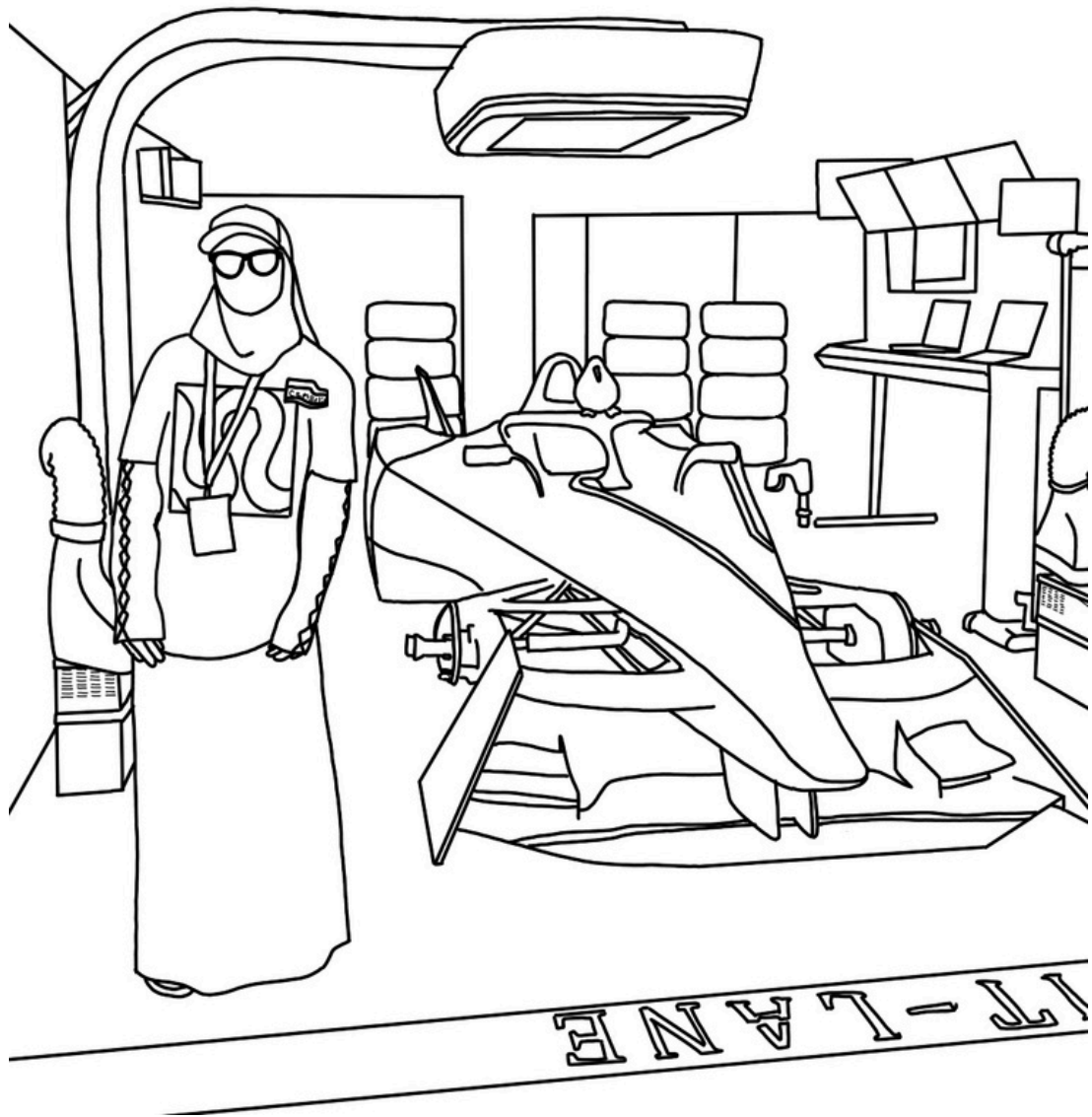
During the event, we met 17-year-old Camaelia Barnes, a budding graphic designer with a strong passion for motorsports, especially Formula 1. Her dream and determination were truly inspiring. Camaelia's curiosity and passion for motorsports left a lasting impression on WIMNA Board Members Cindi Lux, Beth Paretta, and Cindy Sisson, inspiring them to take action.

As a follow-up, Camaelia sent her artwork. When we asked her, "Why no faces?" she explained that her culture doesn't allow for drawings of faces.

This conversation sparked an idea: What if we created a coloring book that allows girls to draw their faces as they envision themselves in their dream jobs?

We hope you can share this initiative with your community to help us grow motorsports, one young woman at a time.





I've always been very passionate about all forms of art. I started doing digital art around two years ago and immediately loved it. As a Muslim artist, I chose to draw people without faces, and I've come to appreciate my art style.

The first race I watched was the Abu Dhabi 2021 F1 race, and I was hooked. Since 2022, I have followed F1, W Series, Formula E, and F2. I fell in love with the racing and the art: Drivers, liveries, merchandise, race suits, and posters interest me.

In 2024, I attended the Formula E "Girls on Track" event in Portland. We did a track walk and much more. I met so many inspiring people. Cindy Sisson, Executive Director of WIMNA, asked what my dream job was. I shared a graphic designer in motorsports. She committed to helping me pursue my dreams by sharing this coloring book to inspire women to pursue their careers in motorsports.

**I HOPE YOU ENJOY!**

*Camadeia Barnes*

# PARTICIPANTS



Angela Ashmore - Race Engineer, Ganassi Racing

Rachel Ayers - IMSA Pit Lane Official

Amber Balcaen - ARCA driver and 2024 Accelerate Her Winner

Caitlyn Brown - First female crew member to win the INDY 500 twice with Penske

Amanda Busick - Broadcast Motorsports Reporter

Burcu Çetinkaya - Chair, FIA Women in Motorsport Commission

Jamie Chadwick - Race Car Driver, IndyNXT

Alba Colon - Director of Technical Partnerships, Hendrick Motorsports

Madison Conrad - EFI Calibration Technician, Roush Yates Engines

Ashley Freiberg - Race Car Driver, Kellymoss Inc

Leena Gade - Vehicle Dynamics Manager and Race Engineer, Multimatic

Lindsey Hennig - US Sales Manager - Racing Force Group

Hannah Kabat - IMSA Pit Lane Official

Sonya Lloyd - Women's World Circuit Racing Championship in 2025

Brandi Martinez - IMSA Pit Lane Official

Tani Miller - IMSA Starter

Karen Nowakowski - Field Investigator, IMSA

Connie Nyholm - Co-Owner and CEO VIRginia Intl. Raceway

Beth Paretta - Co-Founder, WIMNA and Vice President Sporting, Formula E

Casey Picard - IMSA Pit Lane Official

Cindy Sisson - Executive Director, WIMNA

Lyn St. James - Co-Founder, WIMNA

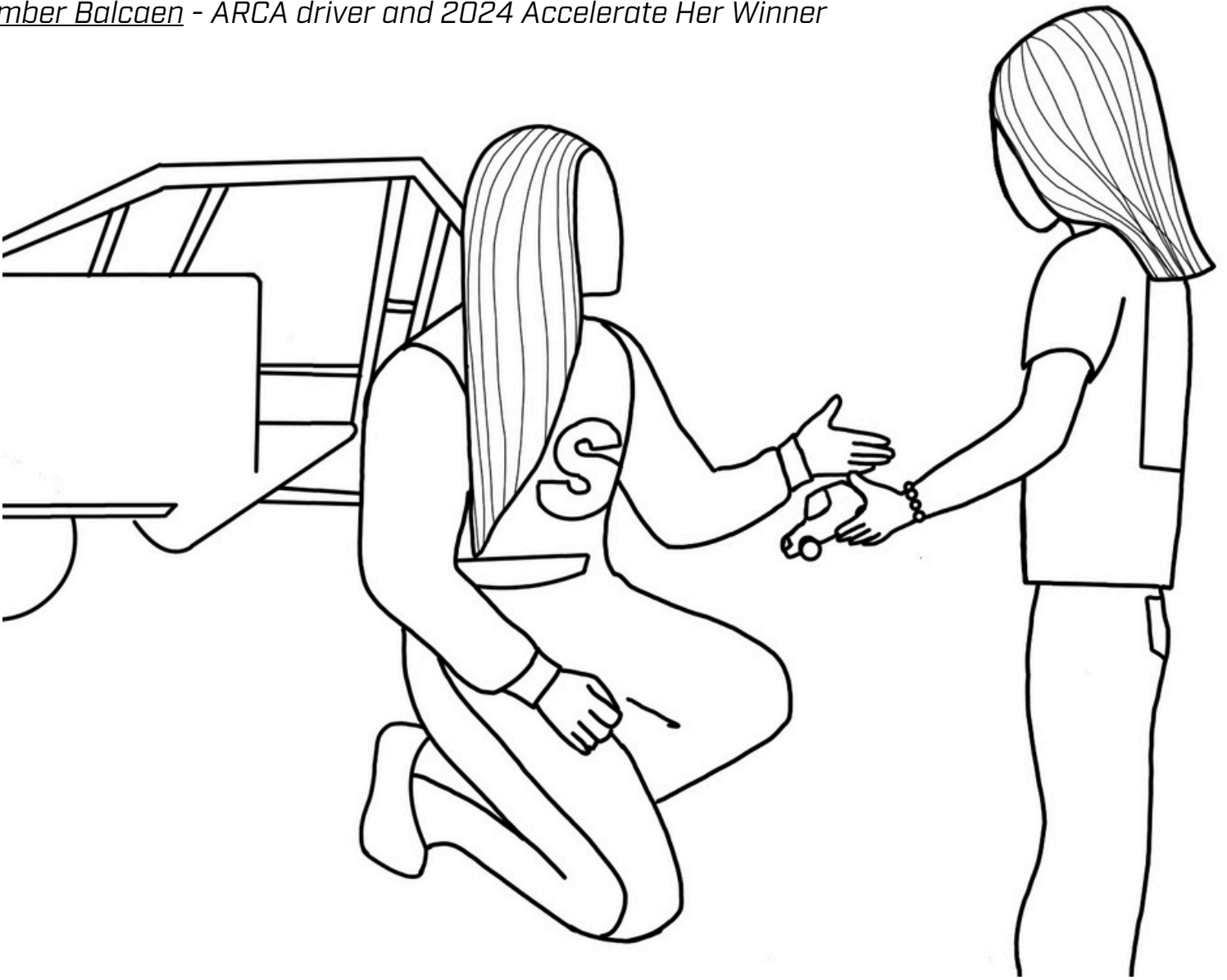
Victoria Thomas - CFO & Owner, Kellymoss Inc.

Dr. Julia Vaizer - Director of Medical Services, IndyCar & IMS



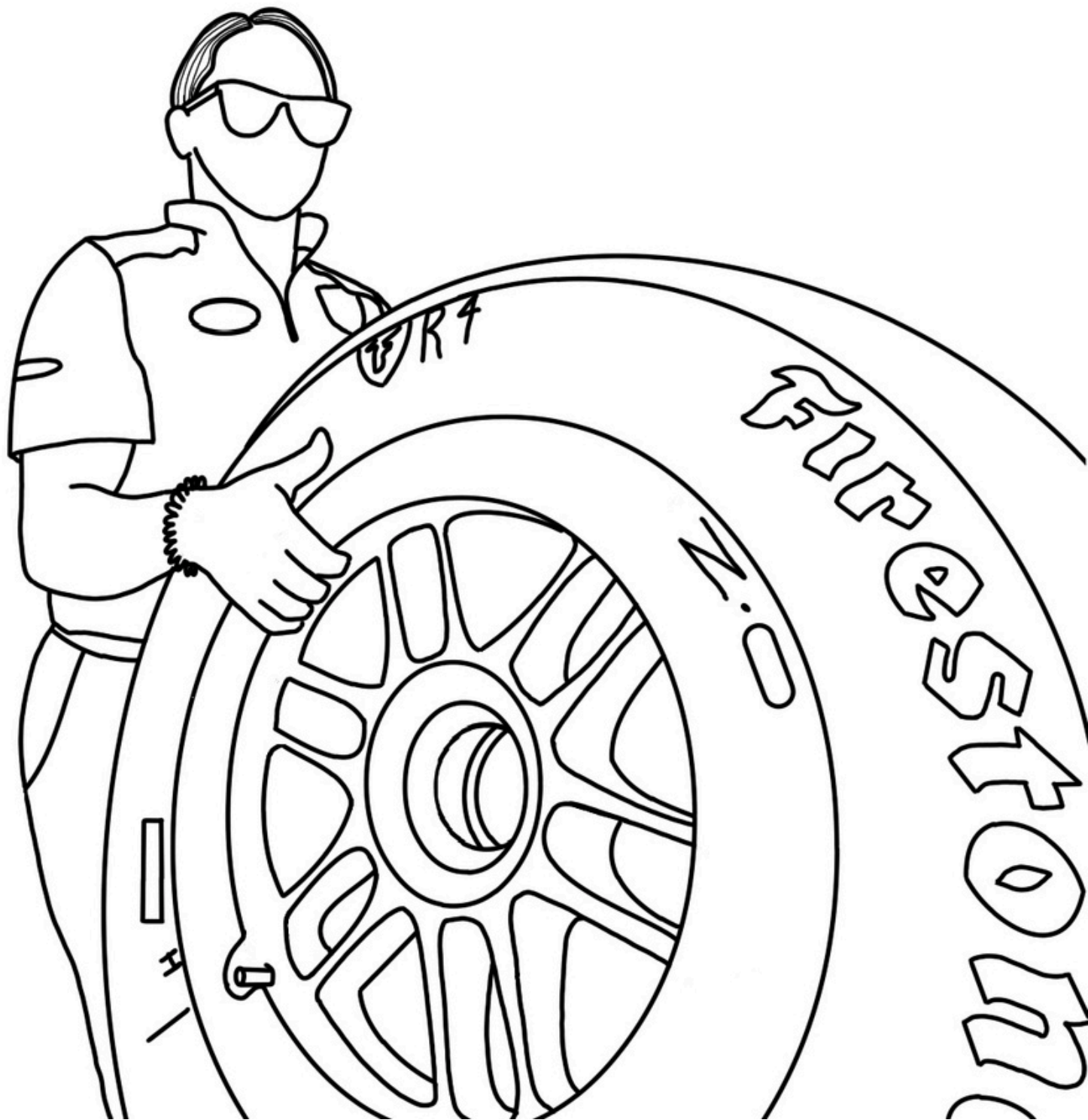
*"In a world full of distractions and short of time,  
decide what is important and focus on that."*

*Angela Ashmore*



“Hold your vision for life.  
The only limitations are the ones  
you set upon yourself.”

A large, stylized handwritten signature in black ink, which reads "Amber Balcaen". The signature is written in a cursive, flowing style with a long, sweeping tail on the right side.



"Great moments are born from great opportunity."

*Herb Brooks*

*Caitlyn  
Brown*



*Shirley Muldrew*

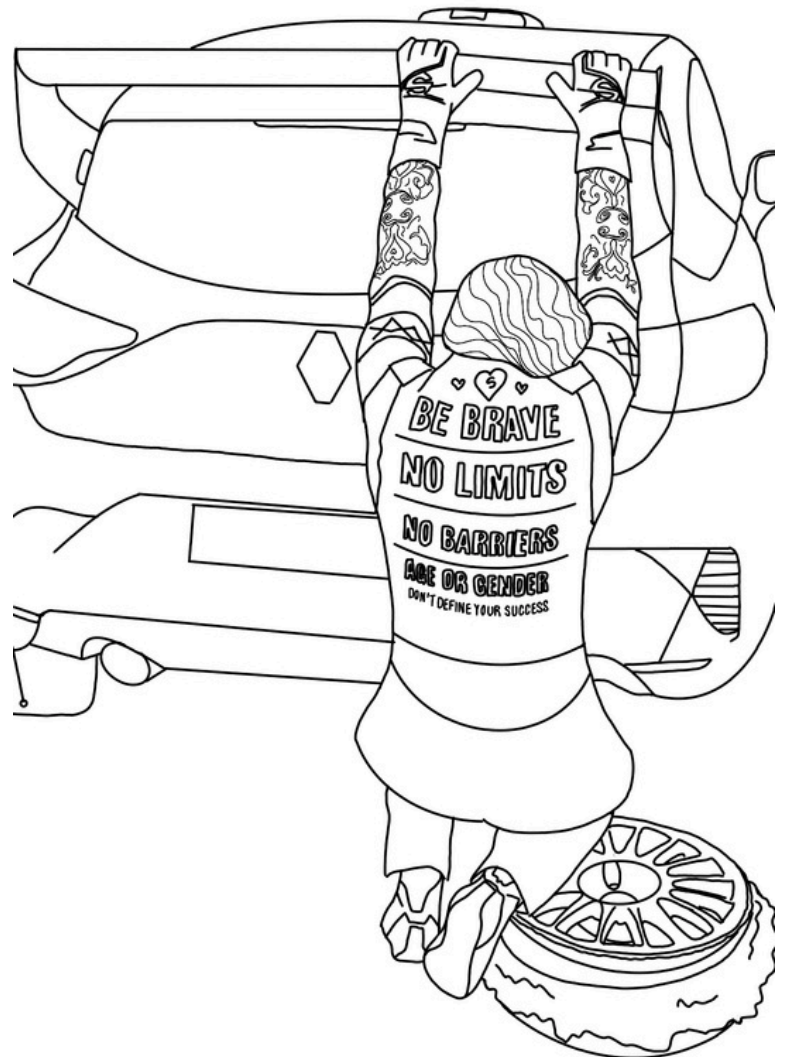
"Go confidently in the direction of your dreams."

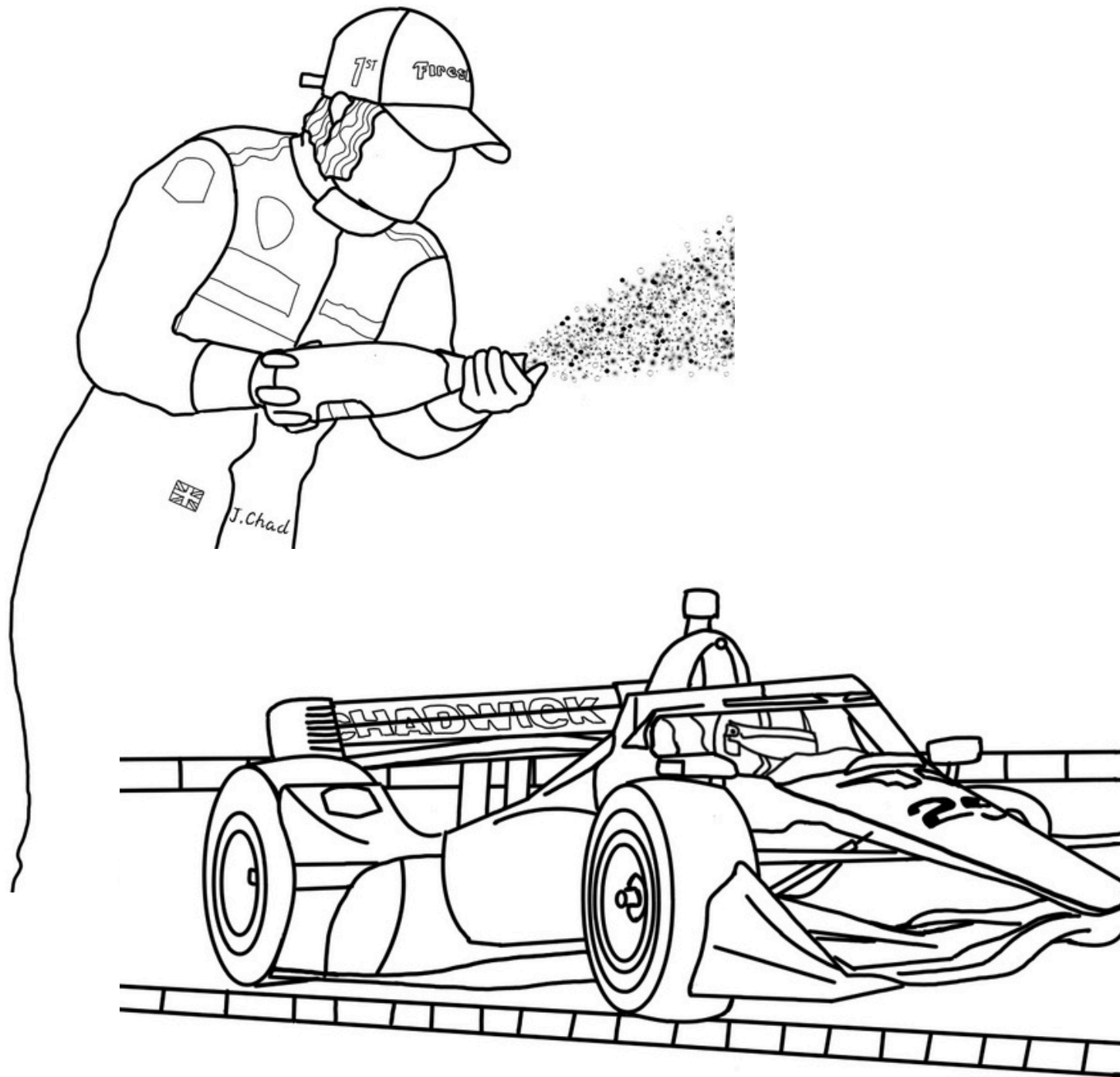
*Amanda Busick*



“Wherever you are, and whatever you do, be in love.”

*Rumi*





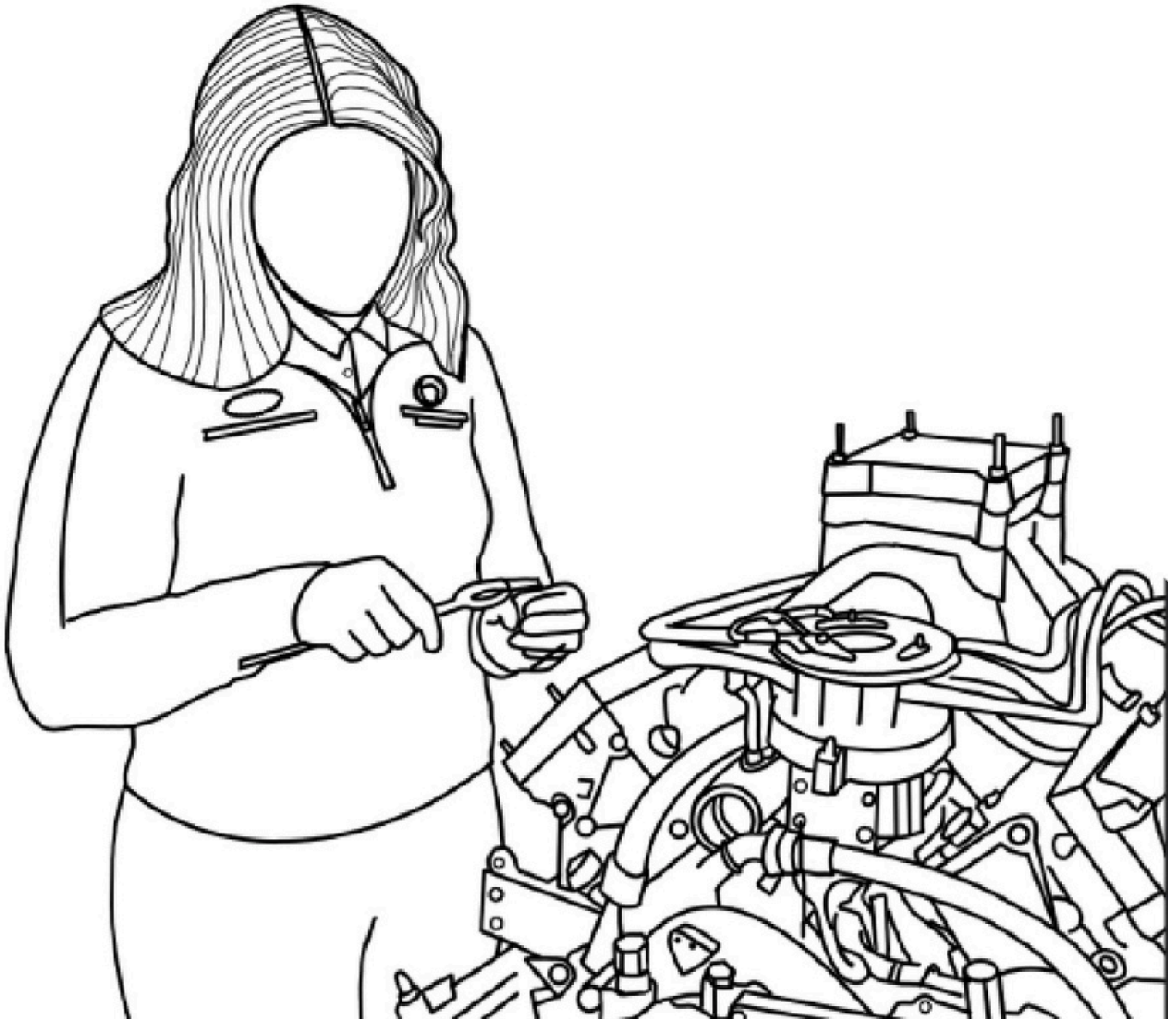
"Nothing Worth Anything Is Easy!"

A stylized, handwritten signature of Jamie Chadwick in cursive script.



"Never give up. The best things in life take hard work, commitment, and passion. Enjoy the journey, for it's in the striving and persevering that we discover our true strength and achieve greatness."

*Alba Lynnette Colon*



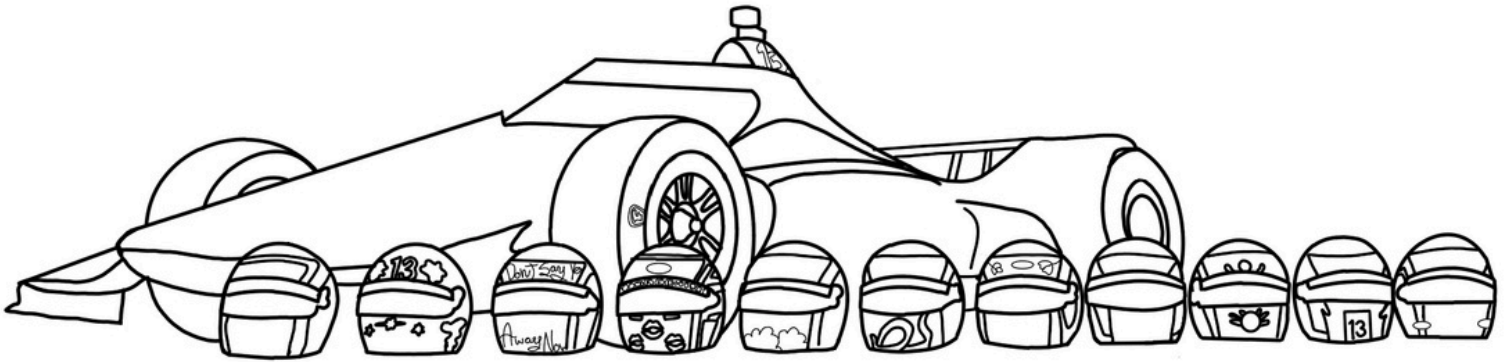
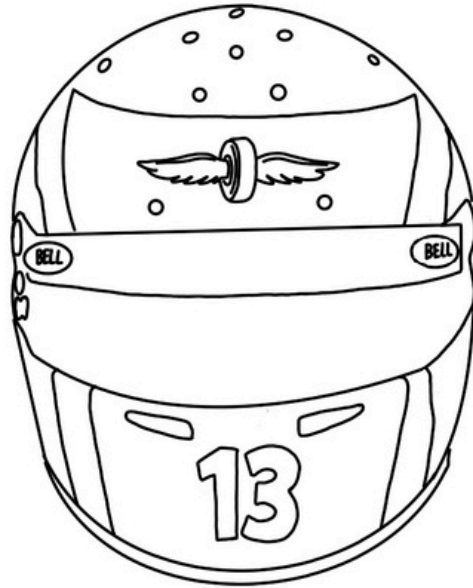
“Never Underestimate how far your work ethic and attitude can take you.”

*Madison Conrad*



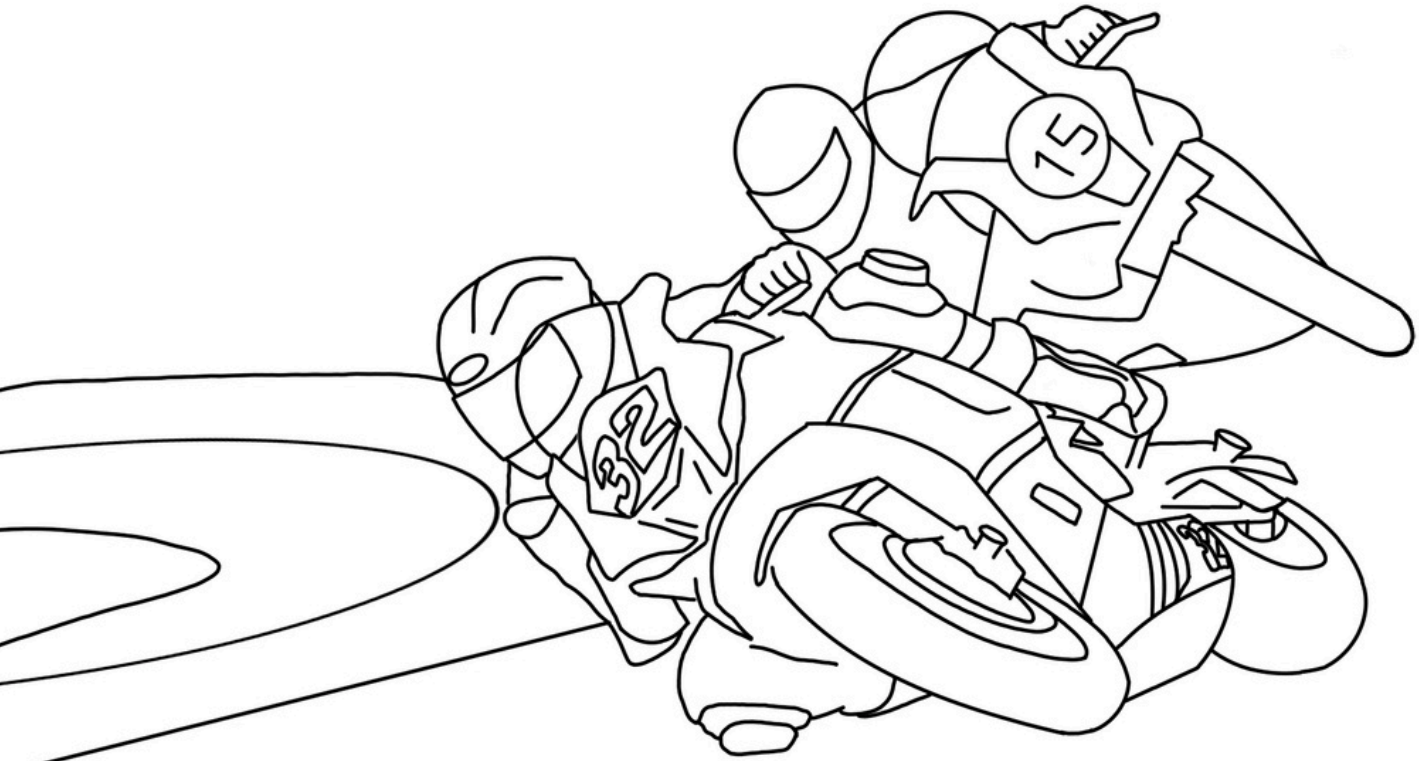
“Believe in yourself and your ability.  
Then no one can doubt what you bring to the table.”

BELL HELMETS



"You are not the opinion of someone who doesn't know you."

*Lindsey Hennig*



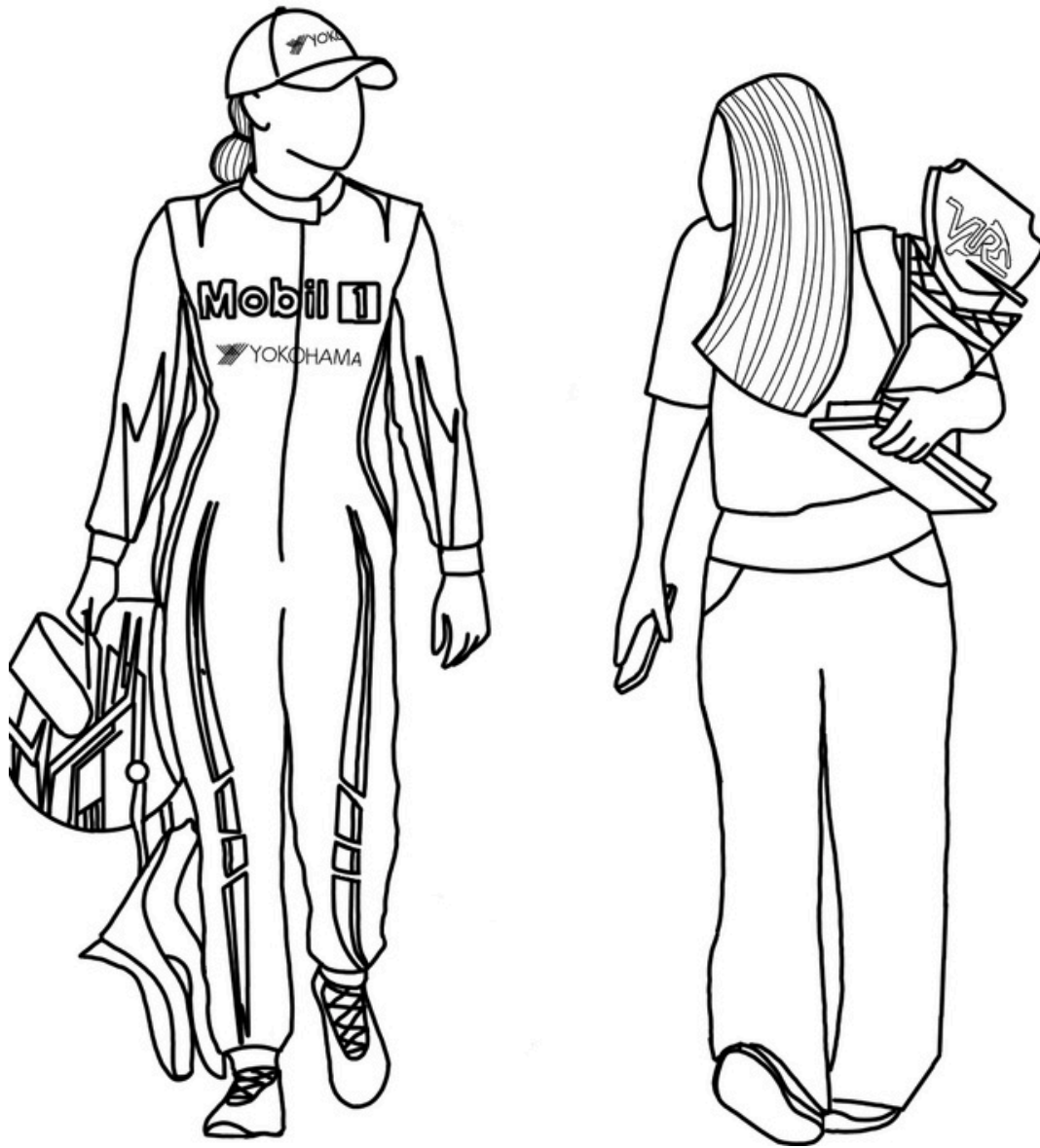
"Say it with me -  
I believe in myself, bring it on."

*Sonya Loyd*



“Be Specific about what you what  
you intend to do then do it specifically”

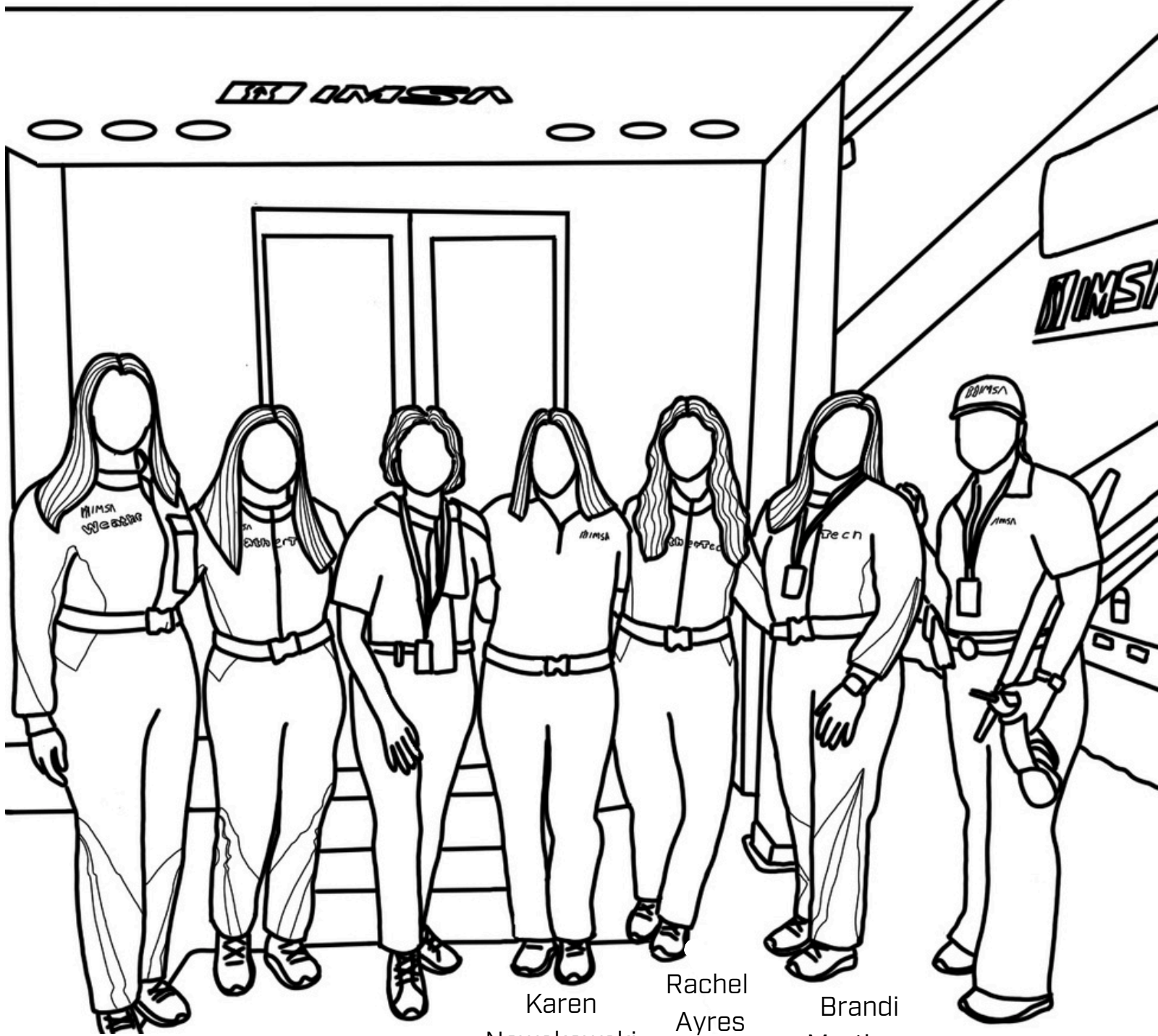
*Connie Nyholm*



"We are driven by a vision where women are not only part of the conversation in motorsports but are at the forefront, leading teams, driving innovation, and shaping the future of the sport. It is our privilege to create a pathway to this vision and a responsibility we take very seriously ."

Handwritten signature of Ashley Freiberg.

Handwritten signature of Victoria Thomas.



Hanna Kabat

Casey Picard

Cindy Sisson

Karen Nowakowski

Rachel Ayres

Brandi Martinez

Tani Miller

“Every woman’s success should be an inspiration to another. We’re strongest when we cheer each other on.”

– *Serena Williams*

Beth Paretta - Co-Founder, WIMNA  
Cindy Sisson - Executive Director, WIMNA  
Lyn St. James - Co-Founder, WIMNA



A community of professional women and men devoted to supporting opportunities for women across all disciplines of motorsports through:

ADVANCE • CONNECT • ENABLE

*Beth Paretta*

*Cindy Sisson*

*Lyn St. James*



"Be brave. Even if you are not, just pretend to be. At first, no one will tell the difference; but soon, neither will you."

"THE INDY RACING EXPERIENCE TWO SEATER  
INDYCAR IS SPORTS' GREATEST MARKETING TOOL!"  
-Forbes



The future is so bright. College students from:

- Purdue University - Indianapolis
- Purdue University - West Lafayette
- Ball State University
- Marian University
- University of Indianapolis



**This could be you!**

# Available Resources



**RACING CAREERS  
FOR TEENS**



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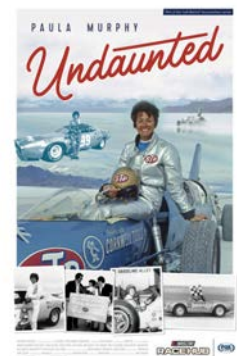
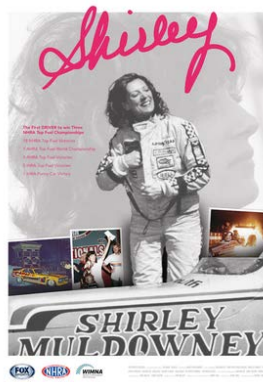


[Click here](#)

# “LEFT BEHIND...”

From its inception, the automobile has been a catalyst for change. For over 100 years, car design and technology innovation impacted industry while visions of freedom and glamour behind the wheel transformed society. Women have ALWAYS been part of this car culture. At times, they do not welcome participants – they have proven capable of handling the wheel and grabbing international headlines. “Left Behind...” is a series that tells the untold stories of trailblazing women whose contributions to the automobile and motorsports world have been reduced to footnotes in history.

**Enjoy these award winning documentaries co-produced by Lindsey Mandia, Pam Miller and Cindy Sisson as seen on:**



*The documentary posters are available on-line at the [WIMNA Merchandise Store](#)*



# WIMNA NATION

DRIVEN. UNITED. EMPOWERED.

# TOGETHER, WE DRIVE THE FUTURE.

WIMNA Nation is the official membership community of Women in Motorsports North America—created to connect, support, and empower women at every stage of their motorsports journey.



## ONE COMMUNITY. *ENDLESS* OPPORTUNITIES.



### CONNECT

Network with a powerful community of women across all areas of motorsports.



### GROW

Access exclusive resources, professional development, and mentorship opportunities.



### BE SEEN

Gain visibility and be part of a movement amplifying women's impact in the sport.



### GET ACCESS

Enjoy member-only events, insider experiences, and industry connections.



### MAKE AN IMPACT

Help shape the future of motorsports and inspire the next generation.

## JOIN TODAY.

Be part of the movement that's driving change and building the future of motorsports.

LEARN MORE & BECOME A MEMBER

[WOMENINMOTORSPORTSNA.COM](http://WOMENINMOTORSPORTSNA.COM)



#WIMNANation

### REP THE MOVEMENT.

WIMNA Nation Merch available to members.

