



THE PAUL DANA
LEARNING STUDIOS

Who is Paul Dana?

The Learning Studios are named after Paul Dana, an average guy who did extraordinary things.

Paul was raised by a loving family in St. Louis, MO, who surrounded him with books, art, and lots of hands-on activities. Paul studied journalism and Spanish at Northwestern University. It was here that The Urban Chalkboard co-founder Tonya met and fell in love with Paul. One of the first signs of Paul's extraordinary gifts was that he was only the second person ever to convince Northwestern University's administration to let him graduate early. His reason? He wanted to go to racing school.

After graduation, he worked as a mechanic to earn his keep at the Bridgestone Racing School in Shannonville, Ontario in order to pursue his dream of professional racing. He then used the skills he used as a journalism student to find sponsorship money to work his way up the racing ladder in just 10 years: Barber Dodge Pro Series, Formula Ford 2000, Infiniti Pro Series, and then the goal of his career, the IndyCar Series.

After 9/11, renewable energy became a passion for Paul, and convinced several competing ethanol producers to come together to fund a single Ethanol sponsorship. Paul also convinced the Indy Racing League to switch their fuel from methanol to ethanol in 2005, which they have been using ever since.

This is a guy who had the power of persuasion. Paul's life was tragically cut short in March, 2006, in a collision during the warm-up at the IndyCar Race in Homestead-Miami, FL prior to his first race with the Rahal Letterman Racing team, leaving behind Tonya and their soon-to-be-born son Paul Conor. But we continue to be inspired and motivated by Paul's story, and hope that you will, too! It all begins with cultivating curiosity and a love for learning...