

**SABR BASEBALL REMINISCENCE CHARTERED COMMUNITY
CONFERENCE NOTES
January 23, 2021**

IN ATTENDANCE:

Chicago – Bill Grimes
Cleveland – Joe Shaw, Ray Danner
Las Vegas – Rob Sheinkopf, Michael Green
Los Angeles – Jon Leonoudakis, Kimi Ego, Jeff Hubbard, Barry Mednick
Louisville – Tad Myre, Kelly Park
Miami – Lou Hernández
New York/New Jersey/Conn. – George Sommerfeld, Perry Barber
Phoenix – Johanna Wagner Martin
San Francisco – Marlene Vogelsang, Greg Johnson
Tallahassee – Matt Hudson
Texas – Monte Cely, Ira Siegel, Mike Dillon, Jerry Miller, Barry Harding
Washington State – Gary West

WELCOME & INTRODUCTIONS

Chairman Jon Leonoudakis welcomed everyone to the monthly conference and asked for introductions. We continue to have strong interest with 24 chartered community members in attendance.

New group members in attendance were: Ray Danner from Cleveland, Barry Harding from Georgetown, Texas, and Matt Hudson from Tallahassee, Florida. Also joining us was Johanna Wagner Martin who works with the SABR staff in Phoenix. Welcome!

PROGRESS REPORTS

CLEVELAND – Joe Shaw reported he’s in the detailed planning stages for a program in conjunction with the local chapter of the Alzheimer’s Association. They are jointly building an agenda centered on the theme of “Let’s go to a game at Progressive Field”. Target date for an initial offering is later in 1Q2021.

He also has a commitment from the Cleveland Indians to support the effort. Joe thanked several for their support, especially Anne Oh, program manager at Alzheimer’s L.A. Exciting!

LAS VEGAS – Rob Sheinkopf held a meeting this past week with the Ruvo Center for Brain Health, a Las Vegas unit of the Cleveland Clinic. Monte Cely also sat in to provide background. The contact person was provided by Michael Green. The Ruvo Center was interested, but non-committal at the moment due to resource constraints. They were receptive to getting more background information, which Rob provided. Potential next step is to present the program at one of the Center’s “Lunch and Learn” sessions, where we could speak directly to participants and their caregivers.

Rob commented that he developed an introductory letter that is a useful resource for new SABR efforts to present themselves to prospective sponsor/host groups. A generic copy of that letter is available for everyone's download and use – on our web site – at:

<https://baseballmemoriesorg.files.wordpress.com/2020/12/sabr-baseball-reminiscence-sample-intro-letter.docx>

SAN FRANCISCO – Marlene Vogelsang and Greg Johnson reported that they're in contact with the local Alzheimer's Association chapter and working to schedule an introductory meeting. Jon mentioned he has a contact with the Oakland A's if useful.

NEW YORK/NEW JERSEY/CONN. – Perry Barber reports that she will work locally with George Sommerfeld to conceptualize a program and target potential hosts. She expressed interest in using family history/genealogy as an approach or component of her program.

CHICAGO – Bill Grimes reported he is gathering local contacts in the metro in order to gather volunteers and develop a program.

SAN DIEGO – Jon reported that he led a pilot group in San Diego in partnership with Alzheimer's San Diego. The theme was San Diego baseball. Seven were in attendance and the offering was successful with good feedback. Jon will lead a second program there, with the goal then to hand-off to SABR San Diego chapter members and/or ALZ-SD volunteers.

KOELSCH SENIOR COMMUNITIES – Jon stated that the planned pilot with Koelsch's facility in Billings, Montana had to be postponed and will be rescheduled.

EXISTING PROGRAMS – With Jim Kenton's ongoing leadership and guidance, the Talking Baseball programs in Austin and Georgetown Texas are back online for 2021. Programs run every-other-week, on Monday in Austin and on Wednesday in Georgetown.

BaseALZ in L.A. continues their monthly sessions with Jeff Hubbard now facilitating.

George Sommerfeld is continuing to lead a telephone conference-call style session in Westchester County, N.Y.

RESEARCH STUDY UPDATE

Monte reported that the SABR board of directors endorsed the research study proposal at their January 13 board meeting. As a result, SABR CEO Scott Bush spoke with Jon and Monte on January 19 to provide feedback and ask follow-on questions. Scott was very supportive of the Baseball Reminiscence initiative and everything the chartered community is doing. Scott saw that this study proposal would be a very unique piece of baseball research. He wants to support whatever we need to make it happen. The call with Scott was very encouraging!!

Currently, we are seeking volunteers to comprise a Resource Team to develop a more detailed project plan and move this effort forward. We are especially interested in getting key skills such as gerontology, survey design & administration, links to academia and the services of a skilled,

published writer. Coming into the meeting, Barry Mednick and Rob Sheinkopf had volunteered to join Jeff Hubbard, Monte Cely and Linda Cely in this effort. As a result of this meeting, Matt Hudson, Tad Myre, Lou Hernández, and Joe Shaw also expressed interest.

A copy of the study proposal, as presented to the SABR board, is on our web site at: <https://baseballmemoriesorg.files.wordpress.com/2021/01/sabr-baseball-rem-study-proposal-1.pdf>

Monte will follow-up with these volunteers as to next steps.

WEBSITE AND YOUTUBE CHANNEL UPDATE

Monte stated that we're continuing to add content to the web site and YouTube channel as it's suggested or becomes available. He also stated we still need one or more assistant webmasters, plus volunteers to take on social media expansion. If you have suggestions for content or potential volunteers, please contact Monte.

Some quick stats – the web site has been up for about three full months – in that time we've had approximately 1000 views from over 200 visitors. A good start. We need to drive more traffic to our site in order to build awareness and provide support to interested volunteers.

The website is at: www.sabrbaseballmemories.org

The YouTube channel is at the "Media and Promos" tab, or can be accessed directly at: [sabrbaseballmemories - YouTube](#) Once you're on the YouTube channel, check out both the "Videos" and the "Playlists" tabs.

INTERNATIONAL SPORTS REMINISCENCE PROMO VIDEO

Jon reported that the SABR Board of Directors approved a funding request for hardware and services to complete development of an International Sports Reminiscence video. This is a project being jointly developed by SABR and key advocates of sports reminiscence in Scotland, in particular their founder Michael White.

SABR CEO Scott Bush is very supportive of this initiative, and is facilitating the funding and legal support to enable completion of this project. Jon and his associates have developed a compelling concept video, with the end goal being a high quality, five minute promotional video scheduled to debut in June.

SOCIAL ISOLATION AND LONELINESS AND WHAT WE CAN DO TO HELP

George led a discussion on the importance of engagement and reminiscence to help alleviate isolation and loneliness. He reported that America is suffering from an epidemic of loneliness due to the fact that the elderly are increasingly aging alone. George stressed that reminiscence programs such as ours – although conceived to support those with Alzheimer's and dementia - are well-suited to help improve the quality-of-life of those that are isolated and lonely. Providing

an opportunity for meaningful social engagement, even once monthly, can be a boost to the well-being of participants as well as their caregivers.

George encouraged all of us to be alert for opportunities to engage with sponsors/hosts that have participants dealing with isolation, loneliness, and depression. Community organizations, as well as local houses of worship, can be key partners. Mike Dillon commented on the positive effects that the Talking Baseball program has had on institutionalized veterans at the Kerrville VA Hospital. Matt Hudson also reinforced this message from his experiences as a health care executive.

OPEN DISCUSSION

Kimi Ego expressed thanks and support for all of the group's efforts to expand baseball reminiscence programming. This is helping to fulfill the vision of her late brother Michael.

Bill Grimes asked about more videos or promotional pieces that may be available. We have a good representation on our website. Go to www.sabrbaseballmemories.org and look at the "Resources and then Testimonials" tabs and also the "Media and Promotions" tab. We are constantly adding content to those web pages as they are compelling "sales" collateral. If you have something you'd like to add or link to, contact Monte.

TRIVIA QUIZ

No SABR get-together is complete without a baseball trivia quiz. Jon posed these three questions relating baseball and dementia (answers at the end of these notes):

1. This major league infielder played 1931-1940 for the Tigers, White Sox and Red Sox. He led the A.L. in fielding percentage, and played in the World Series, in 1934-35. He died of Alzheimer's in 1991.
2. This major leaguer pitched for eight MLB seasons spanning 1985-94, with the Rangers and Cubs. He had a solid record at 80 wins, 74 losses. He established a foundation honoring his mother who died of Alzheimer's.
3. This HOF pitcher died of Alzheimer's in 2020. He played 1950 through 1967, winning 236 games.

NEXT MEETING

Our next group Zoom conference will be **Saturday March 6.**

Times: 4pm Eastern; 3pm Central; 2pm Mountain; 1pm Pacific (time zones)

An agenda and Zoom call-in information will be forthcoming over the next few weeks.

If you have an issue, or need help or advice in the meantime, don't hesitate to contact:

Jon at jbleonoudakis@me.com , George at allbcoop@yahoo.com or Monte at cely@swbell.net

Trivia quiz answers: 1 - Marv Owen; 2 – José Guzman; 3 – Whitey Ford.