

**SABR BASEBALL REMINISCENCE CHARTERED COMMUNITY
CONFERENCE NOTES
April 10, 2021**

IN ATTENDANCE:

Chicago – Bill Grimes
Cleveland – Joe Shaw
Las Vegas – Rob Sheinkopf
Los Angeles – Jon Leonoudakis, Kimi Ego, Jeff Hubbard, Barry Mednick
New York/New Jersey/Conn. – George Sommerfeld
Phoenix – Johanna Wagner Martin, Jennifer Blatt
San Francisco – Marlene Vogelsang, Greg Johnson
Texas – Ira Siegel, Mike Dillon, Jerry Miller, Monte Cely, Linda Cely
Washington State – Gary West

WELCOME & INTRODUCTIONS

Chartered community chair Jon welcomed everyone to the conference. Attendees briefly reintroduced themselves. A good sense of camaraderie has developed among the group, as evidenced by the friendly banter and some light-hearted “trash talk”.

PROGRESS REPORTS

CLEVELAND – Jack Graney chapter president Joe Shaw reported that their local baseball reminiscence program will deliver their first session on Tuesday April 27. Joe’s team has been working with the local chapter of the Alzheimer’s Association to plan and publicize the program. [A copy of their flyer is available on sabrbaseballmemories.org](http://sabrbaseballmemories.org). They have completed individual training and a group training session with their sponsor is planned for the week of April 11.

LOUISVILLE – Monte reported on behalf of PeeWee Reese chapter president Tad Myre. They’re on the agenda for a Memory Café session on Monday, April 12 in cooperation with the local Alzheimer’s Association chapter. Kelly Park will be talking about his book “Just Like Me” which has many great stories about big-leaguers’ memories of their sandlot days.

Tad is in discussion with the local Alzheimer’s community outreach director on building an audience for their baseball reminiscence program. Tad also has some contacts at University of Kentucky that are formulating an online/video outreach program for people living with dementia, with the goal of including baseball as one of the topics.

LAS VEGAS – Rob Sheinkopf (Maddux Brothers chapter) reported that he has made numerous contacts so far but has yet to stir up any interest among potential sponsors. Rob appealed to the group at large for further guidance and assistance in hooking up with an interested sponsor.

After some discussion of the experiences (and setbacks) encountered by other SABR colleagues, Jon offered to make inquiries among current supporters to see if they had contacts or suggestions in the Las Vegas area.

SAN FRANCISCO – Lefty O’Doul chapter president Marlene Vogelsang and Greg Johnson reported they are continuing to make contacts to drum up interest. They also expressed concern about lack of follow-up from potential sponsors that they contact. Marlene also stated that the new [Baseball Memories Play Book](#) is a fabulous resource.

As with Las Vegas, Jon will inquire with his contacts about suggestions in the Bay Area.

CHICAGO – Bill Grimes (Emil Rothe chapter) reported he is in discussions with a local [Belmont Village Senior Living](#) facility and that they’re interested. He is working now to further raise their awareness. Bill also stated he’s in touch with Jason Schwartz, a SABR colleague in the Chicago area that is also part of the Art-for-Alzheimer’s fundraising initiative.

SAN DIEGO – Jon reported that he has led two monthly programs sponsored and hosted by Alzheimer’s San Diego. The programs have been well-received and ALZ-SD are planning to proceed with a local volunteer leading their baseball reminiscence program. Jon will attend the next program – Wednesday April 28th - and discuss future considerations with them.

PHOENIX – Jennifer Blatt (Hemond-Delhi chapter) reports she is getting started now. Jon offered the group’s assistance to help her move forward in the greater Phoenix area.

NORTH NEW JERSEY - George Sommerfeld reported that Monte and he have been invited by Elysian Fields chapter president David Krell to speak at their April 12 chapter meeting. This is as a result of contacts George recently made with David. Monte added that Jim Kenton and he had past discussions with David and that he had been enthusiastic (pre-pandemic) about baseball reminiscence.

INTERNATIONAL SPORTS REMINISCENCE VIDEO

Jon reported that the “second cut” of the SRT video has been completed and is being circulated for comment. He is projecting a June completion date. Barry asked about the video length and if it would be suitable to share at chapter meetings. Jon responded that the current cut is 26 minutes in length; he had envisioned something shorter, but is finding that it takes some time to share the great stories that participants, caregivers, and volunteers have about sports reminiscence. The video will definitely be appropriate for sharing within SABR for awareness and recruiting, with potential sponsors to promote new offerings, and with media outlets.

MAUDE’S AWARD – INNOVATION IN CONNECTING WITH PERSONS LIVING WITH DEMENTIA

Jon reported that we are definitely going to submit for a [Maude’s Award](#). Jon is working with Johanna at SABR HQ on this, and a draft of the submission text has been completed and is out for review/comment. May 15 is the deadline for 2021 applications.

WEBSITE AND YOUTUBE CHANNEL UPDATE

Just a reminder, our website is at: www.sabrbaseballmemories.org

Monte reported that the web site has been up for just over five full months – in that time we've had approximately 1800 views from over 400 visitors (14 internationally). There have been 40 downloads of the Baseball Memories Play Book over the last month.

SABR colleague David Bodemer in Cleveland has signed on as another webmaster. David has extensive web development experience and is already helping improve the site. One example is that we've made the site more compatible with screen reader technologies, which improves accessibility for readers with limited vision. Jon asked about cross-platform optimization of the site. Monte responded that it was developed on a Windows desktop using Wordpress, and tested also on an iPad. Wordpress should provide for cross platform compatibility, but this is something David and Monte can explore further.

We've also written a Statement of Work to solicit a college student or intern to help develop a social media presence for Baseball Reminiscence. This would also support SABR's interest in developing more inter-generational engagement.

RESEARCH STUDY UPDATE

Monte reported that we've made good progress over the last month.

With Joe Shaw's guidance and expertise we have completed an overall project management plan. We started the timeline clock running on April 1 and expect to have our initial study phase completed and a report available in 12 months or less. Monte clarified that our current thinking is the "initial" phase will be an evaluation of the effectiveness of our programs and looking to include at least 30 participants. Based upon results gathered and lessons learned, a subsequent phase might be a more research-oriented investigation that may need 100-300 participants.

A key item on the early critical path was to recruit an academic advisor to help formulate the study approach and recommend a survey instrument. Thanks to Rob Sheinkopf's contacts, Dr. Jay Thomas – an educational psychologist at Aurora University in metro Chicago – has joined the team as our advisor. Several of us had a very productive discussion with Dr. Thomas last week and he's right now working on a study and survey instrument proposal for our consideration.

OPEN DISCUSSION

Kimi Ego asked about the college student/intern proposal for our social media presence and whether that could be targeted towards Youth Movement Against Alzheimer's participants. Monte will share the current draft of the Statement of Work document with Kimi and Johanna Wagner in order to discuss how to best approach identifying candidates.

Bill Grimes asked if there is an optimal number of participants for a baseball reminiscence program. There was a wide-ranging discussion on this, and the answer varies depending upon whether the program is online or in-person, the number of volunteers/staff that can assist, the experience level of the facilitator and moderator, etc. Current programs seem to range from five to twenty participants.

George offered that he is conducting an “online” program via telephone conference call. This has proven to be an effective (and unique) approach to combat loneliness and isolation during the pandemic.

TRIVIA QUIZ

No SABR get-together is complete without a trivia quiz. Monte posed these three cinema/TV reminiscence questions – taken from earlier programs in Texas - about actors and their roles (answers at the end of these notes – no peeking):

1. This 1955 movie about an Italian-American butcher living with his mother in the Bronx won Academy Awards for Best Picture and Best Actor. What was the movie title and what actor starred in the title role?
2. In 1963 the long-running soap opera General Hospital debuted. The lead character was played by a retired major league ballplayer – an 11-year journeyman middle infielder (1939-1952) who holds the distinction of being the only ballplayer to have both a World Series ring and a star on the Hollywood Walk of Fame. Name the role and the ballplayer-turned-actor.
3. In 1965 the fourth of the James Bond movies, *Thunderball*, was a top-seller at the box office. The villain was played by an Italian actor who happens to be Monte’s relative. What was the villain’s name in the movie and who was the actor that portrayed him?

NEXT MEETING -- Our next group Zoom conference will be **Saturday May 22, 2021**
Times: 4pm Eastern; 3pm Central; 2pm Mountain; 1pm Pacific (time zones)
An agenda and Zoom call-in information will be forthcoming prior to the meeting

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

Jon at jbleonoudakis@me.com

George at allbcoop@yahoo.com

Monte at cely@swbell.net

Trivia quiz answers:

- 1 – *Marty*, Ernest Borgnine
- 2 – Dr. Steve Hardy; Johnny Berardino
- 3 – Emilio Largo; Adolfo Celi