

# **SABR BASEBALL MEMORIES CHARTERED COMMUNITY CONFERENCE NOTES**

**July 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/Conn. – George Sommerfeld

North New Jersey – Donna Muscarella

Pacific Northwest – Gary West

Phoenix – Jennifer Blatt, Anne Enos, Johanna Wagner

Texas – Ira Siegel, Jerry Miller, Monte Cely

## **WELCOME & INTRODUCTIONS**

Chartered community chair Jon welcomed everyone to the conference. Sixteen SABR members and were in attendance.

Anne Enos from Scottsdale, AZ recently joined the Baseball Memories group and this was her first meeting. Welcome Anne!

## **PROGRESS REPORTS**

CLEVELAND – Jack Graney chapter president Joe Shaw reported excellent progress. The Baseball Memories program there continues to get very positive feedback from their local Alzheimer’s Association partner and from participants. The Cleveland Indians are also onboard, and are providing boxes of “swag” (including a Tito Francona jersey) for use in upcoming meetings. Joe reports that retired Indians player Vern Fuller will be a guest at their July 27 meeting.

Joe has arranged a video recording of a portion of their program, featuring some powerful testimony from participants. Joe will coordinate with Mary Ertle (Alz – Cleveland) to see if this video can be released for our use.

They are also in contact with the Carolyn L. Farrell Foundation for Brain Health and are planning an August program with them.

LAS VEGAS – Rob Sheinkopf (Maddux Brothers chapter) reported that he continues to keep in touch with his local SABR volunteers and plans to revisit local potential partner organizations as soon as some of the additional video resources become available. The Cleveland video will be of interest, as well as the SABR-produced videos that are to be released soon.

PACIFIC NORTHWEST – Gary West (Pacific Northwest Chapter) reported he would be discussing the Baseball Memories program at the upcoming SABR chapter meeting. He will also be reaching out to potential local sponsor/partner groups, including the Alzheimer's Association Washington State chapter.

Jon mentioned that he has a contact at the University of Washington and will provide contact information to Gary.

JAPAN – Kimi Ego (Allan Roth chapter) reported that she has reached out to the Tokyo SABR chapter leaders. Kimi also mentioned that SABR colleague Kiyoko Taniguchi has written an article for Yahoo Japan about our group's efforts. Kimi is hopeful to get more interest after the Olympics is finished.

SAN DIEGO – Jon reported that the program sponsored by Alzheimer's San Diego is ongoing and that they are now meeting outdoors at a local ballpark. They are looking for ways to generate more participant interest. Jon plans to contact Andy Strasberg, San Diego SABR chapter officer, to discuss.

LOS ANGELES – Jeff Hubbard (Allan Roth chapter) reported that the monthly program with Alzheimer's L.A. continues to be highly successful and that they have seen participation levels double via Zoom. Jeff reported that Anne Oh, program manager at ALZ-LA, stated that BaseALZ is their most popular program! Jeff is also making preparations to introduce our Study program to the group and begin doing interviews.

Jon reported that he is continuing a monthly online session at the VA Home for Heroes center. The veterans there pick the topics they want to discuss at the following meeting.

Jon stated that we might want to consider the Alzheimer's group in ORANGE COUNTY as a potential partner, as they are an independent association similar to ALZ in L.A. and San Diego.

PHOENIX – Jennifer Blatt (Hemond Arizona chapter) reported that she is making contacts within the local SABR chapter to drum up interest. She is also contacting local potential sponsor/partner organizations, including the Alzheimer's Assoc. – Desert Southwest chapter and Banner Sun Health Research Institute. New group member Anne Enos will also be working with Jennifer.

CHICAGO – Bill Grimes (Emil Rothe chapter) is working on an introductory letter to send to potential local sponsor/partner groups. Bill also reported there is continued interest in working with Belmont Village Senior Living.

Bill also had some questions about Wordpress, the web site development system. Monte indicated that our Baseball Memories web site was developed with Wordpress and hosted there. Monte and Bill will follow-up offline.

WESTCHESTER, N.Y. – George reported that he is continuing his telephone conference-call offering with his Senior Citizen Baseball Hour group. He has recently reached out to the executive director of his partner organization, and is hopeful to restart in-person “seniors” meetings soon. George is also in contact with his partner group for the dementia-focused sessions.

TEXAS – Monte, Ira Siegel and Jerry Miller (Rogers Hornsby chapter) reported that the Alzheimer’s focused programs in both Austin and Georgetown are currently in summer recess. Program leader Jim Kenton will be discussing when and how to restart in-person meetings.

Monte also reported that SABR member Dan Walsh has been in touch with partners at the VA Hospital in Kerrville. They are not yet open for in-person group sessions, but expressed interest in restarting “The Baseball Guys” program when feasible.

## **EVALUATION STUDY UPDATE**

Monte and Joe presented a project update to SABR CEO Scott Bush and Board of Directors VP Leslie Heaphy on May 27. That went very well and they’re on board with status, direction and plans.

Monte reports that the effort is on schedule. We are moving from “preparation” to “implementation” activities. Key assets such as sample introductory letters, the questionnaire, and interviewer’s guide are complete. We are currently working with SABR HQ legal counsel to finalize “consent” wording.

We began sharing with local contacts and sponsors in June and they are supportive. We will begin conducting the interviews in late July and into August, with the dates variable by location. In broad terms, we expect interviews and data collection to happen over the remainder of Summer and Fall, with data analysis being conducted over the Fall and Winter, with an end goal of having a final report available by April 1, 2022. Publishing deadlines for the Baseball Research Journal may impact our schedule.

## **PROMOTIONAL VIDEOS**

Jon reported that the video development for the “Extra Innings” video is nearing completion and is now in the final stages of post-production. “Extra Innings” is 23 minutes long. A companion piece, the “Sizzle Reel” (3 minutes) is complete. SABR HQ is working with Jon to develop a release schedule, currently planned for the July 26 – August 6 timeframe. The videos will initially be made available internally within SABR for use in awareness and promotion efforts with other chapters.

Rob expressed interest in getting the “Sizzle Reel” for use in outreach in Las Vegas, and wanted to know if he’d need permission to share it with local potential partner organizations. Jon will check with SABR HQ as to their thoughts on this and future similar requests.

## **RANCHO CUCAMONGA QUAKES**

Jon was invited to throw out the first pitch at the Quakes' (Dodgers Class A affiliate) home game on July 9. This was in recognition of SABR's and Alzheimer's LA's partnership in developing and delivering BasebALZ programs.

A video of the first pitch is here: <https://vimeo.com/573315255/fa34147ff5> ... the reader should make the call ... strike?

## **OUTREACH/INREACH**

Joe shared that he is putting together a project plan for a SABR "In reach" effort, an outreach to contact all of SABR's chapters and research committees. We will use a project management approach similar to that successfully adopted for the Research/Evaluation Study effort. Joe is piloting this program by reaching out to fellow chapter leaders in Toledo and Columbus, Ohio. He reports positive conversations with both chapters. Joe is also reaching out to chapters in Pittsburgh, Detroit, Dayton, and Cincinnati. We expect to gather some significant learnings from this effort to enable us to continue to effectively "spread the word" within SABR.

Jon mentioned that, in conjunction with this project and the internal release of the video, SABR HQ has asked us to designate some "ambassadors" to serve as contacts/resources for SABR chapters that want to learn more about Baseball Memories. More to come on this aspect of our efforts.

## **2022 BUDGET PROPOSAL**

Jon reported that we will be submitting a budget proposal in support of our chartered community's increasing activities. Jon has determined that SABR budgets on a calendar-year basis and development of the 2022 budget will begin in September of this year. We have begun identifying funding needs to include in our proposal.

## **WEBSITE AND YOUTUBE CHANNEL UPDATE**

Just a reminder, our website is at: [www.sabrbaseballmemories.org](http://www.sabrbaseballmemories.org)

Our YouTube channel can be accessed at: [www.sabrbaseballmemories.org/mediapromos](http://www.sabrbaseballmemories.org/mediapromos)

Monte reported that the web site has been in operation since November, 2020. In that time we've had approximately 3000 views from over 940 visitors. There have been 49 views from Japan in just the last few months (see Kimi Ego's report earlier). There have been 78 downloads of the Baseball Memories Play Book.

As we move forward, we're going to explore ways to more tightly link our site to [sabr.org](http://sabr.org), and to provide easy access to the new promotional videos. Monte and David Bodemer will be working with SABR HQ on ways to do that.

## OPEN DISCUSSION

Jon reported that we expect to hear about the Maude's Award in September.

Jon also said he had attended Mudcat Grant's funeral.

## TRIVIA QUIZ

No SABR get-together is complete without a trivia quiz. Monte posed these baseball glove baseball memories questions (answers at the end of these notes – no peeking):

1. Monte's first glove is a 1958 J.C. Higgins model 1630. In the 1950s, where would you go to buy a J.C. Higgins glove?
2. This model of glove carries the signature of a 12-year major league second baseman. His rookie year was 1955 with the Cardinals, and he also played with the Giants, Reds, Senators, and A's. His nickname derived from his surname and his "blazing" speed. Who was he?
3. Beginning in 1960, a soon-to-retire major leaguer began promoting this line of sporting goods, and the brand name soon switched from J.C. Higgins to this future Hall-of-Famer's name. Who was he?

**NEXT MEETING --** Our next group Zoom conference will be **Saturday September 18**

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](mailto:jbleonoudakis@me.com)

George at [allbcoop@yahoo.com](mailto:allbcoop@yahoo.com)

Joe at [rjshaw2@cox.net](mailto:rjshaw2@cox.net)

Monte at [cely@swbell.net](mailto:cely@swbell.net)

Trivia quiz answers:

1 – Sears, Roebuck and Co. – and their mail-order catalog

2 – Don Blasingame

3 – Ted Williams