

**SABR BASEBALL MEMORIES CHARTERED COMMUNITY
CONFERENCE NOTES
September 18, 2021**

IN ATTENDANCE:

Chicago – Bill Grimes
Cleveland/Alabama – David Bodemer
Las Vegas – Rob Sheinkopf
Los Angeles – Jon Leonoudakis, Jeff Hubbard, Barry Mednick,
Mary & Mark Griswold
New York/Conn. – George Sommerfeld
New York/Florida – Perry Barber
North New Jersey – Donna Muscarella
Pacific Northwest – Gary West
Phoenix – Jennifer Blatt, Anne Enos, Johanna Wagner
Texas – Ira Siegel, Jerry Miller, Bob Wakefield
Pennsylvania – Mark Simon

WELCOME & INTRODUCTIONS - chartered community chair Jon Leonoudakis welcomed everyone to the conference. Twenty SABR members and guests were in attendance. Mary and Mark Griswold recently joined the Baseball Memories group, and this was their first meeting. Welcome Mary and Mark!

PROGRESS REPORTS

LOS ANGELES – Jon (Allan Roth chapter) reported that they are meeting with the Veterans Administration in person for soft toss and batting practice with a tee, whiffle bats, and balls. The participants are all wheelchair bound; they meet outdoors, and socially distanced. He shared a video of a participant who hit a screaming comebacker, but thankfully Jon was able to shake it off and continue pitching. Participants enjoyed the friendly competition, trying to hit home runs past Jon over the nearby wall they've dubbed the "Beige Monster".

Jeff Hubbard reported that the monthly program with Alzheimer's L.A. continues to be highly successful and that Anne Oh, program manager at ALZ-LA, stated that BasebALZ is their most popular program! Jeff stated that their next session's theme will highlight ballpark concessions.

SAN DIEGO – Jon reported that until recently, they had been meeting on a baseball field, but due to the Delta variant they have suspended that activity until November when they expect to restart their outdoor activities.

CLEVELAND –Jack Graney chapter president Joe Shaw reported via email that they currently have two active partnerships and two separate program offerings:

Alzheimer's Association of Cleveland – next Tuesday they will conduct their sixth consecutive monthly session. They had set up a nice cadence and partnership there but in the last month they lost their ALZ project manager who resigned for a better position outside the Alzheimer's Association and thus they are in the rebuilding mode with a new person. Joe thinks this is an experience many chapters may eventually deal with as it appears turnover in this industry is large.

Carolyn Farrell Foundation - they have started a new partnership with this private, West Side Cleveland organization and conducted their first session in the last month. The format is quite different here as their first session was a hybrid affair with participants and care givers in a common room sitting around two tables. In addition, they had three couples who participated via Zoom. Joe's team was on Zoom. It quickly became clear to them how important the leader at the Carolyn Farrell Foundation was to the success of the event. He moved the microphone around as people in the room wanted to say something so we could hear them. Joe felt it was somewhat a less personal affair than an all Zoom event, which was somewhat surprising. They got very positive feedback from the participants, and they plan to have a second event in the next couple of weeks.

As chapter president, one topic Joe is giving some time and attention to is how they add members to their team. It is clear to him that not all SABR members are suited to taking part in these sessions. Joe stated his concerns as being two-fold, attitude and availability. Joe suggests this issue should be a topic for conversation in a future meeting.

Overall, they are very pleased with where they are today and looking forward to taking their next steps of growth, beginning face-to-face meetings at the Carolyn Farrell Foundation and reaching out to their local VA hospital to explore a partnership. Also, they will be exploring sessions with a local nursing home that has expressed interest in talking.

LAS VEGAS – Rob Sheinkopf (Maddux Brothers chapter) reported that Activities Coordinator Zach Gruber of *Oakmont of Las Vegas Assisted Living and Memory Care* responded to his email with the attached short promo video, expressing interest in the SABR Baseball Memories program. After a follow-up zoom meeting, a partnership was established with the first meeting held Friday, August 20 via zoom. Monte and Linda Cely, Joe Shaw, and Rob facilitated, along with Mike Green, Las Vegas SABR member. Approximately 14 participants attended the session, and the second meeting is scheduled for Wednesday, September 29th. Efforts are being made to bring in a surprise celebrity guest, Mark Grant, former MLB pitcher and currently a television broadcaster for the San Diego Padres. Mark's mother-in-law is a resident of Oakmont. Rob dropped off a bag of baseballs for each Oakmont resident to give them something to hold and look at and energize more interest in participating. Zach later contacted Rob to ask for a few more baseballs as "everyone wants one!"

Rob also reported he has contacted two other local senior care centers regarding a follow-up meeting soon.

PACIFIC NORTHWEST – Gary West (Pacific Northwest Chapter) reported that Momentia-Seattle activities have been cancelled due to COVID, but he would be discussing the Baseball Memories program with local Momentia Seattle area “stewards” at the Alzheimer’s Association Washington State chapter, and with the VA and memory care people.

PHOENIX – Jennifer Blatt (Hemond Arizona chapter), after a brief kitten delay, reported that she has talked with Banner Sun Health Research Institute, and will follow up in a couple weeks. She suggested they will kick off their program in late February.

CHICAGO – Bill Grimes (Emil Rothe chapter) is working on an introductory letter to send to potential local sponsor/partner groups, and indicated one of the senior centers he contacted has demonstrated interest. He states he is in the early stages, and welcomes suggestions and recommendations. Bill asked the question regarding the maximum number of participants and care partners would be most optimal and Jon replied that 15, from his experience, should be considered the maximum (for Zoom/virtual meetings).

WESTCHESTER, N.Y. – George reported that his two programs have closed, one due to Covid and the other for financial reasons. However, he is continuing his offering with his senior citizen Baseball Hour group, meeting via telephone as Zoom has created technical issues for participants, and the program is well received. George suggested our programs can be effective when targeting women, who in many cases outnumber men, and conversations beginning with baseball oftentimes lead to other topics of interest. He followed up the topic of “rain delays” (quick items to deal with pauses in our programs) with “game delays”, using YouTube videos to show entertaining ball game delays.

TEXAS - Ira Siegel reported meeting with the Goose Goslin (South New Jersey) Chapter, and that the six “Geese” in attendance received information prior to their meeting from Monte. They indicated they would spend the rest of this year learning how other SABR Chapters launched their programs, searching for sponsors/partners, and establishing a pool of volunteers from Chapter members. Their goal is to start in early 2022, in-person if at all possible. They were very interested, understanding that effort needs to be expended “up front” for a successful launch. Jim Michaelowicz will lead the effort there, with support from chapter leader Anthony Arot and others. Joe Shaw will share the one-hour video presentation to help them get started.

EVALUATION STUDY UPDATE

Jon reminded the group that there are 250 sports reminiscence programs in Scotland, and fewer than 20 in the United States. The study hopes to measure qualitative as well as quantitative issues of our current program.

Jeff interviewed Alzheimer’s LA participants and care partners via zoom. He reported the one-on-one conversations were very positive, emotional, and gratifying. While there were some technical issues and confusion around the confidentiality form and survey, they worked through it, and solved those logistical issues.

Jeff indicated that everybody who was surveyed agreed the music/singing portion of the program was a problem for participants due to the zoom sound-lag. Jeff shared feedback from one care partner about the benefits of participation for care-partners and told of that family's interest in continuing in the program for the spouse beyond the ability her husband to participate, illustrating the tremendous impact the program has on both the Alzheimer's sufferer and the care-partner.

Barry indicated that he has received 18 responses from Alzheimer's LA. He looks forward to getting more data from throughout the country. Barry also expressed the need to better define how much participation should be expected/encouraged from care-partners at our programs.

Monte reported via email that he had spoken with the key managers at the St. Louis Jewish Community Center who host the Cardinals Reminiscence League program there and they are interested in participating in our survey project. Details are being worked out, but he thinks it will happen. They would like Linda and Monte to do the interviews. They have 15 - 20 participants across two offerings, one for dementia and another for long term illnesses/disabilities. Monte will attend one of their sessions later this month.

PROMOTIONAL VIDEOS - Jon reported that SABR released the 23 minute deeper dive video "Extra Innings" video earlier in the week, with testimonials from those living with dementia and their care partners.

Rob indicated that he used the "Sizzle Reel" (3 minutes) in helping recruit the new senior center/memory care facility in Las Vegas, and felt that video made the difference in their decision to work with the SABR Baseball Memories program.

OUTREACH/INREACH - Jon suggested that we make a concerted effort to get on the agenda for local SABR meetings to show our video and promote the program.

2022 BUDGET PROPOSAL - Jon reported that we will be submitting a budget proposal in support of our chartered community's increasing activities. We have begun identifying funding needs to include in our proposal, to enable us to grow and expand our programs more efficiently. Grants from outside sources will be sought to help fund paid internships, pay for Zoom accounts, obtain tickets to ballgames for program participants and their care partners, and for equipment such as baseballs, plastic bats and balls, food for participants, etc.

WEBSITE AND YOUTUBE CHANNEL UPDATE - Monte reported (via earlier email) that after 11 months of traffic, we now have had 3,864 views by 1,224 visitors. Mostly from U.S. but also 51 views from Japan, 30 from Canada, and 21 from Australia. The Play Book is the most popular download, with over 100. Perry Barber she indicated she may be responsible for four of those downloads, as she has considered getting a program started in NYC, living within a short

distance of Memory Care facilities on the upper East side. She will meet with George soon to discuss next steps in starting a program.

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

Our YouTube channel is at: www.sabrbaseballmemories.org/mediapromos

OPEN DISCUSSION

Donna Muscarella appeared on a SABR panel in August and promoted the Baseball Memories Program.

Mary Griswold asked for clarification and definition of “partner”, and Jon explained the role of the partner (sponsoring/host group) in the process. Jon reminded us that our first question of potential partners should be “What are *your* goals and objectives” as we strive to put together a program for their audience and to meet their unique needs.

Jon further reminded us that our programs are gender neutral, women have interest and past experience in all phases of baseball and our programs should reflect that.

The terms *care giver* and *care partner* were discussed, with the consensus that the term *Care Partner* is more empowering and is being used more widely now.

Jon reported that we are up to 80 members of the SABR Baseball Memories chartered community.

TRIVIA QUIZ - today’s questions were in honor of Hispanic Heritage Month:

1. Who was the first Hispanic baseball player elected to the Baseball Hall of Fame?
2. What percentage of Major League Baseball players in 2021 are Hispanic?
10%....25%....35%
3. Which Major League team has a Hispanic female co-owner? And who is she?
(answers at the end of these notes – no peeking)

NEXT MEETING -- Our next group Zoom conference will be Saturday November 6 at 1pm Pacific/4pm Eastern time. An agenda and Zoom call-in information will be forthcoming.

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

Joe at rjshaw2@cox.net

Monte at cely@swbell.net

Trivia quiz answers: 1 – Roberto Clemente; 2 – 25%; 3 – Colorado Rockies, Linda Alvarado, (CEO Alvarado Construction)