

**SABR BASEBALL MEMORIES CHARTERED COMMUNITY  
CONFERENCE NOTES  
March 26, 2022**

**IN ATTENDANCE VIA ZOOM:**

Cleveland - Joe Shaw, David Bodemer, Ike Brooks

Las Vegas - Mike Green, Rob Sheinkopf

Los Angeles - Jon Leonoudakis, Michael Berry, Kimi Ego, Keith Thursby, Steve Austin

New York/Florida - Perry Barber

Northern New Jersey - Donna Muscarella

Seattle/Pacific Northwest - Gary West

Phoenix - Jennifer Blatt, Anne Enos, Murray Siegel, Johanna Martin

San Francisco/Bay Area - Shane Barclay

Texas - Gerald Miller, Ira Siegel

**WELCOME & INTRODUCTIONS** - Chartered community chair Jon Leonoudakis opened the meeting at 10:00 AM and welcomed twenty (20) SABR members. The group currently has ninety-three members with seven new members since the January 17<sup>th</sup> meeting.

**GROUP LEADERSHIP** – Jon announced that Monte Cely has stepped back from his group administrative duties to spend more time with his family. However, Monte will continue his other SABR Baseball Memories activities. Anne Enos has joined the leadership team and will manage member communications and David Bodemer will serve as Webmaster for [sabrbaseballmemories.org](http://sabrbaseballmemories.org).

**PROGRESS REPORTS**

LOS ANGELES - Jon reports this week's return to outdoor programming at the Veterans Administration facility with ten wheelchair-bound veterans attending. They talked about the best Dodger teams and players since the 1950's and even took batting practice. The group meets again in April.

Monthly Alzheimer's L.A. BaseBALZ sessions continue with Joe Shaw pinch hitting as facilitator with support from Mike Tierney and Mike Berry. Umpire Perry Barber was a big hit at last month's Zoom session. Perry remarked that she was impressed that the participants even recalled their experiences from the previous program.

SAN DIEGO - Jon reported that Alzheimer's San Diego baseball reminiscence program is back to in-person meetings. The first session is this month and is run by committed non-SABR volunteers.

PACIFIC NORTHWEST/SEATTLE - Gary West has contacted Demetrius Grant, Mariners Community Services Coordinator who is interested in supporting a Baseball Memories program in Seattle, once established. Demetrius observed a recent Alzheimer's L.A. Zoom session led by Joe Shaw.

CLEVELAND - Joe Shaw reported that he, Dave, and Ike had their thirteenth monthly session with the Alzheimer's Foundation with guest Donna Muscarella observing. Perry Barber joined the February meeting and spoke about umpiring. She also sang "Go Cubs, Go" which was well received. There is a possibility of more direct interaction with Alzheimer's Cleveland clients, but this would require documentation of volunteer background checks and additional training. Joe Shaw is going thru this training and should have more to report at the next meeting.

Joe discussed the chapter's positive relationship with the Cleveland Indians, now Guardians. When working with MLB teams, it is important to emphasize that we are not looking for direct monetary donations. Most MLB and MiLB teams have community outreach staff who can arrange an appearance by a veteran retired player or offer discounted tickets to a game.

LAS VEGAS - Rob Sheinkopf reports they held their first post-lockdown in-person session at Oakmont Senior Living. Over half for the residents attended, including those with late stage Alzheimer's. Assisting was Mike Green, two other SABR-LV volunteers and two facility employees. They handed out baseballs and played music to engage the residents. They plan to use a screen projector for more visual stimulation. Also, staff will invite family care partners of the residents to attend future programs. The next session is in April. A request was received to offer the program in Oakmont's assisted living area in addition to the memory care unit.

TEXAS – Ira Siegel has reached out to the Houston SABR chapter's leadership to see if there is any interest in developing a Baseball Memories program.

PHOENIX – Anne Enos reported a successful inaugural virtual session with clients of Phoenix's Banner Alzheimer's Institute, held on March 9 after a year of planning led by co-chairs Jennifer Blatt and Johanna Martin. Murray Siegel commended Scott Carter, SABR Executive Vice-President, who adeptly managed the Zoom

presentation by engaging all participants and interspersing videos, music, and baseball images which sparked participant interest. A follow-up meeting with Institute staff is scheduled for early April.

At the request of staff, a post- program survey was developed by Johanna and emailed to attendees by the Institute. One spouse wrote a thank you letter and agrees to allow anonymous sharing of her praises. The team meets in early April with Banner to review the session and plan next steps.

ST. AUGUSTINE, FLORIDA - Joe Shaw is collaborating with new partner, the St. Augustine Center for Aging's Sunshine Center, an adult day health program. Providing a remote session is always challenging and although about one-third of the participants seemed actively interested, staff were pleased with the initial progress and wish to proceed. Perry Barber will be the special guest at their next Zoom meeting.

**VOLUNTEER "ONBOARDING"** Joe Shaw is spearheading efforts to train more group facilitators since program demands are increasing across the country. Onboarding will provide more comfort and knowledge for new volunteers and assure continuity of the program's mission. Donna Muscarella, Perry Barber, and Mike Berry were invited to observe Cleveland's upcoming program. Joe anticipates group training modules will include discussion of real life situations, group facilitation techniques with our target population and use of the Playbook and other archival documents to build the Baseball Memories "farm system."

**RESEARCH STUDY UPDATE** - Jon read Monte's research study report as he was unable to attend today's conference. The team completed the research report and Lou Hernández submitted it for consideration for publication in the Fall 2022 Baseball Research Journal. Likewise, Barry Mednick has completed and submitted an abstract for a paper presentation at the upcoming August SABR50 convention in Baltimore.

An Executive Overview was written and has been selectively shared with key SABR members (including our entire chartered community) and other interested parties. The Executive Overview (one page) and the entire paper - entitled "Pitching Against Alzheimer's" (20 pages) are available for access/download on our web site at: [sabrbaseballmemories.org/sabr-research-report-2022/](https://sabrbaseballmemories.org/sabr-research-report-2022/)

The research team developed a plan to share study results with current and potential partners, researchers, other professional journals, and possible mass-readership publications. Contacts are now underway. The study affords a valuable tool in

providing qualitative and quantitative metrics for our present and future partners and funding sources.

This was a wonderful team effort by members of our Baseball Memories chartered community. Joe Shaw, Barry Mednick, Jeff Hubbard, Lou Hernández, Jay Thomas, Jon Leonoudakis, Rob Sheinkopf, George Sommerfeld, Monte Cely, Tad Myre, and Jim Kenton all played key roles in the planning, execution, and analyses of this project. The study was completed two months before the planned twelve month timeline.

### **NEW PARTNER AFFILIATIONS – Jon**

**The 4 MOM Charity** - Kimi Ego connected us with the 4 MOM Foundation, a charity developed by the Bishop brothers, Braiden, and Hunter, both current professional ballplayers. They lost their mother to early onset Alzheimer's disease and created the organization in her honor. Their mission is to “unite professional athletes, coaches, patients, caregivers and our community in the fight for the world's first survivor of Alzheimer's, by advancing awareness, supporting caregivers and funding research.” Kimi mentioned that 4MOM announced our new partnership in a March 16th Facebook post. Their foundation website is [4mom.org](http://4mom.org)

### **Alzheimer's Foundation of America (AFA)**

Jon has connected with this national non-profit organization whose mission is provide services and education to individuals, families and caregivers affected by Alzheimer's disease and related dementias. The foundation's monthly free publication, *Alzheimer's Today*, will feature an article about our Baseball Memories program in the next edition. Past publications have included pieces about the value of baseball reminiscence and interviews with professional baseball players affected by the disease. This group has expressed an interest in working with us to develop a “canned” online Baseball Memories edition for wider distribution.

### **Integral Senior Living (ISL) [www.islllc.com](http://www.islllc.com)**

Our contact at 4MOM charity introduced us to ISL, a Carlsbad, CA integrated retirement living company which owns or manages over fifty senior communities across seventeen states. Jon has met with two of their senior corporate leaders who were excited about our programs and facilitated Jon's contact with two of their California facilities.

Windchime, an ISL community in San Raphael, CA where Mrs. Bishop resided, is interested in a remote program. Jon is waiting to hear from the activity director.

Canyon Trails, an ISL community in Canoga Park, CA is interested in an in-person pilot program. Since Canyon Trails is located near Jon, he is planning a visit to meet with key staff.

**POTENTIAL NEW PARTNER** - Joe Shaw will participate in a conference call on April 11<sup>th</sup> with the Alzheimer's Association of Kansas City to explore a partnership with them, in conjunction with the Negro League Baseball Museum. Juaquan Herron, the Diversity & Inclusion Manager of ALZ-KC has watched our sizzle reel and is excited about a program.

### **BUDGET** - Jon

Leadership will meet to discuss strategic planning for the community and needs for funding to expand Baseball Memories programs in more chapters and thereby serve more individuals. We are applying for \$25,000 grants each from the Maude's Award organization and the Alzheimer's Foundation of America.

### **OPEN DISCUSSION**

Suggestions for program content and previously-used presentations available for consideration are on the web site at: [sabrbaseballmemories.org/content/](http://sabrbaseballmemories.org/content/) and on the Hornsby Chapter's site at: [sabrhornsbys.org/basebalz-resources/](http://sabrhornsbys.org/basebalz-resources/)

### **TRIVIA QUIZ** - "Women in Baseball" (answers at the end of the minutes)

1. Name the woman who struck out Yankees Babe Ruth and Lou Gehrig in April, 1931.
  2. Name the first woman credited to umpire a professional game in 1972.
  3. Who was the first woman to coach for a major league team?
- Bonus question: Name the team.

**NEXT MEETING** - The next group Zoom conference is *Saturday, May 21, 2022, at 1pm Pacific/4pm Eastern time*. An agenda and Zoom invitation will be forthcoming.

If you have an issue, idea or need help or advice in the meantime, do not hesitate to contact: Jon at [www.bleounoudakis@me.com](mailto:www.bleounoudakis@me.com); Joe at [rjshaw2@cox.net](mailto:rjshaw2@cox.net); or Anne at [anne.enos@cox.net](mailto:anne.enos@cox.net).

Remember to visit our web site: [www.sabrbaseballmemories.org](http://www.sabrbaseballmemories.org)

Jon closed the meeting at 11:19 PM and congratulated the group for correctly answering all the trivia questions.

**Trivia quiz answers:**

- 1 - Side-arm pitcher, Ms. Jackie Mitchell
- 2 - Bernice Gera
- 3 - Justine Siegel, Oakland A's, 2015