



**BOB FREITAS**  
**BUSINESS SEMINAR**  
**& WORKSHOP SERIES**

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**DECEMBER 9-11, 2013**



# INTRODUCTION

Bob Freitas spent many a season in Minor League Baseball™ as a league president and club operator. Most of all, he was an “idea man.” Bob successfully surmised that if one promotion or sales package worked in one area of the country, there was a good chance it would work just as well in another part. By sharing his imagination and experiences with baseball executives everywhere, the business operations of baseball leagues and clubs improved immensely.

A staple of the Baseball Winter Meetings™ for more than two decades, the Bob Freitas Business Seminar continues its tradition of delivering insightful speakers and attention-grabbing topics to attendees. This year, the Monday afternoon roundtable setup, which has typically taken place in a large ballroom-type setting, is being replaced with a number of smaller rooms for improved communication. The new model, called the Bob Freitas Workshop Series, will allow for closer interaction among attendees in a quieter, smaller location.

Part of this updated programming also includes additional learning experiences on the Baseball Trade Show™ floor on Tuesday and Wednesday. The new format will allow participants to experience more speakers than ever before, hear a wider variety of relevant topics, and have further opportunities to exchange and share ideas with their colleagues.

We are thrilled that you are joining us in taking advantage of this idea-sharing opportunity dedicated to improving every aspect of a professional baseball organization. Enjoy your day learning, sharing, renewing acquaintances and making new friends at the Bob Freitas Business Seminar & Workshop Series!

## SCHEDULE

### WELCOME, OPENING REMARKS & ADDRESS

**Pat O’Conner, President & CEO, Minor League Baseball**

Southern Hemisphere I & II, Dolphin Resort, Monday, December 9, 8:00 a.m.–8:25 a.m.

### BREAKOUT SESSIONS, MONDAY, DECEMBER 9

SALES & MARKETING	COVERING YOUR BASES	GRAND SLAM OPERATIONS	LICENSING & MERCHANDISING	COMMUNITY & MEDIA RELATIONS
<b>Southern Hemisphere III</b> 8:30a.m.–9:30a.m.	<b>Asia 4</b> 8:30a.m.–9:30a.m.	<b>Asia 1</b> 8:30a.m.–9:30a.m.	<b>Americas Seminar Room</b> 8:30a.m.–9:30a.m.	<b>Australia 3</b> 8:30a.m.–9:30a.m.
<b>Barrett Davie</b> Minor League, MAJOR Marketing Channel	<b>Brendon Desrochers, Dan Marinis &amp; Danny Wild</b> How to Become an Ace of HomeBase	<b>K.L. Wombacher</b> Bringing Technology into Your Stadium Operations	<b>Greg Heller &amp; Scott Poley</b> Practical Considerations in Protecting Team Intellectual Property Rights	<b>Kevin Sullivan</b> How to Become a “Trusted Advisor” and Improve Your Performance in Interviews and Presentations
9:45a.m.–10:45a.m.	9:45am–10:45a.m.	9:45a.m.–10:45a.m.	9:45a.m.–10:45a.m.	9:45a.m.–10:45a.m.
<b>Chris Kamke</b> From Data to Insight to Action, How Analytics and Data-Driven Decisions Impact Sales and Marketing Performance	<b>Missy Martin</b> Internships—What You Need to Do to Stay Legal	<b>Scott Evans</b> Ticketing: The Little Things That Work	<b>Todd Radom</b> Baseball by Design—Looking at the National Pastime Beyond the Brand	<b>Tim Clodjeaux</b> Shareable Media. Going viral. How Connecting with Today’s Media, Both Mainstream and in the Blogosphere, is Changing Every Day



# SCHEDULE

## AFTERNOON SESSIONS, MONDAY, DECEMBER 9

SALES & MARKETING	COVERING YOUR BASES	GRAND SLAM OPERATIONS	LICENSING & MERCHANDISING	COMMUNITY & MEDIA RELATIONS
<b>Southern Hemisphere III</b> 2:30 p.m.–3:20 p.m.	<b>Southern Hemispheres IV &amp; V</b> 2:30 p.m.–3:20 p.m.	<b>Southern Hemisphere I</b> 2:30 p.m.–3:20 p.m.	<b>Southern Hemisphere II</b> 2:30 p.m.–3:20 p.m.	<b>Australia 3</b> 2:30 p.m.–3:20 p.m.
<b>Courtney Simons</b> Group Sales– The Three-Headed Monster	<b>Jim Juliano</b> Things You Can Do Now to Save Problems Later– Off-Season Record Reviews That Will Keep You Out of Trouble	<b>Marc Amicone</b> Employees First, Customers Second and a Leader's Role	<b>Brett Andrews</b> Double Duty–Handling Merchandise and More!	<b>Jon Laaser</b> Establishing and Maintaining Media Relevance in a Crowded Marketplace
2:30 p.m.–3:20 p.m.	2:30 p.m.–3:20 p.m.	2:30 p.m.–3:20 p.m.	2:30 p.m.–3:20 p.m.	2:30 p.m.–3:20 p.m.
<b>Dr. William "Bill" Sutton</b> Prospect & Concept Development	<b>Byron Smith</b> Tax Issues Impacting Small Businesses	<b>Scott Lane</b> Outside Events–Adding to Your Bottom Line When Your Team is on the Road and in the Off-Season	<b>Lisa Carone</b> Ordering for the Big Game: All-Star Games & Special Events	<b>Billy Harner</b> Silver Platter PR–Your Team's Story, Ready to Serve
3:25 p.m.–4:15 p.m.	3:25 p.m.–4:15 p.m.	3:25 p.m.–4:15 p.m.	3:25 p.m.–4:15 p.m.	3:25 p.m.–4:15 p.m.
<b>Charles Freeman</b> Fan Amenities = Revenue Maximization	<b>Nathan Blackmon &amp; Ken Gordon</b> Maximizing Your Club.Com: Marketing, Contests, Promotions and More	<b>Sports Turf Managers Association Award Winners</b> Bad Lips, Grass/Dirt Transition; Mound Height/Slope; and Level Surface Around Sprinkler Heads	<b>Michael DeAntonio</b> Merchandise 101– A Practical Approach	<b>Andrea Stava</b> The Local Connection: Five Ways to Stay Active in Your Community
3:25 p.m.–4:15 p.m.	3:25 p.m.–4:15 p.m.	3:25 p.m.–4:15 p.m.	3:25 p.m.–4:15 p.m.	3:25 p.m.–4:15 p.m.
<b>John Bisignano</b> Business Development & Guest Services	<b>Sean Brown</b> Analyzing & Strengthening Internal Controls in a Small Business Environment	<b>Rob Zerjav</b> Customer Service– Always Striving to Be the Best	<b>Bryan Wilson</b> Motivating Your Team Store Employees	<b>Dave Haller</b> Forging an Identity Through Team Communications

## WORKSHOP SERIES, TUESDAY, DECEMBER 10

### Pod A Atlantic Hall

10:30 a.m.–11:00 a.m.	11:30 a.m.–12:00 p.m.
<b>Dan Migala</b> Proven Strategies to Generate Incremental Sponsorship Revenue	<b>Robert Klauzowski</b> 2014 Tax Update
2:30 p.m.–3:00 p.m.	3:30 p.m.–4:00 p.m.
<b>Jessica Quiroli</b> The Minor Leagues: Covering Baseball From the Ground Floor	<b>Gary Ficken</b> Helping Outside Retailers Sell Your Product

### Pod B Pacific Hall

11:00 a.m.–11:30 a.m.	12:00 p.m.–12:30 p.m.
<b>Craig Nelson</b> Creating a Fanatical Food Experience	<b>Denise Richardson</b> Flooding the Market With Your Logo– Unique Ways to Get Your Logo Into the Community
3:00 p.m.–3:30 p.m.	4:00 p.m.–4:30 p.m.
<b>Chris Semmens</b> Measuring Your Sales Team for Maximum Results	<b>Sarah Bosso</b> Beyond the Reading Program: Extending Your Community Outreach

## WORKSHOP SERIES, WEDNESDAY, DECEMBER 11

### Pod A Atlantic Hall

10:30 a.m.–11:00 a.m.	11:30 a.m.–12:00 p.m.
<b>Krista Oberlander</b> Positioning for Profit– Store Setup and Design	<b>Jeff Savage &amp; Chip Maxson</b> Maximizing Efficiencies at the Box Office

### Pod B Pacific Hall

11:00 a.m.–11:30 a.m.	12:00 p.m.–12:30 p.m.
<b>Helana Darrow</b> Records Retention and ERISA Compliance	<b>Jinny Giery</b> Making Ticket Packages More Appealing

