

# CLUB TO CLUB

COMMUNITY  MEETINGS

**Date:** Wednesday, December 5

**Location:** 245 Park Ave, 29th Floor, NYC

Time	Description
8:00 – 9:00am	Arrivals and breakfast
9:00 – 9:15am	<b><u>Welcome Remarks</u></b> Tom Brasuell, MLB
9:15 – 9:45am	<b><u>MLB Speaker: 2018 Recap, 2019 Plan</u></b> Melanie LeGrande, MLB
9:45 – 10:40am	<b><u>Panel Discussion 1: Sharing Best Practices - Strategic Programs</u></b> Mary Ann Moyer, Philadelphia Phillies; Charley Frank, Cincinnati Reds; Debbie Castaldo, Arizona Diamondbacks
10:45 – 11:40am	<b><u>Panel Discussion 2: Sharing Best Practices - Successful Partnerships</u></b>
11:45am – 1:00pm	Lunch
1:00 – 1:20pm	<b><u>Selig Award Case Study</u></b> 2018 Selig Award Winner
1:20 – 1:50pm	<b><u>MLB Speakers: Diversity &amp; Inclusion, Player Engagement, Sponsorship</u></b>
1:50 – 2:40pm	<b><u>Breakout Sessions</u></b> MLB/MLBPA Player Programs, Club Front Office Engagement, Summer Slugger/Educational Initiatives, Wives Associations, Autograph Procurement
2:45 – 3:30pm	<b><u>Breakout Presentations</u></b>
3:30 – 3:50pm	Break
3:50 – 4:05pm	<b><u>Special Presentation: Jackie Robinson Centennial Celebration</u></b> Damian Travier, Jackie Robinson Foundation
4:05 – 4:45pm	<b><u>Panel Discussion 3: Sharing Best Practices - Player &amp; Alumni Relations</u></b> Twila Carter, Houston Astros; Bryan Donaldson, Minnesota Twins; Shana Daum, San Francisco Giants
4:45 – 5:00pm	<b><u>Wrap-up and closing remarks</u></b>
5:30 – 7:30pm	Reception - Connolly's Pub (14 E. 47th Street, NYC)

# CLUB TO CLUB

COMMUNITY  MEETINGS

**Date:** Thursday, December 6 (CR and Baseball & Softball Development)

**Location:** 245 Park Ave, 29th Floor, NYC

Time	Description
8:00 – 9:00am	Arrivals and breakfast
9:00 – 9:15am	<b><u>Opening Remarks</u></b> Tom Brasuell, MLB
9:25 – 10:05am	<b><u>Breakout Sessions: Event Days - MLB Initiatives</u></b> Military and Veteran Initiatives, Legends (Jackie Robinson Day, Roberto Clemente Day), The Fight Against Cancer, Boys & Girls Clubs of America, RBI
10:15 – 11:05am	<b><u>Breakouts Presentations</u></b> Representatives from breakouts present to larger group
11:15 – 12:00pm	<b><u>Baseball/Softball Development</u></b> Welcome: Tony Reagins, EVP, Baseball & Softball Development, MLB Topics include: Overview, PLAY BALL, Dominican Republic Academies, Youth Academy Construction, etc.
12:00 – 1:00pm	Lunch
1:00 – 2:50pm	<i>Youth Baseball/Programs:</i> Club Programs- Angela Smith, Marlins (RBI); Robert Witchel, Jays Care Foundation (Challenger) Safe Sports & Compliance Additional topics TBA
2:50 – 3:00pm	<b><u>Wrap-up and closing remarks</u></b>

# CLUB TO CLUB

COMMUNITY  MEETINGS

**Date:** Thursday, December 6 (Foundation)

**Location:** 245 Park Ave, 31st Floor, NYC

Time	Description
8:00 – 9:00am	Arrivals and breakfast
9:00 – 9:15am	<b><u>Opening Remarks</u></b> Melanie LeGrande, MLB
9:15 – 9:45am	<b><u>Overview of the Work</u></b> Paul Giuliani, Giants Community Fund
9:45 – 10:45am	<b><u>Case Study Presentations</u></b> Donor Cultivation: Bekah Salwasser, Red Sox Foundation Endowment: Karin Rogers, Texas Rangers Foundation Fundraising Strategy: Alicia Gonzalez, Cubs Charities
10:45 – 11:25am	<b><u>Breakouts I</u></b> Measurement & Evaluation, Events Sponsorship, Systems (CRM and Grant Management)
11:25 – 11:55am	<b><u>Breakouts Presentation</u></b> Representatives from breakouts present to larger group
12:00 – 1:00pm	Lunch
1:00 – 1:45pm	<b><u>Discussion: Fundraising &amp; Fundraising Promotion</u></b> Guests include Greg Novick, MLB Auctions & Beck Reitmeyer, MLB Club Initiatives <i>*MLBAM</i>
1:45 – 2:20pm	<b><u>Breakouts II</u></b> 50/50 Raffles, Councils (Executive/Leadership), Board Development
2:20 – 2:50pm	<b><u>Breakouts Presentation</u></b> Representatives from breakouts present to larger group
2:50 – 3:00pm	<b><u>Wrap-up and closing remarks</u></b>