

***RETIRED MEN'S ASSOCIATION OF GREENWICH, Inc. (RMA)
invites you to attend its meeting, on Wednesday, May 15, 2013.
First Presbyterian Church, Lafayette Pl., Greenwich.
Ken Shepard, General Manager, Bridgeport Bluefish
THE BRIDGEPORT BLUEFISH—CONNECTICUT'S
PROFESSIONAL BASEBALL TEAM***



America is returning to its roots, enjoying an upsurge in interest in minor league baseball. It is family friendly, brings fans close to the action, serves as a community builder, and is a price-performer. With skyrocketing major league baseball prices, the average cost in 2013 to take a family of four to a game is \$210.46 (non-premium seats), or \$336.89 (premium seats).

Ken Shepard brings twenty-plus years as a guest-centric minor league baseball executive and team minority partner to the Bluefish of the Atlantic Professional Baseball League. He will speak about the resurgence of minor league baseball and his marketing plans for the Bluefish, including energizing the operation and making a considerable effort to extend the club's reach into the community. Along the way, we will hear many Inside Baseball stories. His mantras of "one guest at a time", and "creating memories of a lifetime" have twice won him the Larry MacPhail Trophy, given annually to the minor league team that demonstrates the best promotional efforts.

He explains: "The crazier the better. The more wild things you can do, the more people appreciate it because it is all about having fun." He finds a kindred spirit in Bridgeport's P.T. Barnum that "The noblest art is that of making others happy." In Ken's own words, "Anything we can do for our guests, we will do."

His sports experience includes stops in Geneva NY and Prince William VA (General Manager); Wilmington DE (Vice-President); Atlantic City NJ (President, GM and minority partner); and Savannah, GA (COO/GM). He also owns SAS Sports, a sports marketing and consulting company, where he served as a consultant to the Atlantic League during its formation. A Syracuse native, he is a graduate of St. Thomas University. He and his wife Tonya have two children, a daughter Taylor, 14, and a son Travis, 5.

RMA meetings are free and open to the public; no reservations are required. Please plan to arrive around 10:30 for our social break (coffee and cake), followed by our speaker at 10:45. Meetings are held at the First Presbyterian Church in Greenwich. For additional information, call Bernard Schneider, 203-698-2558; bgsesq@gmail.com.