



ROCKET CITY TRASH PANDAS ANNOUNCE HIRING OF DAVID BIER AND ERIC VARNEY AS SENIOR EXECUTIVES; MANAGEMENT STRUCTURE COMPLETE

FOR IMMEDIATE RELEASE

MADISON, Alabama – JANUARY 9, 2019 — BallCorps, LLC, owner and operator of the Rocket City Trash Pandas, has completed its senior management team with the hiring of **David Bier, formerly of Monaco Pictures in Huntsville and Eric Varney, formerly of the Atlanta Braves**. The additions were announced today by Managing Partner and CEO Ralph Nelson.

“It has become very clear, based on record-breaking attendance at all of our events and the unprecedented level of merchandise sales, that the Trash Pandas cannot put together a typical Minor League Baseball operation – our fans and this community deserve much more,” said Nelson. “Accordingly, we had to expand our search for front office talent beyond normal practices. I’ve always said that North Alabama warrants a Major League organization, while still preserving Minor League fun and Minor League prices. With David and Eric joining Jenny Askins, I’ll put our executive team up against any in the industry.”

David Bier has been named Senior Vice President, Operations. In his role, he will oversee Stadium Operations, Box Office Operations, Food and Beverage Operations, and Baseball Operations. He served as Vice President of Operations and Operating Partner for Monaco Entertainment, LLC from 2007 to until the business was sold to Cinemark in 2014. Monaco Pictures was a trend-setting, 14-screen entertainment hybrid that transformed the movie theatre industry by combining traditional cinema with an upscale theatre and a full restaurant and bar. Prior to Monaco, David oversaw theatres in Dallas and Boston. Most recently, he has been firm administrator for Anglin Reichmann Armstrong in Huntsville.

“We did a year-long, nation-wide search for this position and found the perfect candidate right here in North Alabama,” said Nelson. “We interviewed at least 15 applicants for this job; David checked every box we required, is a no-nonsense administrator, outside-the-box thinker, and his passion is contagious. He is the ideal executive to ensure that our ballpark is built and operated to the highest degree possible.”

Eric Varney has been named Vice President, Sales and Revenue. Eric will oversee all aspects of sales for the Trash Pandas, including Ticket Sales, Group Sales, Non-Baseball Events, and Corporate Partnerships. Most recently, Varney served as Director, Premium Partnerships for the Braves; prior to Atlanta, Eric was Manager, Premium Suites with the Houston Astros for four years, and Senior Account Executive with the Texas Rangers for six.

“We’ve been courting Eric for a year and a half, and I always knew that making a career move from MLB to our team would be a difficult decision,” said Nelson. “But, Eric has two young children about to start school and he and his wife consider Madison the ideal place for his family. We are extremely fortunate to attract somebody of his talent and experience; he’ll bring another “big league” mindset to our organization.”

Eric Varney and his wife Lauren have two children, Jackson, 5 and Ava, 4. The Varney’s have purchased a home in Madison and are in the process of moving from Atlanta. David Bier and his wife Jennifer have two sons, Ryan, a freshman at Auburn and Matthew, a sophomore at James Clemens High School in Madison. Both Varney and Bier start with the Trash Pandas on Monday, January 28.

BallCorps also announced that Roger Wexelberg, formerly President of the Trash Pandas, left the organization in November. His duties have been absorbed by Nelson, Askins, Bier, and Varney.

“We’re building a first-class, All-Star staff here,” said Nelson. “Our branding success, coupled with the amazing ballpark design, the unique challenge of building a baseball team from the ground up, and, of course, the incredible North Alabama community, has made our recruiting efforts so much easier. It’s not hard to convince talented executives that this is the place they want to be.”

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