Welcome

The 2007 Minor League Baseball Promotional Seminar is just around the corner. This year’s event will take place in Birmingham, AL, home of the Birmingham Barons. We are excited to head to this great city to mingle with old friends, meet new friends, share ideas and strategies along with having fun! The Minor League Baseball Promotional Seminar provides an atmosphere for attendees to come together and discuss what did and did not work within sports. Please take a few moments to look over this brochure, as you’ll see this is a can’t-miss seminar for anyone in the sports industry! We look forward to seeing you in September!

-Minor League Baseball

Who Should Attend?


Walk Away With

• Unique and proven promotional ideas
• A better appreciation of Minor League Baseball and sports promotions including some of the frustrations & remedies from other markets
• Different approaches to Customer Service
• Ideas on how to fit into your community
• A new found friendship with other attendees through networking
• An all-inclusive guide to the Seminar (featuring speakers, vendors, sponsors, and staff) for later contact

Seminar Overview

Looking for a new idea to sell tickets? Looking for a new in-between innings promotion? Looking for a new way to reward season ticket holders? Attendees of the Seminar will receive all of that information and more. At the Seminar, you will have the opportunity to listen to some of the top executives from the sports industry. These executives will discuss what has worked, why it works, and some ideas that don’t work! The Seminar is a great way to get a jump start on the 2008 season.

This year’s Seminar will feature Breakout Sessions and Workshops on Wednesday afternoon. These Breakout Sessions and Workshops will give attendees the opportunity to customize their Seminar experience, choosing to listen to the topics that they will benefit from the most.

The Seminar will also feature social events including a Welcome Reception at the Alabama Sports Hall of Fame, presented by the Greater Birmingham CVB and a cocktail party at Rickwood Field followed by dinner, a tour and flag football game at Regions Park, presented by HOK Sport, on Wednesday evening. Thursday evening will feature a cocktail party on the exhibit floor followed by an event at the entertainment complex, WorkPlay, presented to you by Outdoor Cap Company. All of these events will give attendees time to network while enjoying refreshments and featured entertainment.

Exhibits will be set-up for a 2-day show to offer you an opportunity to check out some of the latest products and services on the market. Exhibit hours are during Seminar breaks, breakfast, lunch and happy hours. Friday’s lunch will be available in a box lunch style to accommodate attendees that plan to depart directly following the Seminar.

Register now, online at www.milb.net or with the enclosed form, because one idea is worth the price of admission!
**Transportation**

The Sheraton Birmingham offers a complimentary shuttle to and from the airport for guests. Once you have your baggage, locate the Sheraton Birmingham Courtesy phone and schedule a pickup. Shuttles run every 30 minutes to and from the airport. The Birmingham International Airport is located 10 minutes from downtown Birmingham. Taxi cabs are available outside of baggage claim at the airport. The average taxi cab cost is $15.00 one way from the airport to downtown.

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**Registration Info**

NAPBL Member: $475 single or $425 (four or more)
Non-Member*: $575 single or $525 (four or more)

*NOTE*: Member rate is for clubs/leagues that are members of the NAPBL. Non-Member rates include all other clubs/teams/leagues/sports organizations.

Fee Includes: All seminar events including presentations, breakfast and lunch, exhibits, the Welcome Reception, presented by the Greater Birmingham CVB, Rickwood Field Happy Hour, Regions Park outing, presented by HOK Sport, Exhibit Floor Happy Hour, and WorkPlay outing, presented by Outdoor Cap Company.

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**This Year’s Line Up**

Rick Brenner, President/GM, NH Fisher Cats
Frank Burke, President/GM, Chattanooga Lookouts
Chuck Domino, President, Reading Phillies
Dave Echols, GM, Charleston RiverDogs
Tony Ensor, President/GM, Colorado Springs Sky Sox
Jim Jarecki, VP, West Michigan Whitecaps
North Johnson, GM, Myrtle Beach Pelicans
CJ Knudsen, GM, Vermont Lake Monsters
Pete Laven, GM, Arkansas Travelers
Bob Masewicz, Owner, Total Sports Entertainment
Todd Parnell, GM, Altoona Curve
Buck Rogers, GM, Brevard County Manatees
Mike Schline, GM, New Orleans Zephyrs
Jeff Tagliatello, Asst. GM, NH Fisher Cats
Travis Toth, VP/GM, Mobile BayBears
Amy Venuto, Executive Dir., Ripken Baseball Group
John Willi, VP/GM, New Britain Rock Cats
And many more to come.

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**Get a Job**

Attention Job Seekers: The Minor League Baseball Promotional Seminar is your chance to meet and interview with industry executives before the “hiring season” begins. This is your chance to network for three days with the operators that will be hiring for the upcoming season. There will be a formal job posting room and interviews will be held during seminar hours. Make sure to bring plenty of resumes as you learn the “ins-and-outs” of the baseball business.

There is a special rate of $375 for job seekers, which includes all seminar functions such as the cocktail parties and the other Seminar outings, on-site and off. For more information, visit www.PBEO.com.