



Baseball Foundation

Golden Bear News & Notes

July 2014
Volume 1, Issue 4



Celebrating Our Newest Graduates

Senior Day, May 21, celebrated the enrollment of eight new players – (from left to right above) Mike Reuvekamp, Mike Theofanopoulos, Derek Campbell, Kyle Porter, Trevor Hildenberger, Devon Rodriguez, Vince Bruno, and Jacob Wark – into the ranks of the Cal Baseball alumni. As that bittersweet day arrived, these teammates sat down with Jesse Ingram (Cal Baseball 2000-04) to reflect on their time at Cal: dating from the roller coaster 2011 season that culminated in the trip to the College World Series, to their emergence as team leaders who displayed the competitiveness and pride characteristic of generations of Cal Baseball players.

Although the uncertainty of Cal Baseball’s status as an intercollegiate sport cast a long shadow over their first years at Cal, all eight unanimously agreed that their experience at Cal was everything they could have ever hoped for—and more! While they all knew that the University and the program offered them a unique academic and athletic experience, the rallying of the community of Cal Baseball supporters to save the program from elimination in 2011, and the opportunity subsequently afforded them to help secure that future, created an unbreakable bond among themselves, their teammates, and the program’s alumni.

Indeed, these eight (like so many Cal players before them) express great pride in the lessons learned and the contributions made, both on and off the field: never to take anything for granted, to appreciate and enjoy each day, to be a good teammate, and understand that there is strength in numbers. They also expressed the hope that through their perseverance, dedication, and pride in being a Cal Bear, they have upheld the honored tradition of their predecessors.

As Cal Baseball congratulates Vince, Derek, Devon, Trevor, Kyle, “Rev,” “Theo,” and Jake on their graduation and wishes them good fortune as they embark on the next chapter of their lives, we want to welcome them into the alumni ranks and thank them for their extraordinary contributions to Cal Baseball.

“The Cal Baseball family and the University mean the world to me, and I plan on being a very active alumnus. I can confidently state that I wouldn’t be the man I am today without the Cal Baseball family and the environment created by my teammates, coaches, and staff members of the athletic department.”

– Trevor Hildenberger

“The friendships and memories I built with my teammates, who are like brothers to me, are more valuable than any statistical accomplishment. Cal Baseball has allowed me to see this.”

– Derek Campbell

“Playing Cal Baseball meant forging a bond and family with coaches, teammates, and alumni that will last a lifetime. Cal Baseball is a program rich in tradition that gave me the opportunity to compete at the highest level both academically and athletically. By doing so, I was able to learn lessons that will allow me to be successful in whatever path I choose in life.”

– Devon Rodriguez



Stars, Stripes, and Golden Bears

The Cal Baseball Foundation (CBF) participated in a very special event at Evans Diamond on May 2 when John Wilton, University Vice Chancellor of Administration and Finance, was sworn in as a United States citizen before a record crowd in attendance for the opening game of the Cal vs. Oregon State series. Joining the on-field ceremony were John's wife, Deborah, his children, Alexander and Sophie, and members of the CBF Board, the University Administration, and Cal Athletics Department.

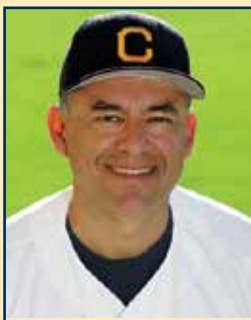
The ceremony featured the U.C. Police Department color guard, the Cal Band, and the Berkeley Unified School District Advanced Music Students. Following his Oath of Allegiance, John threw out the first pitch and became an honorary member of the Cal Baseball team following the presentation of a framed jersey and his own bat, glove, and hat by senior players Devon Rodriguez and Derek Campbell.

Vice Chancellor Wilton assumed his duties in February 2011 and has been a strong supporter of Cal Baseball following its reinstatement that year. He was instrumental in accelerating facility improvements at Evans Diamond, including lights, a new video scoreboard, and temporary restroom facilities, and supporting improvements to the game-day experience with the introduction of the beer garden and improved concessions. John's willingness to partner with the CBF and the Cal Athletics Department has resulted in more stable revenue generation for the program.

The CBF is honored that John chose Evans Diamond and America's favorite pastime as the venue for this very special occasion.

Coach David Esquer

Coach's Corner:



Winning four of the last five conference series helped close out the 2014 season on a positive note. Playing in the country's best conference poses a perennial challenge, but series wins on the road against Stanford, USC, and Oregon added to home series wins over Utah and Arizona (the 2012 national champs) showed that we could be a force in the conference when playing our best. A glance back

at our early season wins over non-conference powerhouses Texas, Arkansas, Auburn, and Baylor should also serve as inspiration as we look ahead to the 2015 season.

Much of our competitive strength came from the leadership demonstrated by our eight seniors: Devon Rodriguez, Kyle Porter, Derek Campbell, Vince Bruno, Mike Reuvekamp, Trevor Hildenberger, Jacob Wark, and Michael Theofanopolous. This group accomplished a lot both on and off the field in their time at Cal. Most importantly, we want to congratulate all eight on the successful completion of their degree programs. Happy graduation!

Additional congratulations go to Devon for his selection to the All Pac-12 Conference First Team, and Derek and Trevor for garnering Honorable Mention kudos.

For many of our players, baseball does not end with the conclusion of conference play. Many of them will play a full summer schedule of games, filling roster spots in the country's premiere wood bat leagues: the Northwoods League (centered in Minnesota, Wisconsin, Michigan, and Iowa), the Cape Cod League, and the West Coast Collegiate League. Summer play will give the entire returning roster a chance to further improve their games and to proudly represent the University.

For the coaches, it is back to recruiting and the start of our summer schedule of skills and games camps for the youth of the East Bay.

Looking ahead to 2015, we are progressing toward our goal of returning to post-season play and the chance to return to the College World Series. With the experience gained in 2014 by our four full-time freshman players, a group of hungry sophomores and juniors, and a solid recruiting class coming on board in September, the future of Cal Baseball looks bright.

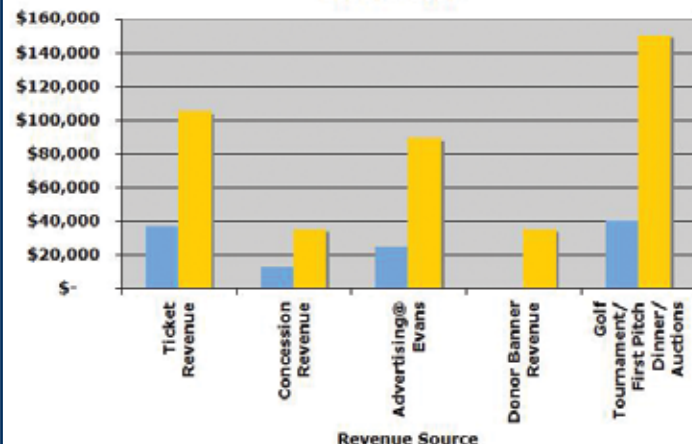
Spotlight on Annual Business Revenue

In 2011, through the generosity of its donors, the Save Cal Baseball Campaign raised \$9.2 million for a term endowment that will sustain the program through the 2019 season. At that time, the program required approximately \$900,000 per year to cover the unfunded balance of annual operating costs, after accounting for roughly \$400,000 in revenues that include equipment and uniform sponsorship revenue and donations to the program's annual fund. The Cal Baseball Foundation has adopted goals to (1) support annual fundraising for the baseball program, and (2) focus on implementing revenue-generating opportunities to offset annual operating expenses in order to minimize the draw on the program's endowment funds.

What a difference in three short years! In addition to the Ralph Walker Cup, the program's lead annual fundraising event, the Foundation has launched the annual First Pitch Dinner and online auction. We have partnered with the University and Cal Athletics to install lights and a new video scoreboard that has had a dramatic impact on game attendance, ticket sales, and advertising revenue. With increased attendance, we have seen an increase in concession revenue and we have instituted a new program to install fence banners in recognition of new donor partners. All told, the difference between then and now is nothing short of incredible (see figure below) with the growth in revenues from these sources increasing from \$115,000 in 2011 to \$415,000 in 2014.

All supporters of Cal Baseball should take great pride in your contribution to this substantial growth in annual revenue. Every time you purchase tickets to a game, buy concessions, attend or sponsor the Ralph Walker Cup or First Pitch Dinner, bid on an auction item, donate a fence banner, or contribute to the annual baseball fund solicitation through Cal Athletics, Cal Baseball becomes more financially stable. Cal Baseball is setting the new standard for financial viability as an Olympic sport on the Berkeley campus. Let's keep it going!

Cal Baseball Program Revenues
Growth in Annual Business Revenue
2011 vs. 2014



A "BANNER" SEASON

The outfield fence at Evans Diamond sported a brand new look for the 2014 season. In recognition of the generosity of several new donor partners, six new banners decorated the outfield fence. The Cal Baseball Foundation wants to extend its sincere gratitude and appreciation to these donors: Shelby International, Olukai, Brereton Architects, Accele, Encore, and Village Associates. Through their generosity, \$35,000 was contributed to the baseball program.

Many thanks also to Foundation Board Vice Chairman Dan McNerny, Roslyn Payne, Nick Brereton, Mike Harrison, and Paul Flemer for their leadership in designing and launching this new donor partnership program.

If you are interested in learning more about the program, please contact Dan McNerny at danmcinerny@me.com.



Please check www.calbaseballfoundation.org for more information about the Foundation's activities in support of the Cal Baseball program.



Facebook

www.facebook.com/CalBaseballFoundation

Cal Baseball Foundation

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SAVE THE DATE

**Cal Baseball
Alumni Weekend**
October 17 - 20, 2014

**Annual Alumni Game vs.
2015 Cal Bears**
Sunday, October 19, 2014
Evans Diamond

Ralph Walker Cup
TBD – Friday, October 17, or Monday,
October 20, 2014
Visit www.calbaseballfoundation.org
after July 15 for date and location.



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Game-day Experience in 2014—Another Fabulous Year!

Arguably the best fan experience in the Pac-12 can be enjoyed at Evans Diamond. With the addition of several special game-day themes, in-game activities using the new video scoreboard, and steady growth in the number of group events, Cal Baseball continued to show why it is a fantastic place to be when the Bears are in town.

This season Cal Baseball set new records for attendance, ticket sales, and concession revenue. New game-day themes included Bears at the Beach, Irish Heritage Night, and Cinco de Mayo in addition to the annual Lair of the Bear Day and Easter Egg Hunt. Fans were also treated to an

in-game scoreboard competition featuring Shelby cars racing through the streets of Berkeley, and the opportunity to post personalized messages on the video scoreboard during the games. Additionally, fans can create a personalized message that will appear on the video scoreboard during third innings (go to www.calbaseballfoundation.org for more information).

Many thanks to the incredible efforts of the game-day event team at Cal Athletics for making this a fabulous year, including Katie Lee, Greg Williams, Josh Blackford, and John Chernak.