2011 SABR Voter's Guide and Ballot

Thank you for reading the 2011 SABR Voter's Guide.

On the following pages you will find the statements of the candidates for the office of President, Treasurer, and Director and the candidates’ responses to the two questions posed by the Nominating Committee. We hope reading the candidates’ own words will allow the SABR membership to get a better idea of who the candidates are and what each stands for. These are grouped by question and by office so you can easily compare the candidates and make a more informed decision. You are also encouraged to contact the candidates directly to ask them any questions that will help you decide your vote. To facilitate this, an e-mail address is given for each candidate at the top of his/her biographical section.

All members who have renewed for 2011 and who have an email address on file as of March 15, 2011, were registered for online voting and were sent an invitation to vote on March 15, 2011, and will receive at least one reminder email before June 1. The email contains a unique link to the ballot that allows the Tellers Committee to know who does and who does not vote online (while keeping votes completely anonymous). Any paper ballots received from members who have already voted online will be discarded. You can vote either online, or with the paper ballet included in the bulletin, but not both.

Printed below are the functions of each office according to the current SABR bylaws.

ARTICLE III — OFFICERS AND EMPLOYEES

3.1. Officers and Directors. SABR’s elected officers shall consist of a President, a Vice President, a Secretary, and a Treasurer, who along with four Directors shall collectively comprise the Board of Directors. All elected officers and directors shall have been individual members of the Society continuously for four years prior to taking office. No person may hold more than one seat on the SABR Board. Any incumbent officer or director elected or appointed to a second office or director’s position shall be deemed to have resigned the first office immediately upon assuming the second position.

3.2. President. The duties of the President, who shall be elected in odd-numbered years to a two-year term, shall include:
(a) Presiding over the annual business meeting and chairing the Board of Directors.
(b) Working with the Executive Director to ensure that the organization maintains positive and productive relationships with media, funders, donors, and other organizations.
(c) Signing contracts and letters of agreement approved by the Board of Directors. The President may delegate signatory power, as appropriate.
(d) Ensuring that the Board of Directors and its members: 1) are aware of and fulfill their governance responsibilities; 2) comply with applicable laws and bylaws; 3) conduct board business effectively and efficiently; and 4) are accountable for their performance.
(e) Such additional duties as may from time to time be assigned by the Board of Directors.
(f) Except as otherwise provided by the Bylaws or explicitly delegated by the Board of Directors, the President shall have no greater authority than any other member of that body.

3.5. Treasurer. The duties of the Treasurer, who starting in 2005 shall be elected to a three-year term, shall include:
(a) Enforcing policies and procedures to ensure that SABR’s assets are protected, and that SABR’s financial practices comply with applicable laws and bylaws, as well as Generally Accepted Accounting Principles (GAAP) and other appropriate standards.
(b) Ensuring that SABR’s financial accounts and procedures are reviewed by an independent auditor, and that the auditor’s report and recommendations are presented to the Board of Directors.
(c) Working with the Executive Director to prepare an annual budget for the Board’s approval which (1) represents the best possible current estimates of annual income and expenditures, and (2) links organizational income and expenditures to SABR’s mission and priorities.
(d) Advising the Board of Directors at each meeting, and the membership at the annual business meeting, of SABR’s financial condition.
(e) Monitoring and reviewing SABR’s financial policies and procedures, and recommending an allocation of human and financial resources sufficient to meet these responsibilities.
(f) Such additional duties as may from time to time be assigned by the Board of Directors.

3.6. Directors. The four Directors, who starting in 2004 shall be elected to three-year terms, shall serve on the Board of Directors and perform such duties as may from time to time be assigned by the Board of Directors.

The deadline for your vote to be received is
7:00 a.m. Mountain Standard Time on June 7, 2011.
For President

Vince Gennaro

Member Since: 1996

E-mail: vagennaro@aol.com

SABR Experience: Current member of the SABR Board of Directors (Secretary) and officer of SABR. Member of the Business of Baseball committee and former member of Yoseloff-SABR Research Grant committee. Six-time presenter at SABR National Convention. Winner of 2008 Doug Pappas Award for best oral research presentation. Published articles in Baseball Research Journal and Outside the Lines.

Other Relevant Experience: Author of Diamond Dollars: The Economics of Winning in Baseball. I have authored articles on baseball for The Hardball Times, Maple Street Press’ Preseason Annuals, Boston Baseball, Yahoo! Sports and the Wall Street Journal. My analysis of baseball analytics has been featured in Forbes, CNNMoney, CNBC, Wall Street Journal, NY Times. Currently, I consult with Major League teams on matters ranging from the dollar value of players to ticket pricing strategies. I am also an Adjunct Professor in the Graduate Sports Management Program at Manhattanville College and a Lecturer at Columbia University in the Graduate Sports Management Program.

Education: University of Chicago—MBA, 1977; Seton Hall University—BS in Business, 1973

Occupation: Baseball Consultant to MLB teams; Baseball author/researcher; I teach baseball-related courses at Manhattanville College and Columbia University. Former Division President at PepsiCo.

Candidate Statement

From my first big league game as a five-year old in 1957, baseball has been my passion. Most of my research focuses on contemporary baseball analysis—adapting many of the analytical tools and processes that I employed during my business career, to the issues that MLB teams face today. Beyond my interest in quantitative and analytical tools, my 15 years as a SABR member has deepened my interest and passion for baseball’s rich history.

Over the last 20 years, I’ve been able to connect baseball to my professional life. While an executive at PepsiCo, I engineered sponsorships for several MLB teams and ultimately helped Pepsi become the official soft drink of Major League Baseball. Several years ago, after leaving PepsiCo, I began consulting to MLB teams on issues ranging from player valuation and roster strategies to advertising, promotions, and ticket pricing. As if that isn’t enough baseball, I teach baseball-related courses in graduate programs at Manhattanville College and Columbia University.

My main motivation to serve as SABR’s President is to ensure that we build an organization that can continue to benefit the next generation. Baseball is a game that has been handed down from generation-to-generation. Many of us were introduced to baseball by our fathers and mothers and we’ve passed baseball on to our sons and daughters. I believe it’s critical that we reach out to the next generation and introduce more young people to SABR and continue to "renew" the organization.

My two years as a SABR Board member has served me well and immersed me in the issues and opportunities facing us. My time on the Board has convinced me that my 30+ year business career will allow me to continue to make a significant contribution to help position SABR for the future. I’ve spent 20 years at PepsiCo, holding senior positions in marketing, sales, and operations, including president of a billion dollar division. I’ve also served on the Board of a non-profit sports-related organization—the Women’s Sports Foundation—which helped me to understand some of the challenges SABR faces.
Member Since: 1984

E-mail: FXFlinn@gmail.com


Other Relevant Experience: Managing Editor, Bantam Books, 1980-1984; played key role in getting fantasy baseball started by conceiving and developing the first book on Rotisserie league baseball.

Education: B.S., Industrial & Labor Relations, Cornell University, 18 of 36 credits toward MBA at U Conn.

Occupation: Founder/President of Expert Systems Development Corp, an IT consulting practice. Recently spent 3 years as CIO for Narragansett Bay Insurance Company during its startup.

Candidate Statement

SABR needs a larger membership with a full mix of ages and interests that offers a lot of opportunities for people to participate in research projects, whether they are like the BioProject or the Pictorial History effort or entirely new efforts we can't imagine right now. And, on the face-to-face side of things, an extensive menu of opportunities to meet and mingle with SABRen, from 4 to 10 person highly localized meetups to traditional chapter meetings to regional events and of course the national convention. Organizations like the Audobon Society have events happening all the time, while also supporting project activity. I see no reason why a fan with a deep interest in baseball shouldn't be able to connect into something that turns them on, and meet likeminded people at the same time, through SABR.

My service on the SABR board since 2001 has been devoted to positioning the Society to make this leap into the future. As we celebrate our 40th year, we have hired a new executive director, decided to move our headquarters to the Phoenix area, reorganized our staff, instituted an advisory board that will be peopled with representatives of different stakeholders in baseball, all in an effort to more fully fulfill our mission to promote baseball research and its dissemination. Our relationship with the Hall of Fame has been enhanced and a joint membership promotion begun. We are quickly becoming a more visible and important player within the baseball industry.

The next three years are going to be an exciting time for SABR. Your continued support and encouragement of my vision for what SABR can become has been profoundly important to me for the past ten years. I will continue to push on your behalf and thank you for your vote.
Candidate Statement

SABR has placed a bet on its long-term viability. I helped initiate that bet and am running for re-election to see that bet through.

About 18 months ago it became obvious that SABR as it was constituted was in a state of gradual attrition. Membership numbers were shrinking, our average age was increasing at a faster rate than the passage of time, and we were stuck in a morass of doing things as we had always done them because it was easy and convenient. Only the success of fundraising and legacy programs were keeping the organization financially viable. It was easy to see how SABR could fade away within a generation.

Since then we have hired new leadership with far more imagination and a much more aggressive approach. We are moving our headquarters from a stagnant location inconsequential in baseball terms to a thriving community with year-round baseball that is essentially the western headquarters of MLB. We have initiated partnerships with the Hall of Fame and with MLB itself that should provide greater visibility and help us attract a broader, more diverse membership. We are reaching out to younger members to make sure we are delivering our products and services in ways that relate to them while maintaining the core that helped us appeal to our current membership. We have also poured considerable resources into upgrading our web presence and developing a social media program; and we are re-purposing our staff to deliver on these initiatives.

At my age, with my years as an entrepreneur and my experience with SABR, I believe I am the ideal candidate to serve on the board and bridge what SABR was to what it can become. It would be my honor to serve in that capacity for the next three years.

Paul Hirsch

Member Since: 1983

E-mail: plhirsch30@aol.com

SABR Experience: Chapter Leader, Lefty O’Doul Chapter; Planning Committee for 1998 National Convention; Member of Umpire and Rules Committee; Editor for Horsehide Trivia Chartered Community developing SABR website trivia questions; Contributor to bio project (books and website); Chair of Fundraising Committee; Member of SABR Board of Directors

Other Relevant Experience: Ballboy and ticket seller for California Angels. Freelance magazine sports writer 2005 to present. Worked in corporate communications, marketing and public relations since 1983 and have owned my own marketing and PR firm since 2001.

Education: BA, Communications, California State University, Fullerton

Occupation: Principal at Paul Hirsch Professional Communications

Candidate Statement

For the past six years, I have worked behind-the-scenes with SABR, providing legal services at no cost, to help the organization achieve various Board objectives and implement new projects. I have worked with the Board and Executive Directors to secure and edit contracts, to protect intellectual property rights, to hire and retain staff, and to prepare negotiating and talking points.

I enjoy making these behind-the-scenes contributions and will continue to do so. I am also ready to take a more visible role. With the current initiatives involving relocating the headquarters, developing new staff positions, and promoting new partnerships with other organizations, this is a time in SABR’s history when my background can be particularly useful in a Board role.

I bring a different skill set to the board. My professional life is dedicated toward helping companies navigate around legal obstacles so that they can achieve their business objectives. I work with directors, officers, managers, and rank-and-file employees to make sure goals are met while legal interests are protected. Combining people skills, research skills, and business skills, I help companies get things done.

I am keenly aware of the challenges facing our organization as we move into 2011. We need to preserve our core mission of researching, documenting, and analyzing baseball history, but we need to do so in a way that we remain relevant and vibrant in today’s society. The median age of our members is 59. Our success over the next decade will depend upon our ability to attract a new generation of SABR members to continue and expand upon the legacy we have created.

The current board is doing an outstanding job of beginning to put that plan into action. The roll-out of a new web site and the new partnership with the Hall of Fame to promote joint membership are great steps forward. We should continue to seek opportunities to partner with MLB, MLB.com, broadcast organizations, digital media, and historical organizations. We should continue to move into the digital age by making more our members’ research available online, to members and non-members.

Todd Lebowitz

Member Since: 2000

E-mail: tlebowitz@bakerlaw.com

SABR Experience: Pro bono legal counsel to SABR since 2005, advising on numerous matters relating to intellectual property, contracts, personnel, business strategy and implementation. Worked closely with Marc Appleman, John Zajc, Andy McCue, Vince Gennaro, and F.X. Flinn on various matters to protect the legal interests of the organization. Assisted members with legal and historical research, including understanding legal terminology and decisions. Committees: baseball records, business of baseball, Latino baseball.

Other relevant experience: Performed legal work for Cleveland Indians, including drafting player contracts and negotiating terms with player agents, and some work for Major League Baseball related to trademark enforcement. Conducted study entitled The Effect of Financial Rewards on Intrinsic Motivation: A Study of Long-Term Contracts in Major League Baseball; received press coverage with Associated Press, Baseball Weekly, Wall Street Journal.

Education: University of Michigan, J.D. 1997
University of Michigan, B.A., psychology, 1993

Occupation: Attorney, Baker & Hostetler LLP, 1997-present
Certified Specialist in Labor and Employment Law, Ohio State Bar Assn. www.bakerlaw.com/toddlebowitz/

Candidate Statement

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For Director

Ty Waterman

Member Since: 1996

E-mail: ty_waterman@hotmail.com

SABR Experience: Attended national SABR conferences 1999 thru 2010; Attend Lajoie Chapter: Rhode Island; Attend Smokey Joe Wood Chapter: Connecticut; Frequent presenter at Smokey Joe Wood Chapter; Performed in SABR play/musical, Toronto. Played lead role, Paddy Livingston; Involved with creation of a new SABR committee, Baseball simulation and games committee

Other Relevant Experience: Played Little League, High School Baseball, American Legion baseball in Connecticut; Author: The Year the Red Sox Won the Series (1918 Boston Red Sox); Author: The Year the Mets Were Born, which will be published someday (this included interviews with 15 players from the 1962 New York Mets); Creator of GAFL "Great American Fantasy League (Baseball simulation board game involving 26 SABR members as managers of all-time teams, greatest players, 1901-present, involves research and rating skills of MLB's 100 greatest players); Season Ticket holder, Pawtucket Red Sox (MA), strong advocate of minor league baseball; Performed "Tessie" and "Take Me Out to the Ballgame" in a barbershop quartet for the 1999 All-Star game special in Boston.

Education: Bachelors Degree, University of Maine (Orono), Physical Education degree; Boston University: Masters of Theology

Occupation: Social Worker, supervising foster homes, Boston, Mass. (1996-present)

Candidate Statement

(My candidacy is based on a few simple truths. I love SABR for both the friendships it has given me and the strong interest in baseball history that it promotes. I want to help SABR continue its mission to spread the joy of baseball. My "platform" is:

• To support aspiring baseball authors. I plan to help match new baseball writers with SABR members on a 1:1 level. The SABR mentor can read, critique and offer seasoned advice and support to the authors. I would like to be a mentor to an author, and organize a group of SABERITES to do the same. I would have liked this help when I was writing my first book on the 1918 Red Sox.

• To support SABR chapters. I pledge to attend as many SABR chapter meetings as possible, listening to the needs of the chapters, offering help from the national office. The national office can build a list of speakers (former players and executives at the major and minor league level) and offer some financial assistance to the chapters to promote these speakers. Our chapters are the lifeblood of SABR and our main source of new members. They deserve total support from SABR. In recent years I have met with SABR groups in Boston, Rhode Island, New York City, Connecticut, Vermont and Montreal.

• To support national SABR staff. I pledge to listen to staff's concerns, goals and dreams. SABR is as strong as the people working for us. We recently had a major turnover of SABR staff. They are our eyes and ears. We need good people to stay with us.

• To support the creation of a "baseball simulation and games" committee within SABR. Baseball scholarship needs to be creative. We have a lot to learn from the games baseball fans like to play. Remember how children learn about baseball. I played ball at a competitive level from little league thru high school and American Legion ball. But I also played games like Big League Manager, Strato-Matic, and Statis Pro and learned about baseball's greats from the past. At 62 years old I'm still playing board games all year long, managing the all-time Montreal Expos team in a game I created. I have been thrilled with the exploits of Tim Raines and hope he eventually makes the Hall of Fame.)
What are your ideas for our organization over the next two or three years? Are there specific things we need to do in the short term and how do you see yourself contributing?

Vince Gennaro

One of the biggest challenges facing SABR is the potential decline in members and revenues from our aging membership base. The median age of our nearly 7,000 members has reached 59 years old, up from 50 a decade ago. This ultimately presents risks not only to our revenue base, but to the level of services we can afford to provide our members. My vision to counteract our aging membership and impending revenue decline is to develop an aggressive outreach program to find new members—serious baseball enthusiasts who are researchers, prospective researchers, or consumers of the research we produce. Where are the most likely prospective SABR members spending their time? They attend MLB games, visit spring training, are members of the Hall of Fame, frequent MLB.com and congregate at various internet baseball sites like baseballprospectus.com and fangraphs.com.

The most efficient way to get the SABR name in front of these prospective members is to form alliances and become "partners" with the baseball community. As a first step, Baseball Think Factory became our first "chartered community", and we established an alliance with the Hall of Fame, creating a joint membership offer to its 30,000 members. Coupling those initiatives with the re-launch of our website and our recently announced headquarters move to Phoenix—the western nerve center of the baseball world—we are becoming better positioned to grow our membership, bring in additional revenues, stabilize SABR's financial status and fund even more of the great research we produce.

While this represents a lot of change, I want you to know that I value many of the great things about today's SABR. It's important that we preserve the SABR "community" that we all value, along with the autonomy of our committee and chapter structures and our focus on research. Above all, it's important while forging alliances with various entities within the baseball community that we maintain our independence as a non-profit institution, consistent with our Founder's vision. The work we have begun, in conjunction with Marc Appleman's arrival as our Executive Director, gives me the confidence that our vision is achievable.

F. X. Flinn

During the next two years, the board will be implementing policies in furtherance of our strategic plan for revitalizing the Society. This is going to cost us a significant amount of money and result in a restructured SABR capable of attracting and supporting a larger membership with many more opportunities to connect with each other, to research opportunities, and to materials generated by the collaborative efforts of the membership. In turn, the larger membership will enable us to establish what I like to call a "new normal" for SABR. This new normal will include staff devoted to enhancing SABR member experiences in person, on line, and at the ballpark.

In my time on the board I have tried to encourage this direction, and having achieved consensus on this strategy, as so beautifully articulated in Vince Gennaro’s presentation ‘A New Vision for SABR’ (available on the members-only organization page) I am personally invested in seeing it through. I sincerely appreciate the Society’s granting me the opportunity to serve it in this manner.

Candidates for President

Candidates for Treasurer
What are your ideas for our organization over the next two or three years. Are there specific things we need to do in the short term and how do you see yourself contributing?

Paul Hirsch

My vision for SABR is that it become younger, larger, and a bigger player in the baseball world. Ted Williams called us the best kept secret in baseball, and while he meant that as a compliment, what it really should have been was a wakeup call to the fact that for all the good work we produce, we were receiving less credit and less visibility than we deserved.

Our number one goal should be to raise that visibility. Today, that means an Internet presence that is emblematic of the times and shows off the very best we have to offer. That effort should come to fruition this year. We need to use that new presence to call attention to the quality of our work and then partner with our stakeholders to make sure they know of it and suggest ways they can use it to help meet their goals. This approach should go a long way to enhancing our visibility and increasing our membership. Ultimately, a SABR membership should be a fundamental need for anyone who works in baseball or is a serious fan. As it stands now, with about 6,500 members, we are under-represented.

Now that we have a presence in Phoenix, our staff will be able to meet with baseball people on a regular basis to tell our story and raise our profile. We need to reach out to organizations like the BBWAA, the Hall of Fame, the National Association, MLB, proprietors of serious baseball websites, publishers, and national writers to make sure they know today’s SABR story. When I attend our national convention I do not see a bunch of Trekkies waiting to meet Leonard Nimoy. I see a thriving group of highly intelligent people with a smart similar interest that they pursue in a thoughtful manner. That is the word picture that needs to be placed in the collective mind of the baseball community; and with my professional background in marketing and public relations plus the breadth of my SABR experience, I can be a key contributor as a member of the SABR Board of Directors.

Todd Lebowitz

SABR’s continued success depends upon increasing membership and expanding our appeal to a younger demographic. We must achieve these goals without changing who we are. The message needs to get out that new members do not have to be researchers, statisticians, or professors – just passionate fans who are devoted to preserving the game and its history. The pool of potential members is large. We need to tap into that pool.

I would like to see a two-pronged approach toward increasing membership. First, we should target groups, as we are now doing with the 30,000+ membership of the HOF. Other baseball-related groups to target could include fantasy baseball players (ads on websites), Strat-o-matic players (add a flyer to the game box), and subscribers to the MLB Extra Innings package. We also need to think more creatively. Instead of targeting only groups of baseball fans and looking for the subset interested in history and statistics, we could start with devotees of history and look for the subset interested in baseball history and statistics. Non-baseball historical societies and museums are full of baseball fans, and we know that their members already have an interest in historical preservation and analysis.

Second, we should target individuals. All of us know people with similar interests who are potential members. Let’s incentivize the membership to reach out to potential new members. We should consider a $10 credit toward membership renewal for each new member referred. We could have contests between chapters to see who can attract the most new members. We should reach out to the hundreds of non-member authors who publish baseball-related biographies, histories, and fantasy guides. We should approach sportswriters and BBWAA members. All are potential SABR members. We should develop a plan to identify and recruit these potential members individually, through mail or email or telephone calls.

Ty Waterman

• SABR needs to become established in the Phoenix sports community since the national office is moving to Arizona. But I also see SABR, thru the chapters, hooking up closer with the minor and major league teams in their area. For example, the Lajoie chapter in Rhode Island has a strong relationship with the Pawtucket Red Sox, and meet with their manager and general manager at the ball park once a year. I have also seen a growing relationship between the Connecticut chapter and the AA ball club in their area.

• SABR needs to work closely with the chapters over the next two years, offering personal and financial support. We need to visit every chapter over this time and really learn who are grass-roots members are and what they want. Let us remember that our chapters are the lifeblood of SABR.

• Start the 1:1 mentoring program with new and aspiring baseball writers. Match up SABR members with authors to assist with their work.

• Invite the leadership of every committee within SABR to meet with the Board of Directors. Look for ways to support those committees and focus their goals. Invite those committees to make presentations at national and chapter meetings. For example, the dead ball committee has lots of members that can offer their expertise to the chapter meetings. It is the work of the Board to foster these connections.

Candidates for Director
What will you do to bring younger baseball fans into the organization while retaining current members?

**Vince Gennaro**

I have a great deal of passion about the topic of young members. I believe they have much to offer to SABR—fresh research ideas, a contemporary view of baseball that may add to our view of the game, along with the energy and passion of youth. Conversely, I'm equally passionate about the value that our organization brings to younger members—a perspective on the history of baseball that has been honed over decades, including a knowledge of the processes that define quality research. In other words, adding younger members to SABR is an opportunity for our "veteran" SABR members to pass along their research expertise and passion for baseball.

Over the last year, I've taken a lead in defining our "Under 30" initiative, which is geared toward better understanding the needs and interests of younger, serious baseball enthusiasts—particularly those with strong research interests. At last summer's convention in Atlanta, along with Paul Hirsch and Marc Appleman, I hosted a focus group of young members to learn about their interests, their values and the factors that attracted them to SABR. While we still have much work to do in this area—outreach programs to universities, targeting sports management programs on campuses, and even developing an institutional membership for baseball enthusiast clubs on campuses—many ideas are under discussion.

In terms of retaining of existing members, two important aspects our members value are "community" and maintaining our primary focus on research. One of the design principles of our new website is to create a set of tools to make it easier for members to be connected to each other, enhancing the SABR community. Also, partnering with the baseball community will provide outlets to disseminate our research—an important element of "value" to our members—as well as potential funding to support additional research projects. A SABR that is better connected to the baseball community (e.g., the Hall of Fame), will enable our research to be more broadly disseminated, making us a stronger organization, with greater visibility, capable of attracting more members and becoming an even more productive research organization.

Candidates for President

Please comment on SABR's current accounting procedures and what the board can do to maintain fiscally responsible policies while promoting the organization to increase membership.

**F. X. Flinn**

SABR’s financial situation is strong enough to allow us to make a significant investment in our future. During my tenure as Treasurer, I’ve instituted new budgeting procedures, worked on the development of an investment policy, located and arranged the hiring of a professional accounting firm, and implemented a Fortune-500 type contract review process.

We are engaged in 2011 in an effort to step up our risk management practice and further professionalize our human resources practices. I strongly believe that whatever SABR does, it should be done well. I would note that a significant element of our current financial health is due to the hard work of the donor program committee headed by Paul Hirsch, who, with the late SABR founder Dan Ginsberg, established the program in 2005.

There is no doubt that the financial risks SABR faces mostly revolve around a stagnating membership. I have great faith that the new strategic approach the board began following in 2010 will turn this around.

Candidates for Treasurer
What ideas do you have to control expenses and to supplement SABR’s revenue stream?

**Paul Hirsch**

The easiest and most effective way to control expenses is to wean ourselves off of paper and embrace the online world for sharing our research. Perhaps only the National Pastime distributed at the convention need be a print publication. Maybe the Baseball Research Journal can become an online publication. The SABR Bulletin has been online for a year and the world has continued to rotate on its axis. This sort of tradeoff might lead to more and better research as we could direct a portion of our savings into grants for articles and studies.

Many avenues can be explored to supplement SABR’s revenue stream. We could be more aggressive in selling sponsorships of SABR events and we could be more aggressive in licensing our work. Would it not be a good thing if the audience for our work was ten to twenty times greater than the membership number and the organization received money for it which could be turned into more and better research tools? I recognize that perhaps some of our work might need be proprietary to justify membership dues, but that is a detail we can work out separate from the concept of grander scale = larger revenues.

Probably the very best way to supplement our revenue stream is to become so attractive to so many more people that our membership numbers swell and our dues revenue increases. This has the additional benefit of increasing fellowship. One of the main benefits of regional meetings, SABR Day and the annual convention is that we can gather in surroundings where everyone understands the passion we feel and the constant need we have to ask more questions and seek more input. A larger membership will increase that feeling of fellowship and not incidentally also serve as a greater resource in our never-ending quest for insight into the most interesting game on earth.

**Todd Lebowitz**

Our focus should be on expanding revenue streams, not cutting corners. The more we increase our revenues, the more money we have to invest in new projects and initiatives that are consistent with our mission.

The most direct way to increase revenues is to increase membership. To increase membership, we need to increase our visibility and change the perception that we are an exclusionary organization open only to historians, statisticians, and academics. The Hall of Fame has 30,000 members. Almost none are Hall of Famers. All, however, are devoted to the mission of the HOF. Our appeal to new members should be the same. You don’t have to be a researcher to be in SABR. You just have to be devoted to the cause.

In addition to targeting groups and individuals for membership growth, we should examine ways to enhance the perceived value of membership. Discounted books, memorabilia, tickets, and joint memberships with partner organizations all provide economic value that could easily exceed the cost of joining.

Other potential revenue streams include selling advertising in our publications and on our website. We could promote year-end charitable giving. The more revenue we generate, the more opportunities we have to roll out programs and initiatives that enhance our mission.

We should expand our reach in digital media. This would increase our visibility, branding, and membership efforts. I would like to see a SABR smartphone app – the go-to source for baseball fans for historical information, biographies, and statistical analysis. Fans could access the app from anywhere, including at the ballpark. We should promote the digitalization of SABR publications and members’ research as ebooks. We should have a facebook page and a twitter feed. It is not enough to rely on the fact that we are the pre-eminent organization for preserving baseball history. We need to ensure that our resources are available and promoted through the most current technologies if we wish to remain relevant in the digital age.

I look forward to an opportunity to serve and to help make sure SABR remains vibrant and visible for decades to come.

**Ty Waterman**

I would be careful to take on new projects that are expensive. For example, getting involved with writing a new baseball encyclopedia may be an expensive project that duplicates good work that has already been done. I am frugal by nature and would ask lots of questions about new projects. They have to be within the budget and within the mission statement of SABR.

Candidates for Director