

2021 SABR Annual Report
Appendix 3: Chartered Community Reports

Baseball Reminiscence

Our community of interest was officially endorsed by the SABR Board of Directors and began meeting in October of 2020.

Community membership count: 72 (a/o May 20, 2021), representing 14 SABR chapters.

Goal: to inspire, initiate and support Baseball Memories offerings among SABR membership and chapter regions.

3 locations were active at start-up: Central Texas, Los Angeles, and Westchester County, NY.

Special Projects

- We are producing a promotional film “Extra Innings,” for SABR to promote the value and benefits of Baseball Reminiscence for memory care, social isolation, and those with chronic health issues. Additionally, a short version of the film is being produced as a “sizzle reel” to promote partnerships and funding for the program. Both should be completed in summer 2021.
- Our group also created a “playbook” on how to start up and facilitate a baseball memories program.
- We are also engaged in a research study illustrating the impact and value of SABR’s baseball memories programs. This will be a qualitative and quantitative analysis with participation by several SABR members with expertise in project management, metrics, and academia.

Meetings

- Our community meets once a month via Zoom since October 2020.
- Our Baseball Memories study group meets frequently as well regarding the progress of a qualitative and quantitative study of the benefits of SABR’s Baseball Memories program since they began in 2015.
- Our Central/South Texas and Los Angeles chapters lead ongoing Baseball Memories sessions in partnership with their local Alzheimer’s sponsors and the Veteran’s Administration in Kerrville, Texas, and Los Angeles. Local programs are also offered by SABR colleagues in Westchester County, NY.
- Our Cleveland chapter began Baseball Memories meetings in April, partnering with a local chapter of the Alzheimer’s Association and recently formed a partnership with the Cleveland Indians.
- We helped Alzheimer’s San Diego launch their program earlier this year, providing training and support via our “playbook” and Jon Leonoudakis leading their first two sessions to help train their facilitator.

- Our Louisville, Kentucky chapter, conducted a successful pilot in conjunction with their local chapter of the Alzheimer’s Association and an affiliated Memory Café .

Websites/Media

- Our group created our own web site: <https://sabrbaseballmemories.org/>
- We also created our own YouTube channel, accessible at <https://sabrbaseballmemories.org/mediapromos/>

This page also includes other media sessions, interviews, and articles about SABR’s baseball reminiscence offerings.

- Just a few of the many recommendations and testimonials that we’ve received about our programs are at: <https://sabrbaseballmemories.org/testimonials/>
- Group leader Jon Leonoudakis interviewed on the Knowledgeable Aging website about SABR’s Baseball Memories program: <https://www.knowledgeableaging.com/webinar/health-wellness/baseball-reminiscence-therapy-for-memory-care/>
- Group leader Leonoudakis as a panel guest on the “What’s Next: Living Longer Better Smarter” podcast: <https://www.youtube.com/watch?v=UEZIQ2xRSDY>

— **Jon Leonoudakis**

Baseball Think Factory

Though the COVID-19 pandemic robbed SABR of its Annual Conventions in 2020 and 2021 (and, as such, the Baseball Think Factory’s Annual Meeting), BTF has made the most of the situation through Zoom meetings in lieu of one annual get-together. BTF held three meetings in July 2020 and met on February 25, April 1, and May 6, 2021. The meetings were gatherings in which members held free-flowing discussions of all things baseball, usually while watching a game at the same time. Though these meetings averaged approximately 10 members each, all SABR members are encouraged to join. Even as the world emerges from lockdown, BTF plans that these monthly meetings will continue.

In addition to our virtual meetings, BTF is planning an in-person get-together in Chicago the weekend of August 26-29, where we plan on attending a game between the Cubs and White Sox as well as other festivities.

In the meantime, BTF is proud of the on-going contributions its members continue to make to the SABR community. Member Mark Armour serves as SABR President and BTF also boasts of the contributions of former Board members Neal Traven and Chris Dial. Most recently, member Steve Treder published an extensive biography of Horace Stoneham (“Forty Years a Giant: The Life of Horace Stoneham”) that has garnered wonderful reviews.

— **Mike McCullough**

Pandemic Baseball Book Club

The PBBC is an all-volunteer effort, focused entirely on helping baseball authors get attention for their books. Since we launched in April 2020, we've established a relationship with Baseball Prospectus to publish excerpts and original material, and, of course, became an official partner of SABR, with attendant initiatives that are pretty exciting. We've also driven considerable traffic to independent bookshops, which in the modern climate need as much help as they can get.

2020

- Finished year with 26 member authors, all of whom with recently released books, ranging from big-five publishers to university presses to smaller-market presses and even a couple of self-publishers.
- Hosted 21 1-on-1 member author interviews
- Hosted three 1-on-1 non-member author interviews
- Produced two themed game shows, to see which representative of a given fan base could better speak for his team. The first—[Mets vs. Yankees](#)—pitted Brian Wright, the author of The New York Mets All-Time All-Stars, against Jim Griffin, the author of The New York Yankees All-Time All-Stars, with a celebrity panel of judges that included Tyler Kepner, Jared Diamond and Jon Pessah. The second—[Giants vs. A's](#)—utilized a write-in contest for participants, the winners of which squared off before a celebrity panel including Joan Ryan, Ray Ratto and Chris Haft.
- Produced two panel discussions:
 - [Icons and Iconoclasts](#), with Jon Pessah (YOGI), John Shea (24), Mitch Nathanson (Bouton), Dale Tafoya (Billy Ball) and Jason Turbow (They Bled Blue); moderated by Baseball by the Book's Justin McGuire.
 - [SABR 50 at 50](#), with book editors John Thorn, Leslie Heaphy, Mark Armour and Bill Nowlin; moderated by Jason Turbow.
- Participated in [Founder's Panel](#) with New Jersey City University.
- Participated in [Founder's Panel](#) with Big Screen Sports podcast, which was really just Annika Orrock and Jason Turbow telling Brad Balukjian that his taste in movies—as evidenced by his extreme fondness for For Love of the Game—is atrocious. Because it really is atrocious.

2021

- So far have onboarded 22 new authors, all with books released in the calendar year, with more in the wings.
- Have so far hosted 13 1-on-1 member author interviews
- Plans for multiple panels and more throughout the summer

We established a Bookshop.org page to sell books, and Threadless shop to sell branded gear. Anyone need a hoodie or a onesie or a tote bag? [Step on up.](#)

Social Media

Launched Twitter feed; now up to 1,200+ followers

Launched newsletter; now up to 400+ subscribers

Awards

Member author Eric Nusbaum won SABR's Seymour Medal for *Stealing Home*, which is tantamount to all of us winning SABR's Seymour Medal as far as the rest of us are concerned.

— **Jason Turbow**

SABR Trivia

I am pleased to report on the SABR Trivia Chartered Community for 2021.

With occasional projects, our main focus is always on presenting the annual Eddie Gold SABR Trivia Contest at each year's national convention. We were ready for SABR 50 in 2020 but Covid has moved that up to SABR 50 in 2022. We will be ready.

Helping celebrate SABR's 50th birthday ad at the request of the SABR national leadership, Larry Hayes, Mike Caragliano, Mark Kanter, Scott Brandon and I put together SABR 50 at 50: Baseball Trivia with input from more than 40 other additional SABR members. Several months in construction, it's not meant to be definitive, just fun. Try your luck, but be warned. These are SABR-level baseball trivia questions, so you might not find any of your favorite stand-byes.

We maintain that true baseball trivia is never actually trivial, but a key method of introducing various aspects of the history of baseball to a wider audience than might otherwise pay attention to the Society. Bob Davids himself was a big fan of trivia and we continue in his footsteps.

— **D. Bruce Brown**