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SPRING 2020

VOLUME 15 | ISSUE 1





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## A MESSAGE FROM WHITECAPS CEO VOE CHAMBERLIN

Hey Whitecaps Fans,

I want to officially welcome you to the 2020 season. For Baseball fans everywhere, this is a time of renewal and tradition. It's the end of a winter long hibernation, the beginning of a new season and a time to look forward to summer nights at the ballpark with your friends and family.

As everyone is aware, this year is going to be a little bit different as our community and our nation battles the Coronavirus. For example, for the first time in 27 seasons we won't be playing baseball at Fifth Third Ballpark on opening day. While this is tough news, we know it's only temporary, and we know it's the right thing to do for our public health. The Whitecaps are committed to helping our community follow social distancing guidelines so that we can flatten the curve and get back to baseball as soon as possible. We also know beating the Coronavirus is a team sport, and while we won't see the Whitecaps on the field today, we do want to help those on the front lines fighting this disease. So, thru May 31st, 50% of proceeds from our online merchandise sales will be donated to the United Way COVID-19 Community Response and Recovery Fund. Details on this and other ways the Whitecaps are supporting our community health team can be found at whitecapsbaseball.com.

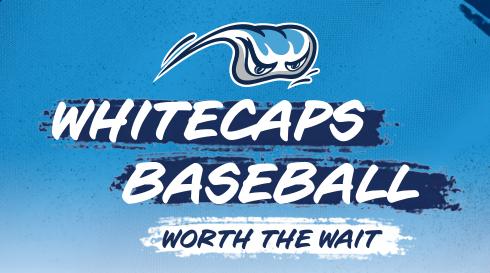
Finally, while we can't invite fans into Fifth Third Ballpark today, we are staying ready in hopes of seeing you soon. On behalf of the Whitecaps organization stay home, stay safe and let's all do our part to help our community fight this pandemic.

Baseball will be back, and when it is the Whitecaps will be ready and waiting to welcome everyone back to *FUN COMMUNITY EXPERIENCES* at Fifth Third Ballpark.



JOE CHAMBERLIN CEO West Michigan Whitecaps





### FEATURE

ARTÍCULO

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TAKE NOTHING FOR GRANTED
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#### DIGITAL PROGRAM VOLUME 15 | ISSUE 1

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Advertising Sales: Leah Austin • Steve Dirksen • Dean Exoo • Ernie McCallum • JD Triemstra • Dan Morrison • Jim Jarecki
Contributors: Writing: Michael Zuidema • Steve VanWagoner Photography: Emily Jones • Jack Powers • Alex Brodsky • Mark Cunningham
The Wave is designed and produced under the direction of Elaine Boonenberg and Jack Powers
Printed by: Rogers Printing, Ravenna, MI | Digital version available on issuu.com/west\_michigan\_whitecaps

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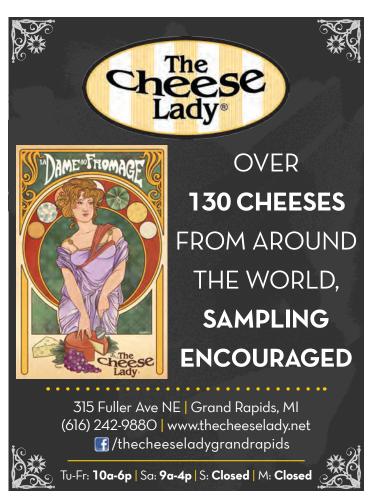














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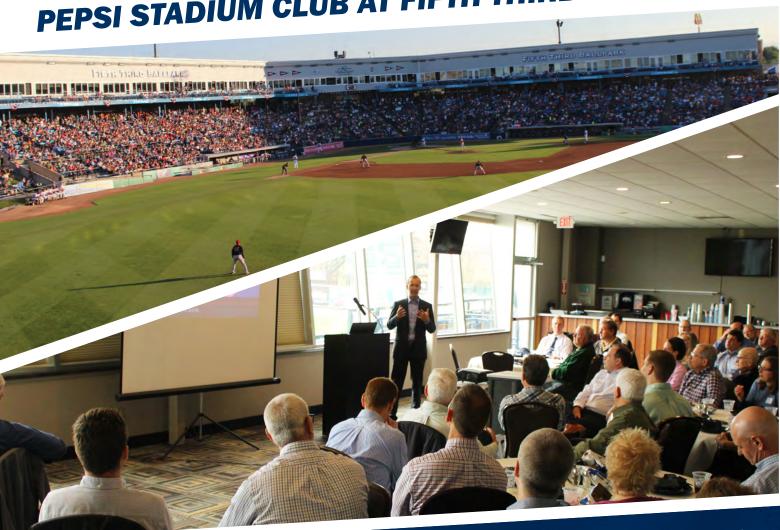


We will miss the peanuts, Cracker Jack, strikes, and you in the stands. Keep yourself healthy and sing "Take Me Out To The Ballgame" while washing your hands!



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## COACHING STAFF





## BRAYAN PEÑA

MANAGER

In November, former Detroit Tigers catcher Brayan Peña was named the 14th manager in West Michigan Whitecaps history. The 38-year old will look to return the club to the playoffs after missing the Midwest League postseason for the first time in six seasons last year. Peña arrives in West Michigan to lead the team beginning in 2020 after managing the short-season 2019 Connecticut Tigers of the New York-Penn League. In 2018, Peña made his managerial debut as the skipper of the Gulf Coast League Tigers-West team and led the club to Detroit's first-ever GCL Championship. Peña replaces Lance Parrish, who spent two seasons as Whitecaps manager before being reassigned as a Special Assistant to Tigers Executive Vice President, Baseball Operations and General Manager Al Avila.

The native of Havana, Cuba, played for five different Major League teams and was part of the 2013 Tigers Central Division Championship roster. Peña broke into the big leagues in 2005 as a member of the Atlanta Braves before joining the Kansas City Royals for four seasons before his Tigers arrival. Peña's 2013 season in Detroit was punctuated by a .297 batting average – the highest in his Major League career while playing in 71 games as the backup to former Tigers and Whitecaps catcher Alex Avila. In his final game as a Tiger, Peña took over for an injured Avila in Game 5 of the American League Championship Series against the Boston Red Sox, going 1-for-3 with an RBI-single. After leaving Detroit, Peña spent the next two seasons as the primary catcher with the Cincinnati Reds in 2014 and 2015 before playing his final big-league season with the St. Louis Cardinals in 2016.

Upon the start of the 2018 season, Peña returned to the Tigers as a Minor League free agent but quickly transitioned into a role in coaching. Later that summer, he was named the manager of the Tigers West Gulf Coast League squad.

Peña currently resides in Miami, Florida during the off-season with his wife, Lina and their children Brayan Jr., Javy, and Isabella.



## WILLIE BLAIR

PITCHING COACH

Former Tigers pitcher and 12-year MLB veteran Willie Blair returns for his second season as pitching coach. He previously spent three seasons in the same role for Detroit's Double-A Erie affiliate – two of which he served under former Whitecaps manager Lance Parrish. Blair arrived with Midwest League ties, having made a start with West Michigan during a Major League rehab assignment back in 1997, and serving as pitching coach for the Fort Wayne TinCaps for two seasons in 2011 and 2012. His 1997 season saw him achieve a career-best 16–8 record and an earned run average (ERA) of 4.17. In 1999, Blair was the starting pitcher for the final Opening Day in Tiger Stadium history, where he threw eight shutout innings of three-hit baseball.

The native of Paintsville, KY, went to the postseason in 1996 as a member of the San Diego Padres, throwing two innings in relief during the National League Division Series against the St. Louis Cardinals.

Resides is Richmond, KY in the off-season with his wife Trina, daughter Paige and sons Taylor and Jaxson

## COACHING STAFF





## **JOHN MURRIAN**

HITTING COACH

2020 marks Murrian's first season with the Whitecaps after receiving a promotion from the hitting coach role he held last season with GCL Tigers-West – his only professional season in coaching.

Murrian, a native of Knoxville, TN, joins the coaching staff after serving five seasons as the Detroit Tigers bullpen catcher from 2014-2018. Before his stint in the Tigers bullpen, Murrian was selected as a ninth-round pick in the 2009 MLB Draft out of Winthrop University, and played five seasons in Minor League Baseball with stops in Oneonta (2009), Lakeland (2010), Erie (2010-12), and Toledo (2011), hitting .243, with 20 home runs and 116 RBI in 259 professional games.

Murrian's first foray into coaching took him back to his alma mater, where he joined the staff as a volunteer assistant coach in 2013. The 31-year old also spent three years as a machinist for a precision machinery company. Murrian currently resides in Summerville, SC with his wife, Ashley and their two children Roman and Isla.



## **KEVIN GUTHRIE**

DEVELOPMENTAL COACH

Brown University graduate Kevin Guthrie joins the Whitecaps for his first season in 2020 and first in the Tigers system after two years in Minor League Operations for the Pittsburgh Pirates. The Ivy-leaguer spent his collegiate days at Brown University, playing in 91 career games. As a two-way player, the native of Sarasota, Florida, posted a .309 on-base percentage as a first baseman while pitching in 25 contests. He also serves as a Director for Diamond Diagnostics Baseball - a company that offers hitting and pitching lessons integrating advanced, professional technologies.

Guthrie's father is longtime Major Leaguer Mark Guthrie, who pitched parts of 15 seasons for eight MLB teams, including the 1991 World Series Champion Minnesota Twins. Kevin's brother Dalton played college baseball for the University of Florida and became a sixth-round selection of the 2017 MLB Draft by the Philadelphia Phillies.

#### **ADDITIONAL STAFF**

Athletic Trainer	Cody Derby
Strength and Conditioning Coach	Ryan Maedel
Baseball Information Assistant / Trackman Operator	Miles Semetis and Cade Burton







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#### **TIGERS WEDNESDAYS**

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#### WEDNESDAY

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## 

TAKE NOTHING FOR GRANTED



## BRAYAN PENA

TAKE NOTHING FOR GRANTED

By Michael Zuidema

Brayan Peña has no problem climbing out of bed when his alarm goes off at 5:30 a.m. each morning.

Not because he's healthy, happy and has a beautiful family. Not just because he was lucky enough to parlay a 12-year Major League Baseball career into a nascent coaching career that now includes his first season as manager of the West Michigan Whitecaps. It's because he knows just how far he's come – and how far he still wants to go.

And if he can help a few young ballplayers realize their own dreams, even better.

"I wake up every single day telling myself, 'Take nothing for granted,'" he said. "After everything that I went through and everything that is going on now, you can't take anything for granted."

In baseball circles, Pena's story is well known. In a first-person column published online by The Players Tribune in 2016, Pena described in detail how he defected to the United States in 1999 as a 16-year-old playing for the

Cuban national team. With nothing but the clothes on his back during a tournament in Venezuela, he climbed out an open window in a hotel bathroom – a security guard was waiting for him right outside the door – and sprinted to a waiting car, where a friend helped ferry him to Costa Rica.

He had no money and no passport. No one in his family had any clue he was leaving. What he had, though, is what he called his "window of opportunity."

"It was my dream to play in the big leagues, but it wasn't like I was some big star and had an MLB team waiting to sign me to a million dollar contract. I was just a chubby 16-year-old catcher from Havana who was a pretty decent ballplayer," he wrote. "If I got caught trying to defect, the consequences would be devastating."

Fortunately, he made it safely to Costa Rica and quickly was signed by the Atlanta Braves as an amateur free agent in 2000. He debuted in the majors in 2005 and went on to spend time with the Kansas City Royals, Detroit Tigers, Cincinnati Reds, St. Louis Cardinals. While his career numbers may appear modest – 468 hits, 164 RBIs, .259 average – his value as a backup catcher and role players was undeniable.

WHITECAPS

"I was a grinder. A grinder with all capital letters: GRINDER," Peña said. "I went out there and gave it my all, 100 percent. The good and bad moments, I enjoyed every single one of them. I respected the jersey I was wearing and, most important, I showed that anything is possible.

"I believe in the American Dream because I'm one of those guys. I came from Cuba, I didn't have anything and America gave me an opportunity to be a citizen, which has been one of the most important things in my life. It's something I'm very proud and honored to be part of."

The 2013 season Peña spent with the Tigers arguably was the best of his career, with a career high .297 batting average and .713 OPS. It also marked his lone postseason appearance, and he was honored to play alongside stars like Miguel Cabrera, Torii Hunter, Victor Martinez, Max Scherzer and Justin Verlander during the Tigers' run to the American League Championship Series.

"It was a blessing to be a part of that team," Peña said. "We came up short, but we enjoyed each other, we respected each other, we learned a lot from each other and that's what it's all about." Following the 2017 season, the Tigers signed Peña to a minor league contract with an invitation to spring training. He was released on June 11, 2018 and announced his retirement one week later. He wasn't idle for long, though, as he immediately stepped into a managerial position with one of the Tigers' two Gulf Coast League teams. That summer, Peña led his team to a 37-16 record and its first-ever league championship.

Then, in November, the Whitecaps announced that the 38-year-old would be the team's 14th manager in franchise history, replacing Tigers legend Lance Parrish, who had been reassigned as a special assistant to Detroit General Manager Al Avila.

Peña paid his first extended visit to West Michigan this past January as part of the Tigers' Winter Caravan, but he said the Whitecaps' reputation as a prominent minor league franchise preceded that trip.

"It's very famous because they treat everybody like big leaguers. That's their motto," Peña said. "Everybody was always talking about that. 'The fans will treat you like a big leaguer, the front office treats you like a big leaguer, the press, everybody.'"

Now Peña is focused on carrying on the winning tradition of the Whitecaps, who have won six Midwest League





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championships in franchise history and have served as a steady pipeline to the majors in Detroit. To help him, Peña will rely on the lessons he learned playing for legendary managers that have won World Series titles: Jim Leyland, Bobby Cox and Ned Yost.

"My goal is always to put our players in position to be successful. With that being said, I understand that this is a very tough game," Peña said. "I want to give them everything that I know, all my experiences, everything that I learned along the way from great managers.

"I love players who hustle hard. I love the players who go out there and represent not just themselves, but represent our organization and what the Detroit Tigers are all about. I'm a very aggressive manager. I love to handle the bullpen in the right way because I believe that you need to know how to handle your pitching staff to be in position to win close games."

Peña can relate to the experience of his players since he went through the

same situations as a young catcher. Even though his playing days aren't that far in the past, Peña isn't dwelling on the end of his career or longing for one last at-bat at Comerica Park. He wants to help new players feel grateful and appreciative for every day spent at the ballpark.

"Honestly, I'm great with my decision. What I mean by that, is the day that I decided to put my spikes to the side and I left my gear in my garage, that's something I have no regrets about," he said. "It was time for me to continue my baseball career, but on a different path. I always knew I wanted to be a manager one day, I always knew that I wanted to pass along everything I learned along the way and give back to the game. Every single moment, every single opportunity on the field, I gave it my all. But I don't miss it at all. I was very happy, very humbled, to accept this assignment."

Peña's story of risking it all and overcoming the odds to become both an American citizen and Major League

ballplayer isn't lost on the current generation. He said that whether rookies are drafted out of high school or college or signed as free agents from countries such as Dominican Republic or Venezuela they are immediately researching their new coaching staff. Along the way, they are bound to learn about the inspirational path Peña took to West Michigan.

"And that's OK. That's creating that relationship and that's what we want as an organization," he said. "Remember, we're not just coaches. We are friends, brothers, fathers, sometimes financial advisors, sometimes we are psychologists. We are the closest thing our players have to a family. A lot of them are far away from home and that's a lot of responsibility, making sure they trust you and they believe in you.

"I was blessed to be able to play at the highest level for so many years. Now, I have an opportunity to give back to the game."







"I was blessed to be able to play at the highest level for so many years. Now, I have an opportunity to give back to the game."

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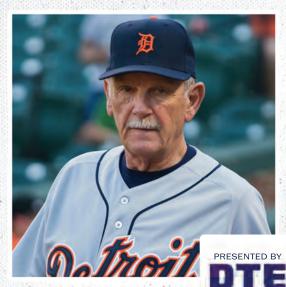


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## THE ROAD TO DETROIT

The Whitecaps players are just beginning their journey to the Majors. Most players drafted out of high school start in the Gulf Coast or New York-Penn League. These short-season leagues help the players get accustomed to the life of a professional baseball player. Within the Tigers' organization, most players play their first full season with the Whitecaps, right here in West Michigan!

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(Short Season A)

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Hitting Coach: Tim Garland
Pitching Coach: Mike Alvarez

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(Short Season A)

Manager: Cam Roth
Hitting Coach: Rafael Gil
Pitching Coach: Santiago Garrido





#### **NORWICH SEA UNICORNS**

New York-Penn League (Short Season A) milb.com/norwich

Manager: Gary Cathcart
Hitting Coach: Chase Rowe
Pitching Coach: Carlos Bohorquez

14 SCOTT AVE. NORWICH, CT 06360

#### **WEST MICHIGAN WHITECAPS**

Midwest League (Low A)

whitecapsbaseball.com

Manager: Brayan Pena Hitting Coach: John Murrian Pitching Coach: Willie Blair

4500 WEST RIVER DR. COMSTOCK PARK, MI 49321





#### **LAKELAND FLYING TIGERS**

Florida State League (High A)

lakelandflyingtigers.com

Manager: Andrew Graham Hitting Coach: Bill Springman Pitching Coach: Jorge Cordova

2125 N. LAKE ST. LAKELAND, FL 33805





#### ERIE SEAWOLVES

Eastern League (AA)

seawolves.com

Manager: Arnie Beyeler
Hitting Coach: Adam Melhuse
Pitching Coach: Mark Johnson

110 E. 10TH ST. ERIE, PA 16501









#### **TOLEDO MUD HENS**

International League (AAA

mudhens.com

Manager:Tom PrinceHitting Coach:Mike HessmanPitching Coach:Juan Nieves

406 WASHINGTON ST. TOLEDO, OH 43604

#### **DETROIT TIGERS**

American League (MLB)

tigers.com

Manager: Ron Gardenhire
Hitting Coach: Joe Vavra
Pitching Coach: Rick Anderson

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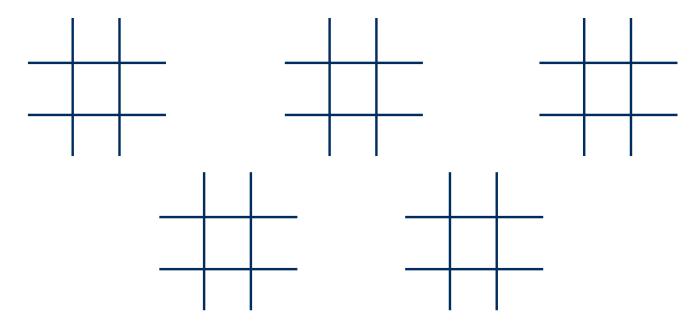
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### FIND THESE WORDS IN THE WORD SEARCH!

(Hint: Some words are backward!)

WHITECAPS SINGLE
BASEBALL BAT
DIVE STRIKE
SLIDE BUNT
STEAL GLOVE
HOME RUN FOUL
TRIPLE CATCH
DOUBLE

### TIC-TAC-TOE



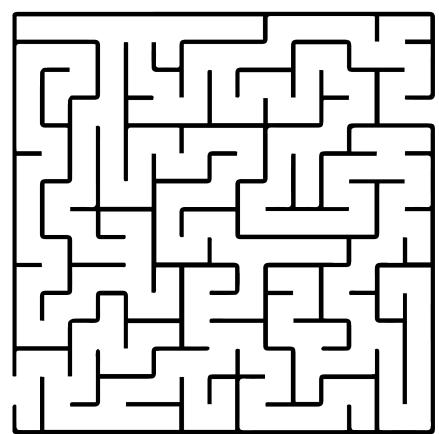


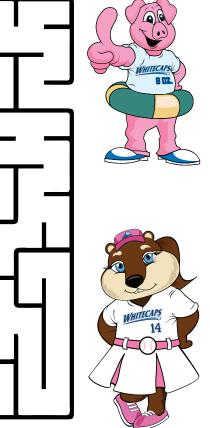
- · Must be shorter than 56" tall to enjoy the play structure and bounce houses
- · Because we care, all children under 6 years of age must be accompanied by an adult
- · Playground closes after the 8th inning or at the discretion of Whitecaps Management
- · No admission when access fence is up
- · Please see attendant for tokens for Free Throw Challenge, Speed Pitch and T-Ball
- · Use of playground equipment and inflatables is at your own risk
- No running or rough play is permitted
- · No throwing of objects or jumping off equipment
- No alcoholic beverages
- · No food or drink allowed on the playground equipment
- · Time limit on bounce houses at discretion of attendant when busy



Help Crash get to Franky and Roxy in time for the game!



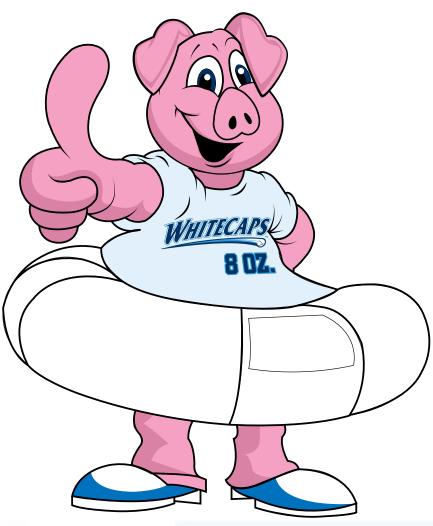






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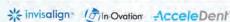
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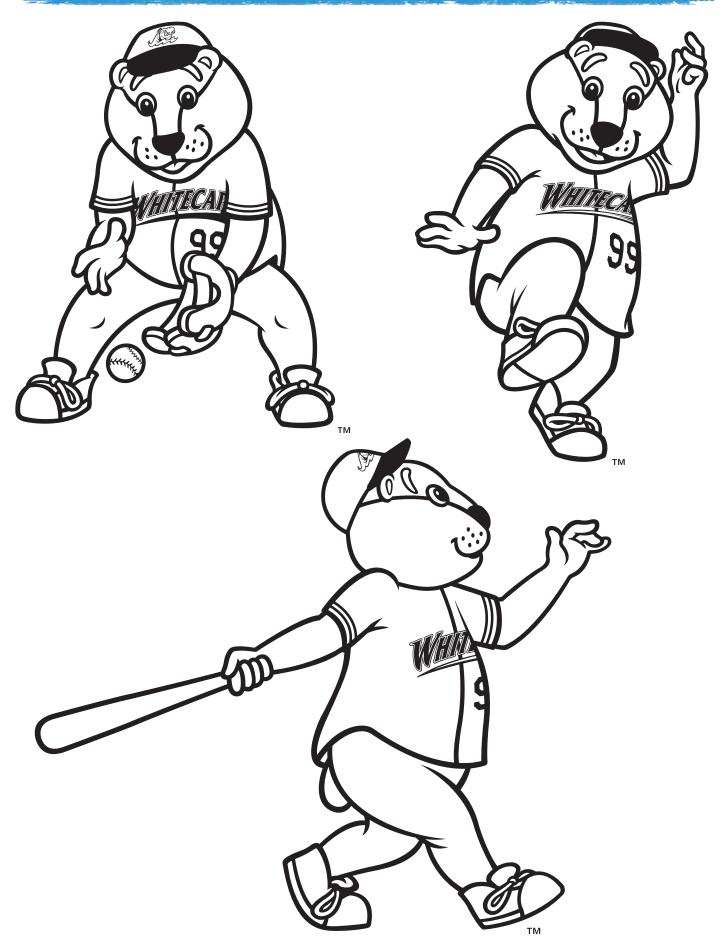
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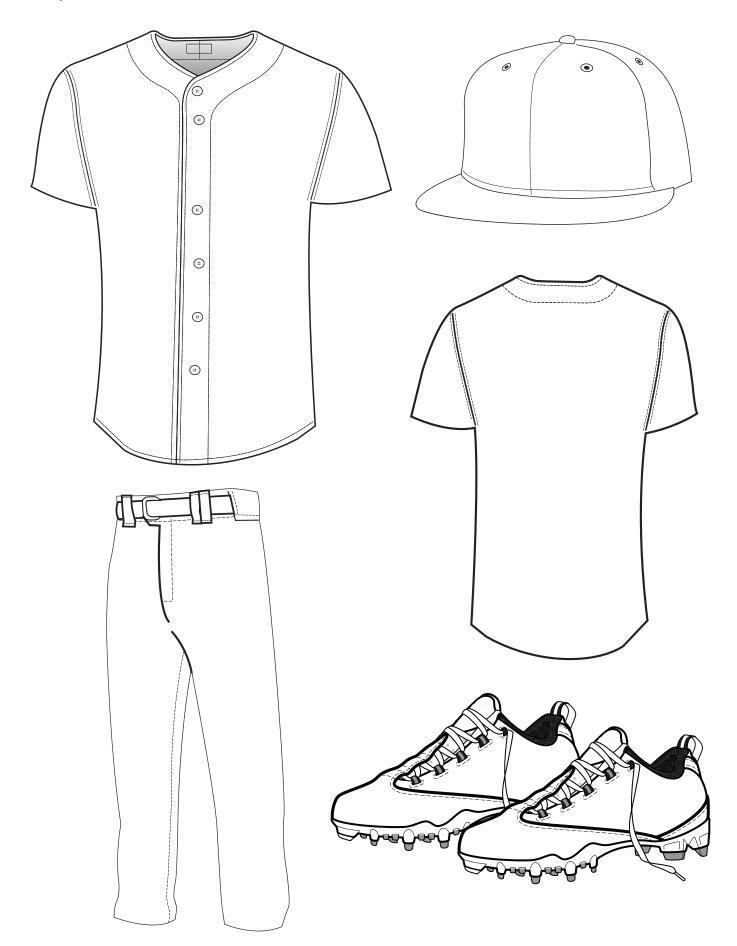
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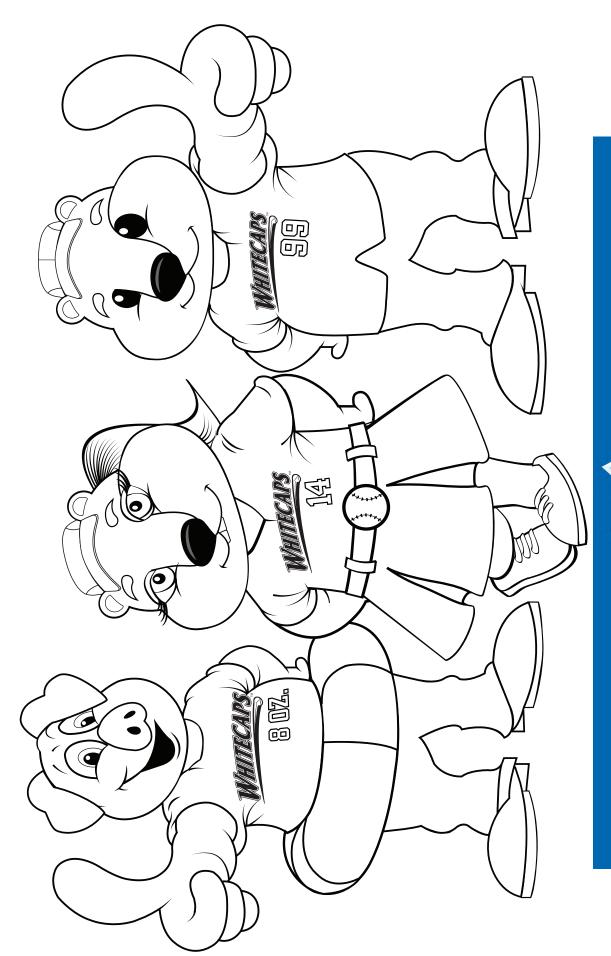


12 TICKETS
A FIRST PITCH
12 SOUVENIRS
A BIRTHDAY TREAT
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**RAISED** from

NON-PROFHITS

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RAISED from 50/50

**NON-PROFITS** receive the 50/50 funds

**50/50** 

# PINCH HITTER PROGRAM

TICKETS donated



**NON-PROFITS** impacted

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**SCHOOLS** involved

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**STUDENTS** participated

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**TICKETS** donated

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Losing a child is heartbreaking, and the pain is unimaginable. The facts state that suicides are not rational, and questions will remain unanswered for a lifetime. When a parent loses a child to suicide, they are forced to move forward on their life's journey with heaviness in their hearts and a hole that will never be filled.

As parents of a tragic suicide and the loss of our son, we are vowing to talk, walk, run and protest to bring community awareness and push for mental health resources to be more readily available to those in need. We want open discussions and conversations using "Jamie's Voice," to bring awareness to mental illness, depression, addictions, and suicide. Our goal is to help prevent lives from ending tragically; and to bring a voice of hope to those who suffer in silence.

Jamie's Parents, Kirk and Patti

If you or someone you know is struggling with mental illness, depression, addiction, or thinking about suicide, please reach out to i understand, love heals @ iunderstandloveheals.org, Mental Health Foundation of West Michigan at benice.org. or call Suicide Prevention Hotline @ 1.800.273.8255





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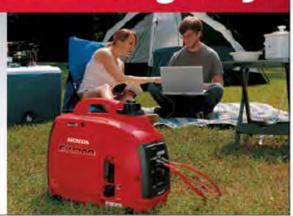
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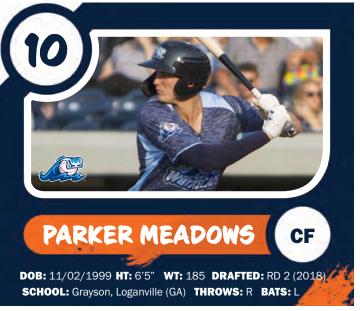












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# LOS WHITECAPS DE WEST MICHIGAN

UTILIZAN EL PROGRAMA DE LA COPA DE LA DIVERSIÓN PARA UNIRSE A SU CIUDAD HERMANA EN MÉXICO

# COPA DE LA DIVERSIÓN

# TO BUILD RELATIONS WITH GRAND RAPIDS SISTER CITY IN MEXICO

Por Steve VanWagoner | Traducido por Chanel Zapata

By Steve VanWagoner | Translated by Chanel Zapata

Desde la primera temporada de los Whitecaps en West Michigan en el 1984, los Whitecaps se han comprometido a brindar un ambiente inclusivo para su comunidad en donde reina la diversión y las magníficas experiencias para los aficionados.

como parte de este compromiso, los Whitecaps se unieron a otros setenta y dos equipos de Las Ligas Menores de Béisbol en el 2019 para participar en el programa de la Copa de la Diversión. En donde durante tres partidos, los Whitecaps adoptaron la identidad de las Calaveras de West Michigan.

Durante estos partidos se enfocaron en celebrar la cultura Hispana de la mano de su nueva identidad. Además, rindieron honor a la influencia de los Hispanos en el deporte del béisbol, a su vez los fanáticos pudieron experimentar distintos refrigerios Hispanos, obsequios y música.

Motivados a dejar una huella con su participación en la Copa de la Diversión, el equipo comenzó a reunirse con líderes comunitarios, así como sus socios para encontrar una manera de contribuir a la comunidad.

Durante una de sus primeras reuniones con la Cámara de Comercio Hispana de Grand Rapids (en inglés, Grand Rapids Hispanic Chamber of Commerce) los Whitecaps tuvieron la Since the West Michigan Whitecaps' inaugural season in 1994, the team has been committed to being an inclusive and welcoming community asset. The Whitecaps are about fun, community and fan experiences.

As part of this commitment, the Whitecaps joined a group of 72 Minor League Baseball teams during the 2019 season participating in the Copa de la Diversión initiative. For three games, the Whitecaps adopted the identity of Las Calaveras de West Michigan.

The games focused on celebrating the Hispanic culture and its influence on America's pastime, including adding new Hispanic food options, creating a culturally relevant persona and focusing on fun giveaways.

Motivated to make their Copa de la Diversión participation count, the Whitecaps began meeting with community leaders and business partners to find out how they could make the biggest impact.

During an initial meeting with the Grand Rapids Hispanic Chamber of Commerce, the Whitecaps were introduced to several local leaders along with representatives visiting from Grand Rapids' sister city of Zapopan, Mexico. The meeting oportunidad de conocer a varios embajadores de su ciudad hermana en Zapopan, México. Precisamente, esa reunión era para finalizar los detalles de un viaje a la ciudad de Zapopan con el fin de fortalecer las relaciones entre ambas ciudades.

"Entendemos que el béisbol cruza fronteras sin discriminar acerca de clases sociales o estatus económico y sabíamos que había una oportunidad para ayudar," dijo Dan Morrison, vicepresidente de ventas para los Whitecaps.

"Comprendimos que, para empezar el programa de beisbol en Zapopan, se necesitaba equipo como bates, pelotas, cascos y guantes," dijo Morrison. "Desafortunadamente sabíamos que no podíamos proveerle a cada niño que quisiera jugar, pero pudimos obsequiarles el equipo a los administradores del programa y al departamento de la policía para que se quedara en los parques de pelota."

En fin, se le proveyó suficientes cascos, bates, guantes y pelotas para que se pudieran jugar cinco partidos a la vez y lo cual quiere decir que cualquier niño que desee jugar puede participar.

Los Whitecaps han desarrollado relaciones con su ciudad hermana más allá del terreno de juego, cuando en agosto el embajador de la ciudad de Zapopán, Benjamín Hernández was aimed at finalizing details surrounding an upcoming trip to Zapopan by Grand Rapids representatives to strengthen relations between the cities.

"Understanding baseball crosses borders without discriminating based on demographic or economic class, we knew we could play a role in some way," said Dan Morrison, Vice President of Sales for the Whitecaps.

"We understood there was a need for equipment such as gloves, bats, helmets and baseballs for the city of Zapopan to start its baseball program," Morrison said. "Knowing we could not provide equipment to every kid who wanted to play, we decided instead to give the equipment to the administrator of the program and the local police department so it would stay at the fields."

By providing enough equipment to have five games runsimultaneously on separate fields, all kids who wanted to play baseball could participate.

The Whitecaps' desire to play a part in helping build relations with their sister city came full circle when Benjamin Hernández, a diplomat from Zapopan, was in attendance at an August game to see Las Calaveras de West Michigan take the field at Fifth Third Ballpark. He brought with him custom sugar



Players from Las Calaveras De West Michigan display their native countries' flags at during the Copa de la Diversiòn.

Mayor Rosalynn Bliss of the City of Grand Rapids visits with members of its sister city in Zapopan, Mexico.

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dijo presente durante el partido de las Calaveras de West Michigan en el parque de Fifth Third Ballpark. Benjamín trajo consigo calaveras directamente desde México y estas le rinden tributo a su identidad para la Copa de la Diversión. Luego en octubre, la alcaldesa de la ciudad de Grand Rapids lideró a la delegación de Grand Rapids en su visita a la ciudad hermana y presentaron el regalo de los Whitecaps ante el alcalde de Zapopán.

"Sentimos que somos parte de algo más grande para la sociedad," dijo Jenny Garone, la gerente de relaciones a la comunidad. "No solo dejamos una huella para los niños en Zapopán, si no que demostramos nuestro compromiso en nuestra comunidad con nuestras actividades en el parque de pelota. Durante cada partido, disfrutamos de locutores en español y de música autentica todo esto con el fin de que nuestra comunidad local hispana y los aficionados se sintieran bienvenidos. Definitivamente el programa de la Copa de la Diversión de Las Ligas Menores de Béisbol nos ha ayudado a continuar con nuestra misión de proveerle a la comunidad diversión y experiencias."

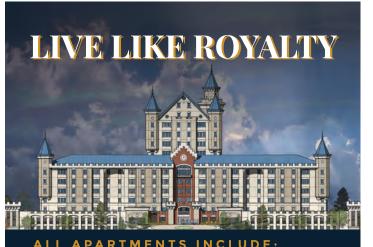
skulls that paid tribute to the Whitecaps' new "Calaveras" identity. The Grand Rapids delegation, led by Mayor Rosalyn Bliss, visited Zapopan in October and presented its mayor with the Whitecaps' equipment donation.

"We feel like we're part of a much bigger collective," said Jenny Garone, Community Relations Manager for the Whitecaps. "Not only did we make an impact on children in Zapopan, but our commitment extends to our ballpark activities. We make announcements in Spanish at each game and play authentic music as part of our commitment to our fans and the local Hispanic community. MiLB's Copa de la Diversión initiative has helped in our mission of fun, community and experiences."



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# FUN. COMMUNITY. EXPERIENCES.

### Written by Michael Zuidema

The West Michigan Whitecaps' mission statement has long been framed on a side wall of their conference room at Fifth Third Ballpark.

While there has never been an issue with the original version of the Whitecaps mission statement, in recent years team officials did wonder how many of their staff could remember the content. That's one reason, along with recent changes in the front office – including Joe Chamberlin taking over as CEO and new faces in the community relations, marketing and promotions departments – why the Whitecaps decided this past off season was the perfect time to not only freshen up the mission statement, but also take additional steps to display it more prominently for staff, business partners and fans to see.

"We went through a significant organizational transition. All that happened in the last year and that produced a lot of new ideas and perspectives that came in from the outside," Whitecaps President Steve McCarthy said. "So we took a look at the mission statement, which is what we do every year just to see what we want to do with it, ask if it's still relevant and is it still something that we would say. And we had a different take on it this year. Not that it was

wrong by any means, it just felt like it was the time to talk about it more and tweak it a little bit."

The reshaped mission statement now reads:

The Whitecaps are in the **FUN** business and our mission is to provide affordable family entertainment that strengthens the West Michigan **COMMUNITY**.

We create memorable **EXPERIENCES** by offering a fun, friendly and inclusive environment. We welcome you as a guest and hope you return as a fan!

### FUN. COMMUNITY. EXPERIENCES.

It's those final three words that the Whitecaps hope are the most memorable. To that end, "Fun. Community. Experiences." is now displayed on signs throughout the administrative offices and on mousepads that were provided to front office staff.

"What's interesting is a lot of the old mission statement reappeared in the new mission statement, just a little modernized. We did keep things, such as 'fun, friendly, environment' and 'hope you come as a guest and return as a fan'," McCarthy said. "Mission statements are hard to remember. We really keyed in on those three words that we could use in other places that would summarize the spirit of the mission statement."

One word that is notably absent is "baseball." But that's not because the organization is moving away from the sport – the team remains committed to helping young players hopefully navigate their way to the parent club Detroit Tigers – but more of a tacit acknowledgement of all the other events Fifth Third Ballpark hosts, including corporate outings, concerts, festivals and more.

"There are a lot of different entertainment options out there, but entertainment surrounded by a baseball environment? That's what we do uniquely. We're certainly not deviating from that," McCarthy said. "We'll always be an outdoor ballpark. It's simply in recognition that we have so many different aspects to the entertainment, from

concerts to company picnics. Trying to list them all or picking one would do a disservice to us all."

The new mission statement has been well received. McCarthy said it helped highlight exactly why everyone comes to work every day, whether that's promoting fun, strengthening the Whitecaps' tie to the community or simply creating memorable experiences.

In reality, the Whitecaps' mission is the same as it's always been. It is just stated in a new way.

"I don't think there was a real need to move from what has made us successful for 26 years," McCarthy said. "This place has been a community asset since Day 1, and shepherding it into the next 25 or 30 years is a big responsibility for all of us. Having a current and relevant mission statement provides our organization a foundation with which to do that."







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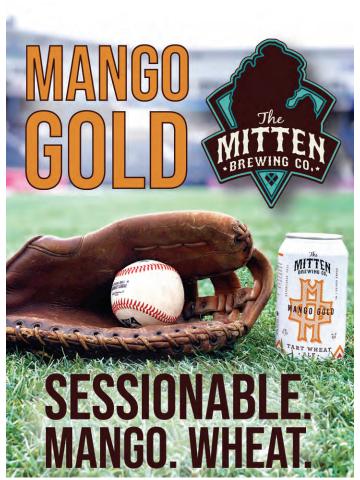
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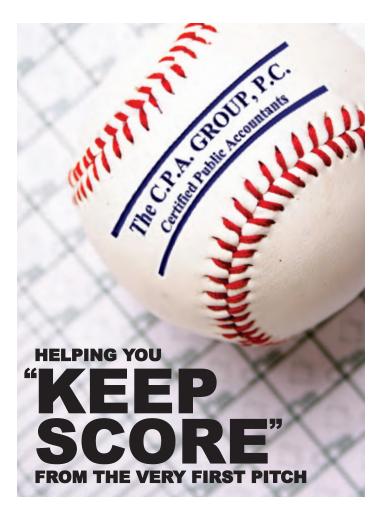
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IN 2020, five Whitecaps players will be hitting for non-profit organizations.

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The Whitecaps would like to thank the following companies for partnering with the players in supporting these non-profit organizations:



























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# 2020 STAFF LIST

Lew Chamberlin	Chairman and Founder
Denny Baxter	Chairman and Founder
Joe Chamberlin	CEO
Steve McCarthy	President
Jim Jarecki	Vice President & General Manager
Dan Morrison	Vice President of Sales
Chad Sayen	Director of Ticket Sales
Steve VanWagoner	Director of Marketing
Elaine Boonenberg	Creative and Digital Design Manager
Jack Powers	Multimedia Specialist
Alex Brodsky	. Fan Engagement & Social Media Coordinator
Ben Love	Promotions and Fan Entertainment Manager
Jenny Garone	Community Relations Manager
Lori Ashcroft	Merchandise Manager
Ernie McCallum	Account Executive
Steve Dirksen	Account Executive
Dean Exoo	Account Executive
JD Triemstra	Account Executive
Leah Austin	Partnership Coordinator
Drew Willard	Assistant Director of Ticket Sales
Shaun Pynnonen	Ticket Sales Manager
Mike Epstein	Box Office Manager
Emily Milne	Ticket Operations Coordinator
Dru Knizacky	Senior Ticket Sales Consultant
Chris King	Senior Ticket Sales Consultant
Joe Provost	Ticket Sales Consultant
Kristie Stacks	Ticket Sales Consultant
Mike Klint	Facility Events Manager
Alanna Klomp, CMM, CMP.	Corporate Event Sales Manager
Abby Wills	Event Coordinator
Matt Timon	Director of Food and Beverage
Amanda Stephan	Hospitality Manager
Danielle O'Connor	Food & Beverage Operations Manager
Ashley Mesman	Food & Beverage Assistant
Matt Shumaker	Event Chef
Brett Frieze	Operations Manager

Mitch Hooten	Head Groundskeeper
Kipp Jelinski	Facility Maintenance Manager
Scott Feenstra	Facility Maintenance Assistant
Scott Lutz	Technology Administrator
Kyle Willaker	Technology Assistant
Dave Rozema	
Barb Renteria	Accounts Receivable Coordinator
Courtney Lutz	Human Resources
Chris Parsons	Administrative Assistant
Lisa Gutting	Administrative Assistant
Martha Beals	Administrative Assistant
Greg Sebright	Dippin' Dots Territory Account Executive
Todd Jeluso	Dippin' Dots Operations Coordinator
Sami Organek	Community Relations Intern
Jeremy Henderson	Promotions Intern
Will Silvey	Ticket Sales Intern
Jada Stanforth	Ticket Sales Intern
Mackenzie Tulloch	Hospitality Intern
Caleb Rodda	Operations Intern
Ben Guis	Operations Intern
FIELD AND CAMEDAY	CTAFF
FIELD AND GAMEDAY	
•	Manager
Willie Blair	Pitching Coach

Brayan Peña	Manager
Willie Blair	Pitching Coach
John Murrian	Hitting Coach
Kevin Guthrie	Developmental Coach
Cody Derby	Athletic Trainer
Ryan MaedelStrength a	and Conditioning Coach
Miles Semetis Baseball Information Assista	ant/Trackman Operator
Cade Burton	Trackman Operator
Dan HastyP	lay-by-Play Broadcaster
Mike Coleman	Color Commentator
Michael Newell	PA Announcer
Bob Wells	On-Field Host
Mike Dean	Official Scorer
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# BELOIT SNAPPERS BELOIT, WI



Affiliation: Athletics (2013)
Website: snappersbaseball.com
Stadium: Pohlman Field
Manager: Lloyd Turner
Hitting Coach: Javier Godard
Pitching Coach: Don Schulze

# CLINTON LUMBERKINGS CLINTON, IA



Affiliation: Mariners (2009)
Website: lumberkings.com
Stadium: Ashford University Field
Manager: Tom Lawless
Hitting Coach: Frank Moore
Pitching Coach: Mark DiFelice

# BOWLING GREEN HOT RODS BOWLING GREEN, KY



Affiliation: Rays (2006)
Website: bghotrods.com
Stadium: Bowling Green Ballpark
Manager: Blake Butera
Hitting Coach: Wuarnner Rincones
Pitching Coach: Jim Paduch

# DAYTON DRAGONS DAYTON, OH



Affiliation: Reds (2000)
Website: daytondragons.com
Stadium: Day Air Ballpark
Manager: Gookie Dawkins
Hitting Coach: Darryl Brinkley
Pitching Coach: Brian Garman

# BURLINGTON BEES BURLINGTON, IA



Affiliation:

Website:
gobees.com
Stadium:
Community Field
Manager:
Jack Howell
Hitting Coach:
William Bradley
Pitching Coach:
Tyler Anderson

# FORT WAYNE TINCAPS FORT WAYNE, IN



Affiliation: Padres (1999)
Website: tincaps.com
Stadium: Parkview Field
Manager: Anthony Contreras
Hitting Coach: Jon Matthews
Pitching Coach: Leo Rosales

# CEDAR RAPIDS KERNELS CEDAR RAPIDS, IA



Affiliation: Twins (2013)
Website: kernels.com
Stadium: Veterans Memorial Stadium
Manager: Brian Dinkleman
Hitting Coach: Bryce Berg
Pitching Coach: Calvin Maduro

# GREAT LAKES LOONS MIDLAND, MI



Affiliation: Dodgers (2007)
Website: loons.com
Stadium: Dow Diamond
Manager: John Shoemaker
Hitting Coach: Seth Conner
Pitching Coach: Stephanos Stroop

# **KANE COUNTY COUGARS GENEVA, IL**



Diamondbacks (2015) Affiliation:

Website: kccougars.com

Stadium: Northwestern Medicine Field Manager: Vince Harrison

Hitting Coach: K.C. Judge

Pitching Coach: **Barry Enright** 

# **QUAD CITIES RIVER BANDITS DAVENPORT, IA**



Affiliation: Astros (2013) Website: riverbandits.com Stadium: Modern Woodmen Park Manager: Ray Hernandez

Hitting Coach: Sean Godfrey Pitching Coach: Erick Abreu

# **LAKE COUNTY CAPTAINS EASTLAKE. OH**



Affiliation: Indians (2003) Website: captainsbaseball.com Stadium: Classic Park Manager: Greg DiCenzo Hitting Coach: Michael Mergenthaler

Pitching Coach: Jason Blanton

# **SOUTH BEND CUBS SOUTH BEND, IN**



Affiliation: Cubs (2015) Website: southbendcubs.com Stadium: Four Winds Field Manager: **Buddy Bailey** Hitting Coach: Dan Puente Pitching Coach: Jamie Vermilyea

# **LANSING LUGNUTS** LANSING, MI



Affiliation: Blue Jays (2005) Website: lansinglugnuts.com Stadium: Cooley Law School Stadium Manager: Luis Hurtado Hitting Coach: Ryan Wright

Phil Cundari

# **WEST MICHIGAN WHITECAPS COMSTOCK PARK, MI**



Tigers (1997) Affiliation: Website: whitecapsbaseball.com Stadium: Fifth Third Ballpark Manager: Brayan Pena Hitting Coach: John Murrian Pitching Coach: Willie Blair

# **PEORIA CHIEFS** PEORIA, IL

Pitching Coach:



Affiliation: Cardinals (2014) Website: peoriachiefs.com Stadium: Dozer Park Manager: Erick Almonte Hitting Coach: Cody Gabella Pitching Coach: Adrian Martin

# **WISCONSIN TIMBER RATTLERS APPLETON, WI**



Brewers (2009) Affiliation: Website: timberrattlers.com Stadium: Neuroscience Group Field Manager: Matt Erickson Hitting Coach: Dave Joppie Pitching Coach: Carson Cross

# **HISTORY OF THE MIDWEST LEAGUE**

In 1947, six baseball franchises began operation as the Class D Illinois State League, However, the league didn't stay exclusive to Illinois for long. When the Marion Indians relocated to Paducah, KY in 1940, the league's name changed to the Mississippi-Ohio Valley League, in recognition of its expanding boundaries.

The Mississippi-Ohio Valley League expanded to include two teams from Iowa in 1954, resulting in the circuit's present-day moniker, The Midwest League. The league's membership increased significantly in 1961 after the collapse of the Class B Illinois-Indiana-Iowa League. The following season, the defunct organization's Appleton, Burlington, and Cedar Rapids franchises joined the Midwest League. One year later, after a reorganization of the Minor League categorization system, the Midwest League was classified as a Class A league, a designation that remains to this day.

In 1982, the league expanded to 12 teams by adding the Beloit Brewers, Danville Suns, Madison Muskies, and the Springfield Cardinals. The league expanded to 14 teams in 1988 with the addition of franchises in South Bend, Indiana and Rockford, Illinois. During the 1990's, several teams changed cities: Kenosha, Madison, Rockford, Springfield, Waterloo, and Wausau lost teams during the '90s, while Battle Creek, Dayton, Fort Wayne, Grand Rapids, Kane County, and Lansing gained teams. The 2010 season brought the addition of two more teams to the league: the Bowling Green Hot Rods and the Lake County Captains. Both teams were members of the South Atlantic League before bringing balance to the Eastern and Western Divisions of the Midwest League.

The Fort Wayne TinCaps are currently the oldest franchise in the league. The Tincaps started as the Mattoon Indians in 1947 and played in Keokuk, IA, Wisconsin Rapids, WI, and Kenosha, WI before moving to Fort Wayne in 1993. The Clinton Lumber Kings hold the distinction of being in one city the longest, having played in Clinton since 1954.





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# 2020 FIFTH THIRD BALLPARK A-Z GUIDE

**ADMINISTRATIVE OFFICES:** The West Michigan Whitecaps administrative offices are open Monday through Friday from 8:30 a.m. until 5 p.m. On game days our ticket office is open from 10:00 a.m. until after the game and can be reached at (616)784-4131.

**ALCOHOL MANAGEMENT:** In compliance with Michigan state law, anyone under the age of 21 will not be served alcohol at Fifth Third Ballpark. If customers wish to consume alcohol while at Fifth Third Ballpark, they must have their hand stamped. Customers can get their hand stamped at any alcohol sales location. Violators of the law will be removed from Fifth Third Ballpark. As part of our alcohol management policy, the Whitecaps offer free cab rides.

**ALTOGAS BARBEQUE AREAS:** Enjoy a pre-game or in-game barbeque on the first or third base Altogas Grill Area. Let the Whitecaps serve your group dinner and then head to a reserved seating section with your group to watch the game.

**APPEARANCES:** Schools and other organizations may request a player or mascot appearance by calling the Whitecaps Community Relations Department at (616) 784-4131 ext. 1154.

ATM: A Fifth Third Bank ATM is located behind home plate at Gate A.

**AUTOGRAPHS:** Fans may seek autographs near the Whitecaps bullpen on the first base side before and after the game, as well as near the clubhouse on the first base concourse after the game. In addition, a team autograph session is held on the field every Sunday before the game for all fans. \*Please remember that players must focus on their jobs, so please respect their judgement on signing or not signing autographs before the game.

**AUTOMOBILE ASSISTANCE:** Fans who encounter vehicle troubles while visiting Fifth Third Ballpark may receive assistance from Whitecaps staff. If your vehicle won't start or you need some help, simply lift the hood of your car or contact a Whitecaps representative.

**BABY CHANGING STATIONS:** Changing stations are located in all restrooms along the concourse, CapSized Shop, behind the Pioneer State Mutual Insurance Deck, Founders Rooftop, as well as in the DTE Suite Level unisex restroom behind home plate.

**BAG CHECK:** Fifth Third Ballpark security reserves the right to inspect and confiscate any package or container coming in the ballpark. Purses, backpacks, and diaper bags are permitted but are subject to a search.

**BARRIER-FREE SEATING AND PARKING:** The Whitecaps provide wheelchair accessible and companion seating in the 4Topps, premium box, box, and reserved seating areas. All of our group hospitality areas, including the DTE Suite Level, feature easy wheelchair accessibility. Elevators are located on either side of the ballpark to take fans to the box seat level. Fifth Third Ballpark has handicapped reserved parking spaces in all lots. Proper identification is required to use these spaces.

**BIRTHDAYS:** Fans wishing to purchase a Whitecaps Marge's Donut Den Birthday Party Package should contact the Group Sales Department at (616) 784-4131. Birthday messages will be scrolled on the video board during the middle of the 4th inning. The best way to get your announcement made is to fill out the Birthday Announcement page on our website or call 616-784-4131 x 1160 and leave a message 24 hours in advance on the birthday hotline answering machine, which is checked daily.

**CAPSIZED SHOP:** CapSized Shop, the Whitecaps souvenir shop, can be found on the concourse behind home plate of Fifth Third Ballpark.

CapSized is open on game-days at 10 a.m. The Souvenir Shop closes two hours before game time and opens up again when the gates open.; Fans will be accommodated during normal business hours, Monday - Friday 10:00am to 5:00pm. Off-season store hours are Monday - Friday 10:00am to 3:00pm.

**CENTENNIAL SECURITIES DREAM DECK:** The Centennial Securities Dream Deck is located just behind the left field wall and can accommodate groups of up to 250 people. Groups can rent the upper, lower, or entire deck depending on its needs. For more information, contact the Whitecaps Group Sales Department at (616) 784-4131.

**CONCESSIONS:** Fifth Third Ballpark's concessions are located all along the concourse and Pioneer State Mutual Insurance Deck, with main concession areas located near the main entrance on either side of home plate and satellite concessions located throughout the concourse.

**DTE SUITE LEVEL:** Luxury suites may be available for game rental. For more information, contact the Whitecaps Group Sales Department at (616) 784-4131 ext. 0.

**E-MAIL:** Whitecaps administrative staff member E-mail addresses consist of the first name and last initial @ whitecapsbaseball.com. For example: JoeC@whitecapsbaseball.com for CEO Joe Chamberlin. The general E-mail address is playball@whitecapsbaseball.com. Whitecaps players do not have individual E-mail addresses through the team.

**FAN MAIL:** Player fan mail may be sent care of the Whitecaps Clubhouse, P.O. Box 428, Comstock Park, MI 49321.

**FAN SUGGESTIONS:** Fans with a comment or suggestion may express it in person or by filling out the suggestion form at the Michigan Paving Guest Services.

**FIRST AID:** The First Aid station is located on the concourse level behind home plate. The first aid station is staffed by certified personnel from Spectrum Health.

**FOOD AND DRINK:** Coolers, cans, bottles, or food will not be permitted in the ballpark, with exceptions for baby products and medical necessities.

**FOUL BALLS:** Fans may keep any ball that is hit or thrown into the stands. However, any ball or bat thrown can be potentially dangerous - please stay alert at all times. Those leaving the park to retrieve a ball will need to show their game ticket for re-entry and bags are subject to search.

**FOUNDERS ROOFTOP:** The Founders Rooftop is located along the 1st baseline above the administrative building. Private bar area, picnic table seating and partially covered seating. Perfect for groups 150-200.

**GATES OPEN:** On game days, Fifth Third Ballpark will open its gates for the public one hour and fifteen minutes before game time.

**GENERAL RV CAMPGROUND:** The General RV Campground is reserved for private parties and is located near the Whitecaps Bullpen on the first baseline. It accommodates groups up to 150. For more information, contact the Whitecaps Group Sales Department at (616) 784-4131.

**GROUP OUTINGS:** Groups of 20 or more may book outings through the Whitecaps Group Sales Department. Please call (616) 784-4131 for more information.

**GUEST ASSIST:** Help keep the ballpark safe and friendly. Text 616-420-1115 with your location and a brief description of your issue and our event staff will respond. Texting, messaging and data rates may apply.

**KID'S MEALS:** The Fifth Third Ballpark concessions stands offer a Kids Meal. The meal consists of a regular hot dog, chips, cookie and small drink.

**LOST AND FOUND:** Lost and found items can be taken to and retrieved from the Michigan Paving Guest Services, located on the concourse behind home plate.

MEIJER HOMETOWN PLAYGROUND: The Meijer Hometown Playground is just past the first base lawn area and open until the eighth inning. The Whitecaps provide attendants but cannot be held responsible for the actions of children in the playground. Parents are strongly encouraged to monitor their children. See page 80 for playground rules.

MILLER LITE HOUSE DECK: The Miller Lite House Deck provides a rooftop atmosphere and can accomodate 350 people. It is located just behind the right-centerfield wall and above the Pepsi Stadium Club. For more information, contact the Whitecaps Group Sales Department at (616) 784-4131.

**NATIONAL ANTHEM SINGERS:** Those interested in performing the National Anthem prior to a Whitecaps game should send an email and audio file of your "a capella" version of the National Anthem to Ben Love at BenL@whitecapsbaseball.com

**PAGING:** The public address system at Fifth Third Ballpark will be used for paging in extreme cases only. Those needing to page someone should report to the Michigan Paving Guest Services located on the concourse behind home plate.

**PARKING:** Parking is just \$7.00 at Fifth Third Ballpark for cars and \$10.00 for buses and RVs. Motorcycle parking is also available for \$7.00

**PEPSI STADIUM CLUB:** The Pepsi Stadium Club is located behind the right-centerfield wall and provides a plush, climate-controlled area for up to 250 people. The Pepsi Stadium Club also offers eleven flatscreen televisions, private restrooms and an exclusive bar/buffet. The Pepsi Stadium Club is available for rent year round. For more information, contact the Whitecaps Group Sales Department at (616) 784-4131.

### PIONEER STATE MUTUAL INSURANCE DECK:

The Pioneer State Mutual Insurance Deck is located behind the right field wall and is reserved for private parties. The Pioneer State Mutual Insurance Deck seats up to 250 people and is equipped for food and drink service before and during the game. For more information, contact the Whitecaps

Group Sales Department

at (616) 784-4131.

**PLANET FITNESS PATIO:** The Planet Fitness Patio is located along the third base side next to the visitor's bullpen. This area has a mix of soft seating and swivel chairs along the field that can seat up to 120 people. For more information, contact the Whitecaps Group Sales Department at (616) 784-4131.

**PROMOTIONS:** The promotions schedule is available on our website in the "Schedule & Promotions" drop down menu.

**PUBLICATIONS:** The Whitecaps publish a free full-color program with scorecard for each series of games.

**RADIO:** Listen to all 140 Whitecaps games on our flagship station The Ticket 106.1FM/1340AM

**RAIN CHECKS:** In the event that 5 innings of one game are not played, except when the Whitecaps are in the lead at the end of 4 1/2 innings, any ticket from that game will be good for exchange for the same price ticket to any regular season Whitecaps home game or playoff home game this season. All exchanges are subject to availability. There are no cash refunds for tickets for a rain-out game. Also, any rainout tickets purchased from Tickets.com may be exchanged at the Whitecaps Ticket Office only.

**RESTROOMS:** Restrooms are located on the concourse level on the first and third base sides, as well as on the DTE Suite Level and behind the Pioneer State Mutual Insurance Deck. All of the restrooms at Fifth Third Ballpark are wheelchair accessible.

**SECURITY:** The Whitecaps have several security personnel at each game. In the event of a security problem, notify a member of security, a member of the Whitecaps staff, or report to the Michigan Paving Guest Services booth located on the concourse behind home plate.

**SMOKING:** Fifth Third Ballpark is a smoke-free facility (including e-cigarettes and vaping). You may smoke outside of Gate C, however, a ticket is required for re-entry.

**SPEAKERS BUREAU:** Organizations seeking a speaker from the Whitecaps should contact the Community Relations Department at (616) 784-4131 ext. 1154.

**TAILGATING:** Tailgating is not allowed at Fifth Third Ballpark.

**TICKET OFFICE HOURS:** The Whitecaps Ticket Office is open during the season Monday through Friday from 10 a.m. to 6 p.m. and during all home games. On weekend home dates, the advanced ticket sales window opens at 10:00 a.m. and closes after the game.





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1:05				-11					

			JUNE	_		
SUN	MON	TUE	WED	THU	FRI	SAT
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2:05 WIR	8 7:05 WIR	9 7:05 KEN	7:05 KEN	7:05 RFD	7:05 RFD	7:05
5:05 BC	7:05 KMO	7:05 KMO	7:35 MAD	18 1:05 7:35 MAD (DH)	7:35 MAD	7:35 LAK
2:05 LAK	OFF	7:05 LAK	7:05 LAK	6:35 KMO	7:05 KMO	7:05 WIR
5:05 WIR	7:05 KZO	30 7:05 KZO				

SUN	MON	TUE	JULY	THU	FRI	SAT
			6:35 BC	6:35 BC	7:05 RFD	7:05 RFD
5:05 BC	7:05 BC	7 7:35 FDL	7:35 FDL	9 7:35 WIR	7:35 WIR	7:05 KEN
12 5:05 KEN	6:35 KZO	14 6:35 KZO	7:05 MAD	<sup>16</sup> 11:00 7:05 MAD (DH)	7:05 MAD	7:05 KZO
19 <b>5:05</b> KZO	20 ALL-STAR	21 ALL-STAR	22 ALL-STAR	7:35 LAK	7:35 LAK	7:35 RFD
26 4:05	27 OFF	<sup>28</sup> 7:05	<sup>29</sup> <b>7:05</b>	30 6:35	7:05	

AUGUST						
SUN	MON	TUE	WED	THU	FRI	SAT
an law	150		100			7:05 KEN
2:05 KEN	7:35 FDL	4 MLDS	7:35 FDL	6 7:05 KEN	7 7:05 KEN	7:05 KMO
9 1:05 KMO	10	11	12	13	14	15







# Especially with the Michigan Auto Insurance changes.

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