THE OFFICIAL PROGRAM OF THE COLUMBIA FIREFLIES



KC



WELCOME TO TOWN TO THE POST OF THE POST OF



VOLUME 5: ISSUE 2



Welcome back to Segra Park, home of the Columbia Fireflies!

From this past Opening Night and through Opening Week, we welcomed droves of Fireflies fans back to the ballpark for the first game in 621 days. Through the first six games, we: led the league in attendance (#1 of 12), led the classification in attendance (#1 of 30) and led all of Low-A and High-A in attendance (#1 of 60).

In fact, we finished #25 of ALL Minor League teams, outshining many Double-A and Triple-A in the process.

Now we're back to our core business of bringing people together for fun, family and Fireflies Baseball, you'll notice that things are still going to look a bit different. BUT... things are changing daily.

Masks: As of our first Thirsty Thursday on May 13, the Major League Baseball mask mandate and the City of Columbia Mask ordinance expired, meaning that although we do encourage mask-wearing, masks are no longer required. Our full-time and gameday staff will continue to wear masks for the time being.

Players: Our affiliation with the Royals has paid early dividends, as the Fireflies are in first place in the Low-A East League! Because of continuing Covid restrictions, please understand that players are not permitted to sign autographs at this time. We hope that this restriction will be lifted later in the season.

Seating: You'll notice that we are providing our fans with a choice of seating options: socially distant seating or traditional seating. As you purchase your tickets, please be sure to pick the section in which you are most comfortable. Based on demand, we have evened out the socially distant and traditional seating sections with six of each now featured at Segra Park. Sections will continue to adjust with demand, but we pledge to keep some amount of socially distant seating available throughout the season.

Cashless venue: To assure the safety of our fans and our staff, Segra Park is now a cashless venue, accepting debit and credit cards only at all points of sale – including parking. For fans that don't have bank cards, don't worry. You can stop by Guest Services and exchange cash for gift cards that can be used anywhere in the park. Gift Cards are available in \$5 increments and will have no expiration date so you can use it on any visit to the park in the future.

Mobile Food Ordering: To help reduce lines and expedite service, the Fireflies are now offering mobile ordering from the comfort of your seats. Please visit https://mobile.appetizeapp.com/fireflies to place your order and you'll get a text notification when it is ready for pick-up.

As always, our staff is always here to help answer your questions, help resolve issues and to make your experience at Segra Park memorable. Please let us know if there's anything we can do to make your visit even more special.

Sincerely,

John Katz President



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CLICK HERE FOR MORE INFORMATION ON WHERE THE MONEY GOES.



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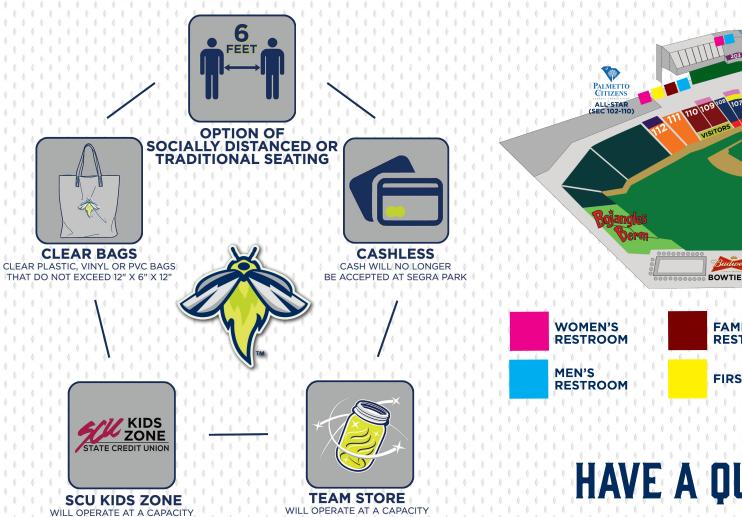
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SEGRA PARK 2021 POLICIES

SEGRA PARK MAP



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 - TEAM SHOUT-OUT ON VIDEOBOARD

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- 15 FIREFLIES GROUP HATS
 - TEAM SHOUT-OUT ON VIDEOBOARD

\$355

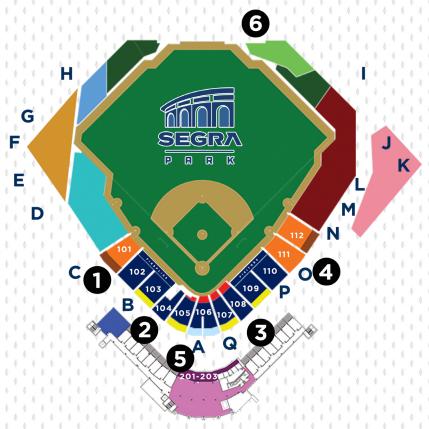
CLICK TO SIGN YOUR TEAM UP!





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CONCESSION MAP



- A: LOW N' SLOW BBQ
- **B: POP! / HEALTHY CART**
- C: FUNNEL VISION
- D: SCOOPS!
- E: DIPPIN' DOTS
- F: SUPER GYRO
- G: SWEET CAROLINA'S / OREO
- **CHURROS**
- H: SCOOPS!
- I: PINEAPPLE CART SQUEEZE & FREEZE
- J: JUANATHANS
- K CRAFT CORNER
- L: SCOOPS!
- M: BOILED PEANUTS/PRETZELS
- N: PHILLY CART
- O: POP!
- P: DIPPIN' DOTS
- Q: EL TORO MEXICAN

- 1. CONCESSION STAND
- 2. CONCESSION STAND
- 3. CONCESSION STAND
- 4. CONCESSION STAND
- 5. SWEETWATER BAR
- J. SWEET WATER DAR
- 6. BUDWEISER BOWTIE BAR

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KANSAS CITY ROYALS MINOR LEAGUE SYSTEM

THE LOW-A EAST

COLUMBIA FIREFLIES . SINGLE - A . LOW-A EAST LEAGUE



This is the place where players adjust to full-season baseball. Where someone finds out if they can handle the grind of playing six-or-seven times a week from spring all the way until summer begins to fade away. This is where many Royals farmhands will receive their first taste of professional ball after college and where some polished high schoolers will begin their journey to the Majors. While players are in Columbia, they can head to the Congaree National Park to see the Fireflies there blink synchronously—a feat that can only be seen at Congaree National Park, Allegheny National Forest and the Great Smoky Mountains National Park.

AUGUSTA
GREENJACKETS
ATLANTA BRAVES



CAROLINA MUDCATS MILWAUKEE BREWERS



QUAD CITIES RIVER BANDITS • ADVANCED-A • HIGH-A CENTRAL



If you find yourself in Quad Cities, you're on your way as a player. Typically, only very polished draft picks selected out of college will start at this level. Most other players will have spent time in a rookie league or extended spring training prior to making the jump. The game gets faster here and the defense cleaner. This is where pitchers will add a better secondary pitch and hitters will have to learn to be more selective at the plate if they want to advance. While players are in Quad Cities, they can take a river boat trip along the mighty Mississippi River that'll give great views of the surrounding cities in the tight-knit area. They can also visit Antique Archeology, or the original store for The History Channel's The American Pickers show.







DOWN EAST WOOD DUCKS TEXAS RANGERS

NORTHWEST ARKANSAS NATURALS • AA • DOUBLE-A CENTRAL



Players will find themselves in Northwest Arkansas when they are nearly ready to make their Major League debut. A lot of top prospects will skip AAA and move directly from AA to the show. A lot of players will workshop a specific part of their game while in Northwest Arkansas so they can prepare themselves for the show. While in Northwest Arkansas, players can visit a handful of local wineries or breweries, including Sassafras Springs Vineyard or take a day trip along the historic Arkansas & Missouri Railroad. The A&M will allow you to spend three hours in historic Van Buren where you can peruse local cafes and shops and check out the historic downtown area.



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HILLCATS
CLEVELAND INDIANS





SALEM RED SOX BOSTON RED SOX

OMAHA STORM CHASERS • AAA • TRIPLE-A EAST



Players who are tuning up for the Majors or who have been up in the bigs and need to work on a skill and take a break from Major League competition will compete in Omaha. Fans and players who visit Warner Park also have the opportunity to visit some great attractions such as the Durham Museum, which is a history exhibit that runs through a 1931 train station. You can also visit the Henry Doorly Zoo, which has the world's largest indoor desert and the largest indoor rain forest in North America.







PARK

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CLUB LOUNGE

CONFERENCE ROOM

BROAD RIVER BALCONY



THIS 'KALECTIBLE' IS MORE THAN AN ACTION FIGURE

A day at the yard makes a lifetime fan club

By: John Kocsis



It was just a normal day at Segra Park for Ryan MacAdams and Andrew Ellison, a Corporal and Officer at the Richland County Sherriff's Department. They decided to come to attend the Fireflies first home game since August of 2019, have a couple of beers and socialize with other friends they would run into at the game.

After a few innings, they found out

that one of their friends was sitting near Columbia's bullpen, so they moved and noticed a bullpen arm begin to warm-up.

As McAdams remembers it, "We started making some comments to Kale while he was catching and he started to laugh and shake his head, interacting with us." That Kale in the bullpen is catcher Kale Emshoff, who has played in 11 of the first 18 games for the Columbia Fireflies. The game was anything but just another game for the backstop from Robstown, Texas.

After his senior season at The University of Arkansas at Little Rock was cut short due to the COVID-19 pandemic in 2020, the Pre-Season All-Sun Belt Selection did what he knew best and went home to work at the family farm.

While there, Kale does "anything my dad tells me to." The 6'2, burly catcher chuckles. That mostly includes driving the tractor round and round. Then when this last harvest came around, he had the opportunity to drive the grain buggy, which takes the grain from the combine at the farm to the 18 wheelers that ship them out.

As July rolled around, it was time for the draft, a moment where Kale would certainly get picked up by a team and he could start his journey as a professional baseball player. Then, May 8, two months to the day from Emshoff's final game with the Little Rock Trojans, Major League Baseball announced that they were shortening the draft from 40 rounds to five rounds.

A .417 average in 17 games with seven homers, including one in his final game, against Southern Miss was good, but it wasn't enough to get the backstop picked up in the shortened draft format. So how did the farmer find himself on the Royals farm, rather than on the soil in Texas?

In a way, it was a blessing that everything was shortened, because Emshoff had over 25 offers to choose from. "Because I didn't get selected with the draft being shortened due to COVID, I literally got to hand-pick the team I got to go to." The Fireflies catcher recalls.

It all started with a visit from Royals' scout Matt Price. Price stressed that the Royals were all about being a family and that players weren't just players to the coaches and staff, but they were members of the larger Kansas City Royals Family.

The more Emshoff looked into the organization, the more he realized that it matched his mentality and work ethic, a work-ethic

that he brought with him from the family farm to Little Rock to Columbia.

His college coach, Chris Curry, said, "Kale is one of my all-time favorites. He was having a Player of the Year Season before COVID shut down his senior year, but he is one of those guys who would come in early and stay late every day. The thing I appreciated most was that he didn't do that for him. He led through his body language and his positivity each day."



16



After signing with Kansas City, it was time for the Texan to start planting for the summer and he also had to prepare for Spring Training. That created an unimaginable schedule for most. "I was getting up at 6 or 6:30 every morning to walk over to the barn and start checking out the tractor." Emshoff remembers. "Then when my Dad got off work around 6 or 7 at night, he would hop on the tractor and let me get to lifting or baseball and whatever I needed to do to prepare."

That brings us back to May 11, after nearly 14 months from his last game in college, the former-Trojan was in the bullpen for his night off

warming up a pitcher. It was the first time he put on a uniform in front of a home crowd as a professional baseball player.

He remembers a group of guys who were chirping him a bit at the start of the game, telling him "Good job, Kale!" on small things he was doing behind the dish. "Then our pitcher started throwing balls in the dirt, and I started picking them with my glove. That made those guys get more rowdy. They were screaming 'Let's go!' and they were getting really pumped."

The officers and the catcher met after the game and became friends. Kale even took a picture with the fans, who prior to parting ways told him that they were going to make t-shirts and a fan section honoring the backstop.

"I thought. Yeah, okay. There's no way that that's going to happen, but then they came back with the shirts and their whole family and I just thought, wow. This is crazy." Emshoff says.

As the officers left the stadium that night, they came up with the name "The KALEctibles" for the fan club. "We knew that he was an

undrafted free agent out of Arkansas Little Rock." Officer Andrew Ellison explains, "We were hoping that it might give him some encouragement to keep doing big things."

Of course, the group could have picked any player to start a fan club for, but MacAdams contends that "He interacted with us on social media after the game, and that was when we decided to make the fan club. It was the fan-centered approach to the whole situation that made us all like him from the start."

It's the blue-collar hard-working attitude that helped the officers of the Richland County Sherriff's department resonate towards the farmer, and that attitude is helping him continue to be successful in the Low-A East League.

Just like the grain that Emshoff harvests in the offseason, the club started off small, with just four members, but after the first home slate, the group was already up to around 20 members. As for Kale and his journey, through the team's first 18 games, he leads the Fireflies with 14 RBI and has a .277 average in 47 at-bats. He's continuing to grow and learn while with the Royals, and that leadership is still shining through in the Fireflies club house.

Reflecting on the off-season with Kansas City and his first month on the Royals farm Kale tells, "I can easily say that I made the right choice."





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Founded in 2007 by Lt. Col. Dan Rooney, a PGA Professional and F-16 fighter pilot in the Air Force Reserves who served three tours of duty in Iraq. The Folds of Honor is proud to have awarded nearly 24,500 scholarships in all 50 states.

2021 FIREFLIES COACHING STAFF













2021 FIREFLIES ROSTER

PITCHERS







Guayubin, D.R.















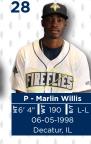




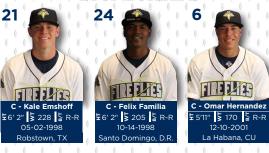






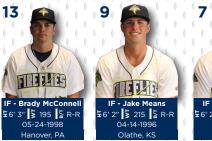


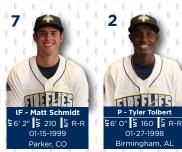
CATCHERS



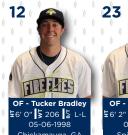
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2021 GREENJACKETS COACHING STAFF









2021 GREENJACKETS ROSTER

PITCHERS

LACIKETY

P - Joey Estes

10-08-2001









CATCHERS



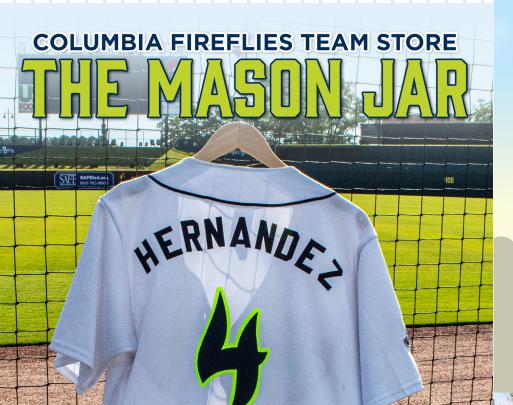
INFIELDERS





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MEET THE 2021

Manager #26 **Brooks Conrad**

Conrad had a lengthy playing career after being drafted in the eighth round of the 2001 draft by the Houston Astros. He spent six seasons in Minor League Baseball prior to playing parts of six seasons in the majors with Oakland, Atlanta, Milwaukee, Tampa Bay and San Diego.

After retiring as a player, the Southern California-native began coaching in Burlington (NC) in 2017 as the first base coach. The following year, the Arizona State University graduate became Burlington's manager before heading to Lexington to man the helm in 2019.

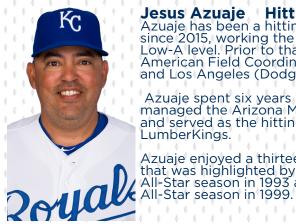
The 2021 season will mark his fourth as a member of the Royals Minor League staff.

Carlos Martinez Pitching Coach #40 Martinez has been named the pitching coach in his 25th year in the Royals organization. In his last eight years with Kansas City, he has worked as the pitching coach of the Burlington Royals.

After being signed by the Royals in 1997, his playing career stretched until 2000 where he transitioned to coaching at Salcedo in the Dominican Republic in 2001.

He moved state-side after the 2006 season, where he spent two years coaching in Arizona before coaching in Idaho Falls in 2009 prior to his run in Burlington.





Jesus Azuaje Hitting Coach #3 Azuaje has been a hitting coach for the Royals since 2015, working the last four years at the Low-A level. Prior to that he worked as a Latin. American Field Coordinator for Seattle in 2012 and Los Angeles (Dodgers) in 2014.

Azuaje spent six years with the Mariners. He managed the Arizona Mariners in 2010 and 2011, and served as the hitting coach for the Clinton LumberKings.

Azuaje enjoyed a thirteen-year playing career that was highlighted by an Appalachian League All-Star season in 1993 and a Southern League

COACHING STAFF



Glenn Hubbard Bench Coach #17 Hubbard is the veteran of the group, and has been in organized baseball since 1975 when he was drafted in the 20th round by the Atlanta Braves.

Born on Hahn Air Force Base in Germany, Hubbard moved to California and then Utah as a high schooler before spending 12 years in the big leagues with Atlanta and Oakland.

After his playing career, the Georgia-resident spent 21-years coaching with the Atlanta Braves, including 12 seasons as Bobby Cox's first base coach from 1999-2010. In 2011, he joined the Kansas City Royals as an Infield Coordinator before a seven-year stint as the bench coach of the Lexington Legends.

Gavin Grosh Athletic Trainer

This is Grosh's second year as a certified athletic trainer in Class-A Ball. Prior to that, Grosh spent 3 seasons in that role with Surprise.



33



Taylor Portman Strength & Conditioning Taylor is spending his first year with the Fireflies and his second in the Kansas City Royals organization.

He brings a wealth of experience from his time as an Intern Strength and Conditioning Coach at the University of North Carolina at Chapel Hill and the Assistant Strength and Conditioning Coach at East Tennessee State Univerity. He also was the Strength and Conditioning Coach of Milligan College and in 2018-19 became a Fellow Strength and Conditioning Coach for the United States Olympic Committee.



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Attendees of groups of 20 or more in the

Attendees of groups of 20 or more in the Palmetto Picnic Pavilion, All-Star or Reserved seating will take home a souvenir Fireflies baseball cap.



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YOUR OUTING

Email sales@columbiafireflies.com or call (803) 726-4487 to speak to a Fireflies representative.

UPCOMING COMMUNITY ORGANIZATIONS OF THE GAME

Please stop by their kiosks during the game and learn more about these important local organizations!

5/25 - ALS Association of SC 5/29 - Ronald McDonald House 5/30 - SC Department of Education

The Fireflies strive to give back to the community in which we all live. If you are interested in being a Community Organization of the Game, please contact Derrick Bradford at 803-888-3030.



HOMESTAND HIGHLIGHTS

BUY YOUR TICKETS

MAY 25

Tite \$2 TUESDAY

MAY 26



WAG-ALONG WEDNESDAY



WHITE CLAW WEDNESDAY

MAY 27



THIRSTY THURSDAY

RUYALTY

TUBE COOLER GIVEAWAY (FIRST 300 FANS)

MAY 28





WELCOME TO ROYALTY POST - GAME FIREWORKS

MAY 30

MILITARY APPRECIATION NIGHT MILITARY HERO CARD SET GIVEAWAY

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\$2 HOT DOGS, POPCORN, FOUNTAIN SODAS & 12OZ CANS OF MILLER LITE

JUNE 16



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WEDNESDAYS
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WHITE CLAW
WEDNESDAYS
\$5 WHITE CLAWS

JUNE 17



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& FOUNTAIN SODAS

FIRST RESPONDERS

JUNE 18



T-SHIRT GIVEAWAY

FIRST 1000 FANS

JUNE 19



NEGRO LEAGUE
CELEBRATION
POST-GAME FIREWORKS

JUNE 30

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2021 SCHEDULE



	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	0 0	((0 0	6 (0 0	((
	2	3	@AUG	9 @AUG	@AUG	7 @AUG	@AUG
	9 @AUG	10	11 *** CSC 7:05PM	12 ## CSC 7:05PM	13 ## CSC 7:05PM	14 ## CSC 7:05PM	15 ∰ CSC 6:35PM
	16 ## CSC 5:05PM	17	18 @KAN	19 @KAN	@KAN	21 @KAN	@KAN
	23 @KAN	24	25 AUG 7:05PM	26 AUG 7:05PM	27 AUG 7:05PM	28 ## AUG 7:05PM	29 AUG 6:35PM
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SUNDAY	MONDAY	TUESDAY	wednesday 2 @MB	THURSDAY 3 @MB	FRIDAY 4 @MB	SATURDAY 5 @MB
6 @MB	7	8 @CSC	9 @CSC	10 @CSC	11 @CSC	12 @CSC
13 @CSC	14	15 AUG 7:05PM	16 AUG 7:05PM	17 AUG 7:05PM	18 ## AUG 7:05PM	19 AUG 6:35PM
20 AUG 5:05PM	21	22 MB 7:05PM	23 MB 7:05PM	24 MB 7:05PM	25 ## MB 7:05PM	26 MB 6:35PM
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