



Mallards®



Schedule & Info



May/June

				28 ALX 6:05	29 ALX 7:05	30 BRD 7:05
31 BRD 1:05	1 ROC 7:05	2 ROC 7:05	3 WAT 7:05	4 WAT 7:05	5 STC 7:05	6 STC 6:05
7 OFF	8 BC 6:05	9 BC 6:05	10 DUL 7:05	11 DUL 7:05	12 LAC 7:05	13 LAC 6:05
14 GB 5:05	15 GB 7:05	16 WAT 7:05	17 WAT 7:05	18 WIS 6:35	19 WIS 7:05	20 EC 6:35
21 EC 6:05	22 OFF	23 LAC 7:05	24 LAC 7:05	25 EC 6:35	26 EC 6:35	27 BRD 5:05
28 BRD 3:05	29 WIS 6:35	30 WIS 7:05	All games are Central Daylight Time			

July

			1 GB 7:05	2 GB 6:35	3 WIS 6:35	4 WIS 6:35
5 OFF	6 BC 7:05	7 BC 7:05	8 DUL 7:05	9 DUL 7:05	10 ALX 7:05	11 ALX 6:05
12 BC 1:05/6:05	13 OFF	14 LAC 7:05	15 LAC 7:05	16 GB 7:05	17 GB 7:05	18 EC 6:05
19 EC 5:05	20 OFF	21 *ALL STAR	22 OFF	23 WIS 7:05	24 WIS 7:05	25 WAT 7:05
26 WAT 3:05	27 BC 6:05	28 BC 6:05	29 LAC 7:05	30 LAC 7:05	31 WAT 7:05	

August

						1 WAT 7:05
2 OFF	3 STC 7:05	4 STC 7:05	5 ROC 7:05	6 ROC 7:05	7 EC 7:05	8 EC 6:05
9 GB 5:05	10 GB 7:05	11	12	13	14	15
16	Division Playoff Aug. 11-13 Championship Series Aug. 14-16					

Home games shaded

*All-Star game in Thunder Bay, Canada

Mailing Address:

2920 North Sherman Avenue
Madison, WI 53704

Business phone: (608) 246-4277

Business fax: (608) 246-4163

Team Email: vern@mallardsbaseball.com

Official website:

www.mallardsbaseball.com

Broadcast information:

FM 100.5 FM ESPN Radio

Webcast at www.mallardsbaseball.com

Front office personnel:

Steve Schmitt	Owner
Vern Stenman	General Manager
Nick Staehler	Group Sales & Operations MGR
John Schmeltzer	Group Sales & Operations MGR
Jerrad Radocay	Corporate Sales & Media Relations MGR
Mike Then	Director of Marketing & Corporate Service
Liz Kern	Customer Service & Tickets MGR
Kevin Caloia	Community Events & Duck Blind MGR

Field staff:

CJ Thieleke Field Manager

Game day staff:

Aaron Sims	PA Announcer
David Boyer	Concessions Manager
UW Sports Med	Trainer
Maynard G. Mallard	Mascot
Millie D. Duck	Mascot
Bonehead	Mascot

Media:

FM 100.5 FM ESPN Radio
Wisconsin State Journal

battle creek
bomburs

mau clair
express

green bay
bullfrogs

la crosse
loggers

MADISON
MALLARDS

waterloo
bucks

wisconsin
woodchucks



Front Office



Steve Schmitt
Owner

Schmitt's passion for the game and extraordinary attention to customer service are two big reasons why Mallards baseball has become a summertime mainstay in Madison. Since 2001 the Mallards have made the playoffs five times, including a Northwoods League Championship in 2004, and appearances in the Championship Series in 2005 & 2008. Schmitt's teams have accumulated 284 regular season wins since the franchise's inception and have finished at-least in the top-half of the division standings for every year but two. Also the owner of the Shoe Box and Rookies Sports Bar in Black Earth, WI, Steve is actively involved in the community and is a huge St. Louis Cardinals fan.

Stenman, the 2003 and 2005 Northwoods League Executive of the Year, enters his thirteenth season in the NWL and eighth as the Mallards General Manager. His innovative promotional ideas and steady vision have contributed to the team's rising attendance each of the past seven seasons-including consecutive 200,000+ attendances from 2006 to 2008. Prior to Madison he was an intern and later Assistant GM for the St. Cloud River Bats from 1997 to 2000 before taking a corporate account position with the NHL's Minnesota Wild for a year. Stenman and wife Kallie have one child, daughter Chloe Mae, who turned one in September. He is originally from St. Cloud, MN.



Vern Stenman
General Manager



C.J. Thieleke
Field Manager

Thieleke enters his fifth season as the Mallards Manager after leading the team to a First-Half South Division Championship and an appearance in the 2008 NWL Championship Series. He has made the playoffs three times ('05, '06, '08) en route to a 157-127 career record in Madison. Prior to being promoted to Manager, Thieleke was an assistant coach with the Mallards for two seasons, including the 2004 Championship season. He is also an assistant coach at MATC in Madison. Thieleke was the 1994 Big Ten Freshman of the Year and played at the University of Iowa for three seasons before spending two seasons in the Minnesota Twins organization.

Schmeltzer enters his sixth season with the Mallards and his fourth as the Group Sales & Operations Manager. He was a Marketing/Operations Intern in 2004 and Marketing Director in 2005. Schmeltzer completed his Masters degree in Sports Administration from the University of Wisconsin - La Crosse in May 2005. He is originally from Oregon, WI.



John Schmeltzer
Group Sales & Operations Manager

battle creek
bombers

can claim
express

great bay
bullfrogs

la crosse
loggers

MADISON
MALLARDS

waterloo
bucks

wisconsin
woodchucks





Front Office

Stahler enters his fourth season as a full-time Mallards employee as Group Sales and Operations Manager. He started as an Operations Intern for the Mallards in 2005. A 2005 graduate of UW-Whitewater, Stahler is originally from Kewaskum, WI.



*Nick Staehler
Group Sales &
Operations
Manager*



*Jerrad Radocay
Corporate Sales
& Media
Relations
Manager*

Radocay enters his third year as the Corporate Sales and Media Relations Manager. He was an Operations Intern for the Mallards in 2006. A 2004 graduate of Winona State University and member of the baseball team, Radocay is originally from Watertown, WI.



*Mike Then
Director of
Marketing &
Corporate Service*

Then enters his first season as the Corporate Service and Marketing Manager after having spent the last two seasons as the General Manager for the Green Bay Bullfrogs. Prior to Green Bay, Mike spent four seasons with the Mankato MoonDogs -- one as a Media Relations Intern and three as an Assistant GM. A 2003 graduate of Minnesota State University-Mankato, Then is originally from St. Paul, MN.



*Liz Kern
Customer Service
& Ticket Sales
Manager*

Kern enters her third year as the Customer Service and Ticket Sales Manager. A 2006 graduate of the University of Wisconsin - La Crosse and member of the softball team, she worked in the Mallards ticket office during the 2004 and 2005 seasons. Kern is originally from Beaver Dam, WI.



*Kevin Caloia
Community Events
& Duck Blind
Manager*

Caloia enters his second year as the Community Events & Duck Blind Manager. A 2007 graduate of the University of Wisconsin, has been with the club since 2004 when he started as a seasonal employee in the Great Dane Duck Blind. Caloia is originally from St. Charles, IL.



battle creek
bumbers

eau claire
express

green bay
bullfrogs

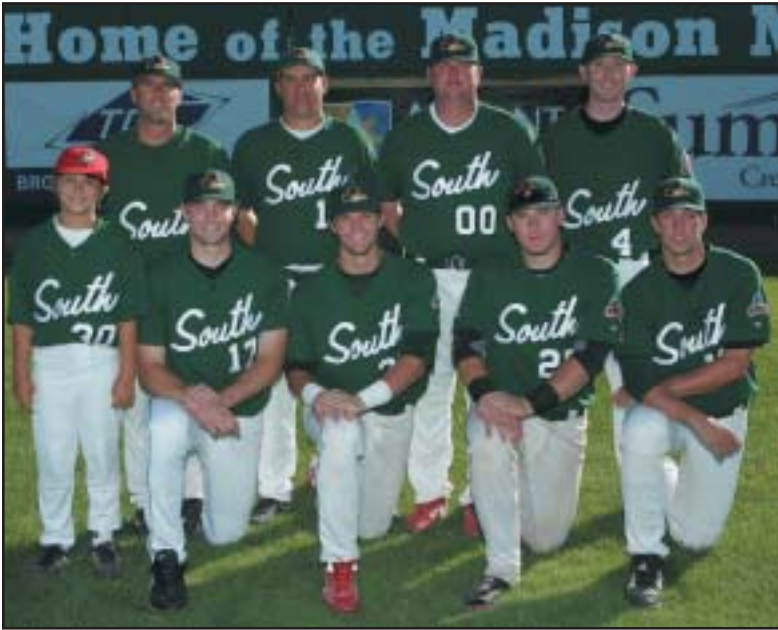
la crosse
loggers

MADISON
MALLARDS

watertown
bucks

wisconsin
woodchucks

Mid-Season All-Stars



Left to Right: [Front] Bat Boy Calvin Rauls, Matt Jansen (Purdue), Rob Lyerly (Charlotte), Eric Nielsen (Purdue), Gabriel Shaw (Louisville), [Back] Coaches Jamie Sheetz, CJ Thieleke, Jason Immekus, and Jason Smith.

Postseason All-Star



Rob Lyerly

Charlotte

Outfielder

.342, 3 HR, 48 RBI

.342 Average - 1st NWL

48 RBI - 2nd NWL

78 Hits - 2nd NWL

19 Doubles - T-2nd NWL

108 Total Bases - 5th NWL

battle creek
bombers

can claim
express

green bay
bullfrogs

la crosse
loggers

MADISON
MALLARDS

waterloo
bucks

wisconsin
woodchucks



2008 Mallards Recap

Broken Records, Playoffs, & Gary Coleman

The record books underwent a thorough revision in 2008 for the Madison Mallards, as huge crowds propelled the team to a new single-season attendance record and three major on-field records were broken. A total of 213,006 Mallards fans stormed through the gates during the '08 season, which eclipsed the previous attendance mark set in 2007 (205,606). Rob Lyerly (Charlotte) blasted 19 doubles and had 48 RBI to break the single-season records of 15 and 46, respectively. Phil Gosselin (Virginia) legged out seven triples throughout the course of the season, and with eight home runs in 2008 Luke Stewart (UAB) became the new Mallards career home run leader.

These notable individual accomplishments helped power the team back into the Northwoods League postseason in 2008 after a one-year hiatus. The Mallards battled the Wisconsin Woodchucks throughout the first half of the season, dueling with the squad from Wausau until the very last days of the first half. Thanks in part to a seven-game winning streak near the end of June, the Mallards were in position to capture the South Division first-half championship. And that is exactly what they did, sweeping a doubleheader at Battle Creek on July 3 behind excellent starting pitching to capture the first-half title. Alex Rivers (Santa Clara) pitched a seven-inning complete game in game one, allowing just five hits, no earned runs and striking out nine, and Gabriel Shaw (Louisville) worked five innings of three-hit baseball and struck out seven to win game two for the Mallards.

July saw the Northwoods League All-Star Game come to Madison for the first time since 2003. The festivities stretched over two days, featuring a fan-fest, home run derby and an all-star game between the Military All-Stars and the Home Talent League All-Stars on Sunday night, before the Northwoods League All-Star Game was played on Monday night in front of a national audience on ESPNU. The Mallards were represented in front of the hometown Madison crowd by pitchers Shaw and Matt Jansen (Purdue), as well as Lyerly and catcher Eric Nielsen (Purdue). The South Division was managed by Mallards Manager C.J. Thieleke. A new All-Star Game record crowd of 5,357 witnessed the South Division snap a three-year losing streak in the midseason classic by the score of 8-4. Jansen started on the hill for the South Division and struck out the side in his one inning of work.

As the calendar flipped from July to August, the Mallards found themselves preparing for the postseason run. Wisconsin captured the second-half South Division title, setting up a first-round playoff matchup with the Mallards with each team having won four regular-season meetings. Just like in the series against Battle Creek at the end of the first half, the Mallards pitching staff shined against the Woodchucks in the playoffs. Rivers took a no-hitter into the eighth inning of game one in Wausau and finished the game with seven-and-two-thirds strong innings, allowing just two hits and striking out 10 in a 4-1 Mallards triumph. Gosselin hit a three-run home run and Stewart added a solo shot to power the Mallards offense.

battle creek
bumbers

nau claire
express

green bay
bullfrogs

la crosse
loggers

MADISON
MALLARDS

waterloo
bucks

wisconsin
woodchucks

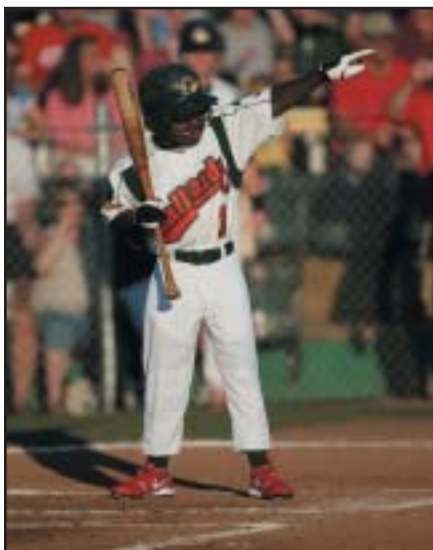


2008 Mallards Recap (cont.)



The series shifted to Madison for game two the next night, where the Mallards clinched the South Division Championship with a 14-5 victory. Stewart homered for the second night in a row and Drew Martin (NC State) also left the yard for the Mallards, who received three-and-two-thirds innings of stellar relief from Kyle Heim (Iowa) to seal the win.

The 2008 Northwoods League Championship Series was a showdown between the Mallards and the Thunder Bay Border Cats. The two teams split four meetings during the regular season, with each team winning twice on the other team's home field. The matchup didn't disappoint this time around either, as all three games were decided by one run, with the Border Cats winning the decisive game three to take the championship series two-games-to-one. Thunder Bay won game one in Madison 1-0, but the Mallards evened the series north of the border with a 4-3 win in game two. Madison held a 5-3 lead going into the bottom of the eighth inning of game three, but the Border Cats scrapped across three runs to take the lead 6-5 heading into the ninth. The Mallards couldn't get anything going in the top of the ninth, and Thunder Bay hoisted the championship trophy on their home field.



Gary Coleman would have batted had he not been called out for his illegal corked bat.

Away from the field, fans at the "Duck Pond" were treated to a special season as usual. Eddie Munster (Butch Patrick), "The Beav" (Jerry Mathers) and Potsie (Anson Williams) highlighted Friday night B-list celebrity appearances, and 250 lucky fans got to earn a free Duck Blind ticket for eating a beetle when the Mallards hosted the Alexandria Beetles on July 17. The Mallards received national television attention on SportsCenter, Baseball Tonight and ESPNEWS when actor Gary Coleman stepped to the plate to lead off the game for the Mallards on August 1.

Also, Maynard's Slide In proved to be a very popular addition to the "Duck Pond" in 2008, featuring fresh, locally produced food items such as burgers, cheese curds, and onion rings.

battle creek
bombers

cau claire
express

green bay
bullfrogs

la crosse
loggers

MADISON
MALLARDS

waterloo
brieks

wisconsin
woundchucks





Head to Head Records

Year	Record	BRD	ALX	MNK	ROC	STC	WAT	WIS	TB	DUL	LAC	EAU	BC	GB
2001	29-35	3-5	5-3	5-3	3-7	3-5	3-7	7-5						
2002	24-40	3-5	1-7	5-3	6-4	2-6	4-6	3-9						
2003	38-26		5-3	5-3	3-5	5-3	6-2	4-4	3-1	4-0	3-5			
2004	42-22		5-3	7-1	5-3	6-2	6-2	3-5	3-1	3-1	4-4			
2005	43-25	3-1	3-1	4-0	1-7	3-1	4-4	8-4	1-3	2-2	7-1			
2006	36-32	4-0	1-3	4-0	2-6	2-2	6-2	8-4	1-3	1-3	4-4			3-5
2007	38-29	X	X	3-0	2-2	3-1	5-3	2-6	2-2	2-2	6-2			7-1
2008	34-34	4-0	3-1	2-2	X	X	4-4	4-4	2-2	0-4	2-6			6-2
Totals	284-243	17-11	23-21	35-12	22-34	24-20	38-30	39-41	12-12	12-12	26-22	15-17	13-3	8-8

Extra Inning

	Home Record			Road Record			Record			One Run Record			Shutout Record		
	W	L	PCT	W	L	PCT	W	L	PCT	W	L	PCT	W	L	PCT
2001	16	16	.500	13	19	.406	4	3	.571	11	12	.478	4	5	.444
2002	14	18	.438	10	22	.313	3	4	.429	7	16	.304	3	6	.333
2003	20	12	.625	18	14	.563	2	1	.667	11	5	.688	7	5	.583
2004	25	7	.781	17	15	.531	3	1	.750	7	7	.500	10	5	.667
2005	25	9	.735	18	16	.529	2	5	.286	11	9	.550	6	3	.667
2006	20	14	.588	16	18	.471	5	4	.556	13	11	.542	7	6	.538
2007	21	13	.618	17	16	.515	3	3	.500	10	12	.455	2	1	.667
2008	20	14	.588	14	20	.412	3	6	.333	7	10	.412	4	4	.500
Totals	161	103	.610	123	140	.468	25	27	.481	77	82	.484	43	35	.551

ALX-Alexandria Beetles, BC-Battle Creek Bombers, BRD-Brainerd Mighty Gulls (Blue Thunder 2005), DUL-Duluth Huskies, EAU-Eau Claire Express, GB-Green Bay Bullfrogs, LAC-La Crosse Loggers, MNK-Mankato Mashers (MooDogs 2002), ROC-Rochester Honkers, STC-St. Cloud River Bats, TB-Thunder Bay Border Cats, WAT-Waterloo Bucks, WIS-Wisconsin Woodchucks.



2008 Final Mallards Statistics

W-L Record: 34-34



PLAYER	AVG	G	AB	R	H	2B	3B	HR	RBI	BB	SO	SB	CS	SLG	OBP	E	
Bonadonna, Joe,2B	.295	40	139	20	41	10	0	0	19	19	27	10	4	.367	.405	4	
*Bray, Aaron,OF	.273	54	187	34	51	4	3	0	18	34	41	5	4	.326	.386	7	
De Pinto, Joe,2B	.250	18	60	9	15	2	0	0	8	5	11	2	1	.283	.319	8	
Gosselin, Phil,2B	.270	55	204	30	55	6	7	0	25	25	43	6	1	.368	.350	8	
*Groves, Josh,C	.188	54	186	33	35	8	0	0	16	30	30	5	1	.231	.314	12	
Harben, Russell,OF	.206	20	63	12	13	1	0	0	7	16	14	3	2	.222	.363	2	
*Haveman, Brandon,OF	.214	10	42	4	9	1	1	0	8	1	9	2	0	.286	.250	0	
Heitschusen, Scott,P	.294	19	17	4	5	1	1	0	5	7	8	0	1	.471	.538	2	
*Kohli, Evan,OF	.167	5	12	1	2	0	0	0	1	0	6	0	0	.167	.167	0	
*Lambert, Don,OF	.182	49	132	15	24	1	0	1	14	21	61	5	2	.212	.299	2	
*Lyler, Rob,OF	.342	57	228	36	78	19	1	3	48	27	43	6	2	.474	.414	5	
Martin, Drew,3B	.232	48	142	26	33	3	1	1	16	21	28	5	1	.289	.347	17	
Nielsen, Eric,C	.240	53	175	25	42	5	1	0	30	25	51	4	2	.280	.337	8	
Ratledge, Jonathan,OF	.238	17	42	7	10	3	0	0	4	4	6	0	1	.310	.304	1	
*Smith, Brian,DH	.241	9	29	6	7	1	0	1	6	3	4	3	0	.379	.371	0	
*Soares, Trent,OF	.235	29	102	15	24	4	0	1	19	15	33	2	1	.304	.347	1	
*Stewart, Luke,1B	.192	65	214	35	41	13	1	6	35	40	73	2	0	.346	.330	9	
Wegner, Shaun,C	.250	3	4	0	1	0	0	0	1	2	0	1		.250	.500	0	
*Wikoff, Brandon,SS	.310	60	226	47	70	5	1	0	24	37	20	15	2	.341	.412	13	
Yermal, Joe,P	.000	14	4	0	0	0	0	0	0	0	2	0	0	.000	.000	1	
All Others	.152		46	3	7	3	0	0	5	2	18	1	0	.217	.204	10	
Total-All Batters	.250		2254		563		17		308		530		26		.355		110
			362		90		13		333		76			.322			

PITCHER	W-L	ERA	G	GS	CG	SHO	SV	IP	H	R	ER	HR	HB	BB	SO	WP	AVG	
Barry, Kyle	3-0	3.22	5	4	0	0	0	22.1	22	15	8	0	1	10	17	0	.253	
Cain, Nolan	0-1	9.26	4	4	0	0	0	11.2	13	12	12	2	2	8	7	2	.295	
*Combs, Brant	2-2	8.57	15	0	0	0	0	21.0	31	23	20	1	2	12	19	6	.337	
Copp, Brandon	1-2	4.63	4	1	0	0	0	11.2	15	8	6	0	0	5	8	2	.313	
Deain, Andy	1-3	2.90	25	0	0	0	0	31.0	25	12	10	0	2	21	26	2	.217	
Earley, Bryan	1-1	0.57	3	3	0	0	0	15.2	5	4	1	0	4	10	11	0	.109	
Hamilton, Bryan	1-0	0.00	3	0	0	0	1	5.0	2	2	0	0	0	2	3	1	.111	
*Heim, Kyle	4-2	4.36	20	3	0	0	0	43.1	46	24	21	2	4	26	43	5	.266	
Heitschusen, Scott	3-3	5.85	10	8	0	0	0	40.0	46	33	26	2	3	17	33	4	.293	
High, Travis	1-2	4.05	27	0	0	0	1	46.2	57	31	21	3	4	15	36	4	.308	
*Jansen, Matt	2-5	3.05	12	11	0	0	0	56.0	47	21	19	3	5	24	43	5	.228	
Johnson, Brandon	4-4	4.50	16	5	0	0	0	44.0	36	28	22	3	4	33	37	8	.224	
Kafka, Nathan	0-2	3.34	26	0	0	0	2	29.2	28	13	11	0	4	8	17	0	.250	
*Kohli, Evan	0-1	9.00	1	0	0	0	0	1.0	2	1	1	0	0	2	0	0	.500	
Lusti, Brad	0-1	18.00	1	0	0	0	0	1.0	3	2	2	0	0	0	1		.600	
Rivers, Alex	4-1	3.68	12	8	1	0	1	51.1	44	24	21	2	3	19	38	3	.234	
Rutter, Kyle	0-2	7.53	10	0	0	0	0	14.1	14	12	12	2	2	10	7	2	.259	
Shaw, Gabriel	2-0	4.71	10	10	0	0	0	49.2	58	33	26	2	6	11	35	3	.290	
Wikoff, Brandon	0-0	6.00	3	0	0	0	1	3.0	3	2	2	0	0	2	4	0	.250	
Woytek, Reed	1-1	2.19	19	0	0	0	5	24.2	18	8	6	1	1	11	14	0	.200	
Yermal, Joe	4-0	4.42	12	10	0	0	0	53.0	53	28	26	2	6	24	32	4	.260	
Zielke, Jeff	0-1	2.25	1	1	1	0	0	8.0	6	2	2	0	0	1	6	0	.214	
All Others	0-0	3.00	3	0	0	0	0	3.0	3	1	1	0	0	0	4	0	.273	
Total-All Pitchers	34-34	4.23		68		4		587.0		339		25		271		52		.258
				2		11		577		276		53		440				

* Bats Left for Batters, Throws Left for Pitchers # Switch-Hitter

DID YOU KNOW?

The Mallards drew over 7,000 fans for a single game 8-times during 2008.



battle creek
bombers
eau claire
express
green bay
bullfrogs
la crosse
loggers
MADISON
MALLARDS
waterloo
tucaks
wisconsin
woodchucks



Team Records

Single-Season Batting Records

Category	Name	School	Year
Average	.345 Ryan Rogowski	Illinois	2005
RBI	48 Rob Lyerly	Charlotte	2008
Runs Scored	54 Jordan Comadena	Purdue	2007
Stolen Bases	44 Ryan Rogowski	Illinois	2005
Hits	86 Ryan Rogowski	Illinois	2005
Doubles	19 Rob Lyerly	Charlotte	2008
Triples	7 Phil Gosselin	Virginia	2008
Home Runs	7 Francois Larmore	Marshall	2003
Walks	54 Jordan Comadena	Purdue	2007
At Bats	259 Jordan Comadena	Purdue	2006
Strikeouts	73 Luke Stewart	UAB	2008
Games Played	68 Jordan Comadena	Purdue	2006

Single-Season Pitching Records

Category	Name	School	Year
ERA	1.00 Adam Mills	UNC-Charlotte	2005
Wins	8 J.J. Hollenbeck	Virginia Military Inst.	2005
Games	34 Bubba O'Donnell	High Point	2007
Strikeouts	98 Rene Recio	Oral Roberts	2001
Walks	44 Robbie Van	UNLV	2001
Saves	12 Bubba O'Donnell	High Point	2007
Games Started	12 Justin Fuller	North Florida	2001
	12 Rene Recio	Oral Roberts	2001
	12 Robbie Van	UNLV	2001
	12 Phillip Martinez	NW Louisiana	2002
Losses	7 Justin Fuller	North Florida	2001
	7 Phillip Martinez	NW Louisiana	2002
Innings	83.2 Rene Recio	Oral Roberts	2001
Hits	84 Rene Recio	Oral Roberts	2001
Runs Allowed	48 Rene Recio	Oral Roberts	2001
Earned Runs	40 Rene Recio	Oral Roberts	2001

DID YOU KNOW?

The Mallards owned the two longest consecutive game hitting streaks at home in 2008...Rob Lyerly (Charlotte) 17 & Phil Gosselin (Virginia) 13.



Team Records



Career Batting Records

Category		Name	School	Years
Batting Average	.320	Ryan Rogowski	Illinois	04,05
RBI	87	Mike Rohde	Illinois	03,04,05,06
Runs Scored	119	Jordan Comadena	Purdue	05,06,07
Stolen Bases	75	Ryan Rogowski	Illinois	04,05
Hits	175	Mike Rohde	Illinois	03,04,05,06
Doubles	32	Randy Molina	Stanford	05,06,07
Triples	8	Ryan Rogowski	Illinois	04,05
Home Runs	8	Luke Stewart	UAB	2008
Walks	89	Jordan Comadena	Purdue	05,06,07
At Bats	676	Mike Rohde	Illinois	03,04,05,06
Strikeouts	130	Mike Rohde	Illinois	03,04,05,06
Games Played	219	Mike Rohde	Illinois	03,04,05,06

Career Pitching Records

Category		Name	School	Years
ERA	1.70	Mike Creevy	Xavier	04,05,06
Wins	10	Mike Creevy	Xavier	04,05,06
Games	62	Mike Creevy	Xavier	04,05,06
Strikeouts	98	Rene Recio	Oral Roberts	2001
Walks	57	Jake Hansen	Northern Iowa	03,05
Saves	18	Matt Petty	Emporia State	04,05
Games Started	27	Casey Baron	Maryland	05,06
Losses	10	Brady Endl	UW-Whitewater	01,02
Innings	144	Adam Mills	UNC-Charlotte	05,06
Hits	118	Brady Endl	UW-Whitewater	01,02
Runs Allowed	63	Brady Endl	UW-Whitewater	01,02
Earned Runs	57	Brady Endl	UW-Whitewater	01,02

Top Five Mallards Attendances

June 12, 2004	Rochester	10,061
August 6, 2006	Wisconsin	7,496
August 13, 2005	Wisconsin	7,495
August 11, 2007	Eau Claire	7,494
August 7, 2004	Wisconsin	7,492



battle creek
bombers

eau claire
express

green bay
bullfrogs

la crosse
loggers

MADISON
MALLARDS

waterloo
bucks

wisconsin
woodchucks



A 'circus' That Pleases the Purists

Mallards consider winning to be as crucial as their zany promotions

By Dennis Punzel, The Capital Times

Madison Mallards General Manager Vern Stenman likes to walk against the grain following many of his team's games. As the fans head for the exit, Stenman will wade into the Duck Pond to shake hands and take the pulse of the customers.

It was during some of those meet-and-greets in the midst of the Mallards' midseason swoon in 2007 that Stenman encountered that rarest of birds: the disgruntled Mallards fans. No, they weren't unhappy with that night's goofy promotion or dissatisfied with the quality of the turkey legs. They were just mildly bummed that their team had lost.

Which is not an altogether bad thing, for it reconfirmed something that Stenman knew all along - that winning matters.

"We had a stretch in 2007 where we were bad,"

recalled Stenman, whose team missed the Northwoods League playoffs that season for the first time since 2002 despite putting together a league-record 16-game winning streak late in the season. The team bounced back however last season, reaching the NWL Championship Series against the Thunder Bay Border Cats. "People would come up to me and say, 'Man, what's going on here? What are we going to do about it?' I got that from a lot of people.

"There totally are people who don't care at all about the score of the game. I love the fact that those people come out here. Honestly, if we just marketed ourselves to baseball purists, we'd get 1,000 fans a night ... if we were lucky."

But, of course, the Mallards are not marketed just to baseball purists. And the inspired marketing schemes of Stenman and his merry band of promoters have attracted more than a million fans to the Duck Pond over



Photo by Jim Addis

battle creek
bombers

aaa cinere
express

green bay
bullfrogs

la crosse
loggers

MADISON
MALLARDS

waterloo
bucks

wisconsin
woodchucks



A 'circus' (cont.)



the team's first eight years of existence, surpassing the 200,000 mark each of the past three seasons.

The Mallards' ninth season, which begins in late May 2009, will feature similar kinds of promotions their fans have come to expect, including B-List Celebrity Friday Nights, Summertime St. Patty's Night, Diamond Night, and the return of Zooperstars.

And then there's what is rapidly becoming Stenman's favorite promotion: good baseball. Hopefully, on display every night.

"We kind of see ourselves right now as a little bit of a baseball team with a circus attached to it," Stenman said. "That's fine. That's the thing that's gotten us here. ...

"But at the end of the day, are we going to have loyal fans of a circus 10 years from today? Maybe. But are we going to have loyal fans of a baseball team 10 years from today? For sure, we are.

"That's why it's important to have the crazy atmosphere, but it's baseball - good baseball - that I think people really enjoy."

Stenman and manager C.J. Thieleke have been busy the past several months trying to put together a team of college players from around the country that will help entertain the throngs at Warner Park this summer.

The challenge is to draw about 6,000 fans for each of the 34 dates this summer, despite having only about 250 season ticket holders. They're able to pull it off by developing a wide, if shallow, pool of fans willing to spend a couple nights a year at the Duck Pond. Market research shows that almost 100,000 different people come to a Mallards game in a given year.

"When I meet people around town, I almost never meet anybody that hasn't been to a game," Stenman said. "But I almost never meet somebody that comes to 20 games a year."

The greatest aspect is that not one thing defines the Mallards' mystique and Stenman is determined to satisfy the fans on all fronts.

"If you ask 10 people what they like about the Mallards, I'm pretty sure you'll get 10 different answers," he said. "Somebody might say they've got great baseball; somebody might say they're affordable; somebody might say they love the commotion off the field. We take it all pretty seriously. I think if you do a good job in all those spots, you're going to have a real broad appeal.

"And I know for sure that people have more fun when the Mallards win."

battle creek
bombers

van claire
express

green bay
bullfrogs

la crosse
loggers

MADISON
MALLARDS

waterloo
bucchs

wisconsin
woodchucks





The Home of the Mallards

Warner Park "The Duck Pond"

Stadium Facts

Stadium Name: Warner Park

Year Built: 1982

1st NWL Game Played at Stadium: June 2, 2001

Seating Capacity: 7,500

Ballpark Dimensions: 320 L, 365 LC, 380 C, 365 RC, 295 2/3 R

Ticket Info/Prices: Home Plate Club \$12, Box \$8, Bleacher \$7, Cheap Seats \$6, Standing Room \$5, Season \$225

Parking Info: Free parking at Stadium lot

Directions: 2920 N. Sherman Ave., Madison. Warner Park is on the northeastern side of Madison. From wherever you are, you'll want to make your way to the Hwy 30 / Aberg Ave. exit and head northwest. After you pass the Shopko (on right), you'll turn right onto Packers Avenue, eventually veering left off Packers Avenue onto Northport Drive. Warner Park is on the southwest corner (on your left) of Northport Drive and Sherman Avenue. There are two entrances to Warner: either turn left to reach the Sherman Avenue entrance (on the right-hand side of Sherman) or continue past the intersection and turn left into the Northport Drive entrance.



The Home of the Mallards



Warner Park, affectionately known as the "Duck Pond," celebrates its ninth season in 2009 as home to the Madison Mallards of the Northwoods League. The city-owned park has housed some of the largest crowds in summer collegiate baseball history, including a 10,061 affair during a game against the Rochester Honkers on June 12, 2004. In 2008 the "Duck Pond" welcomed 213,006 smiling Mallards fans - the third consecutive year the team has surpassed the 200,000 mark in season-attendance.

Upon entering the "Duck Pond", fans first notice the Amp Energy Vision Video Board located in left-center field, showing live, full-color video of game highlights and always-zany on-field promotions. There's no excuse for missing game action as 14 flat screen televisions around the park also offer live game action along with instant replays.

No matter what you have the taste for, there's a good chance the vast menu at the "Duck Pond" will satisfy your cravings. "Stoddard's Smokehouse," located in the concourse area, offers smoked brisket and pork sandwiches along with a delicious Philly cheesesteak sandwich. Back for a second year is "Maynard's Slide In," a 100% locally sourced burger joint serving hand-dipped cheese curds, onion rings, and made-to-order malts.

Minutes prior to the game's first pitch, fans should be seated to catch a glimpse of the team's mascot Maynard G. Mallard "flying" into the stadium via the 325-foot zip-line from the right-field corner to home plate.

Looking for that perfect souvenir? Be sure to stop at the "Duckwear Depot" behind third-base offering a full line of merchandise and trinkets, including hats, t-shirts, game-used jerseys, bobbleheads, travel mugs, and ever-popular duck calls.

Thanks for visiting the "Duck Pond!"



Photo by Jim Addis

battle creek
bombers

beau claire
express

green bay
bullfrogs

la crosse
loggers

MADISON
MALLARDS

waterloo
bucks

wisconsin
woodchucks





Making The Mallards

Assembling the roster is a 10-month process not without its quirks & setbacks

by Jason Dean, Correspondent for The Capital Times

The late summer sun warms Warner Park, home to the Madison Mallards. As the crowd files in, General Manager Vern Stenman and team Manager C.J. Thieleke stroll through the park, chatting with die-hard fans and the occasional MLB scout. The summer collegiate baseball team will take the field one last time before players return to college for the fall semester. Only yesterday the Mallards were eliminated from the playoffs by the Thunder Bay Border Cats in the Northwoods League Championship Series, but the process of choosing a team for next year has already begun.

"Coaches are pushing earlier and earlier every year to get their players placed," said Mallards General Manager Vern Stenman, a 13-year veteran of the Northwoods League, who has spent the last eight as GM of the Mallards.

Echoed Thieleke, co-architect of the roster: "We're looking a year ahead, and I think you'll find that with any program."

Nearly 10 months later, the Mallards at last have their team for 2009 in place. For now, that is. The process, which requires equal parts persistence, introspection and adaptability, is not without its speed bumps.

Constructing and maintaining the roster is arguably the biggest challenge for the front offices of the 14 teams in the Northwoods League, which has developed into one of the best places for college kids with pro potential to get a sampling of the rigors of the game at the next level.

It's here that these would-be major leaguers get a taste of playing almost every day, through aches, pains, slumps and long bus trips. It's here that they learn that wooden bats aren't as forgiving - either to their hands or their batting averages - as the aluminum models they have used since they began playing baseball. The experience amounts to an internship; per NCAA rules, players cannot be paid.

Process starts at home

So, how do the Mallards sift through the enormous talent pool of college-eligible prospects - a group that includes nearly 300 Division I teams - to find the mix of players best able to meet those challenges head-on?

For Stenman, the process of building a team starts by determining which players from the previous year they intend to bring back. "We like to have guys for two to three years if we can," he said.



Mallards Manager C.J. Thieleke during the 2008 NWL All-Star game.

battle creek
bombers

cau claire
express

green bay
bullfrogs

la crosse
loggers

MADISON
MALLARDS

waterloo
bucks

wisconsin
woolwiches



Making The Mallards (cont.)



Madison is a popular destination for college players, which helps with retention. "It's probably been four years since we've lost a player who could come back," Stenman said. "They call us and recommend their teammates to play here. Their coaches understand that it's a recruiting tool for them. They can say that, 'If your son comes to play for us, we can get him a spot to play in Madison.' "

The team creates a list of prospects by position on a white board as they receive commitments from former players. Stenman and Thieleke then look at players who have been all-stars in other summer college leagues - there are no fewer than 25 nationally, with the Cape Cod League and Alaska Baseball League at the forefront, along with the Northwoods League - or else scour those rosters to fill a positional need. They also entertain calls from college coaches trying to place players with the Mallards for the summer.

"Summer is very important to the development of these players," said University of Illinois assistant coach Eric Snider.

A former general manager for the Waterloo Bucks of the Northwoods League, Snider realizes the importance of giving his players the opportunity to play every day, and the strengths of this circuit in particular. Snider specifically deals with placing Illinois players in summer leagues and says his goal is to "evaluate new guys and make a decision on what league I think they can play in, and have some challenge but also some success."

When coaches call to nominate their players, the Mallards attempt to create a picture of the player through multiple sources, including a network of scouts and coaches throughout the country they have worked carefully to construct.

Thieleke said he often looks at the hometown newspaper of a candidate for clues as to their potential for success. In particular, he values academic excellence, multi-sport athletes, and whether players had a winning record at the high school level.

"You're looking for athletes, looking for gym rats," Thieleke said. "You're looking for kids that just like to be around sports."

Finding the 'right mix'

As the Mallards fashion their roster, player availability becomes a concern. Because the season starts in late May, some signees will still be participating in the NCAA playoffs, which means they potentially could be unavailable until the conclusion of the College World Series in late June.

So signing players is a balancing act. The goal is a "delicate combo of best players from a mediocre program and players from a great program," Stenman said.

Echoed Thieleke: "You can't have 25 superstars; you need to find that right mix," says Thieleke. "It's more your chemistry in your clubhouse."

So far, only one former Mallards player has made it to the major leagues: Colorado Rockies outfielder Ryan Spilborghs, who played in Madison in 2001. About 60 other ex-Mallards are playing in the minor leagues.

Stenman concedes that the next Curtis Granderson (a Detroit Tigers outfielder who played in Mankato in 2001) or Max Scherzer (an Arizona Diamondbacks

battle creek
bombers

rau clair
express

green bay
bullfrogs

la crosse
loggers

MADISON
MALLARDS

waterloo
bucks

wisconsin
woodchucks





Making The Mallards (cont.)

pitcher who was in La Crosse in 2004) to come through the Northwoods League most likely will not be a Mallard.

"We're excited when any of our former players go on to success in pro baseball," Stenman said. "But we're producing fewer major leaguers out of Madison than most teams in our league. And that's a conscious decision on our part.

"For us, it comes down to winning. You can get pitchers who throw 95 miles per hour and might someday get to the big leagues, but right now they don't have any idea of what they're doing. Or you have the guy who throws 85 and is successful because he's smarter than everybody and he knows how to win baseball games. We typically get the guy who throws 85 mph, because we want to win."

Attrition and the draft

Per Northwoods League rules, the Mallards are allowed to sign 30 players during the winter, but only 26 players can be on the opening-day roster.

Most of the attrition is natural; as the college season progresses, players who signed could be injured or change their minds about playing for the Mallards. There is also the overwhelming draw of the Major League Baseball amateur draft.

Eligibility for the draft varies. High school players who are graduating are immediately eligible. Many choose to play college baseball if they are drafted low, or as a bargaining chip to induce pro teams to offer larger signing bonuses. Players from four-year colleges are eligible for the draft after their junior year. Players who attend a junior or technical college are eligible at the end of every year.

Stenman and Thieleke attempt to avoid potential draft prospects when choosing the team. Last year the Mallards lost three players to the MLB draft, which is held in early June.

As players are injured or leave the team, signing replacements through the season is key.

"Those are the guys that really make the team, in a lot of ways," says Stenman. "It's easy to sign a great team right now. The big trick is when you lose guys."

Stenman prefers to have a player for the long haul but admits he is willing to sign a talented player for just one year. Snider says most of the calls he receives from summer league teams are inquiring about "the guy," the star of the team. However, the goal for Snider is playing time for less experienced players.

For instance: "If you have a junior catcher that's going in the third round of the draft, and we have a freshman catcher that has probably just as much tools as the junior ... The junior has experience. So the thing is to try and send the freshman out (for the summer)."

That sits well with Stenman, who places great faith in Thieleke's ability to mold all the young talent into a team that can compete for a Northwoods League title - and provide some good memories for fans and the players alike along the way.

"You're typically not going to get the best player from the best program in the country. But if you get a freshman that is going to be one of the best, you're happy."

battle creek
bombers

dau claire
express

green bay
bullfrogs

la crosse
loggers

MADISON
MALLARDS

waterloo
bucks

wisconsin
woodchucks



Mallards 2009 Returnees



Illinois junior shortstop Brandon Wikoff headlines this year's list of returning Mallards players for the 2009 season. The only projected three-year Mallard finished 2008 with a .310 batting average, 24 RBI and 15 stolen bases. He also had a hitting streak of 10 games from June 18 to June 28. In the postseason Wikoff led all Northwoods League hitters with eight base-knocks, good for a .444 average over five games. In 2007 he hit .323 with 14 RBI that included an impressive hitting streak of 16 games and was named a Postseason All-Star.

Purdue junior left-handed pitcher Matt Jansen returns for a second year after posting a 2-5 record and 3.05 ERA in 11 starts over 56 innings last season. Jansen was named to the 2008 Northwoods League Mid-Season All-Star Team with a 2-1 record and 1.73 ERA through the first half. He led the Mallards pitching staff in innings-pitched (56) and strikeouts (43).

Iowa junior left-handed pitcher Kyle Heim returns as the team's most experienced bullpen arm after throwing 43.1 innings and finishing with a 4.36 ERA and 4-2 record. Before July 25 Heim gave up more than one earned run only once in 17 appearances.

Charlotte sophomore right-handed pitcher Joe Yermal returns a year removed from a perfect 4-0 record and 4.42 ERA in 10 starts. The 6'6" youngster was especially effective towards the end of the season, posting a 2.45 ERA in 14.2 innings while holding batters to a miniscule .218 batting average during the month of August.

A member of the 2008 National Champion Fresno State Bulldogs, sophomore outfielder Trent Soares looks to improve upon last year's .235 average. Soares did have seven multi-hit games though, including three 3-hit games in only 29 contests.

USC sophomore infielder Joe De Pinto returns after having been with the team for two consecutive 10-day contracts to begin the 2008 season. During that 18 game span, he had a .250 average with 8 RBI. De Pinto made 15 starts at second base for Manager C.J. Thieleke.

Charlotte junior right-handed relief pitcher Bryan Hamilton had a short stay in Madison a year ago due to an arm injury but was able to record a victory in three appearances. Hamilton also pitched a two-inning save in a 7-4 victory against the Green Bay Bullfrogs on June 28.

battle creek
bonbers

can claim
express

green bay
bullfrogs

la crosse
loggers

MADISON
MALLARDS

waterloo
bucks

wisconsin
woodchucks





City Officials

David J. Cieslewicz, *Mayor* City of Madison



"The City of Madison is proud to host the Mallards baseball team here in our community. In just a few short years, the Mallards have already become a staple of Madison summers. Offering affordable entertainment that the entire family can enjoy, this truly is 'Baseball Like it Oughta Be.' Please join me in pulling for a great 2009 season for the Mallards. The Mallards - they're all they're quacked up to be!"

Kevin Briski, *Superintendent* Department of Parks and Recreation City of Madison



"The Madison Parks Division welcomes the Madison Mallards to Warner Park again in 2009. We are proud to host this family fun event in one of our premiere northside parks. I welcome you all to enjoy the Mallards Baseball season and our extraordinary Madison Parks. Go Mallards!"

battle creek
bombers

eau claire
express

green bay
bullfrogs

la crosse
loggers

MADISON
MALLARDS

waterloo
bucks

wisconsin
woodchucks

