



***Northwoods
League***

Get Ready For The Show!

2009 Media Guide and Record Book

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Northwoods League

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Get Ready For The Show

The Northwoods League is one of the country's premier summer collegiate baseball leagues. The NWL offers the highest level of competition and playing facilities to the best of North America's collegiate baseball players.

Players enjoy a **Minor League Internship** without jeopardizing their college eligibility. The League plays a 68-game schedule, uses wood bats and a minor league specification baseball, travels in charter buses, and provides three meals a day while players are on the road. While at home, players live with host families in their respective cities.

Players also have the opportunity to play in the annual Northwoods League All-Star Game and participate in the League Divisional and Championship Series. The postseason begins with the first half and second half division winners meeting in a best-of-three series. Winners then meet in a best-of-three series for the League championship.

Business operations of the League are similar to that of professional Minor League teams. Game promotions, merchandising, ticket and concession sales all contribute to an affordable, family-oriented entertainment experience.

The NWL provides the opportunity for the collegiate athlete to be part of a true **Minor League Baseball Internship** prior to competing at the professional level.



The Northwoods League strives to:
Provide the finest environment for the development of collegiate players;
Maximize the operational effectiveness of its affiliated teams; and
Enrich the quality of life in its member communities.



President's Letter

Dear Northwoods League Fans,

The 2008 season saw the first decrease in attendance in the Northwoods League since 1996. Our June had to be the worst weather month since the League began over 15 years ago. The Waterloo Bucks lost home games and the scheduling nightmare that went with it as Riverfront Stadium was underwater for almost a month.

Nevertheless, the 15th Anniversary season of the League had many highlights as once again our All-Star game from Madison, WI went out on ESPNU to a national television audience. Former Major League All-Star, Greg Vaughn, addressed the All-Stars at a gala luncheon. Coincidentally, in the game that evening, his son, Cory Vaughn (San Diego State), won the MVP Award. We look forward to our first All-Star game in Thunder Bay in 2009.

The Major League First-Year Player Draft saw 141 current and former Northwoods League players taken by Major League teams!!! An all-time record, as Major League teams are recognizing the talent running around the League on an annual basis. The number of players taken in the draft has almost doubled since 2005 when 72 former or current Northwoods League players were taken.

The Thunder Bay Border Cats won the Northwoods League Championship, repeating their Championship of 2005, defeating the Madison Mallards in the finals, and making the Championship series for the third time in four years. The Wisconsin Woodchucks made the playoffs led by former Major Leaguer, Jim Gantner and the Mankato MoonDogs made their first playoff appearance by winning the first-half title in the North Division. Northwoods League MVP, Carlos Ramirez (Arizona State), led the MoonDogs and tied for the League lead with 10 home runs.

On behalf of the Northwoods League Board of Directors, Advisory Board and Affiliates, we look forward to our 16th season of play in 2009 as we continue to offer the finest developmental experience available for an amateur baseball player or umpire. **GET READY FOR THE SHOW!!!**

Sincerely,



Dick Radatz, Jr.
President
Northwoods League



Board of Directors

Dick Radatz, Jr. is a co-founder of the Northwoods League and has an educational background and work experience in sports administration. Upon completion of a Master's degree in Sports Administration, from Ohio University, Dick worked as an Administrative Assistant for the Los Angeles Dodgers at their Spring Training site in Vero Beach, FL. He then spent a year as General Manager of the Boston Red Sox entry in the New York-Penn League, setting a single-season attendance record, before serving six years managing the business operations of the Boston Red Sox Spring Training site in Winter Haven, FL, and as General Manager of the Red Sox wholly-owned subsidiary in the Florida State League, where he set another single-season attendance record. He was named Florida State League Executive of the Year in 1986. Following his pro baseball tenure, Dick was Assistant Director of Operations for Michigan Special Olympics. Dick is a graduate of Albion College (MI) with a B.A. in Economics and Management. He was also Captain of the baseball team at Albion and a four-year letter winner.



*Dick Radatz, Jr.
President*

Bill is a former co-owner of the Rockford Expos Professional Baseball Club of the Class A Midwest Baseball League, the Erie Sailors Professional Baseball Club of the Class A New York-Penn League, the Albany Polecats Professional Baseball Club of the Class A South Atlantic League, and the Rockford Lightning of the Continental Basketball League. He has a B.A. degree from Bowling Green University. Bill was a co-founder, Vice President and Actuary of Parrsons, Mc Kee, Sommers and Company, in Cleveland, OH, a business consulting firm in the area of retirement and medical care programs for corporate clients. Prior to co-founding the firm, he worked in similar capacities with national consulting firms in Chicago and Los Angeles. Bill is now retired and splits his time between Florida and Ohio.



*William McKee
Vice-President &
Assistant Treasurer*



Board of Directors

Robert D. Finnell brings over twenty years of experience as inside legal counsel to rapidly growing private and publicly-held technology companies. Mr. Finnell was formerly Vice President and General Counsel of PeopleSoft, Inc., which was consistently one of the world's most highly respected software companies. As PeopleSoft's first chief legal officer, over a six year period he created and managed the complete legal support infrastructure as total revenue doubled every year from \$40M to \$1.5B and total company personnel increased from 250 to over 7,000. Mr. Finnell currently acts as general counsel to several privately-held software companies in the San Francisco Bay Area. Mr. Finnell holds a J.D. from Santa Clara University School of Law and a double B.A. in Economics and Political Science from the University of Michigan.



*Robert Finnell
Corporate
Secretary*

Kathy Radatz brings over twenty years of Human Resources (HR) experience in financial services and defense technology industries. As a Senior HR Officer for Citigroup, she has Human Resources and Training responsibility for 50,000 employees across 100 sites supporting the North America Consumer business including credit cards, consumer lending, commercial business and retail distribution. In addition, she has successfully led HR integration activities for several major acquisitions. Prior to joining Citigroup, Kathy held positions of increasing responsibility in all areas of HR at Harris Corporation. She has MBA and BBA degrees from the University of Michigan.



*Kathy Radatz
Treasurer*

Board of Directors

Joe Schwei brings unique perspective and experience to the NWL Board of Directors. He started with the NWL in 1997 and is the only board member to serve as both general manager and team owner. He spent his first five years in the League as the general manager of the St. Cloud River Bats. The River Bats won four straight North Division pennants under his direction and the 1998 and 2000 Northwoods League Championship. In addition, from 1998-2000, the River Bats led the NWL in attendance. In 2001, he co-founded the Alexandria Beetles and served as the team's Director of Operations. In 2002, he purchased the defunct Mankato affiliate in the NWL and founded the Mankato MoonDogs. He spent the first year as the team's General Manager and the last eight as team President. Six current and former NWL general managers received their start in baseball under his tutelage. For his contributions to baseball in Minnesota, he won the prestigious Ten Outstanding Young Minnesotans Award in 2001. Presented by the Minnesota Junior Chamber of Commerce, the award has previously been given to Major League Hall of Famers Dave Winfield and Paul Molitor. Joe graduated from the University of Minnesota in 1994 with a Bachelor of Arts degree in political science. Joe and his wife Tamara currently reside in Minneapolis.



*Joe Schwei
League Affiliates
Committee
Representative*



C.O. Brown Stadium, Battle Creek, Michigan.



Board of Directors

With over twenty years of experience, Gary is a proven, team oriented leader with a unique combination of business and legal expertise. Before joining Alexander Capital, Gary was the president of his own law firm and, in addition to marketing the firm, handled all manner of corporate transactions, litigation, entity formations, organizational alignment, and was selected by a consulting firm to present at various seminars on the Sarbanes-Oxley Act of 2002, corporate governance and compliance. Previously, Gary was an owner of a local title insurance company with two offices, where he was responsible for marketing, managing the staff, and day-to-day operations.

Gary was general counsel for a real estate development and construction company where he oversaw legal, human resource, and risk management matters. Gary also has substantial trial experience from his ten-year stint as a prosecutor in California, including two capital murder prosecutions, several homicide cases, and many other "high profile" cases. He has appeared on Court TV as a guest commentator regarding cases of national interest, and was a contributing author to the Handbook of Acoustical Measurements and Noise Control, published by McGraw-Hill as a result of his experience working for the outside counsel to Orange County California's John Wayne Airport and the Unified Port District of San Diego.

Currently, Gary serves on the Board of Directors for the Denver Children's Advocacy Center, a facility serving the child victims of sexual and physical abuse, and has been a member of the NWL Advisory Board since 2001.

Gary earned an MBA from the University of Denver, a Juris Doctorate from California Western School of Law (where he was President of the student bar association and class graduation speaker), and Bachelor of Science degree in Aviation Management from Metropolitan State College.

Gary resides in the Denver metropolitan area with his wife and two children.



*Gary Hoover
General Counsel*

League Administration

Curt Carstensen is in his third season as Director of Operations for the Northwoods League, but it's his ninth season in the league in all. Prior to moving to the NWL Front Office, Curt spent five seasons with the Alexandria Beetles as the team's play-by-play announcer, beginning in 2002. In 2004, the Beetles added to his duties by naming him the Director of Media Relations, and he held that position until leaving the franchise following the 2006 season. In 2000, Curt worked as the official scorer for the Brainerd Mighty Gulls when his older brother Chuck served as the Assistant General Manager.

As Director of Operations Curt's responsibilities include overseeing the execution of all player contracts; editorial and design of NWL publications including the League media guide; redesign, editing and development of the NWL website; and coordinating all League-wide marketing and promotional opportunities. Curt introduced the "Daily Recap" to the Northwoods League in 2007. This 3-4 minute audio piece encapsulates a day's worth of games by using highlights from radio broadcasts around the league, and is available daily on northwoodsleague.tv.

Curt's past work experience is mostly broadcasting related. In addition to five summers with Alexandria, he's called games for University of Minnesota Women's Hockey and Baseball, a wide variety of sports at St. Cloud State University, as well as for several high schools in central Minnesota. Curt graduated from St. Cloud State University in St. Cloud, MN with a B.S. degree in Mass Communications in 2006. He's originally from Browerville, MN and currently resides in Rochester, MN.



*Curt Carstensen
Director of
Operations*

Tim Beasley joins the Northwoods League front office as the Director of Media and Player Relations intern for the 2009 season. It's his first year in this capacity but he does have a variety of experience within the NWL. Tim was a pitcher for the Alexandria Beetles for parts of three seasons from 2004 through 2006. A lingering shoulder injury limited him to 17 games in those three Northwoods League summers and cut short his pitching career at the University of Louisiana-Lafayette. The injury did allow him to broaden his experience working in baseball. He served as the Alexandria Beetles Sports Information Director from the fall of 2004 through the 2005 season; Alexandria hosted the NWL All-Star game that summer. Tim also has



League Administration

baseball coaching experience that began in 2007 when he was a student assistant coach in his final semester at UL-Lafayette. After graduating that spring with a Bachelor of Arts degree in General Studies and a minor in Sports Management, Beasley moved home to Minnesota and became head coach of the North Central University baseball program in Minneapolis. In his first season in 2008, Tim led his team to the National Christian Collegiate Athletic Association (NCCAA) Division II National Tournament. Tim spent the fall of 2008 serving as a Human Resources Assistant with the Minnesota Twins prior to beginning his duties with the Northwoods League. He also works with youth baseball players for the Nevers-Larkin Baseball Training Academy in Eden Prairie, MN. Originally from Glenwood, MN, Tim and his wife Kati currently reside in Maple Grove, MN.



*Tim Beasley
Director of Media
and Player
Relations*

Becky Nelson joins the Northwoods League front office as the Director of Alumni and Affiliate Relations intern for the 2009 season. Becky is a third-year student at the University of Wisconsin-Madison where she is pursuing a Bachelor of Science degree in Strategic Communications and Public Relations. She's heavily involved with the athletic department at Wisconsin working for both Badger Guest Services and Event Administration. Becky began working for the athletic department immediately upon her arrival to the university in the fall of 2006. She helped develop the Sports Business Club at UW-Madison in 2007 and currently serves as the club's Director of Marketing. Becky also has some work experience within the Northwoods League serving as an usher on the Madison Mallards game-day staff during the 2008 season, including the NWL All-Star Game in July. In 2008 she worked an internship with Madison Sports Radio providing assistance at remote broadcasts and maintaining the website. Becky is originally from Baldwin, WI.



*Becky Nelson
Director of
Alumni and
Affiliate Relations*

Advisory Board

The Northwoods League Advisory Board is the Marketing Branch of the Northwoods League. This group of highly talented individuals will devise marketing strategies and advise the Northwoods League Board of Directors and Administration. They will be targeting a number of audiences including collegiate baseball players and coaches, Northwoods League alumni, corporate sponsors, and Major League scouts, as well as, implementing public relations strategies on a nationwide basis, while keeping the Northwoods League in tune to the latest technology resources.

Dana has served in a variety of public relations and marketing roles in both profit and not-for-profit organizations. Her resume includes media relations expertise to enhance public perception, managing coverage of national brand positioning, and a strong crisis communications background to alleviate media and public perception damage. She started her career in the media, working as a newspaper and radio reporter, and as a television reporter/producer. Her on-camera and off-camera television experience includes live broadcasting and video production for national networks. For advertising and marketing communications, Dana has overseen both national and localized campaigns, including video and print advertising.

Dana was most recently Vice President of Global Communications for the Global Consumer Group, Citigroup. Her department oversaw the communications world-wide in more than 100 countries. Prior to joining Citigroup, Dana was the Director of Corporate Communications for United HealthCare Corporation, the nation's largest health insurer. Previous to that, she engineered the public relations and communications strategy for the Travelers/MetLife corporations. Dana has hosted public television broadcasts, and hosts a radio telethon show to support the cure for cancer in children. She is an active member of various education and scholarship boards. She holds a B.A. in English, Communications and Journalism.



*Dana Deubert
Chairperson*



Advisory Board

Kevin brings a unique perspective to the Northwoods League Advisory Board in that he deals daily at the highest levels of Corporate America. Kevin most recently was Chief Operations and Technology Officer, Citigroup, the leading global financial services company operating in more than 100 countries. Kevin was responsible for world-wide operations across the company, including Technology Infrastructure, Architecture and Emerging Technologies, Corporate Systems Development and IT Services, Information Security and Continuity of Business, Citigroup Business Services, Corporate Realty Services, Executive Services and e-Serve International Ltd., a subsidiary that provides customer service for Citigroup businesses. He was a member of the Citigroup Management Committee and Operating Committee.

Formerly, Kevin was Executive Vice President of the Global Consumer Group and the President of Consumer Finance North America. Kevin was responsible for all companies operating under the Consumer Finance North America umbrella, including CitiFinancial branches in the U.S., Mexico, Canada, and Puerto Rico, CitiFinancial Mortgage Company, Citicorp Trust Bank, f.s.b., CitiFinancial Auto, Credito Familiar in Mexico and Chesapeake Appraisal & Settlement Services. Collectively, these businesses represent in excess of \$80 Billion of consumer-based assets and over 2400 branches.

Previously, he was Citi Cards Chief Operating Officer, responsible for the operations and technology of Citi Cards including all Master Card and Visa branded accounts in the U.S. and Canada as well as all private label businesses. Kevin and his team directed the very successful integration and conversions of AT&T Universal Card, the Associates bankcard and private label cards, and numerous operating and technical innovations to lead the industry as the low-cost/high-quality provider.

Prior to joining Citigroup, Kevin was Managing Director, Banc One Financial Card Services in Columbus, Ohio. Kevin received his MBA from Capital University in Columbus, Ohio and his undergraduate BSBA from Southern Illinois University at Edwardsville. He has also completed post-graduate studies at Ohio State University. Kevin is a trustee for the Midwest Research Institute (MRI) in Kansas City, MO. He is on the Board of Habitat for Humanity International and a member of the Advisory Board of Columbia University's Executive Masters of Science in Technology Management Program.



Kevin Kessinger



Advisory Board

Bob brings a technological expertise to the Advisory Board that will take the Northwoods League deep into the twenty-first century.

A native of New Jersey, Bob started out as owner of E Street Trucking, Inc. dealing in air freight consolidation. In 1980, he became a Technician with AT&T Network Operations, lending technical support to corporate financial and marketing systems within the business.

After eight years in that role, Kunkel moved within AT&T, becoming a Senior Account Manager in Information Management Services in Piscataway, NJ. There he was the lead contact for all data processing services to the Consumer Strategic Business Unit. After three years, Bob moved again within AT&T and was promoted to a Senior System Analyst in the Universal Card Services in Atlanta, GA. There he was instrumental in the development of calling card systems for the consumer credit card business.

Four years later, Bob moved to Jacksonville, Florida, joining a joint venture between AT&T and Citibank as a Senior Technology Manager with Universal Card. He managed the organization that supported the business via data center services.

Following a four-year stint in that role, Kunkel joined Citibank, in his current capacity, as Director of Citibank Cards Cardmember Services. There he manages a multi-media contact center, while leveraging advanced technologies to reduce costs and improve service levels.



Bob Kunkel



Photo by Jim Addis



Advisory Board

Jeff brings a wide-ranging educational and job-related baseball experience to the Northwoods League Advisory Board.

A graduate of Florida Southern College with a Bachelor of Science in Business, and a major in Sports Management, Jeff worked his way up to becoming Branch Manager of Meritor Savings Bank in Winter Haven, Florida, which had an \$11 million deposit base. Following four years in the banking industry, he took a position with the Los Angeles Dodgers as Business Manager of their Extended Spring Training, Gulf Coast League and Arizona Instructional League teams. A year later he was promoted to Assistant General Manager of the Dodgers wholly owned subsidiary in the Florida State League, the Vero Beach Dodgers. There he was responsible for game day operations during Spring Training and all aspects of administration during the Florida State League season.

After a five-year stint with the Vero Beach Dodgers, Maultsby was named General Manager of the New York Mets affiliate in the Florida State League, the Port St. Lucie Mets. There he coordinated the Mets Spring Training Operations and the daily business operations of the Mets Class A team, which included developing an annual budget, setting sales and marketing goals and objectives, and managing, hiring and training of a full-time and game day staff.

Following his two-year tenure with the Mets, Jeff joined State Farm Insurance Company, returning to his hometown of Winter Haven, Florida as a Senior Life/Health Underwriter, assessing the risks associated with life and health insurance applications.

He recently served as Director of Florida Operations for the Cincinnati Reds, for 5 years. He is currently employed by the Sarasota County, FL. Government as Manager of Business and Economic Development.



Jeff Maultsby



Photo by Jim Addis