



HONORING THE CONTRIBUTIONS THAT CHICAGO  
HAS MADE TO AMERICA'S FAVORITE PASTIME

August 20, 2014

Mayor Joe Stahura  
City of Whiting  
City Hall  
1443 119th St.  
Whiting, IN 46394

Dear Mayor Stahura:

The Chicago Baseball Museum (CBM) development team requests a phone conference, as soon as possible, among you, CBM and Victus representatives to address Victus' responses to our recent proposals.

We believe those responses are unrealistic and reflect inadequate valuation of certain assets, intellectual property, physical assets and human resources which CBM has proposed remain part of the CBM/Whiting Redevelopment Commission (WRC) project, going forward.

As I expressed in our meeting of July 12<sup>th</sup> of this year, I am committed to going forward with locating CBM in Whiting. I agreed to give up ownership and operation of CBM to the Whiting Entertainment Center, LLC (WEC) to help ensure the success of WRC and protect the taxpayers of Whiting. As you know, our accepted course is much different from David Raymond's proposal to maintain ownership of the Mascot Hall of Fame (MHOF), its logos and trademarks. I offered to serve on the WEC board, as well as continue to offer my creative input and reputation to the project.

My proposal of July 12<sup>th</sup> that a modest consulting agreement be part of the new structure is designed solely to guarantee the "new" CBM and WRC could establish paths to key significant donors such as billionaire philanthropist Fred Krehbiel, ownership of the CBM name and certain other tangible and intangible assets. Those assets include vital resources not present among Victus or City of Whiting personnel. Specifically, I am referring to continuity of distinctive and proprietary Chicago baseball web /social media content, baseball contacts, media contacts, unique knowledge regarding museum development and decades of experience.

The records of the CBM-related people whom I propose remain involved for a nominal fee are clear. What they bring to the table is essential during the long start-up period and beyond. This is separate and distinct from CBM acquisition of its name, intellectual property and physical assets such as the Jerome Holtzman Library or items to be donated by baseball contacts which Victus and WRC have no relationship.



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No aspect of what has already been accomplished by CBM, especially its web site with depth-of-content and a high public profile should be so easily dismissed. With all of this in mind, I submitted a detailed proposal to Victus on August 13<sup>th</sup>. As you likely know, Brian Connolly rejected the proposal outright the next day. Enclosed with this letter are our proposal and his response, as well as exchanges regarding the upcoming media event to announce creation of the WEC and commitments by the CBM and MHOFF.

Prior to submitting this letter and its various attachments, I did respond to Mr. Connolly's e-mail communication. A copy of our response is included as part of this package.

The Victus responses suggest they have a firm handle on promoting the museum in a huge, politically charged market in which they have not worked. It also presumes the existing CBM team will essentially volunteer its services and give away special talents and relationships. Victus would literally have to start from scratch in many areas and contract for services to replace CBM's expertise and develop contacts. I assure you we are very, very respectful of the financial commitment WRC would make. The small monthly consulting fee further respects that commitment as our modest proposal provides many benefits and makes possible many long-term goals, including acquiring exhibit material. To suggest that acquisition would be made for only a tax write-off for the possessors and no permanent role in exhibit development is shocking and not reasonable.

Considering the history you and I have built, and with respect for your vision for Whiting and the museum(s), I am asking that we discuss Victus' plan for administration of the Chicago Baseball Museum development going forward. It is imperative that we all achieve equitable resolution of CBM's concerns. You said not too long ago, "Coming to a mutual understanding about the organizational structure of the organization will now become the crucial path." I am extremely dismayed and gravely concerned that your correct and appropriate view has not currently resulted in a path even remotely realistic for my people and me; we have proudly advanced this project to this point and stand ready to continue doing so. However, CBM cannot move forward on an unacceptable path on which it would not be able to provide any of the things I described earlier in this letter.



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Whenever speaking about this mutual project, you've been willing to be the one to bring all parties together. We need that leadership and vision at this crucial moment where things seem to have gone off track.

Sincerely,

David Fletcher  
CBM President/Founder

Enclosures:

CBM Consulting Proposal

Email exchange with Victus

David Raymond MHOF email exchange with Victus

Tuesday, August 20, 2014

Dear Brian and other Victus team members:

I am in receipt of your response to my email of August 13th. I am very disappointed by its surprising content, which disregards numerous key facts. Its message creates serious questions about the desire and ability of the Chicago Baseball Museum (CBM) team to continue with this project should a more reasonable approach not be presented to my people and me.

As you know, the sole entity maintaining the good name, assets, intellectual property, and web site of the primary reason for this project, the baseball museum, is the CBM. Namely, that would be me and the very people you propose not to be used as consultants. Further, sole financial support has come from me, and my team has worked for below-market fees. In contrast, before providing any further work on this project, Victus waited until it had recently secured a third contract with the City of Whiting.

Therefore, the CBM team will not provide further benefits to the Whiting project until both a reasonable resolution of all issues and workable agreement with the City of Whiting occur to move this project forward. I believe I made this very clear in our July 12th meeting with t Mayor Stahura.

We recognize Victus' business acumen and the enthusiasm for the dual-museum project. However, there is no substitute for connected "boots on the ground" people who not only realize the type of compelling Chicago-centric content required in this modern museum, but also know how to handle sports celebrities and media decision-makers in this market. These relationships are crucial to marketing the museum. Most significant, we have a turnkey relationship with an eager major donor, whom we have identified to the Mayor, to jump-start this project.

Frankly speaking, Victus simply has no connection to those people, no roots in the market and has played no role in building the existing nonfinancial capital essential to the success of such a project. The CBM team has vast experience working in the Chicagoland, Northwest Indiana and greater Midwest media markets and extensive contacts with dozens of baseball people, including current and former players. Among those players are many National Baseball Hall of Fame members; that elite group includes numerous Chicago-oriented

members Hall of Famers. We have identified several viable fundraising prospects to help finance the build-out.

The valid points made in your emails are understood and respected. However, Victus does not have a monopoly on good ideas and appears unfamiliar with the key components CBM brings to this endeavor. We help our partners avoid unpleasant surprises and unanswerable questions, while consistently producing the many benefits described above. Let's work together to continue that necessary and proven performance.

I will reach out to Mayor Stahura to address this situation.

DJ Fletcher

## CONSULTANT CONTRACT

THIS CONSULTANT CONTRACT ("Agreement") is entered into this \_\_\_\_\_ day of August 2014, by and between the **CITY OF WHITING BY AND THROUGH ITS REDEVELOPMENT COMMISSION** (the "Commission") and the **CHICAGO BASEBALL MUSEUM**, an Illinois non-for-profit corporation (the "Consultant").

### WITNESSETH

**THAT WHEREAS**, Consultant has been selected to perform certain tasks for the development of Whiting Entertainment Center, LLC (WEC) entertainment venue to be located in the City of Whiting.

### TERM

The term of this Agreement ("Term") shall commence upon the execution hereof and expire when the WEC doors open and full time permanent staff can hired to continue the scope of work product described below.

### SCOPE OF WORK

Consultant agrees to perform the work under this Agreement in accordance with its best skill and ability as requested by the Mayor of the City of Whiting. All work performed shall be done in accordance of all applicable federal, state and local laws, rules, regulations and ordinances. Consultant shall be required to execute an Indiana Legal Employment Declaration and comply with the terms of the e-verify law in IC 12-32-1 *et seq.* regarding immigration matters. Consultant further certifies that in accordance with IC 5-22-16.5-13 that it is not engaged in investment activities in Iran and, to the best of its knowledge, it is not listed by the Indiana Department of Administration as an entity determined to be engaged in investment activities in Iran.

This consulting agreement would utilize the CBM's existing experience, our cultivated relationships, our existing on-line website/social media presence, our extensive industry and media contacts, and knowledge of grant and funding opportunities to embrace, promote, build, put forth agendas and further the interests of the CBM as it morphs into the WEC.

Specific duties (collectively the "Services") assigned under the Agreement include the following:

- Maintain the CBM's present level of operations as on-line entity ([www.chicagobaseballmuseum.org](http://www.chicagobaseballmuseum.org)) that produces regular fresh innovative content on all aspects related to Chicagoland baseball and its cultural significance with links to the forthcoming WEC to maintain and expand upon the CBM's present brand identity as a cutting-edge scholarly baseball institution.

- Continue to utilize CBM social media (Facebook, Twitter) to further develop the CBM brand and link the CBM brand to a permanent bricks and mortar location in Whiting to develop and create brand loyalty for the WEC
- Maintain the MLB media credentials for CBM Consultants to allow access to MLB events, including local Chicago teams and national events, such as the annual induction ceremony at Cooperstown.
- Leverage the CBM's relationships with other baseball museums around the country (Baseball Hall of Fame, National Negro League Museum, Green Diamond Gallery, Reds Museum, and several others) and other baseball historical/research organizations such as The Baseball Reliquary and SABR to help develop a state-of-the-art museum experience that is entertaining, as well as scholarly.
- Leverage the CBM's relationships with key people in the Baseball industry including several high-ranking MLB officials, print and broadcast media e, former MLB and Negro League players, Baseball Hall of Famers to promote and advance the development of the CBM as it becomes part of the WEC
- Work closely with the professional fund-raiser hired by the WEC to help mine the various funding prospects the CBM has developed for supporting the CBM/WEC
- Work closely with the exhibit design firm hired by the WEC to consult on future exhibit design and content and ensure its historical accuracy/authenticity
- Work closely with Victus Advisors and the executive director (ED) hired by WEC to develop and operate the WEC to ensure the successful development of the CBM-themed content for the WEC and advise on job descriptions and hiring of candidates.
- Participate in media events and other events on behalf of the WEC to promote its development.

- Help expand on the creation of a brand identity which will leverage Whiting location and the WEC to foster collaborative efforts with other baseball interests, foster love of game with urban youth, and provide educational and informational programs on history of game and sports medicine issues

**EXCLUSIVITY**

Consultant shall not work for, consult to, advise or otherwise benefit any municipality, organization or entity in conflict with Client during the term of this agreement. This contract is full compensation for Consultant’s exclusive availability to Whiting, to the exclusion of all other related municipalities, organizations or businesses in conflict with CBM.

**COMPENSATION**

The City of Whiting agrees to pay Consultant for the Services a fixed amount of Seven Thousand Dollars (\$7,000), a month plus reimbursement for travel costs and other approved out-of-pocket expenses, which costs and expenses will not, in the aggregate, exceed one thousand dollars (\$1,000) per month. Consultant may invoice the City as tasks are completed and will be paid within thirty (30) days of receipt of invoice. Invoices should be sent to: Clerk-Treasurer Whiting City Hall, 1443 – 119<sup>th</sup> Street, Whiting, IN 46394. This agreement shall be subject to the annual appropriation by the appropriate fiscal body. In the event funds are not available, the contract may be terminated upon ten (10) days written notice.

IN WITNESS WHEREOF, the Board and Consultant have executed this Agreement as of \_\_\_\_\_, 2014.

**CITY OF WHITING BY AND THROUGH ITS REDEVELOPMENT COMMISSION**

**CHICAGO BASEBALL MUSEUM**

\_\_\_\_\_  
Joseph M. Stahura, President

\_\_\_\_\_  
David J. Fletcher, MD, CBM President

ATTEST: \_\_\_\_\_  
Brian Lowry, Secretary



**From:** Brian Connolly <[bconnolly@victusadvisors.com](mailto:bconnolly@victusadvisors.com)>  
**Date:** Thursday, August 14, 2014 at 10:50 AM  
**To:** David Fletcher <[dfletcher@chicagobaseballmuseum.org](mailto:dfletcher@chicagobaseballmuseum.org)>  
**Cc:** David Raymond <[david@raymondeg.com](mailto:david@raymondeg.com)>, Denise Sejna <[dsejna@whitingindiana.com](mailto:dsejna@whitingindiana.com)>, Mike Tatoian <[mtatoian@victusadvisors.com](mailto:mtatoian@victusadvisors.com)>, Tim Haffner <[thaffner@victusadvisors.com](mailto:thaffner@victusadvisors.com)>  
**Subject:** Re: CBM/MHOF MOU

Dr. Fletcher,

First of all, thanks for reaffirming your commitment to Whiting and the CBM/MHOF joint plan. We are all excited to move forward with this project.

Regarding your various questions/proposals, we have prepared the following responses:

- **Exhibits A & B** – The exhibits will be added later, but they are referencing documents that you already have from our Implementation Plan (dated 06.25.14). Exhibit A is the “Recommended Timeline” on page 51, and Exhibit B is the “Joint Organization Model” on page 30.
- **Dissolving the CBM Corporation / Acquisition of CBM Assets** – As Tim and I stated in our meeting in Whiting on July 12th, we would ask for your patience with this process before dissolving the CBM corporation. Once established, the new 509(a)(3) will not be in a position to immediately acquire assets, but rather we intend for the 509(a)(3) to establish licensing agreements with both the CBM corporation and the MHOF/Raymond Entertainment Group. Furthermore, over the long-term, it is likely that the 509(a)(3) would pursue loans and donations of any unique display/archive materials, rather than an expensive acquisition strategy. At a later date, likely after the fundraising campaign has proved viable, you would certainly be welcome to make a tax-deductible donation of various (or all) CBM assets to the 509(a)(3).
- **Consulting Agreement** – The City (via the Whiting Redevelopment Commission) has engaged Victus Advisors to lead this project to fruition, and we will be responsible for all aspects of project delivery, ranging from strategic and operational planning to hiring/selection of key project partners and leadership of marketing/PR efforts. We have no budget/authorization to engage in additional consulting agreements, and have no intention to do so. The City/WRC has committed to fund and/or provide the land, start-up funding, project management, architectural design and construction costs for this project (a total commitment in excess of \$12 million), and we have laid out a plan that delivers this vision with no requirement of the CBM or MHOF to directly provide funds/capital. It is our expectation that in return, the CBM and MHOF will provide us with the support necessary (including creative input, relationships/introductions, public appearances, etc.) to make this project successful.
- **Executive Director** – As noted above, Victus Advisors will be leading the hiring process for an Executive Director for the 509(a)(3). We have not yet outlined our detailed plan for interviewing/hiring, but we will certainly engage and involve all of the key parties (City, CBM, MHOF) throughout this process. If you could send us any job descriptions or requirements that you’ve already written up, we’d be glad to incorporate them into our preliminary planning. In addition, once we are ready to proceed with the interview/hiring process, we will also lean on all three parties to help us distribute the job description and identify quality candidates. At that point, if you have specific candidates you would like to present, we would be glad to give them in-depth consideration.

Please let us know if you have any other questions. Thanks,

-Brian

On Wed, Aug 13, 2014 at 5:48 AM, David Fletcher <[dfletcher@chicagobaseballmuseum.org](mailto:dfletcher@chicagobaseballmuseum.org)> wrote:

Hello Victus Advisors and the City of Whiting:

I have reviewed the document and will forward to the CBM legal counsel. I did not see attachment A (time-line) or attachment B (operating agreement) as part of your e-mail. I am certain that you will supply these attachments later.

As I expressed in our 7/12/14 meeting, I am committed going forward full throttle with locating the CBM in Whiting. I accept giving up operational control of the CBM other than to serve on the WEC board and offer my creative input and reputation to the project and continue to be the public face of the CBM.

I outlined my position that the current legal entity that operates the CBM, a 501c3 tax-exempt Illinois corporation needs to wrap up operations and its assets need to be acquired by the new 509(a)(3) Whiting Entertainment Center, LLC (WEC). It makes no sense for the current entity to continue to exist. The CBM's two major tangible assets are the Jerome Holtzman collection and the CBM website, with its very unique historical exhibits that include some otherwise long-lost samples of audio game play by play and interviews in the entire country. The acquisition would include assignment of all trademarks for the CBM name and logo branding.

The CBM has an outstanding liability of \$300,000 that I loaned the organization to acquire the Holtzman collection along with Holtzman name licensing rights in November 2007. Along with waiving interest on the Holtzman collection loan, I will waive the principal on other loans I made to the organization to develop the project as it exists today, ready to go to the next level.

During the start-up portion of the project until the doors open, it is essential for the City of Whiting/WEC to engage the current CBM staff (myself, George Castle, Ron Niess, and our webmaster) in a consulting agreement to maintain our present level of operations as an on-line entity that produces fresh CBM-oriented content that engages our current followers until the WEC's doors open.

This consulting agreement would utilize our existing experience, our cultivated relationships, and knowledge of grant and funding opportunities to embrace, promote, build, put forth agendas and further the interests of the museum as it morphs into the WEC. This would include our work in assisting the professional fund-raiser to mine the various prospects we have developed for supporting the CBM/WEC along with future exhibit design.

In separate cover, I can provide a sample consulting agreement. I also desire to have input on the executive director (ED) position job description and the hiring process. I have developed a job description that would fit for this key position. I have also identified an excellent candidate for the ED position. This person has a MBA degree and has crucial non-for-profit business experience. She knows the Northwest Indiana market thoroughly through her status as a native of the area.

Fletcher

**From:** Brian Connolly <[bconnolly@victusadvisors.com](mailto:bconnolly@victusadvisors.com)>  
**Date:** Monday, August 11, 2014 7:51 PM  
**To:** David Raymond <[david@raymondeg.com](mailto:david@raymondeg.com)>, David Fletcher <[dfletcher@chicagobaseballmuseum.org](mailto:dfletcher@chicagobaseballmuseum.org)>  
**Cc:** Denise Sejna <[dsejna@whitingindiana.com](mailto:dsejna@whitingindiana.com)>, Mike Tatoian <[mtatoian@victusadvisors.com](mailto:mtatoian@victusadvisors.com)>, Tim Haffner <[thaffner@victusadvisors.com](mailto:thaffner@victusadvisors.com)>  
**Subject:** CBM/MHOF MOU

David & Dr. Fletcher:

Please review the attached Memorandum of Understanding (MOU) between your parties and the City. Once you have had a chance to review, please let us know if you have any questions.

Our goal is to get the MOU agreed upon, and then proceed with some sort of signing ceremony/public announcement in Whiting next month.

Thanks, and we look forward to working with you both to bring this project to fruition!

-Brian, Mike, and Tim

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**BRIAN CONNOLLY**  
Victus Advisors LLC  
Phone: (214) 422-6248  
Email: [bconnolly@victusadvisors.com](mailto:bconnolly@victusadvisors.com)  
Web: [website](#) // [twitter](#) // [linkedin](#)

8/12/2014

To Brian from Dr. Fletcher

I have reviewed the document and will forward to the CBM legal counsel..

I did not see attachment A (time-line) or attachment B (operating agreement) as part of your e-mail. I am certain that you will supply these attachments later..

As I expressed in our 7/12/14 meeting, I am committed going forward with locating the CBM in Whiting. I accept giving up operational control of the CBM other than to serve on the WEC board and offer my creative input and reputation to the project and continue to be the public face of the CBM.

I outlined my position that the current legal entity that operates the CBM, a 501c3 tax-exempt Illinois corporation needs to wrap up operations and its assets need to be acquired by the new 509(a)(3) Whiting Entertainment Center, LLC (WEC).

The CBM's two major tangible assets are the Holtzman collection and the CBM website, with its very unique historical exhibits. The CBM has an outstanding liability of \$300,000 that I loaned the organization to acquire the Holtzman collection along with licensing rights in November 2007. I will waive other loans I made to the organization to develop the project as it exists today ready to go to the next level.

During the start-up portion of the project until the doors open the CBM needs the City of Whiting/WEC to engage the CBM in a consulting agreement to maintain our present level of operations as on-line entity that produces fresh CBM-oriented content that engages our current followers. This consulting agreement would utilize our existing experience, our cultivated relationships, and knowledge of grant and funding opportunities to embrace, promote, build, put forth agendas and further the interests of the Chicago Baseball Museum as it morphs into the WEC. This would include our work in assisting the professional fund-raiser mine the various prospects we have developed for funding the CBM/WEC along with future exhibit design.

I also desire to have input on the executive director position job description and the hiring process. I have developed a job description that would fit for this key position and can provide this.

Also, as I suggested in our 7/12/14, the City of Whiting/WEC needs to contract for consulting services for public relations/media with Tom Shaer, who has served as a consultant for the CBM. This could be for a specific event as the upcoming MOR signing planned in September 2014. Tom's intimate knowledge of the Chicago media market and experience with NW Indiana when he was a consultant for the Valparaiso Law School will serve the project well.

**From:** David Raymond <[david@raymondeg.com](mailto:david@raymondeg.com)>

**Date:** Tuesday, August 12, 2014 8:21 AM

**To:** Brian Connolly <[bconnolly@victusadvisors.com](mailto:bconnolly@victusadvisors.com)>, David Fletcher <[dfletcher@chicagobaseballmuseum.org](mailto:dfletcher@chicagobaseballmuseum.org)>

**Cc:** Denise Sejna <[dsejna@whitingindiana.com](mailto:dsejna@whitingindiana.com)>, Mike Tatoian <[mtatoian@victusadvisors.com](mailto:mtatoian@victusadvisors.com)>, Tim Haffner <[thaffner@victusadvisors.com](mailto:thaffner@victusadvisors.com)>

**Subject:** RE: CBM/MHOF MOU

Brian:

I think that it is important to state in this MOU that the MHOF is owned wholly by Raymond Entertainment LLC as well as logos, likenesses etc. and that this agreement in no way will interfere with that copyright or ownership. Agreed?

Dave

David Raymond

Emperor of Fun and Games

Raymond Entertainment/The Power of Fun

PO Box 328

West Grove, PA 19390

302-731-2000 (o)

302-229-2687 (cell)

610-869-8761 (f)

[REG web site](#)

[From the Emperors Mouth!](#)

**From:** Brian Connolly <[bconnolly@victusadvisors.com](mailto:bconnolly@victusadvisors.com)>  
**Date:** Tuesday, August 12, 2014 9:29 AM  
**To:** David Raymond <[david@raymondeg.com](mailto:david@raymondeg.com)>  
**Cc:** David Fletcher <[dfletcher@chicagobaseballmuseum.org](mailto:dfletcher@chicagobaseballmuseum.org)>, Denise Sejna <[dsejna@whitingindiana.com](mailto:dsejna@whitingindiana.com)>, Mike Tatoian <[mtatoian@victusadvisors.com](mailto:mtatoian@victusadvisors.com)>, Tim Haffner <[thaffner@victusadvisors.com](mailto:thaffner@victusadvisors.com)>  
**Subject:** Re: CBM/MHOF MOU

David, I don't think that will be a problem. We assumed that ownership/likenesses/logos would eventually be covered in a licensing agreement with the non-profit museum entity down the line, but I certainly think we can add a relevant paragraph here as well. Tim is on vacation in New Hampshire this week, but he can make edits to the document when he returns next week.

On Tue, Aug 12, 2014 at 7:21 AM, David Raymond <[david@raymondeg.com](mailto:david@raymondeg.com)> wrote:

Brian:

**From:** Mike Tatoian <[mtatoian@victusadvisors.com](mailto:mtatoian@victusadvisors.com)>

**Date:** Tuesday, August 12, 2014 7:15 PM

**To:** David Raymond <[david@raymonddeg.com](mailto:david@raymonddeg.com)>, David Fletcher <[dfletcher@chicagobaseballmuseum.org](mailto:dfletcher@chicagobaseballmuseum.org)>

**Cc:** Tim Haffner <[thaffner@victusadvisors.com](mailto:thaffner@victusadvisors.com)>, Brian Connolly <[bconnolly@victusadvisors.com](mailto:bconnolly@victusadvisors.com)>

**Subject:** Re: CBM/MHOF MOU

Good evening Dr. Fletcher and David,

I hope you both are well and we look forward to continuing to work with you all to bring this exciting project to fruition. As Brian mentioned, Tim will be back from NH next week so we hope we can get all of your questions answered and have the executed MOU's back in Mayor Stahura's hands very soon.

Brian and I spoke with Mayor Stahura earlier today about scheduling a press event in Whiting in late September (week of the 29th) or early October (week of the 6th) for the "ceremonial" signing of the MOU's.

The goal of this event is to gain as much local, regional and national attention as we can to help us continue to gain momentum for the project. To that end I am checking your schedules so we can coordinate your availability along with the Mayor's.

Our initial thought for this media event (in no particular order) is to 1) simulate the signing of the MOU's 2) have Mayor Stahura and each of you speak about the vision of the CBM and MHOF 3) have some furry characters (Dave?) and baseball celebs (Dr. Fletcher?) available to add some fun (non-speaking roles) 4) make sure to provide media with the main website, contact e-mails and phone numbers, etc... for more information about the project and 5) choreograph the event in a fun, creative way.

Can you please let me know what days during those two weeks you are available? Weekends will not get the project good media coverage so focus on during the week.

Thanks,

Mike

**From:** David Fletcher <[dfletcher@chicagobaseballmuseum.org](mailto:dfletcher@chicagobaseballmuseum.org)>  
**Date:** Wednesday, August 13, 2014 6:59 AM  
**To:** Mike Tatoian <[mtatoian@victusadvisors.com](mailto:mtatoian@victusadvisors.com)>, David Raymond <[david@raymondeg.com](mailto:david@raymondeg.com)>  
**Cc:** Tim Haffner <[thaffner@victusadvisors.com](mailto:thaffner@victusadvisors.com)>, Brian Connolly <[bconnolly@victusadvisors.com](mailto:bconnolly@victusadvisors.com)>  
**Subject:** Re: CBM/MHOF MOU Media Event

Gentlemen:

We are also excited to get this project going. I could be available Wednesday, September 25th; Thursday September 26th; or Friday September 27th.

As I recommended in our 7/12/14 meeting the City of Whiting/WEC needs to hire Tom Shaer for public relations/media consulting services. Tom has served as a media consultant for the CBM. He could be hired to help plan this specific MOU signing event in late September 2014. Tom's intimate knowledge of the Chicago media market as a 30-year sports broadcaster and media consultant, and experience with Northwest Indiana when he was a consultant for the Valparaiso Law School, will serve the project well.

George Castle and I have several ideas for high profile baseball stars that could attend if there is a personal appearance budget for the event. That date is the end of the baseball season and both Chicago teams could use some late season buzz. For the Sox the last weekend in September is Paul Konerko's farewell.

John Owens from the Tribune is eager to do a full page follow up story on Whiting.

Fletcher