

# MIKE VEECK KEYNOTE SPEAKER AT STMA 11TH ANNUAL CONFERENCE

**B**orn to baseball and bred to enliven, Mike Veeck draws from a wealth of experience to entertain, educate and motivate. He'll be doing ALL that at the 11th Annual STMA Conference & Exhibition in his presentation, "It's More Than Just a Game," on Thursday, January 13, 2000, in St. Louis, Missouri. You won't want to miss this!

Mike's accomplishments are numerous in both the baseball and business worlds. His baseball career began in 1975 when he took the position of Assistant Business Manager and Director of Marketing for the Chicago White Sox. Mike and his father, Hall of Famer Bill Veeck, implemented fan-first promotions that gave the franchise a well-deserved boost. He took a break from baseball in the 80's to run his own advertising firm, Noble Veeck Advertising.

Mike re-entered professional baseball in 1990 with the then-Miami Miracle as Vice-President of Marketing. His creative ideas with the club earned him the 1992 Larry McPhail Award as Minor League Promoter of the Year. In 1993, he became President and Co-Owner of the St. Paul Saints. He currently

has ownership interest in five other minor league clubs: The Charleston Riverdogs, Hudson Valley Renegades, Ft. Myers Miracle, Butte Copper Kings and the Sioux Falls Canaries. He also serves as a marketing consultant to the Tampa Bay Devil Rays.

In addition to his baseball interests, he travels the country as a sought-after speaker. Stories, anecdotes and his fascinating and insightful presentations come from his years of experience in baseball on both major and minor league levels, as well as from his partners, which include singer/songwriter Jimmy Buffet, comedian Bill Murray, and entrepreneur Van Schley.

Make sure to attend Thursday's session and see why Mike says "It's More Than Just a Game!"



**Mike Veeck**



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11th Annual Conference & Exhibition  
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For more information contact:

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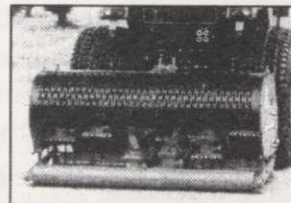
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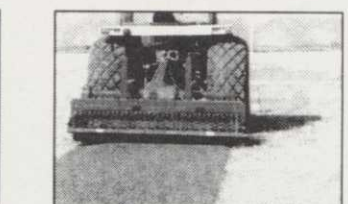
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