



FUN IS GOOD. MIKE VEECK

It is a name synonymous with fun at the ballpark.

Veeck continues to blaze new trails every baseball season. After all, who else would hire a dog or pig to deliver baseballs to the umpire, a Roman Catholic nun to give massages, mimes to perform instant replays or lock fans out of the stadium to set an all-time attendance record for fewest people at a game. The Veeck family started in baseball nearly a century ago when Veeck's grandfather was president of the Chicago Cubs. Veeck's father, Bill, was a Hall of Fame owner with the St. Louis Browns, Cleveland Indians, Chicago White Sox and the then-minor league Milwaukee Brewers. Bill Veeck will always be remembered for signing Larry Doby, the first black man to play in the American League.

It is with the belief that anything is possible and no idea too silly that Veeck operates his ballclubs. Veeck is the part owner of six baseball teams and is a consultant for one other. In 2005, he was recognized by Baseball America as one of the 25 most influential people in baseball over the last 25 years. He has worked for four and a half Major League baseball teams including the White Sox, Marlins, Tigers and Rays. The half is a secret!

Serving to put fun back into baseball while proving his ideas are not specific to sport, Veeck has spoken and entertained groups at companies such as the NBA, 3M, General Mills, and NASCAR. His first book was released in 2005, entitled "Fun is Good," describing how the simple approach of putting "fun" back into the workplace brings out the best in your employees and keeps your customers coming back for more. He has taken the "Fun is Good" way of life and helped his teams routinely reach attendance and customer service milestones, while receiving national publicity and awards for innovative promotions. He has made appearances on 60 Minutes, HBO Real Sports with Bryant Gumbel, NBC Nightly News and ESPN Sportscenter.

As an advertising professional, Veeck serves as the creative director for Advertising Professionals, and recently received the 2007 Silver Medal Award from the Advertising Federation of Charleston, SC.

Veeck and his wife Libby, reside in Mt Pleasant, S.C. He is the father of two children, William "Night Train" and Rebecca.