



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

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CHICAGO BASEBALL MUSEUM NAMES EXECUTIVE DIRECTOR

Conrad "Connie" Kowal joins CBM team



(CHICAGO, IL – September 22, 2009) Chicago sports marketing executive Conrad “Connie” Kowal has been named Executive Director to lead the Chicago Baseball Museum initiatives, which include identifying a physical location for the Museum and raising the funds to build the facility.

The Chicago Baseball Museum Foundation, a 501(c)(3) nonprofit organization, was founded in 2004 and since that time has been collecting and archiving artifacts that illustrate the proud legacy and evolution of Chicago’s nearly 150-year baseball history. In 2007, the Chicago Baseball Museum acquired the personal research papers and baseball writing collection of Hall of Fame baseball writer and MLB Historian Jerome Holtzman. His enduring legacy will be preserved in the Chicago Baseball Museum’s Jerome Holtzman Museum Library and Research Center. Discussions are currently in progress to identify a central location for the Museum and fundraising is underway. Kowal is leading these efforts.

“Connie has the sports business experience, industry connections and leadership skills to make our vision for the Chicago Baseball Museum a reality,” said Dr. David J. Fletcher, president and founder, Chicago Baseball Museum. “He shares our deep passion for Chicago baseball and his experience working in the Chicago market will help us get results towards our goal of showcasing the historical importance Chicago has had on the sport of baseball and how the sport adds color and value to our lives.”

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Kowal has been a sports executive for 30 years with front-office experience in Major League Baseball, the NFL and other sports organizations. He is widely known in the Chicago baseball community for his 14 seasons with the Chicago Cubs (1985-1998) handling special events, sponsorships, marketing, promotions and community relations. During this time, the Cubs branding and marketing grew to new heights and new events were introduced including the annual Cubs Convention, Cubs Care events and the Cubs All-Star Kids Clinic. Kowal also directed the business operations of two minor league teams owned and operated by the Cubs and Tribune Company.

From 2003 to 2005, Kowal was senior director of marketing and business development for the NFL's New Orleans Saints, including in 2005 during Hurricane Katrina when the Saints organization was relocated to San Antonio, Texas. Kowal was responsible for all marketing and sales efforts, and during his tenure the team set a record for the most season tickets sold in the history of the franchise.

Kowal's diverse sports background includes vice president of marketing and broadcasting for the Chicago Motor Speedway from 1998 to 2000, director of public relations with the Chicago Sting soccer team, vice president and general manager with the XFL's Chicago Enforcers and President of the Chicago Shamrox pro lacrosse team. Most recently, Kowal operated his own consulting firm, Connie Kowal Consulting & Marketing, which provided services to sports teams, leagues and small businesses.

A Chicago native and lifelong Chicago sports fan, Kowal played baseball at Glenbard West High School and was an All-Conference shortstop. Kowal continued playing at Western Illinois University receiving an NCAA award as 3rd baseman and later was an assistant coach at WIU. Kowal also coached baseball at the high school level. He is a long-time resident of Libertyville, Ill.

ABOUT THE CHICAGO BASEBALL MUSEUM

The Chicago Baseball Museum is a 501(c)(3) nonprofit organization that will collect, preserve, document, research and interpret artifacts and events that are associated with the legacy, evolution and contemporary life of Chicago baseball. The CBM will strive to become the central network for baseball in Chicago to celebrate and promote baseball. Through league play, tournaments, and a comprehensive educational program, the CBM is poised to become the home base of Chicago baseball for kids and adults.



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The Museum is soliciting endowment funding for the building of the Chicago Baseball Museum and the Jerome Holtzman Education and Research Center. Please visit the Museum's website for more information or to offer your support. For more information, visit www.chicagobaseballmuseum.org or call (708) 907-5301.

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