



PRESS RELEASE

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FOR IMMEDIATE RELEASE

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MIDWEST LEAGUE 2018 EXECUTIVE OF THE YEAR – ROB ZERJAV

South Bend, IN (9/28/18) --- The Midwest League of Professional Baseball Clubs is pleased to announce its **2018 Executive of the Year, Rob Zerjav, President and General Manager of the Wisconsin Timber Rattlers**, Appleton, Wisconsin. Rob recently completed his 22nd season with the Timber Rattlers, and 16th season as President and GM.

Even though weather put a damper on April of 2018, there was one April bright spot, as a passion project of Rob's was to develop "Yooper Day" (residents of Michigan's Upper Peninsula are affectionately referred to as Yoopers). As April weather in Appleton can be tough, Rob's thought was it would always be nicer than what the residents of the U.P. were experiencing. Yooper Day ended up as a great success with five sponsors coming on board and over 1,000 tickets sold specifically to current and transplant Yoopers.

Another brainchild of Rob and his team was the Sconnie Plan (a reference to Wisconsin residents). This ticket plan came with ten undated vouchers, a unique Wisconsin branded t-shirt and an order of cheese curds (a Wisconsin staple). The plan allowed for flexibility and a creative message was developed around "Wisconsin-pride." The Sconnie Plan was a success and over 250 ticket packages were sold.

In 2018 Rob was able to negotiate two TV deals, one with the local cable sports channel and one with the local FOX/CW affiliate, to broadcast 27 Timber Rattlers home games. The FOX/CW agreement proved so promising, that after the first game, a second agreement was reached with the CW affiliate in Milwaukee to televise the games as well. This agreement allowed for a reach into the otherwise untapped, expensive Milwaukee TV market and introduced the Timber Rattlers product to a new, larger market. In conjunction with getting games on TV, Rob spearheaded the upgrade of the Timber Rattlers video board and equipment to HD quality. With this new technology, the broadcast on TV, as well as on-line and in stadium, is of a professional quality rivaling MLB television broadcasts.

Another passion project of Rob's was the creation of Snaketail Ale. This team beer was in partnership with Fox River Brewing Company and Rob assisted in all elements of designing the taste, label and packaging. Snaketail Ale quickly became the number one selling beer at the stadium, but also became very popular at local bars and restaurants. Through various partnerships, 6-pack bottles of Snaketail Ale were available at retail in local grocery stores and convenience stores throughout the area. At one point, the beer was so popular that Fox River Brewing Company couldn't keep production up with demand.

Rob serves on the Midwest League schedule committee, the Midwest League by-laws committee and the Midwest League transfer committee.

The Midwest League Executive of the Year is nominated and selected by the league's sixteen Member Clubs. The award is presented to an individual who has had a successful season in the areas of leadership, attendance accomplishments, marketing initiatives, promotions, stadium projects/enhancements, game day and non-game day events, community/charity involvement and overall baseball operations.

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