



# The Insider:



Maroon PR  
Quarterly  
eNewsletter

All Things Maroon PR and Insight From Professionals Within Our Industry

## Dear Friends:

Happy New Year!

On behalf of Maroon PR, I'd like to welcome you to the latest edition of our quarterly E-Newsletter, which provides different perspectives from professionals within our industry and all things Maroon PR.

It has been a great year for both our company and the clients we serve, and we're hoping to build off of 2008's success into the New Year. With a strong group of clients deciding to sign with us again, and a number of exciting new clients that have signed on for 2009, there's no reason to think that this year won't be Maroon PR's best yet!

We hope you find *The Insider* entertaining and that you will continue to visit [MaroonPR.com](http://MaroonPR.com) to stay informed with everything we are involved with.

Best of luck to everyone in 2009!

Sincerely,

John Maroon, President

---

5 QUESTIONS WITH...

---

 [Click to download PDF](#)

## News & Notes

### New Clients and New Hire

**World Series Winning Pitcher Jamie Moyer and Fanatix Sign with Maroon PR for 2009**



Maroon PR is proud to announce two new clients that will be working with the firm in 2009. Maroon PR will be working with Major League Baseball pitcher and recent World Series winner Jamie Moyer and his wife Karen to help bring exposure and support for their [Camp Erin](#) of the Moyer Foundation. The bereavement camp is designed for children aged 6-17, who have experienced the death of a loved one, to have a weekend-long, fun experience filled with camp



## THAYER LAVIELLE

**Sr. Vice President of Public and Community Relations**

**Jr. Motorsports**

**1. Sponsorships are an integral part of NASCAR and fans are extremely loyal to the driver they support and the subsequent merchandise tied to that driver. Since Dale Earnhardt, Jr. is one of, if not the, most popular drivers in NASCAR, what challenges did you encounter when developing your marketing strategy for rebranding him with a new car number and new sponsors?**



Crafting the marketing strategy for him and his brand in 2008 was quite simple – use the year to build the foundation with these partners and our fan base. That took shape in initiatives like "Shifting Gears," a television show we produced documenting the change from DEI (Dale Earnhardt Incorporated) to HMS (Hendrick Motorsports) that aired on ESPN. It told the story honestly and was able to keep our fans engaged. At every turn, our primary objective, whether engaging a new partner, approving advertising or creating an offshoot to his brand is that it must feel authentic to Dale Jr. 100% of the time.

**2. You joined JR Motorsports after more than six years in the cosmetics industry. How were you able to incorporate your marketing experience from your previous position into your new role promoting a driver and a team in NASCAR's Busch Series?**

My experience at L'Oreal taught me many fundamental principles in how to run a business and market a product. I have brought a more formal structure to some of our internal dealings. I also think about this industry differently than many of my peers since I was not "raised" in it.

**3. Racing fans can show their loyalties to a driver in just about every item imaginable. How do you determine which products are worthy of licensing and do you have concerns that there will ever be an over-saturation in the marketplace with too much merchandise?**

In working very closely with our Head of Licensing, Joe Mattes, we determine together on items that are questionable. As a brand purist, I sometimes have to give in knowing that what may not suit my personal taste will sell like crazy to our fan base. We are serving them at all levels and I always try to remember that!

I do worry about over-saturation but our licensing department is very

activities. The children will also receive grief education and emotional support.

Maroon PR will also be working with Fanatix, an innovative and useful service that allows both professional sports teams and season ticket holders to maximize ticket usage throughout the season. When season ticket holders can't attend events, they have the ability to interact with friends and family through Fanatix to make sure the tickets don't go to waste. More information about both clients will be available at MaroonPR.com in the near future.

In October 2008, Maroon PR added a new employee to their team. **Stefen Lovelace**, a former Baltimore Sun sports reporter, has been hired as an Associate Account Executive.

### **Major League Baseball Veteran Shea Hillenbrand and Marley Farms Sign on with Maroon PR**



In October 2008, Major League Baseball veteran Shea Hillenbrand and his wife Jessica hired Maroon PR to handle their public relations needs for both Shea and Marley Farms. Shea is a professional baseball player whose career includes two All-Star Game appearances and stints with six Major League teams. Marley Farms, founded in May 2007, is a 25-acre animal rescue farm in Gilbert, Ariz. that houses more than 150 rescued and neglected animals that have been adopted and given a second chance

conscious of supply/demand and they work hard with our licensees to ensure we are not overproducing a certain product. Overall, however, the industry has seen steep declines in licensed-product sales which begs the question, "What's next?"

**4. NASCAR is second only to the NFL as the most watched sport on cable. To what do you attribute that success and do you feel television has played the most significant role in the evolution of the sport's popularity?**

Television has taken NASCAR and rocketed it into the mainstream psyche. With that being said, the networks enjoy the relationship because there is a very broad fanbase that watches the races on TV and engages in the sport on many levels. This sport is about speed, thrill, excitement, history and very normal people driving fast cars. Its history speaks to many generations that are fans. When people balk at the sport, I say, "Go to a race. See and feel the cars go by you at 150 mph, three inches apart from each other and then tell me you don't get it." It's just cool.

**5. The relationship between the fans and drivers in NASCAR is unlike that of any other sport. What is JR Motorsports doing to ensure that connection remains strong and allows the fans to feel such a strong bond to Dale, Jr.?**

To all of us at JR Motorsports, the fan is the most important person "in the room." Dale Jr. has just been voted the Most Popular Driver for the sixth year in a row and we are all aware of how important fan support is. My team spends much of its time figuring out ways to either communicate to/with the fans through our online entities, to engage them in our brand through our events – here at JR Motorsports, at our bar or at tracks, or cultivating stories that tell more about Dale Jr. that they may not have known. The way I look at it, here is a legion of fans that has spent innumerable dollars and hours supporting Dale Jr. The least we can do is continue to give them what they want in content, product and experiences. The more we do that the more they dedicate their dollars and hours to us. It works best that way.

---

## P.R. UNDERCOVER

---

### Investigating the Good, Bad & Ugly of the P.R. Industry

Experiences with PR professionals... from the mind of a nationally-respected Editor/Reporter/Producer



at life.

Marley Farms is home to one of the most respected equine boarding facilities in the region and is also a petting zoo that provides a therapeutic learning experience for children, allowing them to interact with the animals in positive ways. The petting zoo is part of the Hillenbrand's non-profit organization, Against All Odds. Maroon PR handled the launch of the new Marley Farms website ([www.MarleyFarms.com](http://www.MarleyFarms.com)), as well as securing media coverage from the following outlets in Arizona: KPHO-TV (CBS affiliate), KTVK-TV, FOX-10, The Phoenix Business Journal and The Arizona Republic.

### The Carmelo Anthony Foundation Gets in the Holiday Spirit

Foundation's Holiday Events are a Big Success



The Carmelo Anthony Foundation hosted a number of successful events during the holiday season to help those in need in Denver and Baltimore.

Denver Nuggets' forward Carmelo Anthony continued his holiday tradition of presenting "A Very Melo Christmas" events in Baltimore and Denver. On Dec. 18, Carmelo hosted 50 children at the Pepsi Center in Denver for a holiday party that included decorating cookies, having their pictures taken with Melo and



**This quarter, Maroon PR tracked down...  
George Michael, Host and Creator of "The  
George Michael Sports Machine."**

**The "Good" PR** – A good PR person not only has to have a story, but a reason for why it would be good and relevant to our audience. I can think of a pretty bizarre example.

It was Little Rock, Ark. about 15 years ago. They were having these motorized cardboard boat races. I said, "Who cares?" The PR person said, "You'll find all kinds of people at these events; some athletes, some not, who build these motorboats with their family and friends. The prize money is not much, but the stories are great." We went and did it and the response was phenomenal. It was all about families building it and husbands, wives and children working together. They promised us great video, we had a great time and the story was just a winner.

Anyone can set up a story, but a cardboard boat story? Those are the ones that stand out and that will get your story done.

**The "Bad" PR** – The No. 1 thing is when they tell you why you should do it and to get back to them right away. Don't put your needs on me because I'm not going to do it. Do your job right and don't make my job more difficult than I'm going to make yours.

It's about mutual respect. You know what I need, I know what you need. When you work with mutual cooperation, that's all you can do. I don't think people understand how tough it is to be a PR man, set up things and then the person he's representing says, "I don't want to do it." The good ones will at least say, "I'm sorry, is there anything else I can do to help you?" If you're a pro, you don't go after the PR person because you realize the degree of difficulty they're working with.

**The "Ugly" PR** – There was this Wheaties promotion. They went around and had athletes on Wheaties boxes and made athletes available. I was doing my show and I said that if I'm going to do it, I want to be there in person, not on satellite. They said, "You can't be there in person," and I said, "I'll pay myself and fly out and do something personal." They said I couldn't do it so I passed. They say they want you to do something, but it has to be the way they want you to do it.

receiving a special gift from the Carmelo Anthony Foundation. "A Very Melo Christmas" in Baltimore took place on Dec. 20 and Melo's mother, Mary, oversaw the activities. The day included a tour and special show at the National Aquarium, followed by activities at the Warehouse at Camden Yards where Aramark provided a hearty lunch and holiday gifts. The Orioles also gave each child a backpack and the Oriole Bird, dressed as Santa, entertained the children.

On Nov. 21, the Foundation provided complete Thanksgiving dinners for roughly 400 underserved families living in Baltimore during the Foundation's "3rd Annual Thanksgiving Day of Sharing." Each family received a turkey, pre-packaged food boxes and a personal care box that included soap, deodorant, etc. The event took place at the Robert C. Marshall Center in Baltimore - the recreation center where Carmelo grew up playing basketball for 14 years.

Maroon PR coordinated a number of the logistics for both events and secured advanced promotion and coverage from the following outlets in Baltimore: WJZ-TV, WMAR-TV, FOX 45, WBAL-TV, The Baltimore Sun, The Baltimore Examiner and The Afro-American Newspaper. Maroon PR also secured coverage from the following outlets in Denver: KUSA-TV, KCNC-TV, KMGH-TV and KDVR-TV. ESPN is also slated to run a piece about the event as part of its NBA Cares series during their broadcast of the Nuggets' game on Jan 7.

---

**IMPROVING R.O.I.**

---

**World Series of Poker Crowns  
Long-Awaited Winner**



## Improving Your "Return on Impressions"

With Gerry Sandusky

### "You Comes Before I in Communication"

One of the most common fears I come across during seminars on presentation skills deals with misplaced focus. When most people get to the front of the room, they have a long series of fears lined up like jets waiting their turn to take off. See if any of these sound familiar:

"I'm afraid the audience won't like me."

"I'm afraid I'll fail."

"What if I look stupid?"

Sound familiar?

Notice the common theme of those concerns: They start with "I."

Having performance anxiety is common for presenters of all skill levels, but the best presenters understand how to change their feelings by changing their focus. You can do the same thing. Focus your attention first and foremost on your audience. Put your energy into the audience's needs and the audience's benefits. Focus on serving the audience.

Here's a simple way to remember to shift your pre-presentation focus away from you: Look at the word communication. Notice that in communication "u" or "You" comes before "I."

That should serve as a little reminder to put your energy on the other people in the room, the "You," and less of your energy on yourself, the "I."

Make a habit of that and you may start to notice that your communication has more effective results in front of the room and in all of your communications.



Gerry Sandusky is a communications consultant, TV & Radio sportscaster, and the Voice of the Baltimore Ravens. His company, The Sandusky Group, is on the web at

[www.sanduskygroup.com](http://www.sanduskygroup.com)



Peter Eastgate makes history in becoming the youngest WSOP champion ever

After the unprecedented 117-day break in action, the winner of the 2008 World Series of Poker (WSOP) was crowned on ESPN on Nov. 11 in the highest-rated WSOP program since 2004.

Peter Eastgate of Denmark became the WSOP Main Event's youngest champion as he captured the title and the \$9.1 million grand prize at just 22 years old. Eastgate defeated his final opponent, Ivan Demidov - a 27-year-old semiprofessional card player from Moscow - heads up to conclude the exciting tournament. The main event began in July 2008 with 6,844 players and eventually produced the final nine competitors, dubbed "The November Nine."

Overall, the 2008 WSOP was the largest in event history (59,767 entries from more than 125 countries/territories around the globe) and the richest WSOP of all-time (\$180,676,248 in prize money awarded makes it the richest event in all of sports). Over the course of the WSOP, Maroon PR secured placements in outlets that included: USA Today, The New York Times, FOX Business Channel, ESPN The Magazine, Sporting News Today, Playboy Radio and many others.

**USA Football Announces Junior**

---

## Cal Ripken Jr.'s Trip to Nicaragua

---

### Ripken, Accompanied by Maroon PR President John Maroon, Makes his Second International Baseball Trip

From Nov. 13-18, Cal Ripken, Jr. visited Nicaragua as part of his role as a Public Diplomacy Envoy for the US State Department. Cal was accompanied by former Major League Baseball pitcher and native Nicaraguan, Dennis Martinez and Maroon PR President John Maroon.



Cal Ripken Jr. interacting with some local youths during his trip to Nicaragua

Each day began with Cal and Dennis hosting lecture-style coaching clinics for local youth coaches. Afterward, they would host a Ripken Quickball clinic to teach children aged 5-8 how to play the game. In the afternoon, they would host more advanced baseball clinics for children aged 9-12.

ESPN and The Washington Post were there to chronicle Cal's journey and most of Nicaragua's major daily newspapers and local television stations covered the clinics on a daily basis. Cal also wrote a [blog](#) detailing the trip for the [Sporting News Today](#) while John Maroon blogged for the Maroon PR website.

The trip was both positive and productive and went as planned except for the final day, when clinics had to be cancelled. Cal was scheduled to go to the City of Leon, but Nicaragua's Mayor's office and the Embassy decided that due to political protests in the city, it would be best for Cal to cancel. Cal, Dennis and John stayed in Nicaragua and used the free-day to do some sight-seeing.

Baseball is a very popular game in Nicaragua and many of the children were very talented. Unfortunately, Nicaragua lacks great facilities and most of the children couldn't afford adequate equipment. Along with the clinics, [Ripken Baseball](#) donated baseball equipment to the underprivileged children they taught, while the Spanish classes of Fallston High School (based in Fallston, Md.) donated school supplies. Even though the final day of clinics was cancelled, the children from the City of Leon still received equipment and supplies.

In his role as Public Diplomacy Envoy, Cal visited Beijing, China in the fall of 2007 to conduct clinics and teach baseball to local youths. Cal plans on making a trip to South Africa in 2009 and also hopes to get back to

## National Team Coaching Staff



USA Football Executive Director Scott Hallenbeck (left) with Cleveland St. Ignatius High School football coach Chuck Kyle (right)

Last fall [USA Football](#) completed its search of assembling a 10-member coaching staff to lead America's first ever Junior National Team in the 2009 International Federation of American Football (IFAF) Junior World Championship in Canton, Ohio. The tournament will take place June 27 to July 5, 2009.

Team USA will be led by head coach Chuck Kyle of Cleveland St. Ignatius High School, who recently won his Ohio-best 10th Division I state title. Kyle and members of the American Football Coaches Association (AFCA) helped choose the rest of the coaching staff, which features some of the country's most prominent head coaches. The full listing of coaches can be viewed [here](#).

Maroon PR helped secure regional and national media coverage for the coaching staff with articles appearing in outlets such as Rivals.com, The Dallas Morning News, The Miami Herald, The Detroit Free-Press and The Chicago Tribune. For more information on the coaching staff and tournament, visit [www.JWCFootball.com](http://www.JWCFootball.com).

**Newly Formed CRI Solutions Launches Website**

---

## Constellation Energy Senior Players Championship Honored

---

### Senior Players Championship Awarded Outstanding Achievement Award

Maroon PR is proud to announce that the Constellation Energy Senior Players Championship won the Champions Tour's 2008 Outstanding Achievement Award. It is awarded annually by the PGA TOUR's Champions Tour to the tournament that is deemed to have staged and executed their event at the highest level possible.



Constellation Energy Senior Players Championship Winner D.A. Weibring (left) and Executive Director Steve Schoenfeld (right).

Sponsorship and volunteer support, presentation, customer service and efficiency in operation are all taken into consideration. The Senior Players Championship was held Oct. 6 - 12, 2008 at Baltimore Country Club (BCC) in Timonium, Md. Maroon PR handled all media buying and public relations responsibilities for the tournament, which was the first-ever Champions Tour 100 percent Carbon Neutral event. The 2009 Constellation Energy Senior Players Championship will be held Sept. 28 - Oct. 4, 2009 at BCC.

---

## Maroon PR's Third Annual Holiday Party Benefits The Carmelo Anthony Foundation

---

Maroon PR hosted its third annual Holiday Party on Dec. 12, 2008. The event was held at [Clipper City Brewing Company](#) and featured wine and some of the brewery's best beers, including: Winter Storm, Loose Cannon, Peg Leg Stout, etc. There was also delicious food and live music by The Barn Burners. The event was attended by the Maroon PR team, many of the firm's clients and friends.



### Launches website



In October 2008, Maroon PR announced that the two previously affiliated companies of CRI Systems, Inc. and Premier Solutions Group, Inc. merged to form CRI Solutions, Inc. The newly merged company remains committed to serving credit unions across North America by providing numerous services including leading insurance and financial products, as well as technology solutions and support.

CRI Solutions unveiled its new company name, company logo and newly launched corporate website at [www.CRISolutions.net](http://www.CRISolutions.net). Brooke Strohman was named president of the newly formed CRI Solutions. The merged company is headquartered in its Elkridge, Md. offices.

### Renegade Completes In-House Production Technology Upgrades



**RENEGADE**  
[Renegade](#), an advertising agency with in-house production facilities, has finished a complete upgrade of their current technology system and infrastructure in preparation of the Digital TV Transition which will take place on Feb. 17, 2009. The upgrades to Renegade's technology will offer clients pure digital and High

What made the party even more special was that everyone who attended donated children's gloves, hats, scarves, etc. for the Carmelo Anthony Foundation. The clothing and accessories were given to underserved children in Baltimore during the Foundation's "A Very Melo Christmas" event that was held on Dec. 20, 2008. The party was a fun and relaxing experience and was a great kickoff to the Christmas season.

---

## ABOUT MAROON PR

---

After nearly two decades working in the communications and branding areas for a number of sports organizations and professional teams, public relations specialist John Maroon launched Maroon PR in April 2006.

Maroon PR is a full-service firm whose offerings focus on media relations, speech writing and marketing, literary publicity, branding, logo and print design, website design, event planning, community relations, sponsorship development, crisis management and media buying. [Click here](#) to download our corporate brochure (Adobe PDF).

### Maroon Public Relations

11055 Stratfield Court  
Marriottsville, MD 21104  
(P) 410-442-1221  
(F) 410-442-1227  
(e) [info@maroonpr.com](mailto:info@maroonpr.com)

Visit Us: [www.maroonpr.com](http://www.maroonpr.com)

---

### Our Vision Statement

Be the leading Sports & Entertainment PR Firm by helping our partners achieve results through creativity, shared relationships and integrity

---

Definition (HD) quality images and audio for a variety of production needs.

## Upcoming Events

<<

2009

>>

### January 2009

Thursday, January 1

#### The 1958 Baltimore Colts Exhibit

Sports Legends Museum at Camden Yards unveiled a new exhibit celebrating Baltimore's first football champions, the 1958 Baltimore Colts. On December 28, 1958, the Colts defeated the New York Giants in what became known as "The Greatest Game Ever Played." The exhibit runs through June 30, 2009 and features items including Johnny Unitas' 1958 Championship ring and a piece of the goalpost signed by the entire team.

---

### February 2009

Wednesday, February 4

#### "A Night with Cal and Eddie"

On February 4th Baltimore Orioles' legends Cal Ripken, Jr. and Eddie Murray will take part in a very special and exclusive fundraising event for the Sports Legends Museum at Camden Yards. Only 150 tickets will be sold at \$500 each for this special night. The evening will run from 6 to 9 p.m. and will include a cocktail reception, a "fireside chat" with the legends and a photo line for all guests.

---

Friday, February 6

#### Cal Ripken, Sr. Foundation Aspire Gala

The annual Aspire Gala to benefit the Cal Ripken, Sr. Foundation will take place on February 6th at the Waterfront Marriott Hotel. Each year, the Foundation honors someone in

sports and someone in business and they select a special coach to receive the Cal, Sr. Award. This year's honorees will be World Series champion and the oldest pitcher to ever win a World Series game, Jamie Moyer; legendary football coach Lou Holtz and the founder of MBNA America, Charles Cawley.