

OFFICIAL COMMUNITY OUTREACH PUBLICATION OF THE KANSAS CITY ROYALS

ROYALS TRADITIONS OLD & NEW  
LOCAL LEADERS HONOR BUCK'S LEGACY

# GOING <sup>THE</sup> DISTANCE



VOLUME 2 - 2007-08

# { LEADING OFF }



Going The Distance is the official community outreach publication of the Kansas City Royals. For more information, call 816-921-8000, write to us at 1 Royal Way, Kansas City, MO 64129 or visit royals.com.

Photography: Chris Vleisides, Design A Mosaic  
Design: Jeff Abele - Move Creative

The excitement is building at Kauffman Stadium! It's a slogan we are saying a lot around Kauffman Stadium and it could not be more true. Changes with the team and with the stadium are taking place, but one thing that isn't changing is our commitment to the community, which is as strong as ever.

While we improve the ballpark, we also look to continue to build upon the many community partnerships we have built in the past. This past season, we celebrated many important achievements including a successful first year of Buck O'Neil Legacy Seat winners and 25 years of feeding those in need through the Royals Wives Food Drive.

This winter, the club will start a new tradition as we host the 2008 Royals FanFest in January, a first-time fan extravaganza that benefits Royals Charities. In addition, we will carry on our franchise-long tradition of Royals Caravan, traveling throughout the region to touch base with the fans who play an integral part in making the Royals a model franchise.

As we move into a new year, we thank you again for being a part of the Royals family and look forward to you being an essential piece of the future.

Sincerely,

Dan Glass  
President, Kansas City Royals

## SEEKING A DONATION

Charities and nonprofit organizations seeking a donation for an upcoming auction, raffle or other event should complete a Donation Request Form found on royals.com/community. The form should be mailed to the Royals four weeks prior to the event. Requests via e-mail or fax are not accepted. Note: If you are seeking a large amount of tickets for your nonprofit group to attend a game as a group, please complete a request through the Take Me Out to the Ballgame program, which can also be found online at royals.com.

### GIVING BACK STAT

# \$80,000

Amount raised in Kansas City during Alex's Lemonade Stand Weekend for children's cancer research.

## ALEX'S LEMONADE STAND

When you get lemons in life, you make lemonade. And, when you need to reach a bigger audience to sell that lemonade you call on a Major League Baseball player.

In early May, Alex Gordon was just that baseball player, putting his face, smile and voice to Alex's Lemonade Stand, a national fundraising movement for childhood cancer. The Royals third baseman participated in an advertising campaign with Kevin, a young cancer survivor associated with the cause, in order to publicize the local chapter of Alex's Lemonade Stand and "Lemonade Weekend," June 8-10. The photo shoot and filming of the local public address announcement took place at Kauffman Stadium prior to a Royals home game. To learn more about Alex's Lemonade Stand, visit alexslemonade.org.



## CLUTCH PARTNER

Panera Bread boosted the Royals "Take Me Out to the Ballgame" Program, providing complimentary tickets to nonprofit organizations in the Kansas City area. Through the effort, Panera and the Royals strived to enhance the lives of underprivileged and at-risk youth, the medically dependent or disabled, and senior citizens. Panera Bread provided 5,000 Royals tickets to area community groups throughout the summer. Thank you, Panera, for bringing these groups to the ballpark! To apply for the 2008 Take Me Out to the Ballgame program, organizations are encouraged to complete the application form found at royals.com/community or to contact the Royals.





On July 27, Diane Henderson sat in the Buck O'Neil Legacy Seat. Diane has inspired young dancers with all levels of talents for the past 34 years.

# NOT JUST SEAT FILLERS

## BUCK O'NEIL LEGACY SEAT OCCUPIED BY WORTHY COMMUNITY MEMBERS

Have you met Juli Yocum? She spear-headed a program – Baby Grace – to provide assistance for single, teenage mothers in our area.

Or, have you ever come across Dr. S.P. Jothi while visiting Parsons, Kan.? He's to credit for the success of Parsons' free medical clinic that was started 11 years ago.

Then there is Johnnie Matz, who knows a thing or two about clinics. Maybe you've seen him at the Community Blood Center, where he has donated more than 63 gallons of blood – more than any other donor in Kansas City.

There is no denying that Juli, Dr. Jothi and Johnnie are three extraordinary people from the Greater Kansas City area who have turned a passion for helping others into something more. They are also three members of a select group of extraordinary people that were featured at Kauffman Stadium to honor the memory of a Kansas City Legend and Royals friend, Buck O'Neil.



The Royals had 81 home games this season. And, for each of those home games, Buck O'Neil's red stadium seat – section 101, row C, seat one – never went empty. Game after game, a member of the community sat in Buck's seat, honoring Buck's memory by being recognized for their impact on their neighbors.

When the Royals announced the Buck O'Neil Legacy Seat program in January 2007, no one was quite sure what kind of response the club would receive from the community. Then the nominations started

rolling in, and throughout the 162-game season, they did not stop.

People nominated long-time scoutmasters (Dan Barnes, Raymore, Mo.), army chaplains (Rev. Sam Sanford, Leavenworth, Kan.), youth basketball coaches (Dalton Vann, Blue Springs, Mo.), American Red Cross volunteers (Susan Schular, Kansas City, Kan.) and Kansas City icons (Tony

DiPardo). Grandmothers (Evelyn Hurbert, Overland Park, Kan.), fathers (Mark Hoduski – Royals Father of the Year), grandfathers (Pete Graham, Sr., Independence, Mo.) and Sisters (Sisters Berta and Corita from Operation Breakthrough, Kansas City, Mo.) all received nominations. The Executive Director of Big Brothers Big Sisters of Kansas City (Roy Morrill), a hospice clinical director for Crossroads (Terry McCaffery), the Director of Marketing for the Negro League Baseball Museum (Bob Kendrick), the President/CEO of Cornerstones for Care (Paul Gemeinhardt) and the coordinators for Wheels That Care (Bob and Shirley Legg). Firefighters (five Waldo, Mo., firefighters), retired sergeants (1st Sgt. Albert Curley) and an anonymous kidney donor (Debra Callaway).

The list of accomplishments, achievements and acts of kindness goes on and on, each nominated person bringing a different story to the table and a different, but lasting impact on the community. In the end, there were more outstanding community members nominated than there were Royals

home games. Therefore, the Royals will continue the Buck O'Neil Legacy Seat program next season, carrying on Buck's legacy in our community by honoring the great people that work to make Kansas City a better place.

### NOMINATE SOMEONE

Do you have someone in mind for the Buck O'Neil Legacy Seat in 2008? To honor O'Neil and his contribution to Kansas City, the Royals invite members of the community to nominate individuals they feel are worthy of filling "Buck's seat." Please go to [royals.com/community](http://royals.com/community) to find the Buck O'Neil Legacy Seat nomination form.



From the cover: Individual photos of the 2007 Buck O'Neil Legacy Seat winners make up the mosaic of Buck O'Neil.



# {GAME PLAN}

GOING THE DISTANCE

## YOUTH CLINICS



A rookie in 2007, Royals slugger Billy Butler stepped in as a guest instructor for a youth baseball clinic in Liberty, Mo.

The Royals wrapped up their final Youth Baseball Clinic of the season on July 23. The free instructional clinics were a part of the club's George Brett Youth Baseball and Softball program, which offers fundraising opportunities to youth leagues across the metro area.

Each season, the Royals players and coaches participate in nearly 10 youth clinics around the Kansas City metro area. This past season the club visited clinics in Liberty, Mo., Overland Park, Kan., Lenexa, Kan., and

Smithville, Mo. The clinics drew in players such as catcher John Buck, shortstop Tony Pena, Jr., infielder Esteban German, pitcher Brandon Duckworth, outfielders Shane Costa and Joey Gathright, and rookie Billy Butler, along with members of the Royals coaching staff as guest instructors.

The 90-minute clinics, which include participants who are pre-selected by their youth league, are divided into four different

stations — batting, pitching, infield work and outfield work — with drills at each station lasting just longer than 20 minutes. The youth baseball players — both

boys and girls — ranged from ages 6 to 14, allowing the instructors to vary the skill level on teaching the fundamentals and techniques.



Hitting Coach Mike Barnett addresses a group of young baseball players during one of the Royals 2007 area youth clinics.

"It's just fun baseball," Coach Fred Kendall said. "We try to teach and give these kids a good time. I wish I had a chance to participate in something like this when I was young because I think it provides a neat opportunity for the kids in this area."

## COMIN' TO YOUR CITY

### 2008 ROYALS CARAVAN READY TO HIT THE ROAD



Royals outfielder David DeJesus signs a ball cap for a young fan during a 2007 Royals Caravan stop.

Here we come again! The Royals Caravan will travel across Midwestern States visiting fans throughout the region. Featuring Royals players, alumni, broadcasters, front office staff and Sluggerrr, the caravan provides an up-close view of the 2008 Kansas City Royals.

Two caravan trips will be conducted simultaneously during two different weeks.

From Jan. 16 through 18, one Royals contingent will visit towns in Missouri and Arkansas, while another group visits towns within a two hour radius of Kansas City. After a stop back in Kansas City for the 2008 FanFest on Jan. 19 (see back panel), one caravan group will visit Kansas, while another travels to Nebraska from Jan. 20 through 22.

A tentative schedule is listed at royals.com and will be updated as visits are confirmed.

We hope to see you for the 2008 Royals Caravan!

# A FAMILY AFFAIR

## ROYALS WIVES PROVE IT ISN'T JUST THE HUSBANDS WHO CAN HELP KANSAS CITY

Brooke Buck isn't belting homers or calling pitches. She'll gladly leave that up to her husband, John, who has manned the plate for the Royals since 2004.

No, you won't find Brooke on the field, but rather suiting up for a different role with the organization, playing her part as a Royals wife and helping chair one of Royals Charities' biggest annual events: the Royals Wives Food Drive.

Celebrating its 25th anniversary, the Royals Wives Food Drive collected 1,936 pounds of canned food prior to the Royals game on Friday, May 25, which converted into 1,489 meals for Harvesters – the Community Food Network.

Brooke, who has helped organize the food drive since 2005, was joined by Julie Gobble, the wife of Royals pitcher Jimmy Gobble, and Shara Sweeney, the wife of five-time Royals All-Star Mike Sweeney, as chairs of this year's event. Since 1983 when former Royals pitcher, the late Dan Quisenberry and his wife, Janie Quisenberry Stone, held the first Royals Wives Food Drive, the event has become one of the largest food drives in the Major Leagues and a cherished Royals tradition.

"It's a Royals tradition that the Royals Wives are happy to be a part of," Brooke said, citing that the 2007 drive had the best Royals Wives participation in the drive's history – at least 13 players' wives, fiancés and girlfriends lent a hand. "And, this year, we made it bigger and better than ever because of the 25th anniversary."

In order to ensure an even greater return from the event, this year's Royals Wives also decided

to organize a silent auction on Thursday, May 24, before the Royals faced the Cleveland Indians. They also organized a two-game raffle, where fans could purchase raffle tickets starting at \$5 for one ticket, \$10 for three tickets or \$20 for eight tickets, all for a chance to win specific autographed items.

The decision to hold the two extra fundraisers proved to be a wise one as the auction and raffle combined to raise \$10,505. For Harvesters, that amount equates to 52,525 meals – five meals for every \$1 donation received.

"The silent auction is something we organized to set this year's food drive apart from past drives," Brooke added "and we were hoping it would be a big success for Harvesters."

The auction featured several pieces of one-of-a-kind memorabilia that John Buck and several others helped collect earlier this season. There were autographed balls from players all over the Major Leagues and game-used bats and jerseys from the Royals. The food drive collected "kid-friendly" non-perishable food items such as peanut butter, canned soups, pastas, fruits, vegetables and more. Harvesters, Kansas City's only food bank, has been working to eliminate hunger in the Kansas City metropolitan area since 1979, and is one of the city's most vital resources.

"Harvesters does so much good for our community," Brooke said. "As part of the Royals, we are also happy to do something at Kauffman Stadium that contributes to Harvesters' cause."

## COMMUNITY DRIVING

### BASEBALL EQUIPMENT DRIVE

On Monday, April 23, Royals Charities volunteers joined the Royals Wives at the entrance gates to Kauffman Stadium to collect new and gently used baseball and softball equipment for Della Lamb Youth Services. The drive generated more than 700 items for Della Lamb Youth Services.

### BACK TO SCHOOL DRIVE

Royals Wives and volunteers braved the heat on Wednesday, Aug. 8, in order to collect school supplies for the annual Royals Charities Back to School Drive. The collected school supplies were shared with local children at Our Lady of Guadalupe Elementary School prior to their first day of school.

### COAT DRIVE

Royals fans cleaned out their closets to support the fourth annual Royals Charities Coat Drive on Friday, Sept. 28. Royals Wives and Royals Charities volunteers collected the new and gently worn coats to benefit the Johnson County Christmas Bureau.



# { GRAND SLAMS }

GOING THE DISTANCE

## SCHOOL DAY AT THE K

The ninth annual "School Day at the K" on Thursday, May 10 at Kauffman Stadium broke all the records this season, drawing in nearly 18,000 area students and teachers for a day of weather lessons and Royals baseball. Hosted by the Royals and the Weather Team from FOX 4 WDAF-TV, "School Day at the K," was full of spectacular events including having the SKYFOX helicopter land in center field. In addition, Royals rookie third baseman Alex Gordon took in a few swings of the bat in front of

### GIVING BACK STAT

98,150

Pounds of food and other items distributed at Royals and Chiefs Operation Blessing.

Gordon and the Royals face the Oakland Athletics.

## OPERATION BLESSING

The Royals were up early Saturday, June 9, to help hand out food on the corner of 30th and Troost for the seventh annual Royals and Chiefs Operation Blessing: Two Teams, One Goal. Mike Sweeney, Reggie Sanders, Scott Elarton, Brandon Duckworth, Mark Teahen, Brian Bannister and Tony Pena, Jr., joined Chiefs football players and more than 200 volunteers for a morning of helping others, signing autographs and lending a hand to over 3000 Kansas City residents in need.

## GREENSBURG, KAN., VISIT TO THE K

Nearly 50 youth and adult chaperones from Greensburg, Kan., were guests of honor at Kauffman Stadium on Sunday, June 10. Prior to being honored on the field, the students

enjoyed lunch provided by Pizza Hut and visited with members of the Royals. The visit to Kansas City was just one part of the Royals outreach to help the residents of

closely with Heart to Heart International to host an in-stadium drive, plan a goodwill trip to the area and provide a \$25,000 contribution from Royals Charities.

## FATHER OF THE YEAR

More than 5,000 students submitted essays entitled "What My Father Means to Me" through the National Center for Fathering's "Royals Father of the Year" contest. On Sunday, June 17, as the Royals faced the Florida Marlins, the winning authors and their fathers visited Kauffman Stadium to celebrate the honor. Overall Father of the Year winner Mark Hoduski tossed out a first pitch to his daughter, Tess, and sat in the Buck O'Neil Legacy Seat for the game.

## FAMILY PHOTO AT HOME PLATE

The "Family Photo at Home Plate" event welcomed 58 families and – even more exciting – amazing weather to Kauffman Stadium on Saturday, Sept. 8, raising \$10,000 for the local chapter of The Dream Factory.

## VIVA LOS ROYALS

Honoring Hispanic Heritage month, the Royals hosted their first "Viva Los Royals" celebration, raising more than \$8,000 for the Guadalupe Center of Kansas City on Sept. 8. The celebration began with a pre-game concert inside the stadium that featured Kansas City-based Las Estrellas, comedian Alex Reymundo, singer Jay Perez and acting/singing sensation Jose, Jose. Royals players Joakim Soria, Jorge De La Rosa, Odalis Perez, Leo Nunez and coach Luis Silverio also made a special visit to the event.

In addition to the music, fans enjoyed traditional Hispanic food prepared by the Culinary Arts Program of Kansas City's Guadalupe Center and had the opportunity to purchase exclusive Royals Beisbol "Viva Los Royals" T-shirts.

## GIRLS' NIGHT OUT

Highlighted by a pre-game "Happy Hour," Girls' Night Out created a near-sellout crowd to watch the Royals' series finale against the New York Yankees on July 26. Donning pink Rhinestone Royals caps they received while entering the stadium gates, the women took advantage of free chair massages, several

Mark Teahen distributes food at Operation Blessing.



the young crowd. Following the morning presentation, the students broke for lunch before taking to their seats to watch

Greensburg, which was devastated by a tornado on May 4. Since hearing the news of the damage, the Royals have worked

craft scrap booking stations, wine samplings and martini and margarita bars. They also showed their support for the Royals and the American Heart Association, purchasing exclusive \$10 pink Royals T-shirts. The proceeds from the T-shirt sales benefited the AHA, and, by the end of the night, more than \$20,000 was raised.

### RBI DAY AT THE K

On Monday, July 2, the Royals hosted more than 1,000 participants in the Reviving Baseball in Inner Cities (RBI) program for a special night at Kauffman Stadium. The kids received tickets, food vouchers and had the chance to parade around the Royals field in their uniform.

### PERFECT ATTENDANCE DAYS

More than 6,000 area elementary school children who achieved perfect attendance throughout the academic school year were honored at Kauffman Stadium on July 3-4 in the Royals Perfect Attendance Days. The Royals saluted these dedicated students with complimentary tickets and their names printed in the Royals GameDay magazine, sold within Kauffman Stadium.

#### GIVING BACK STAT

**\$24,000**

Raised during Girls' Night Out for American Heart Association.

### WORLDS OF FUN FAN FEST

Royals players Brian Bannister, John Buck, David DeJesus and Mark Teahen, along with mascot Sluggerrr, joined fans from across the region at Worlds of Fun Royals Baseball Fan Fest on Saturday, July 28. The event celebrated the two Kansas City summertime traditions and welcomed several fans into the local amusement park.

### ROYALS HALL OF FAME BLOOD DRIVE

Before heading to Cooperstown, N.Y., 2007 Ford C. Frick award winner Denny Matthews stopped by the 15th annual Royals Hall of Fame Blood Drive on Tuesday, July 24. The blood drive welcomed more than 2,200 donors at several area blood centers in Kansas City, St. Joseph, and Jefferson City, Mo., and Topeka, Kan., from July 23-27. All registered donors received a pair of tickets to an upcoming Royals game and a commemorative T-shirt.

### BAN JOHNSON ALL-STAR GAME

On Sunday, July 29, the Royals hosted the Ban Johnson All-Star Game, an event the team has hosted since 1969. Many of the top college ball players from around

the Kansas City area participate in this summer wood bat league, and the best have the chance to play at The K.



John Buck greets a Royals fan

### SALUTE TO MILITARY & UNIFORMED HEROES

This past season, the Royals saluted Military personnel as well as local police, fire and emergency personnel by offering discounted ticket prices for select games and hosting the groups at Kauffman Stadium. The annual Military Appreciation Day was held on Saturday, June 16, when all branches of the military were honored prior to the game.

On Tuesday, Sept. 11, the Royals hosted Salute to Uniformed Heroes, recognizing our local heroes with a pre-game tribute and free best available tickets, followed by a special post-game fireworks show.

Royals celebrate Hispanic Heritage Month with Viva Los Royals event at Kauffman Stadium.



# GOING THE DISTANCE

Kansas City Royals  
1 Royal Way  
Kansas City, MO 64129  
royals.com



## ROYALS FANFEST

Mark your calendars now for the 2008 Royals FanFest presented by the Kansas City Zone Dodge Dealers and Teva Neuroscience. This special all-day event is on Saturday, Jan. 19 at the Overland Park Convention Center and will feature appearances by your favorite Royals players, a preview of the 2008 season from club executives, updates on the Kauffman Stadium renovation project, live and silent auctions to benefit Royals Charities, activities designed just for kids, and much more! Ticket information will be available on royals.com soon – so don't miss out!

