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AUGUST 2023

LETTER FROM THE TEAM

Hey Fans!

We've reached the home stretch of the season, and it has been quite the ride. With August arriving, we're beginning to wind down what has been an eventful season.

But that doesn't mean that we're done.

We've some momentous highs this year, some incredible evenings, and some of the best crowds we've had in years. We have had outstanding giveaways, fantastic promotions, and memorable games. We have appreciated everyone who has turned out to support our team for the first four months of the season. But with one and half months to go, we feel like we're just getting started.

We want to encourage everyone to continue joining us at Bank of the James Stadium where we can promise you a fun night each and every game. Though we can't always provide clear weather, we can provide energy, excitement, and a welcoming atmosphere. Our goal has been, and remains, to provide an outstanding experience to our fans. It doesn't matter if it's your first baseball game or your 5,000th, we want to make it special for you.

So as the season winds down and summer turns to autumn, we want to invite you to continue supporting your home town team. We love seeing you each-and-every series, and are already preparing for pain of not having your around when the season concludes. We promise to give you our all, even as the leaves begin to change, because it's the fans that make this organization and team what it is, and we're grateful for all the support we've seen.

Sincerely,
The Lynchburg Hillcats



CLARIK



MANAGING WITH PURPOSE

When you walk into the manager's office at Bank of the James Stadium, you will not be taken aback by a massive collection of memorabilia or trophies. Instead, you will be met with a quaint space that fosters a welcoming environment for all.

The office is a quiet, unassuming room just off the back of the clubhouse. The only door in or out is through the players' locker room making it easily accessible for all players to visit.

In the back-right corner, there is a small desk covered with family photos and branding from churches. On the left wall, there is a collection of sneakers surrounded by old manager uniforms. If you blink, you might not spot the former playing garb.

Right next to the door, there is a coffee table that is perfect for meetings. Surrounding the table are a couple of comfortable, reclining office chairs eagerly awaiting the next office visitors. That's how Jordan Smith, the manager of the Lynchburg Hillcats, prefers it.

He has never wanted the focus to be on himself. When talking with Smith, he will likely be more interested in what you have to say, as opposed to what he has on his mind. As an interviewee, he might even ask more questions to the interviewer.

Smith has always been more invested in personal relationships than the recognition that comes with winning or accolades. He makes it clear to everyone through his actions where his priorities lie: God, family and his relationships with others.

In order to live a people-first lifestyle though, Smith has prioritized his relationship with God.

Smith finds faith as an essential pillar to his life, as he sees God as the light that guides his marriage and family. He frequently strives to remind his players that while Christ gave them incredible talents for a reason, baseball is just one potential outlet to honor the Lord.

"At the end of the day, there's much more to this life than baseball," Smith said. "So just really reminding them that he has a plan for your life, live to your fullest potential and honor him in your actions. Use these gifts to honor him and show him glory."

Smith even organizes Sunday bible studies for the team. Nate Furman, a former Hillcats second baseman, said Smith's willingness to help out anyone in their faith journey is part of what makes his former coach such an aware and grounded individual.

"His faith is so much of his foundation that even with everything he goes through, he knows he's gonna get through the other side," Furman said. "Everything that he does, he knows that there's a bigger purpose for him."

While faith is a very important component of Smith's life, family isn't far behind. His wife and two kids travel with the team to every away series. Smith said while a "traveling circus lifestyle" can be chaotic, he has enjoyed the many memories made on the road with his family.

During the away series, Furman said he has been able to witness the Smith family dynamic in action. If Furman ends up on the same path as his former coach, he hopes to be in a similar position.

"When I get older, if I coach, that's the kind of situation that I would want to have," Furman said. "It's just a special thing that he has going on."

Even after a successful, decade-long career in Minor League Baseball, Smith was never caught up in the big moments that came with his dream job.

"I wanted to be a good teammate and have fun," Smith said. "It was never about individual stats, honestly, I went out there and I loved playing the game."

Continued on next page...



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Debbie
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Murrell Thornhill, IV
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His selfless mindset and ability to connect with anyone made the decision to pursue a career in coaching an easy choice. Since hanging up the bat in 2018, the former outfielder has spent the last five years in different coaching positions throughout the Cleveland Guardians organization.

Smith's outlook on ideas bigger than the game might have played a role in extending his baseball career well beyond his playing days.

Furman recalled a moment when Smith told the team his most memorable moments from pro ball were the 'little things,' such as hanging out with teammates after the games. Smith emphasized how easy it can be to get caught up in the intense 132-game grind of a minor league season.

"That was a moment when I was like, man, that's really cool," Furman said. "It reminded me that we have the opportunity to do a job where we play baseball every single day."

A couple of weeks into the 2023 season, Furman endured a playing stretch where he was underperforming in comparison to his normal standards. He said his poor play made spirits lower than usual throughout the locker room. However, Smith's messaging from earlier in the year quickly sparked an idea that Furman and teammate Guy Lipscomb quickly put into action.

"I was like dude, throw on the speaker, throw on some country music," Furman said. "I mean I was struggling a little bit, Guy [Lipscomb] was struggling a little bit, but I just said let's just hang out, let's play some music. And we were playing the music so loud. The coaches were coming in, and even they were enjoying the music."





Furman said having memories like that is what made him grateful to have Smith as a manager. He believes he might not have felt as empowered to enjoy those moments on another team, but because he had the “ultimate player’s coach,” Furman felt like an integral piece of the Hillcats’ culture.

Smith said while professionalism and high effort are attributes he wants all of his players to exhibit, his main role is to guide a player’s development, which can help them to ascend the ranks of pro ball. He believes one of the most rewarding feelings as a coach is seeing a player have an aha moment.

“When you see the light come on for a player when something they’re working isn’t quite sticking and then it just all clicks,” Smith said. “Then it carries into the game. They have that on-field success, and basically, that can jump-start their career and get them skyrocketing. Potentially to the big leagues, but that’s the best feeling, and then their career takes off for the better.”

Smith described those aha moments as micro-wins. He said Furman was a prime example of a player who was able to handle any challenge thrown his way.

“He really applied himself,” Smith said. “He was definitely someone that did a lot of buying in and went about his business the right way and just was very professional.”

Furman’s success in Lynchburg recently earned him a call-up to the Lake County Captains, which is the Cleveland Guardians’ high-A affiliate team. Coincidentally, one of Smith’s most successful playing seasons occurred when he played for Lake County and batted .316 with nine home runs and 74 RBIs in 2012.

Furman said transparency and honesty are two characteristics Smith exuded. He believes critical feedback from his former manager in moments when he wasn’t executing correctly on the field helped to vastly improve his game.

“We had a great relationship,” Furman said. “I was able to go out every day and just play knowing that he had my back. If I was doing something that they didn’t like, I would know about it for sure.”

Smith said he expects his players to honor his time by buying into practices he and his staff have created. While some days are spent putting out fires, Smith believes that strong, developmental days where his players find themselves one step closer to their ultimate dreams is what makes being a coach all worth it.

“You see these guys get better, you see them improve, you see them reach their goals, whether it’s a daily thing or it’s getting to the big leagues,” Smith said. “It’s just fun to invest in young men.”

A close-up portrait of an elderly man with white hair, smiling slightly. He is wearing a dark suit jacket over a light blue collared shirt. The background is a soft, out-of-focus grey.

REMEMBERING DAVE ELMORE

Remembering the Legacy of David Elmore: A Visionary and Inspirational Leader

Palm Desert, CA - It is with deep sadness that we announce the passing of David Elmore, a visionary entrepreneur, and a cherished member of the professional sports community. Dave leaves behind an immense void in the world of business, philanthropy, the Olympics, and his profound impact on professional baseball and hockey. He will be remembered not only for his remarkable achievements, but also for his unwavering commitment to these sports and their global significance.

Dave Elmore created the Elmore Sports Group, a conglomerate of Minor League Baseball teams, professional hockey clubs, facility, concessions and special event management companies.

David Elmore's passion for professional baseball was exemplified through his ownership of numerous minor league teams across the country. His entrepreneurial spirit and dedication to sports transformed communities and brought the joy of baseball and hockey to fans of all ages.

As the founder and owner of several minor league baseball teams, including the Eugene Emeralds, Colorado Springs Sky Sox, Rocky Mountain Vibes, Inland Empire 66ers, Amarillo Sod Poodles, San Antonio Missions, Idaho Falls Chukars and Lynchburg Hillcats, David Elmore established a lasting legacy in the world of sports. Through these teams, he created opportunities for aspiring players, entertained countless fans, and contributed to the growth and development of the sport. He was inducted into the Pacific Coast League and Texas League Halls of Fame and was recognized as King of Baseball in 2016.

Beyond his involvement in professional baseball, David Elmore's visionary leadership extended to various sports ventures. Dave Elmore had a passion for hockey, owning the Utah Grizzlies and the Idaho Falls Spud Kings. Dave along with his wife, Donna Tuttle, moved the Grizzlies from Denver to Utah, and aided West Valley City in the development of the Maverik Center in Salt Lake City, a state-of-the-art sports and entertainment arena which hosted the 2002 Winter Olympics. This multi-purpose facility became a hub for sporting events, concerts, and community gatherings, providing an unforgettable experience for attendees and contributing to the local economy.

As we mourn the loss of David Elmore, let us also celebrate his profound contributions to professional baseball, the sports industry, and the Olympic movement. His visionary leadership, unwavering commitment, and entrepreneurial spirit have left an indelible mark, igniting the passion for sports in communities and fostering a legacy of excellence and inclusivity.



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LYNCHBURG PARTNERS WITH 76

The Lynchburg Hillcats and 76° Fuel are excited to announce a new season-long partnership that will help fans save money and enjoy Hillcats baseball throughout the season.

For every Thursday night home game for the rest of the 2023 season, the first 200 fans who show proof of a 76° Fuel receipt and having downloaded the 76° Fuel Forward App will receive free admission to that night's home game.

Fans will be required to show proof of receipt and the mobile application when arriving at the box office on the night of the game.

As part of the partnership, 76° will become the Official Fuel Sponsor of the Lynchburg Hillcats.

The partnership between Motiva 76° and the Lynchburg Hillcats also encompasses a 76° Night sponsorship to take place on July 6th, 2023. The 76° Night will allow the first 760 fans who show proof of having downloaded the app will receive free admission to the game along with early entry to watch pre-game batting practice.

The Hillcats and 76° will also have several nightly promotions including nightly seat upgrades and a Throwing Gas Strikeout Inning.

Fans can purchase tickets for all games at Lynchburg-hillcats.com or by visiting the box office at Bank of the James Stadium.



HILLCATS ANNOUNCE CHANGE IN FRONT OFFICE LEADERSHIP

Effective at the beginning of August, the Lynchburg Hillcats are announcing a change in front office leadership.

After seven seasons with the Hillcats, team President Chris Jones will be stepping down at the end of July to accept a position in his home state of Texas. Jones is excited to have the opportunity to return to Texas where he grew up and most of his family now lives. Though there is emotion in leaving Lynchburg, he looks forward to this new opportunity.

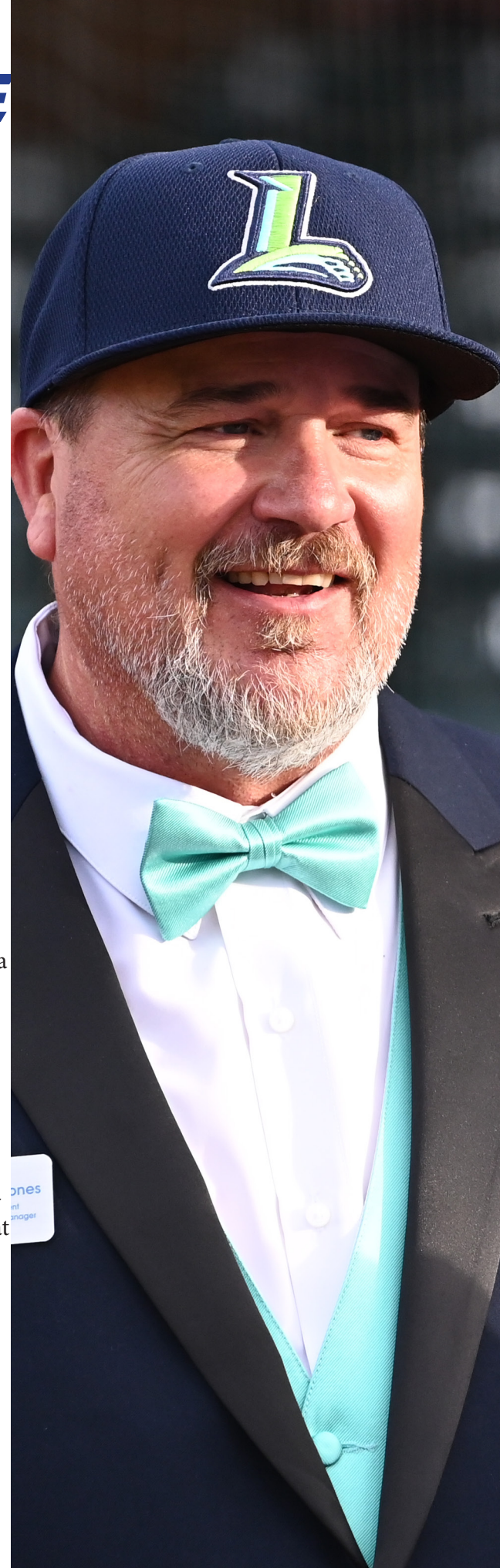
As part of the move, General Manager Matt Ramstead will take over and assume full control of the long-term vision for the organization and day-to-day operations of the team. He will maintain the title of General Manager as the position of President will be left unused.

Under the leadership of Jones, the Hillcats have seen drastic improvements in the ballpark and the fan experience. Within the last seven years, Jones helped bring wide-sweeping ballpark renovations involving a new playing surface, the installation of new LED lighting, improved seating areas and party decks, a brand-new clubhouse, and a state-of-the-art video board.

Jones was also responsible for helping oversee the organization re-brand featuring an improved logo with ties to the city and an updated color scheme. He also helped guide and carry the organization through the pandemic-canceled season.

Jones hired Ramstead in October of 2018 to take over the role of General Manager of Food & Beverage. After spending three seasons in that role, he was promoted to Vice President, where he would spend two full seasons. At the conclusion of last year, Ramstead was promoted once again to General Manager, as he assumed a major control of the day-to-day operations.

Before arriving in Lynchburg, Ramstead began his career in Minor League Baseball in Montana with the Helena Brewers. While there, he served in two separate capacities, as both the Director of Food and Beverage and the Director of Group Sales & Marketing.



He was a part of the final season for Helena when the league cut back on the number of minor league teams. When the final out was recorded in Helena, the crowd gave the front office a standing ovation in show of appreciation to the players and staff for all the years of hard work and dedication bringing family friendly entertainment to the community.

While attending Lewis-Clark State College in Lewiston, Idaho, Ramstead began his professional career at the University of Idaho as an Athletic Event Managers Assistant. After a year with the Vandals, he would leave to join the team in Helena.

Upon arriving in Lynchburg, Ramstead has become an active part of the community, having begun to serve in a variety of roles. He is currently a board member of CASA of Central Virginia, a member of the Lynchburg Rotary Club, and a Committee Member for the Young Professionals arm of the Lynchburg Regional Business Alliance.

Ramstead and his wife Mercedes currently live in Lynchburg with their two dogs, Lucy and Macy.

Ramstead and the rest of the Lynchburg Hillcats organization would like to thank Chris Jones for his countless contributions to the team and the community. We wish him the best as he begins his new journey back home in Texas.



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Monday - Friday 8 a.m - 7 p.m.

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2023 PROMOTIONS

4.11 - OPENING DAY MAGNET SCHEDULE GIVEAWAY SPONSORED BY BANK OF THE LANES	6.8 - AUTISM AWARENESS NIGHT FIREWORKS SPONSORED BY POSTER FUELS	7.8 - FAITH AND FAMILY NIGHT FIREWORKS SPONSORED BY CENTRAL VIRGINIA FC
4.15 - LFD 140TH BIRTHDAY FIREWORKS & T-SHIRT GIVEAWAY SPONSORED BY LYNCHBURG FIRE DEPARTMENT COMMUNITY OUTREACH	6.15 - GAMING NIGHT CONSOLE GIVEAWAY	7.20 - DAY OF THE DRAGS NIGHT
4.27 - COLLEGE NIGHT STUDENT DISCOUNTS SPONSORED BY PRIORITY ONE PROPERTIES	6.18 - LITTLE HILLCATS NIGHT 3/4 SLEEVE GIVEAWAY SPONSORED BY HURLEYS SPORTSWEAR	7.21 - LOAD NIGHT CUP GIVEAWAY SPONSORED BY FOREST HILL ENDORSEMENTS
4.28 - BANK IN THE PARK DOG BANDANA GIVEAWAY \$1 HOTDOGS SPONSORED BY PETZ BOWLING & PLAYSPACE & MICHIGAN STATE BANK	6.17 - HILLCATS VS. DANGER FIREWORKS	7.22 - MARGARITAVILLE NIGHT FIREWORKS
4.29 - COFA WEEKEND FIREWORKS	6.18 - FATHER'S DAY BBQ	8.10 - HUNTERS FOR HUNGRY
5.16 - POSTER GIVE NIGHT SPONSORED BY PHANTOM (PT HUNT)	6.30 - COCA COLA GIVEAWAY SPONSORED BY BANK OF THE LANES	8.11 - FIRST RESPONDERS APPRECIATION T-SHIRT GIVEAWAY SPONSORED BY HIGH PEAK SPORTSWEAR
5.18 - AVIATION AND AEROSPACE NIGHT SPONSORED BY LYNCHBURG REGIONAL AIRPORT & BOEING AIRCRAFT	7.1 - MILITARY APPRECIATION FIREWORKS	8.12 - FIREWORKS
5.19 - PINK OUT THE PARK PINK T-SHIRT GIVEAWAY SPONSORED BY CENTRAL ALABAMA REGIONAL CHILDREN'S CENTER	7.2 - FAMILY BBQ	8.24 - HERO NIGHT SPONSORED BY CASASO DESIGN, INC.
5.20 - STAR WARS NIGHT FIREWORKS	7.3 - FIREWORKS	8.25 - DEFENDERS OF THE DIAMOND
5.21 - PARTON ME NIGHT SPONSORED BY VESTERWAYS	7.4 - INDEPENDENCE DAY FIREWORKS	8.26 - KICKOFF TO FOOTBALL FIREWORKS
6.1 - STEAM NIGHT SPONSORED BY FIRST COMMON CORPORATION	7.5 - NOTHING NIGHT	8.7 - TRUCK OR TREAT AT THE BALLPARK
6.2 - HELLO TO SUMMER DOG LEASH GIVEAWAY \$1 HOTDOGS SPONSORED BY DICK'S SHIRT	7.6 - THROWBACK THURSDAY	8.8 - COUNTDOWN TO CHRISTMAS LUDY SWEATER GIVEAWAY SPONSORED BY BANK OF THE LANES
	7.7 - BEACH TOWEL GIVEAWAY SPONSORED BY DICK'S SHIRT	8.9 - GOODBYE TO SUMMER FIREWORKS SPONSORED BY BROWN'S RESTAURANT AND BAR
		8.10 - FAN APPRECIATION DAY

GATES OPEN AT 5:30 FOR HAPPY HOUR, FRI & SAT



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NEW SURVEY SHOWS HILLCATS AS ONE OF THE BEST BARGAINS IN BASEBALL

According to a new report released by Minor League Baseball, the Lynchburg Hillcats find themselves as one of the cheapest, fan-friendly options in all of the country.

The report, titled the 2023 Fan Cost Survey published by Minor League Baseball, calculated the average cost of attending a normal game for a family of four. The survey used a formula of two adult tickets, two child tickets, two beers, two sodas, four hot dogs, and parking to calculate what a family could expect to spend when attending the game.

Based on the results, Lynchburg found themselves as one of the cheapest options in all of baseball at an average of \$73.50 for a family of four to attend a game. For comparison, the average across all of MiLB was slightly over \$91. That means, it is nearly \$20 less expensive to attend a game at Bank of the James Stadium than elsewhere in the country.

When compared to the other teams in the Carolina League, the Hillcats still found themselves to be the cheapest and most affordable option.

The Hillcats are proud of the results of the survey, as we strive to provide the best experience for our fans at the cheapest price possible. We look forward to bringing affordable, family fun to our community for years to come.



SOUTHPAW'S FUN ZONE



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