



Dear RoughRiders Family –

As the lifeblood of our business, I thought it was important to reach out to you individually to introduce myself, say hello and to tell you how thrilled I am at the honor of running this organization. I cannot wait to get going!

I have spent my entire life in and around the game of baseball. My love for the game came from watching my dad play towards the latter stages of his career with the Kansas City Royals. Over the years, I have learned a great deal of what drive, passion and determination can do for someone if they are accepting of failure... the way my dad left Cuba to pursue a dream of playing professional baseball as a 5'10" second basemen who didn't speak the language. That 'little guy with big ears' spent 16 years in Major League Baseball with 5 All-Star appearances. He did not possess any one particular skill that stood out to scouts or decision makers other than his willingness to bet on himself. That particular spirit lives in me to this day.

I am sure many were caught off-guard by my decision to leave the broadcast booth and return to minor league baseball in an administrative role. I want to do big things and sometimes in order to accomplish those goals, you have to make bold moves. Chuck Greenberg's commitment to the Frisco RoughRiders, the community of Frisco and his love of the game of baseball all came through when he and I first began to talk about the possibility of this move. I'm forever grateful to Chuck and the ownership group for presenting this opportunity to us and I won't let them or you down.

I know it's been an incredibly difficult year for many. This pandemic has wreaked havoc around the world and in our very own community. For many of us, being home on a full or semi full-time basis is the new way of life. For baseball fans, it has left us craving for baseball to be played in our backyard once again so we can finally 'escape' and lose ourselves with the crack of the bat, the smells from the concession stands, the play on the field and the gentle hum you hear from far away...fans interacting with one another at the ballpark.

The light is at the end of the tunnel and we are starting to see it twinkling a bit. While as of this writing we are not sure what a season or schedule looks like, we are confident RoughRiders baseball will be played in our ballpark. We are in the beginning stages of staffing back up in anticipation of Opening Day 2021. Your dedication to the RoughRiders is not lost on us...not one bit. We are beaming with excitement about the prospects of greeting you at our gates and welcoming you 'back home.'

On behalf of myself, my family and the RoughRiders organization, THANK YOU for sticking with us. We are here for you and cannot wait to see what the schedule has in store for our boys. I'm honored to be back home in the Metroplex and longing for those magical words once again - "Play Ball!"

Sincerely,

Victor M. Rojas  
President & General Manager

**"SPEAK SOFTLY, AND CARRY A BIG STICK"**



[RIDERSBASEBALL.com](http://RIDERSBASEBALL.com)

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