

# BILL SHANAHAN

Bill oversees HWS Baseball which owns and operates minor league baseball franchises including the Mobile BayBears (Double AA Southern League), The Modesto Nuts (Single A California League) and the Columbia Blowfish (Coastal Plain League-Summer Collegiate Baseball). Bill began his career in Minor League Baseball 1984, and has over 20 plus years of professional sports ownership, management, sales and operations experience. Bill has been with the Mobile club since its inception in 1996, supervising the design and construction of Hank Aaron Stadium in Mobile AL, assembling the front office which he led the franchise to a record setting inaugural season.



Bill has kept his clubs on the cutting edge of minor league baseball teams beginning in 1984 as General Manager of the Wichita Aeros in the old American Association, the Triple-A affiliate of the Cincinnati Reds whose roster included John Franco, Eric Davis, Tom Browning, Bill has earned Executive of the Year honors in the California League with the San Bernardino Spirit (Seattle Mariners Affiliate) where he had a young 18 year old Ken Griffey Jr., the South Atlantic League with the Columbia Bombers (New York Mets with stars Terrence Long and Preston Wilson, and the Southern League with the BayBears (San Diego Padres with stars, Jake Peavy, Jason Bay, Gary Matthews Jr.—Arizona Diamondbacks Justin Upton).

Shanahan has been described as one of the "pioneers" of in-game entertainment...long before video boards and state of the art PA systems, Bill developed the "Concert Sound and High Energy Atmosphere" back in the eighties. Substituting DJ's as PA Announcers and replacing the organ with a synthesizer, the stadium began to rock with massive Peavey speakers as well as utilizing sub woofers to shake the house. Field Level Dining and mascot racing all began in San Bernardino as well. Shanahan tested the waters constantly looking for new ways to excite the crowds.

In 2002 Shanahan won Executive of the Year honors in the Southern League (which was his third league in winning such an honor. The others being- the California League in 1988 and the South Atlantic League in 1992). In 2001 the BayBears received the prestigious Bob Freitas Award for the top Double A Franchise in the nation. Baseball America selected Mobile in its first year of eligibility. In 2000 the BayBears were selected as Mobile's Corporate Citizen of the Year for their ongoing commitment to the community and in 1998 the BayBears won the Southern League Championship and were voted with over 160 minor league teams in the nation, by Baseball America as Minor League Team of The Year. Columbia came in 2nd place.

Shanahan has hosted Minor League All-Star Games in San Bernardino Ca. in the Cal League in the late eighties, Columbia SC in the South Atlantic League in the early nineties, the Southern League All-Star Game twice in 1998 and 2005 as well as the AA All-Star Game in Mobile in 1999. Bill presently serves on the Southern League Advisory/Finance Committee as well as Minor League Baseball's Promotional Seminar Steering Committee, and is Baseball Chapel's Southern League Representative. Bill previously served on the S.L. Rules/Competition and Marketing committees.

A seasoned professional, Shanahan has been honored as an associate member of the Mobile Sports Hall-of-Fame has traveled to Havana, Cuba with the Mayor's delegation to discuss future opportunities to bring the Cuban National Baseball team to Mobile, and has hosted a number of exhibition games with our nation's Olympic and National Teams. Bill's creative ideas led to his appearances on "This Week in Baseball", was a featured speaker for Major League Baseball's International Conference in Barcelona, Spain as well as numerous Minor League Baseball's Promotional/Sales Seminars and the Freitas Seminar at the annual Minor League/Major League Winter Meetings. Shanahan's career accomplishments and motivational teaching have been showcased in two books- Baseball Lives by Mike Bryan and Getting in the Game-Inside Baseball's Winter Meetings by Josh Lewin.

In the mid nineties, Bill had the opportunity to share what he had learned over his years in minor league baseball and served as an adjunct professor teaching Sports Administration at the University of South Carolina for three years through 1996 as well as being hired as a sports marketing consultant for the University's Athletic Dept, while operating the Columbia franchise. Originally from Long Island, New York, he grew up in San Francisco Ca. attending St. Ignatius College Preparatory High School and received his education at Wichita State majoring in communications. Shanahan is very active in the Mobile community presently serving on numerous boards. Bill recently served a two year stint on the Mobile Area Chamber of Commerce Board of Directors and Columbia SC Chamber as well. In 2007 Bill received the Vision Award presented by the University of South Alabama. The annual Vision Award, which honors a member of the community for visionary work focusing on positive aspects of aging.

Bill and his wife Vicki, celebrated their 27th wedding anniversary in August. The Shanahan's live in Mobile AL and have four children, Dan, Kathleen, Joe and Marybeth.