

September 2017



The JetHawks Journal

The Official Newsletter of the Flight Crew Booster Club

Words From the Chair

A few weeks ago, I read about the "TEBOW Effect". If you do not remember, **Timothy Richard Tebow** was a former college and professional NFL football quarterback and current professional baseball outfielder in the New York Mets organization. He played college football for the University of Florida, winning the Heisman Trophy in 2007 and appearing on BCS National Championship-winning teams during the 2006 and 2008 seasons. Tebow was selected by the Denver Broncos in the first round of the 2010 NFL Draft and spent two seasons with the team. He also played for the New York Jets in 2012. Additionally, he had preseason stints with the New England Patriots and the Philadelphia Eagles in 2013 and 2015 respectively. He just could not make the big splash in in NFL.

The Mets promoted Tim Tebow to the Florida State League, from the South Atlantic League on June 25. Some say that the 29-year-old outfielder who hit 220, is as forgettable as any prospect could be. But last year during winter ball I saw Tim Tebow play and when we entered a stadium we knew where Tim Tebow was because of the large number of fans seeking autographs.

But at the box office, Tim Tebow is the greatest star the South Atlantic League has ever seen. Two examples are; Hagerstown drew 22,578 fans for its 4-game series hosting the Fireflies (Tebow team), in their other 30 games they drew 29,081 fans. Hickory drew 17,500 for Tebow's 4 games more than doubling the 1,957 average they drew otherwise.

The only analogy that is similar to what a Tebow appearance is like is the attendance spike teams get when an all-star-caliber big leaguer makes a rehab appearance. But remember that a rehab appearance normally last 1 or 2 games. The "Tebow Effect" is for every game his team is playing. We have seen similar attendance spikes for rehab appearances in the Cal League.

It has been estimated that the "Tebow Effect" has been worth roughly \$1.59 million in additional revenue for the South Atlantic League teams that played the Fireflies (Tebow team). In the Florida State League, he has created similar increases in fan attendance but I have not been able to find revenue estimates.

FLIGHT CREW BOOSTER CLUB

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Have you visited the Booster Club website
or the FaceBook page lately?

www.jethawksboosterclub.com

CALENDAR OF EVENTS

Board meeting 10/7, 8:30 am,
Primo Café

McDonald's Fundraiser 9/18, 4-7
pm, 1200 W Ave K

General Meeting 9/21, 7pm,
Texas Cattle Co

JetHawks Homestand
9/19-9/20 vs Modesto Nuts
Championship Series

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See Curt after the games if you can help.
Bags and gloves are provided.

Winner!



William Martin was the lucky winner of the player pictures basket!
Congratulations Hot Rod!

Player of the Month



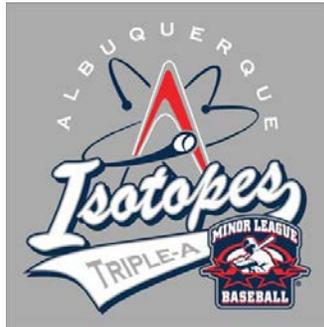
Starting Pitcher: Jesus Tinoco, Relief Pitcher: Brad Schreiber, Infielder: Garrett Hampson, Outfielder and Hitter: Yonathan Daza with their sponsors.

Playoffs!

The series with Rancho Cucamonga was very exciting! The Jethawks split the first two games, taking the series to RC. They beat the Quakes handily in game 3, bringing about the nail biter for game 4. Trailing 7-2 going into the 7th inning, and facing a major league pitcher on rehab, the Jethawks rallied for a 10-run inning, winning the game 12-7. The Jethawks fans in attendance were very enthusiastic and cheered the team to victory. We were all drained by the end of the game, but it was so fun to see them rally that way. Now, on to the Championship Series. GO JETHAWKS!!!

JETHAWKS™

Where do they go from here???



PLAYER SUPPORT

WHAT A YEAR!!!!

The board is putting together several timelines to be ready for when the players leave town. As is the case each year, we welcome any help the members can give in moving our household goods back into storage. Even if you can only help half a day, we appreciate it.

Please contact Judy Lester or Rich of Curt if you might be available from Sat, the 16th -Tues, the

19th. When we have won the championship 🙌, we will call you and see if you can help the day that it works out to do the move.

On another day, we'll be at a laundromat, washing all the linens the boys used. If you can help on that day, please let us know.

Thanks.

Judy Lester
[661-860-7828](tel:661-860-7828)