



Third Annual Wiffle Ball Tournament

to be held on July 3rd at the Don CeSar Beach Resort on St. Pete Beach

Benefiting the Jeffrey Modell Foundation,
University of South Florida's Department
of Pediatrics & All Children's Hospital.

Michael Bonfield, City Manager

On his initial thoughts of the tournament: "I thought it was interesting and sounded like a cool idea. It's certainly unique. Any time someone has something like that with that much enthusiasm, those are things that are pluses to us. It brings people to the community to enjoy themselves for a good cause."

On his impression of the first year: "There are always little glitches when you have an event, but overall I think people were happy. It was in a bit of a remote area and doesn't impact a lot of people directly."

On why it has been so successful: "James certainly works hard at it and he obviously has a good network of people to reach out to."

John Marks, GM at the Don CeSar

On his initial thoughts of the tournament: "I'm fortunate to have four healthy children and when you do have children, you hear and understand that not every kid is perfectly healthy. You hear kids are being diagnosed with these PI-type problems and you kind of just sit back and think how fortunate you are and what you can possibly do to help. I'm impressed by (James and Connie's) commitment to making (the tournament) into something meaningful. The way our world will be paved in the future is through our children's lives and we all want the world to be a better place, so as a father, their health is always on our mind. The weekend is great, fun-filled and action packed. They've generated a great deal of funding and we're pleased to be playing a small part in it."

Beginning processes: "We obviously wanted to understand who and what was behind the organization so we had a number of meetings and came to terms. From a business viewpoint it was a little more challenging but we decided with everyone coming at the Don and having a good time, why not tie into a good cause in the process. When you're associated with great organizations like All Children's and the Modell Foundation, they're both such exciting organizations so why not get involved with them. My kids have been to All Children's and it's fantastic. When you have kids of your own you look at things a little differently. It has just been a winning combo."