



Ballpark Figures: Keeping Baseball Fun, Relevant and Profitable in West Michigan

Scott Lane of West Michigan Whitecaps

A veteran of Minor League Baseball with more than 20 years experience, Scott Lane serves as president of Whitecaps Professional Baseball Corp.

After successfully establishing teams such as the Rockford Expos and Kane County Cougars, Lane joined the Whitecaps as general manager in 1993, guiding the team through its inaugural 1994 season and beyond. In 1996, the Whitecaps, under Lane's direction, set the all-time Class A attendance record by drawing 547,401 fans. The team led the Midwest League in attendance in each of its first five years of existence.

In 1999, Lane was named General Manager of the Decade by *Baseball America*. The Sporting News recognized him as Midwest League Executive of the Year in 1994 and 1996 as well as the Minor League Executive of the Year in 1994. The Whitecaps organization also received the Bob Freitas Award for Best Franchise of the Decade from *Baseball America*.

In the fall of 2000, the Whitecaps purchased Berlin Raceway and promoted Lane to president of both Whitecaps Racing and Whitecaps Professional Baseball. After just his first season in racing, Lane was named as the American Speed Association's (ASA) 2001 Promoter of the Year. ASA is a national touring race series that has served as a springboard for many drivers into the NASCAR Sprint Cup ranks.

Lane's work at Berlin Raceway brought many improvements to the infrastructure of the track, including both safety upgrades and fan amenities. Under Lane, Berlin Raceway improved upon its image as the premier racing facility in the Midwest by also making it the most fan-friendly.

In the fall of 2008, the Whitecaps sold Berlin Raceway. The sale of the track allows Lane to concentrate on the Whitecaps' core business, Fifth Third Ballpark facility management and hospitality.