

## Mike Veeck

Author, Co-Owner of Several Minor-League Baseball Clubs,  
Restaurateur, Professor, Philanthropist and Founder of Fun Is Good  
- Employee Engagement Consultancy

# Fun Is Good

Employee Engagement Consultants



Mike Veeck, is a nationally renowned speaker, entrepreneur, college professor, philanthropist, marketing, promotions and customer care expert and owner of multiple minor league baseball clubs. Mike and the Fun Is Good philosophy has been featured on the NBC Nightly News, 60 Minutes, The Late Show with David Letterman and many other national media outlets.

He founded Fun Is Good, an Employee Engagement Consulting Firm, because he is passionate about helping organizations around the country develop and sustain a positive, fun and creative culture for their employees and customers. He and his Fun Is Good partners of nationally recognized speakers and industry experts deliver inspiring, fun and actionable keynote speeches, seminars and training sessions around the country.

It is with the belief that anything is possible, and fun is crucial to success that Mike runs his companies. Along with this culture of fun, it's their willingness to take creative risks, forge innovative partnerships and deliver outstanding customer care that proves to be the positive difference that leads to his success.

That is the premise of his acclaimed books; Fun Is Good and his newest irreverent business book; Another Boring, Derivative, Piece of Crap Business Book. Mike challenges his readers and audiences with questions like, "When did it become so terrible to fail? We need to encourage people to take risks so they come up with ideas that change things." Mike and his teams have delighted fans for years with this strategy. Who else would train a pig to deliver baseballs to the umpire, hire mimes to perform instant replays or lock fans out of the stadium to set an all-time attendance record for *fewest people* at a game? He has been recognized and praised by reputable business critics for exceptional employee engagement by bringing, joy, innovation and inclusion to the workplace.

The Veeck family started in baseball nearly a century ago when Mike's grandfather was president of the Chicago Cubs. Veeck's father, Bill, was a Hall of Fame owner with the St. Louis Browns, Cleveland Indians, Chicago White Sox and the then-minor league Milwaukee Brewers. Famous for so many occurrences at the ballpark, Bill Veeck will always be remembered for signing Larry Doby, the first black man to play in the American League and for sending 3 foot, 6 inch Eddie Gaedel to the plate for the Browns in a 1951 game against Detroit. Bill and his wife were the last owners to purchase a baseball franchise without an independent fortune, and is responsible for many innovations and contributions to baseball including planting the infamous ivy wall at Wrigley Field in Chicago.

With all the fun, creativity and innovation in Mike's history, it should be no surprise SNL alum and film guy Bill Murray (a co-owner and partner in several of Mike's teams) serves as Team Psychologist / Director of Fun. Murray is sometimes seen taking tickets, selling programs, coaching third base and giving noogies. Fans love the positive vibe, family feel and great customer service they get at Mike's ballparks!

Mike keeps himself busy year-round splitting his time as a College Professor at the Citadel in South Carolina, helping manage and co-owning several wildly successful minor league baseball teams and presenting to companies, schools and organizations of all sizes around the country.

Veeck and his wife, Libby, reside in Mt. Pleasant, South Carolina. He is the father of two children, William "Night Train" and Rebecca.

