



# Round Rock Express Makes Impact On and Off the Field



The Round Rock Express are known for playing great baseball. Anyone who's ever been to Dell Diamond will tell you the facilities are first-class and the gameday experience is unforgettable. But there's so much more to the organization. In fact, the founders of the Express have grounded their business in core values that include passionately participating in the community and embracing and encouraging improvements and change.

For example, in 2017, the Round Rock Express created a space for fans to breastfeed or pump during baseball games at Dell Diamond after noticing an increase in private accommodations at other public facilities. It was an idea initially proposed to management by Laura Fragoso, senior vice president of marketing for the Express and a mother herself, who takes a leadership role in identifying and executing ways to improve the fan experience. "The organization welcomes mothers to nurse in any public location, but hundreds per year were asking for a private space," said Fragoso. "It was an easy decision to expand our lactation support program and create a designated space for fans."



Fragoso's innovative leadership and her ability to create purposeful partnerships enhances operations and raises the bar on cultivating community. In 2012, the Round Rock Express made a commitment to becoming the greenest team in Minor League Baseball. Fragoso works closely with Texas Disposal Systems (TDS) to improve diversion at Dell Diamond through increased education efforts by creating custom signage for the stadium's Eco Stations, making it easier than ever for fans to determine which items go in the correct container. She also works with TDS to train stadium staff so they can continue the diversion process behind the scenes. "We have found that great partnerships are key to effective programs," said Fragoso. "With our goal to be eco-friendly, TDS provided us with the resources to be successful. From educating our staff to helping RS3 procure compostable items, it is a true collaboration where each partner wants the best outcome for the greater good."

Today, when fans purchase a hot dog at a Round Rock Express game, the entire thing is compostable from the food and tray it's served in to the utensils. TDS processes the stadium food waste into compost and returns full circle when it's used in the Dell Diamond garden. "TDS provides the compost we use for our herb and vegetable garden and in turn, our RS3 chefs use what we grow in various food and beverage items," said Fragoso. "Through this practice we are able to tell the 360-degree story of the life cycle of your food."



In its sixth year of partnership with TDS, the organization has diverted nearly a million pounds of material from the landfill.

Education continues to be a focus for the Round Rock Express, as the organization hosts an Education Day each year featuring pregame presentations for more than 5,000 local school children of all ages. This year, TDS presented lessons from their Eco Academy curriculum to educate students about trash, recycling and composting. The day included presentations from other local organizations that focus on wildlife, weather, anti-bullying and more.

The Express truly makes a difference in the lives of fans, employees and players alike through community initiatives. The organization also supports projects that give a portion of ticket sales to charities, fundraising events that are hosted at Dell Diamond to raise money, players visiting sick kids or honoring military veterans, baseball jersey auctions, fire engine pulls, sock drives, disaster relief – more than half a million dollars were raised and donated in 2017 alone.

"If there is an opportunity to make a difference in the community, the Round Rock Express takes it," said Fragoso.



# Covering All Your Bases



## When it comes to diverting waste, we knock it out of the park.

At Texas Disposal Systems, we are proud to team up with the Round Rock Express at Dell Diamond to help make it one of the greenest ballparks in Texas. You'll notice some things we do here in order to make that happen. Just look at the signs on the Eco Stations for easy tips as to what goes where. We then take the materials and turn them in to things like compost and mulch to be used in your local community. These actions and your help in putting things in the right place, make for a winning combination.

### Compost

Food Scraps, Soiled Paper Products, Utensils (Dell Diamond Uses All Compostable Utensils)

### Recycle

Plastic Bottles, Aluminum Cans, Clean Paper Products

### Landfill

Soiled Non-Paper Products



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