

NCLR Roberto Clemente Award for Sports Excellence

Arturo "Arte" Moreno

By Matt Alderton

A businessman at heart, Arturo "Arte" Moreno knows that the customer is always right. He understood it when he built his successful outdoor advertising business, and he believes it today, in his latest venture as the first Hispanic owner of a major sports team—Major League Baseball's Anaheim Angels. Said to be a man who is giving baseball back to the people by lowering ticket and concession prices, Moreno's sense of customer service has led to his success and to his leadership in the Hispanic community.

"It's his passion not just for the sport, but also for people, that makes Arte Moreno truly special," says Janet Murguía, NCLR President and CEO.

Born in Tucson, Ariz., in 1946, Moreno is the oldest of 11 children. He grew up working in his parents' print shop, where his family published a Spanish-language newspaper, and he joined the U.S. Army in 1966 upon graduating from high school. After serving in Vietnam, he enrolled in the University of Arizona, where he earned a degree in marketing.

He made his name in marketing when he joined Gannett Outdoor in 1973. Starting at the bottom, he worked his way up to senior management of the outdoor advertising business. In 1984, he partnered with Outdoor Systems, a small billboard company in Phoenix, which he turned into North America's largest outdoor advertising company—so large, in fact, that in 1999 he sold it to Infinity/CBS for \$8.3 billion.

Even while building a billboard empire, Moreno loved baseball. From 1985 until 1992 he was part of a group of investors that collectively owned the Salt Lake City Trappers. He followed his love of the game again in 2001 as a minority shareholder in the Arizona Diamondbacks, but failed in attempts to purchase controlling interest of the team. Never one to give up on a dream,

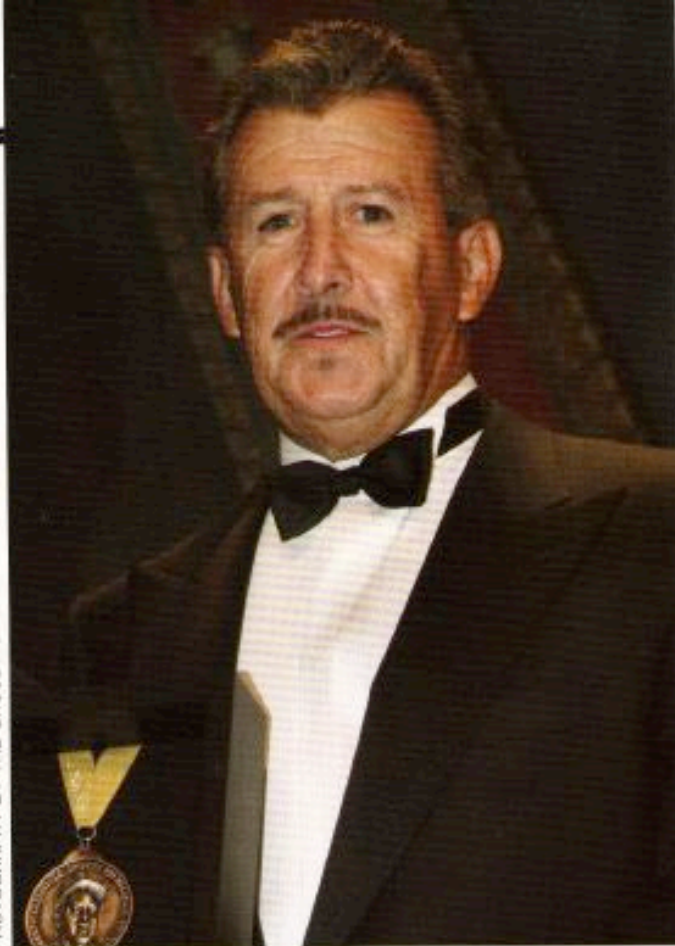
Moreno successfully purchased the Anaheim Angels from Walt Disney Co. in May 2003 for \$183 million and set to work on improving the team's customer service record—lowering ticket, concession, and souvenir prices, for instance, and signing top free-agent talent such as outfielder Vladimir Guerrero. He introduced a \$3 ticket for kids and teens on Tuesday nights and a family package on select Wednesdays and Thursdays. He is a regular attendee at the team's home games and talks to fans in the seating areas and concourses. He says, "If I have a stadium 90% full of kids, then I'm a happy guy."

As a result, the team, which he renamed the Los Angeles Angels of Anaheim to expand its reach beyond Orange County, made the playoffs in 2004 and attracted a record 3.4 million fans to Angel Stadium of Anaheim.

Moreno's achievements on the field echo those off the field. In 2003, he was nominated for election to the Little League Foundation Board of Trustees and helped fund the first domestic Baseball Academy in Compton, Calif. In 2004, he helped establish the Angels Baseball Foundation, which works to benefit local children's charities and youth programs in education, health care, arts, and sciences while giving young people the opportunity to play baseball.

"I often shy away from recognition," says Moreno, who also runs the Moreno Family Foundation with his wife, Carole, to support nonprofit organizations' youth- and education-focused programs. "But this Award has very special meaning to me because it represents Roberto Clemente's history." ■

PHOTOGRAPHY BY THE GROSBY GROUP



About Roberto Clemente

In honor of the man who many baseball fans consider to be the game's greatest outfielder, the Roberto Clemente Award for Sports Excellence is presented each year by NCLR to an individual renowned in the world of sports and committed to the advancement of Hispanic Americans.

Roberto Clemente, who played for the Pittsburgh Pirates his entire 18-year Major League baseball career, was voted the National League's Most Valuable Player (MVP) in 1966 and the World Series MVP in 1971. He was inducted into the Baseball Hall of Fame in 1973.

In 1972, an earthquake struck Nicaragua. Earlier efforts to deliver supplies had been delayed, and Clemente was determined to assist the victims of the quake in any way that he could. On New Year's Eve he boarded a plane that was taking medical supplies, food, and clothing to the country, but the shipment never made it; the plane crashed at sea off the coast of Puerto Rico.