

For Immediate Release
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CharacterPlus® Announces New Board of Directors Marketing Committee Chair

(October 31, 2024) St. Louis, MO...CharacterPlus®, the longest-running character education initiative in the country, is pleased to announce Rob Fasoldt of the St. Louis Cardinals as the new Marketing Committee Chair for CharacterPlus. The Marketing Committee provides oversight of the strategies, programs, and marketing communications for CharacterPlus, working to broaden awareness and interest in the mission and organization within schools, homes, businesses, and the nation. As Committee Chair, Rob will also serve on the CharacterPlus Executive Committee. That committee is responsible for the oversight of CharacterPlus Board functions and other such responsibilities assigned to it by the Board. Rob replaces William "Chip" Schafer III, who is currently the CharacterPlus Vice-Chair and will assume the Board of Directors Chair role this summer.

As the Senior Director of Ticket Sales and Retention for the St. Louis Cardinals, Rob oversees ticket sales strategies and client retention efforts, focusing on people management and innovative program development to enhance the fan experience and drive ticket revenue. Since joining the Cardinals in 2010, Rob has played a pivotal role in maintaining Busch Stadium's attendance records and managing ticket operations for major events, including the World Series Championship in 2011 and a record-setting U2 concert.

In addition to his work with the Cardinals, Rob advises the Sports Management program at the University of Mississippi and spent 10 years as an adjunct professor with Maryville University's Rawlings Sports Business Management Program. Rob's experience spans two decades in sports management, having held prior roles with the St. Louis Blues and Dover Motorsports and beginning his career in Minor League Baseball with the Memphis Redbirds and the Richmond Braves.

Beyond his professional commitments, Rob enjoys fishing, hiking, and camping with his family and plays baseball in a St. Louis men's league. He was recognized in 2013 with the St. Louis Business Journal's "40 under 40" award. Rob resides in Sunset Hills, MO, with his wife Melissa and their children, Luke and Reagan. He has served the CharacterPlus mission and Board selflessly for years, and we are honored to have him as Marketing Chair and on the Executive Committee.

The CharacterPlus mission is to promote positive character development in young people by partnering with schools, families, and communities to provide character education evidence-based processes, expert support, and professional resources. For additional information about partnership with CharacterPlus, please contact Mike Park, CEO, at mike@characterplus.org, or visit us at characterplus.org.

creating a world where positive character is universal