



Case Study

**Dow Diamond
Midland, MI**

Stadium Scores a Hit with the Fans and the Environment with the Help of Wilson Doors

There is Never an Off-Season for Facility

Midland Michigan and the area around it are going loonie over the Great Lakes Loons, their new Class A minor league baseball team, affiliated with the Los Angeles Dodgers, that took the field in the 2007 season.

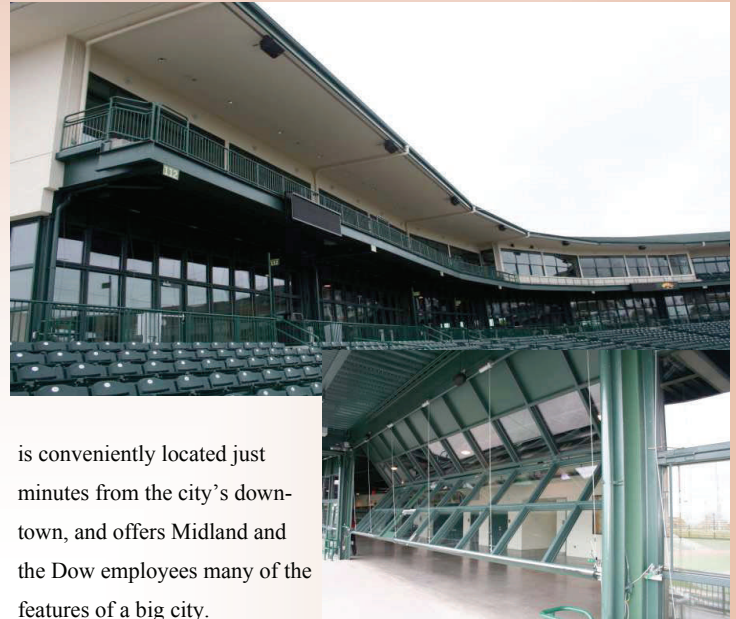
And what a field it is. Along with the exciting play of this team of young players with bright futures in the bigs, fans are turning out to watch the Loons in a stadium, appropriately named Dow Diamond, with amenities that match those in the majors. The ballpark wraps the action in a state-of-the-art, energy efficient facility that includes a video scoreboard, affordable lawn seating in the outfield, well-appointed suites, handicap seating, outdoor dining areas, a fully outfitted clubhouse and a concourse which will enable full year usage for business groups, social organizations and other large groups.

More than just naming rights, Midland's leading corporate citizen Dow Chemical, through the Michigan Baseball Foundation, has created a facility that will be used throughout the off-season thanks to smart, energy saving ideas that utilize the strengths of the company. One of the most environmentally-friendly stadiums in the world, Dow Diamond features motion sensor lighting, solar energy powered by Dow Corning and Hemplock Semi-Conductors, energy-saving STYROFOAM™ polystyrene insulation as well as creative use of recycled materials, including the crushed brick from one of Dow's research facilities for the outfield's warning track.

One of the big draws for meetings and other special events will be Dow Diamond's 15,000 sq ft concourse, situated between the grandstand and the (12) Dow Suites overhead. The 400 foot long concourse concession area is wide open throughout the season for fans to make a quick dash for a beverage and a hot dog during the game. When the bats and gloves are put away, ten 29' x 16' Wilson Doors vertical glass/plastic-covered bi-folding doors enclose the space, and allow for a full schedule of conferences, trade shows, parties, art exhibits and a New Year's Eve gala.

According to the Loon's Assistant General Manager - Marketing & Promotions, Chris Mundhenk, "the doors have allowed us a great opportunity to sell usage of the facility year round, while providing the constant exposure to the stadium which, in turn, helps us solidify our fan base."

Dow Chemical is closely tied in with the Midland community. The stadium



is conveniently located just minutes from the city's downtown, and offers Midland and the Dow employees many of the features of a big city.

Though Dow Diamond is fairly small, seating 5,200, it was built with the knowledge that many 10,000 capacity ballparks are half empty most of the time. The goal of the Michigan Baseball Foundation, the owner of the Loons and Dow Diamond, is to provide Midland with a first-class, family friendly venue amidst the excitement of a full ballpark. The affordability of being at a game here is equal to going to the movies, and provides an experience that brings the people of Midland out and together on a regular basis.

The energy-saving Wilson doors are part of the Dow Diamond's overall sustainability strategy for the facility to run efficiently during both Michigan's cold winters and the more temperate baseball season. "The Foundation wanted a facility that was more than a five or six month operation," points out Fred Eddy, who headed up construction of the project and is with the Michigan Baseball Foundation.

"You go to other facilities and the concourse is totally outdoors, even in stadiums with closable roofs," points out Eddy. "This cuts down on the usable months for the facility."

Fred and his staff started out looking at other door options, but found the alternatives too costly and that they impinged on access to the concourse.

"One of the members of our project team is a

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pilot, and spotted the Wilson Doors in a flight magazine. We then saw the Massachusetts Institute of Technology addition project in one of the architectural magazines," recounts Eddy.

Wilson helped the C7a architectural firm with the MIT project spec and install a massive door that in effect created a stylish moveable wall for their advanced design addition to the aeronautics lab/classroom facility.

Eddy selected the Wilson Premier™ aluminum bi-folding doors, which offer the structural strength, aesthetics and versatility the Foundation was looking for to enclose the concourse. Once the doors were produced they were shipped out to Midland on a Wilson truck and members of Wilson's customer service staff installed the door system.

The doors create a wall when closed, complete with a man door in each section. A push of the button opens and closes the door, with no need to hold down the button during operation. The door's heavy-duty electric operator provides smooth, efficient and reliable operation.

The other appeal was the doors could be built to accept any type of covering. Wilson provided the drive mechanism, controls and framing, which allowed the architect (in this case the renowned sports field architect HOK of Kansas City, MO) to think out-of-the-box and use a unique, functional covering.

The doors play a role in the Dow Diamond energy program. During the off-season the concourse will be heated to just 60°. The doors have base resistant (of course) thermo pane glass on the lower section and thermo pane plastic on the upper section within the door's architectural aluminum tube framing.

"The idea," notes Eddy, "is the sun will beam into the concourse as a greenhouse effect and warm the area to 70° while the double pane glass in the door traps the heat."

The Dow Suites above the concourse will also be in use 12 months out of the year. Accessible by a custom built stairway with a glass enclosure, the suites offer full food and beverage service by a personal wait staff. The heat generated in the concourse below will warm the floors in the suites to minimize heating needs for this portion of the stadium. With the arrival of spring the doors can be partially open to allow in fresh air and control some of the chill.

The concourse takes the stadium well beyond baseball. "It is very important to the Michigan Baseball Foundation that Dow Diamond is a special place to see a ballgame, but also useable in the off-season," remarks Eddy.

"With the Wilson Doors we have accomplished that."



Archi-Tec™ Premier™ Door at a Glance

Architectural aluminum tubing used in the construction of the door. While tubing can be painted, most customers choose raw, mill finish for a clean, crisp look.

For the door's skin the sky's the limit. One of the appealing aspects of the Premier door is that Wilson does not provide the skin. Just the frame. The architect, end-user or contractor can think outside-the-box. Wilson has manufactured doors to accept glass, translucent plastic, brushed aluminum, stucco, wood facades, and composite concrete.

Attention to detail. With aesthetics playing a predominant roll, Wilson attends to every facet of the door to ensure a sharp, refined look. Special door kick-outs are fabricated and special locking mechanisms employed.

Top-mounted motor and drive mechanism. In many Archi-Tec applications there is the interest in "masking" the drive mechanism. Whether the reason is to hide the motor or strict adherence to aesthetic criteria, Wilson's ability to mount the drive mechanism on the building header conveniently and efficiently addresses this requirement.

What kind of controls do you like? Remote push-button? Keyed entry? Number pad? Swipe card? Wilson can do it all.

Variable-speed AC-Drive. Each door is driven by Wilson's Ascent™ variable-speed AC-Drive smoothly opening and closing the door for quiet and efficient operation.

Installation is as easy as 1-2-3. If the door panels have to be spliced, simple bolted together, modular construction allows for quick and easy installation no field welding. Wilson's trucks deliver the doors with TLC and our driver stays to supervise the installation. This insures the product arrives without damage and is installed properly.