Stanford Continuing Studies – Preliminary Course Syllabus
Quarter: Spring 2016

Baseball: Inside America’s Game
BAS 101
Thursdays, 7:00 – 8:50 pm
10 weeks, March 31 – June 9 (no class May 5)
Instructor: Gary Cavalli

Course Summary
This course is for anyone who has ever loved, played, or been intrigued by our national pastime. As every fan knows, baseball is much more than a game. The most traditional, numbers-oriented and nostalgia-inducing of our major sports, it offers a reprieve from the fast-moving digital world, a statistician’s fantasyland, an instrument for social change, heroes to admire and memories to last a lifetime.

During this 10-week course, students will spend time in the company of baseball insiders, taking an informative, in-depth, and entertaining look at America’s game. Topics will include the business of baseball; scouting vs. analytics; new technology; the minor leagues; an inside look at one of baseball’s famous families; and the experiences of an All-star player, umpire, MLB scout, beat writer, columnist, play-by-play announcer and No. 1 fan.

Grade Options and Requirements
No Grade Requested (NGR)
Credit/No Credit (CR/NC):
Students must attend at least 8 of the 10 classes to receive credit.

Tentative Weekly Outline

March 31 – "Baseball’s Hot Button Issues” – Bruce Jenkins, San Francisco Chronicle columnist and former Giants/A’s beat writer

April 7 – "The Economics of Baseball" – Roger Noll, Professor of Economics Emeritus at Stanford

April 14 – "Balls & Strikes: Experiences of a Major League Umpire" – Ed Montague, MLB umpire for 34 years and crew chief in 4 World Series

April 21 – "Behind the Microphone: Broadcasting Major League Baseball” – Dave Flemming, Giants and ESPN play-by-play announcer


May 5 – No class

May 12 – "A Player’s Life in the Big Leagues…and Post-retirement" – Randy Winn, former San Francisco Giants outfielder, 13-year MLB veteran and All-Star, President of BAT (Baseball Assistance Team)

May 19 – “Baseball Trends New and Old: Technology, Analytics, the Modern Stadium, and the
Minor Leagues” – Bill Schlough, Senior Vice President and Chief Information Officer, San Francisco Giants; Chairman of the Board, San Jose Giants.

May 26 – "The Baseball Beat: Covering a Major League Team and the World Series” – Susan Slusser, San Francisco Chronicle A's beat writer and past president of the Baseball Writers Association of America

June 2 – “A Half Century of Bird Dogging Baseball Talent” – Gary Hughes, legendary major league scout

June 9 – “The Most Unforgettable Baseball Player/Fan Story Ever Told” – Andy Strasberg, former Vice-President, San Diego Padres, world’s No. 1 fan and authority on Roger Maris.

Course Director and Host

Gary Cavalli

A veteran of 40 years in professional and college sports administration, Gary Cavalli is the Executive Director of the Foster Farms Bowl, the post-season college football bowl game played in the Bay Area for the past 14 years. Cavalli previously was co-founder and CEO of the American Basketball League, a women’s professional league, and sports information director and associate athletic director at Stanford.

He is the author of the book, Stanford Sports, and co-executive producer of the award-winning documentary film, Disposable Heroes. He produced network television programming for Fox Sports and managed NCAA Golf and Soccer Championships. He is an adjunct professor in the USF Sport Management Program and also teaches for the Stanford Graduate School of Business.

A diehard Yankee fan while growing up in New Jersey, Cavalli's baseball career peaked in Little League. He later played 24 years of adult softball in Palo Alto leagues and coached youth baseball and softball for 21 years. He is a Giants’ season ticketholder.

Speakers

Bruce Jenkins (March 31)

Bruce Jenkins has been a sportswriter and columnist for the San Francisco Chronicle for 42 years. Jenkins graduated from the University of California at Berkeley with a B.A. in Journalistic Studies in 1971 and joined the Chronicle staff in 1973. He was a beat writer for 16 years before becoming a columnist in 1989.

Jenkins has covered 25 World Series, 17 Wimbledons and many other big events, including the Super Bowl, World Cup soccer, NBA Finals, U.S. Open Championships, and the four major golf tournaments.

He has twice been nominated for the Pulitzer Prize by the Chronicle: in 1992, for his work at the Barcelona Olympics, and in 2002, for baseball writing. He was named one of the nation’s Top 10 columnists by the Associated Press Sports Editors in 1999 and honored for Best Column nationally by the U.S. Basketball Writers (1996) and the U.S. Tennis Writers (1998, 2004) associations. He has also won national awards for baseball and football writing.

Roger Noll (April 7)

Roger G. Noll is professor of economics emeritus at Stanford University and a Senior Fellow at the Stanford Institute for Economic Policy Research, where he directs the Program in Regulatory Policy. Noll also is a Senior Fellow and member of the Advisory Board at the American Antitrust Institute.

Noll received a B.S. with honors in mathematics from the California Institute of Technology and a Ph.D in economics from Harvard. Prior to joining the Stanford faculty, he was a Senior Economist at the President's Council of Economic Advisers, a Senior Fellow at the Brookings Institution, and Institute Professor of Social Science and Chair of the Division of Humanities and Social Sciences at the California Institute of Technology.

He is the author or co-author of twelve books and over three hundred articles and reviews. Noll's primary research interests include technology policy; antitrust, regulation and privatization policies in both advanced and developing economies; the economic approach to public law (administrative law, the judiciary, and statutory interpretation); and the economics of sports and entertainment. Recent publications have included contributions to a book on the sports economics -- "Sports Economics after Fifty Years" and four articles in scholarly journals, "Broadcasting and Team Sports," "The Economics of Promotion and Relegation: The Case of English Soccer," "The Organization of Sports Leagues," and "The Economics of Baseball Contraction." Noll also was an author of the "Economists' Amicus Brief" submitted to the Supreme Court in the recent antitrust case, American Needle vs. National Football League.

Ed Montague (April 14)

Ed Montague was a major league umpire for 34 years and worked over 4,000 games during his career. At the time of his retirement in February, 2010, he was the most senior umpire in baseball. He worked in the National League from 1976-1999 and umpired in both leagues from 2000 to 2009.

Montague is one of only three umpires to serve as crew chief in the World Series four times (1997, 2000, '04 and '07). In all, he umpired in six World Series, four All-Star Games, seven Division Series and eight League Championship Series. One of his proudest moments was working behind the plate in Game 7 of the '97 World Series. Montague was the first the first base umpire when Pete Rose singled to break Ty Cobb's all-time hit record in Cincinnati (1985). He was umpiring second base when Barry Bonds hit his 715th home run to pass Babe Ruth for second place on the all-time list (2006).

Montague’s father, Ed, played for Cleveland Indians and was later a scout for the New York and San Francisco Giants, where he was credited with the signing of Willie Mays. Montague attended his first MLB game on Opening Day at Seals Stadium in 1958 and played semi-pro baseball in the San Francisco Area.

He attended SF City College and served in the U.S. Navy, then umpired in the California League, Arizona Instructional League, and Pacific Coast League before becoming a major league umpire in '76. He was known for his quick flick of the wrist on a called strike, and his quick punchout on called third strikes to left-handed hitters.

Dave Flemming (April 21)

Dave Flemming is in his 13th season as a play-by-play announcer for the San Francisco Giants. He teams with Jon Miller and Duane Kuiper on the team’s KNBR radio broadcasts and is involved in select games on television on Comcast Sports Net and KNTV. He has called many memorable moments, including Barry Bonds’ record-setting home runs, Matt Cain’s perfect game (for which he won an Emmy) and three World Series.

In addition to his Giants’ responsibilities, Flemming’s baseball work includes appearances on ESPN Monday Night Baseball and ESPN radio broadcasts.
Flemming has made a rapid rise through the broadcasting ranks and is also a national presence in college football and basketball. He joined ESPN as a play-by-play announcer for the college basketball season in 2010 and since has added college football games to his repertoire. He has covered the Bay Area’s college football bowl game, the Foster Farms Bowl (previously the Kraft Fight Hunger and Emerald Bowl) on two occasions.

In 2008, Flemming was named the best of the new generation of baseball announcers by the Sports Business Journal. Before joining the Giants, he served for three seasons as the play-by-play announcer for the Pawtucket Red Sox, Boston’s triple-A affiliate, and one year for the Visalia Oaks.

The Alexandria, Va. Native, who resides in San Francisco, received bachelors and master’s degrees from Stanford, and a master’s degree in broadcast journalism from Syracuse University. He was Stanford’s football and basketball play-by-play announcer for several years before concentrating on his work for the Giants and ESPN.

Joan Ryan (April 28)


Joan was a pioneer in sports journalism, becoming one of the first female sports columnists in the country. She covered every major sporting event from the Super Bowl and the World Series to the Olympics and championship fights. Her sports columns and features earned 13 Associated Press Sports Editors Awards, the National Headliner Award and the Women’s Sports Foundation’s Journalism Award, among other honors.

She has also been awarded the Fabulous Feminist Award by the San Francisco chapter of the National Organization for Women and was named A Woman Who Could Be President by the San Francisco League of Women Voters.

Her newspaper work spans 25 years, the last 22 in San Francisco. When she left sports, she wrote columns for the Style section, the Op-Ed pages and the Metro section. She left the San Francisco Chronicle in 2007 to pursue book projects and other opportunities.

Her first book, Little Girls in Pretty Boxes: The Making and Breaking of Elite Gymnasts and Figure Skaters (1995, Doubleday) was a controversial, ground-breaking expose that Sports Illustrated named one of the Top 100 Sports Books of All Time. Joan also co-wrote, with Stanford and Olympic coach Tara VanDerveer, Shooting from the Outside: How a Coach and her Olympic Team Changed Women’s Basketball (Avon), as well as the copy for the photo book “Freak Season: Behind the Scenes with San Francisco Giants Pitcher Tim Lincecum from Spring Training to the World Series.” She also authored a personal memoir, The Water Giver: The Story of a Mother, a Son and Their Second Chance, in 2009.

A graduate of the University of Florida, Joan lives in Marin County with her husband, Fox sportscaster Barry Tompkins, and their son, Ryan. She serves as a media consultant for the San Francisco Giants as she continues to pursuit additional book endeavors

Randy Winn (May 12)

Randy Winn is a former All-Star outfielder and a veteran of 13 years in major league baseball. A career .284 hitter, Winn had 110 home runs and 662 RBIs in 1,717 games with the San Francisco Giants, Tampa Bay Rays, Seattle Mariners, New York Yankees and St. Louis Cardinals.

Winn’s Bay Area roots run deep. In addition to his five years with the Giants, Winn played college basketball alongside NBA star Steve Nash as a walk-on at Santa Clara before making the switch to baseball. Winn also attended San Ramon Valley High School in Danville.

He carried a .290 average during his time with the Giants between 2005 and 2009. He came to San Francisco in a mid-season trade with the Seattle Mariners for pitcher Jesse Foppert and catcher Yorvit Torrealba.
Winn was selected in the third round of the 1995 draft by the Florida Marlins. He reached the big leagues three years later, making his debut on May 11, 1998, and playing 109 games that season for Tampa Bay. The Rays chose the switch-hitting Winn from the Marlins in the 1998 expansion draft. Winn went to the Mariners in an October 2002 trade — after his lone All-Star season — as compensation when former manager Lou Piniella left with a year on his contract to take over the Rays.

During his career, Winn quietly went about his business with little fanfare. Former Seattle skipper Bob Melvin once referred to him as a “blue-collar player, kind of an unsung hero, the kind of guy you can’t win without.”

Winn is now the president of the Baseball Assistance Team (BAT), which raises money for baseball people in need—players, managers, coaches, scouts, umpires, trainers, minor leaguers, Negro Leaguers, pro women players and front-office personnel.

**Bill Schlough (May 19)**

Bill Schlough is Senior Vice President & Chief Information Officer of the San Francisco Giants and Chairman of the Board of the San Jose Giants.

Since Schlough’s arrival in 1999, the Giants have been recognized as one of the most innovative teams in sports, playing a pioneering role in the world of HD video, mobile content, ticketing and payment systems. Wireless connectivity has been a primary focus since 2004 when AT&T Park became the first sports facility to provide free Wi-Fi to all fans. Schlough’s IT team has also implemented numerous proprietary analytic tools that helped secure three World Series titles in the past five years.

An Olympic enthusiast, Schlough is a board member of the Bay Area Sports Organizing Committee (BASOC) and served on the committees for San Francisco’s bids to host the 2012, 2016 and 2024 Olympic Games. His event experience includes assignments at the 1994 World Cup along with Olympics in Atlanta, Salt Lake and Torino, Italy.

Previously, he worked as a consultant with Booz-Allen & Hamilton and Electronic Data Systems. He was honored as InformationWeek’s 2012 IT Chief of the Year and is a member of Sports Business Journal’s 2010 “Forty Under 40” class of promising young executives in the sports industry. A San Francisco native and Ironman triathlete, Schlough holds a Mechanical Engineering degree from Duke University and an MBA from the Wharton School.

**Susan Slusser (May 26)**

Susan Slusser has worked at the San Francisco Chronicle since 1996 and became the Oakland A's beat writer in 1999. Recognized as one of the top baseball beat writers in the country, she was the first woman to serve as president of the Baseball Writers’ Association of America (2012-2013). In 2014 she was elected to the BWAA Board of Directors.

Susan has covered 10 American League championship series and five World Series, along with the A's two Opening Day series in Tokyo and Dallas Braden's perfect game on Mother's Day 2010. She has written about many other sports for the paper, including hockey and curling.

Susan previously covered the Texas Rangers for the Dallas Morning News, the Orlando Magic for the Orlando Sentinel, and the the Sacramento Kings for the Sacramento Bee.

She is also an on-air correspondent for the MLB Network and Fox Sports 1 as well as an insider for 95.7 FM The Game. She has a book about the Oakland A's coming out in May: "100 Things A's Fans Need to Know and Do Before They Die."

Susan is a 1988 graduate of Stanford University.
**Gary Hughes (June 2)**

Gary Hughes is one of the most respected scouts in the history of major league baseball. He worked as a scout or executive for 10 different teams and his career has spanned 50 years.

Hughes grew up in San Mateo, was a high school teammate of Jim Fregosi on the Serra High School baseball team, and later played at San Jose State. After graduation, he served as the baseball coach at Marin Catholic High School and began working as a part-time scout for the San Francisco Giants (1967-72).

He then moved to the New York Mets (’73-76), Seattle Mariners (’77), and New York Yankees (1978-85). In 1986 Hughes became scouting director for the Montreal Expos. After seven years with the Expos, he served as assistant general manager and scouting director for the Florida Marlins from ’92-98. Following brief stints with the Colorado Rockies and Cincinnati Reds, he worked for the Chicago Cubs as special assistant to the general manager from 2002-2011. Hired by the Boston Red Sox as a consultant in 2012, he is currently enjoying his 50th year in professional baseball.

Baseball America has named Hughes one of the top 10 scouts of the 20th century and presented him with its lifetime achievement award in 2007. He was inducted into the Baseball Scouts Hall of Fame in 2009.

**Andy Strasberg (June 9)**

In 22 years as a front office executive with the San Diego Padres, Andy Strasberg established himself as one of the sport’s most innovative marketers. He is also well-known as the world’s No. 1 authority on and fan of Roger Maris. The story of his relationship with Maris is an unforgettable human interest story of a friendship between a player and fan.

During his tenure in San Diego, Strasberg oversaw preparations for the Padres' playoff participation and two All-Star Games in addition to his day-to-day responsibilities. He also coordinated the successful three game series between the Padres and the New York Mets in Monterrey, Mexico in 1996.

Upon leaving the Padres in ‘96, Strasberg founded ACME (All-Star Corporate Marketing Enterprises) Marketing, which has provided services to the National Baseball Hall of Fame, Cleveland Indians, Pittsburgh Pirates, The Famous Chicken, Broadcaster Jerry Coleman, Ozzie Smith, Nolan Ryan, Harmon Killebrew, and the USPS.

In 2008 Strasberg co-authored the book “Baseball’s Greatest Hit: The Story of Take Me Out to the Ball Game” and was responsible for the USPS issuing a stamp commemorating the 100th anniversary of the song.

Currently he is working on an ambitious project to collect snapshots taken by fans of their experience going to MLB games over the last 100 years. To date he has had two Fantography books published.

A frequent guest lecturer at sports marketing symposiums throughout the country, Strasberg is a native New Yorker and a cum laude graduate of Long Island University.

**Required reading:**
Molina: The Story of the Father Who Raised an Unlikely Baseball Dynasty” by Bengie Molina and Joan Ryan