Stanford Continuing Studies Preliminary Syllabus
Quarter: Spring 2018

Baseball: Inside America’s Game
BAS 101
Mondays, 7:00–8:50 pm
9 weeks, April 9 – June 11 (no class May 28)
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 fantasyland for statisticians, an instrument for social change, heroes to admire and memories to last a lifetime.

During this 9-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 how to build a team, a fan base and a new ballpark; scouting vs. analytics; the business of baseball; the challenges of the college game; representing players and negotiating with teams; and the real-life MLB experiences of a star player, veteran umpire, legendary scout, beat writer and columnist.

Grade Options and Requirements
No Grade Requested (NGR)
Credit/No Credit (CR/NC)
Students must attend at least 7 of the 9 classes to receive credit.

Weekly Course Outline

April 9 – "Baseball’s Hot Button Issues" – Bruce Jenkins, San Francisco Chronicle columnist and former Giants/A's beat writer

April 16 – “College Baseball: Challenges and Opportunities" David Esquer, Head baseball coach at Stanford, former head coach at Cal

April 23 – "The Business of Baseball" – Roger Noll, Professor of Economics Emeritus at Stanford

April 30 – “Building a Team, a Fan Base and a New Ballpark – David Kaval, President, Oakland A’s Baseball Club

Dates TBD (May 7 – June 11)

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

"A Player’s Life in the Big Leagues and Post-retirement“ – Rich Aurilia, former San Francisco Giants infielder, 15-year MLB veteran and All-Star
"The Baseball Beat: Covering a Major League Team and the World Series" – Susan Slusser, San Francisco Chronicle A's beat writer and past president, Baseball Writers Association of America

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

“The Agent’s Perspective: The Care and Feeding of a Baseball Player” – Matt Sosnick, President of Sosnick, Cobbe and Karon, and Larry Reynolds, President of Reynolds Sports Management

**Course Director**

**Gary Cavalli**

Gary Cavalli has over 40 years of experience in professional and college sports administration. He recently retired after 14 years as executive director of the post-season college football game played in the Bay Area known most recently as the Foster Farms Bowl. In 2016, he received the inaugural Legacy Award from the Football Bowl Association for his contributions to college football.

Cavalli was previously 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 NFL documentary, *Disposable Heroes*. He also produced network TV programming for FOX Sports and managed NCAA golf and soccer championships.

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.

**Speakers**

**Bruce Jenkins (April 9)**

Bruce Jenkins has been a sportswriter and columnist for the San Francisco Chronicle for 45 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 27 World Series, 19 Wimbledons and many other major 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.

**David Esquer (April 16)**

Dave Esquer is in his first season as head baseball coach at Stanford University. He returned to his alma mater to succeed his college coach, Mark Marquess, who retired after 41 years at the helm of the Cardinal.

Esquer played under Marquess on Stanford's 1987 national championship team, and served as an assistant on The Farm from 1991-96. He spent the last 18 years as the head coach at Cal, where he was the 2011 National Coach of the Year, and led the Bears to five NCAA Regionals and the 2011 College World Series.

While at Cal, Esquer posted a record of 525-467-2 (.528), was named the 2001 Pac-10 Coach of the Year, produced 13 All-Americans and mentored 81 Major League draft picks, including five first-round selections. Brandon Morrow became the highest draft pick in school history when he was the fifth pick overall by the Seattle Mariners in 2006, and, more recently, right-handed pitcher Daulton Jefferies was drafted in the 2016 first round by the Oakland A's.

A shortstop at Stanford from 1984-87, Esquer was a starter on the Cardinal's 1987 College World Series championship team. He earned all-tournament honors after hitting .350 with six RBIs in Omaha. He also earned All-Pac-10 Southern Division honors as a senior, batting .318 with 41 RBI and 16 stolen bases. Esquer went on to play professional baseball for four seasons with the Baltimore Orioles, California Angels and Milwaukee Brewers.

Following his playing career, Esquer spent six seasons as an assistant under Coach Marquess. That included five NCAA Regional appearances and a fifth-place finish at the 1995 College World Series. He later served for three years as the top assistant at Pepperdine, before being hired at Cal.

Esquer was a three-sport star and class valedictorian at Palma High School in Salinas. He was tabbed the school’s "Athlete of the Year" after being named team captain and MVP in baseball, football and basketball.

**Roger Noll (April 23)**

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; and the economics of sports and entertainment. Recent publications have included contributions to a book on sports business -- "Sports Economics after Fifty Years" and five 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*, and is a frequent expert witness in sports business court hearings.

**David Kaval (April 30)**

David Kaval was named the seventh president in the history of the Oakland Athletics last November. He quickly implemented a number of initiatives to connect with fans and community
stakeholders, including weekly office hours, town hall meetings, and social media.

Kaval immediately improved the fan experience at the Oakland Coliseum by upgrading club areas, introducing new food options, lowering prices, and unveiling "Championship Plaza," a new fan destination on the plaza outside the Coliseum with gourmet food trucks, interactive games and beer stands. The team removed the tarps on the upper deck, allowing fans to experience the entire stadium for the first time in more than a decade.

He honored the team's history, naming the playing surface at the Coliseum "Rickey Henderson Field," honoring Hall of Fame broadcaster Bill King and hiring Henderson as a special assistant and Dennis Eckersley as a special alumni assistant.

Additionally, Kaval has reinforced the team's commitment to Oakland and is leading the efforts to open a new ballpark in Oakland.

Previously he was president of the San Jose Earthquakes. Under his leadership the Quakes won the 2012 Supporters' Shield, awarded to the MLS team with the best regular season record, and opened Avaya Stadium—the Quakes' $100M privately financed soccer stadium.

Prior to joining the Earthquakes, Kaval in 2003 founded the independent Golden Baseball League, whose alumni include Rickey Henderson and Jose Canseco. He also spent time in the Office of the President of the U.S. in Washington, D.C., working on the National Security budget as part of the Office of Management and Budget (OMB).

In 2000, Kaval co-authored "The Summer That Saved Baseball," a book highlighting his tour of all 30 Major League Baseball stadiums in the summer of 1998. The Cleveland native is also a lecturer in management at his alma mater, the Stanford Graduate School of Business.

Ed Montague (date tbd)

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. He came out of retirement three years ago to serve as the West Coast supervisor of umpires for Major League Baseball.

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 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.

Rich Aurilia (date tbd)

Rich Aurilia is a former All-Star shortstop and a veteran of 15 years in major league baseball. A career .275 hitter, Aurilia had 186 home runs and 756 RBIs in 1,652 games with the San Francisco Giants, Cincinnati Reds, San Diego Padres and Seattle Mariners.

Aurilia spent most of his career and enjoyed most of his MLB success with the Giants. Originally a 24th round draft choice of the Texas Rangers, he was traded to San Francisco and made his debut in ’95, beginning a nine-year run with the club.
His best year was 2001, when he made the All-Star team and finished 12th in the Most Valuable Player voting. Aurilia batted .324, hit 37 homers and drove in 97 runs, career bests in all three categories, and won the National League Silver Slugger Award at shortstop. His teammate Barry Bonds hit a record 73 homers that year and was the league MVP.

Aurilia also starred on San Francisco’s 2002 World Series team, batting .296 in 14 postseason games with 5 home runs and 14 RBIs (a National League record for a shortstop in the postseason). He also was a nominee for the Roberto Clemente Award that year.

After signing as a free agent with Seattle in 2004 and splitting his time that year with the Mariners and San Diego Padres, Aurilia signed with Cincinnati in '05. He enjoyed a fine season with the Reds in ’06, batting .300, hitting 23 homers and driving in 70 runs. He returned to the Giants in 2007 and played three more years in San Francisco—mostly at first base and third base—before retiring in 2010.

A native of Brooklyn, New York, Aurilia was a standout at St. John’s University, where he earned All Big East honors in 1992. During his 11 years with the Giants he was active in the Bay Area’s Make a Wish Foundation.

He and Los Angeles Dodgers manager Dave Roberts are partners in Napa Valleys Mi Sueno winery, where they produce wines under the Red Stitch label. He also works as an analyst on Giants’ games and post-game shows for NBC Sports Bay Area.

Susan Slusser (date tbd)

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, women’s basketball and even curling.

Susan previously covered the Texas Rangers for the Dallas Morning News, the Orlando Magic for the Orlando Sentinel, and 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 wrote a book about the Oakland A's, published in 2015: “100 Things A’s Fans Need to Know and Do Before They Die.”

Susan is a 1988 graduate of Stanford University.

Gary Hughes (date tbd)

Gary Hughes is one of the most respected scouts in the history of major league baseball. He’s worked as a scout or executive for 10 different teams and his career has spanned over a half-century.

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 51st 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.

**Matt Sosnick (date tbd)**

Matt Sosnick is the founder and President of Sosnick Cobbe & Karon, one of the most successful player representation agencies in baseball. A self-made sports agent, he entered the industry with little knowledge and without a law degree, but quickly made a name for himself through hustle, personal relationships and integrity.

Sosnick earned a B.A. from the University of Southern California with a major in Communications and a minor in Business. After working in his family’s business, he became CEO of a Silicon Valley electronics-related firm. His desire to combine a love for sports with expertise in business resulted in the firm of Sosnick Cobbe & Karon.

His clients have included All-Star and Rookie of the Year Dontrelle Willis and All-stars Josh Johnson, Jay Bruce and Matt More, Ricky Nolasco, Freddy Sanchez, Josh Willingham and Ryan Doumit.

He was named one of the Forbes Magazines five most influential young people in baseball in 2008. He was featured in ESPN’s Jerry Crasnick’s book, License to Deal: A Season on the Run with a Maverick Baseball Agent.”

**Larry Reynolds (date tbd)**

Larry Reynolds, a former two-sport star at Stanford University, is the Founder and President of Reynolds Sports Management. With over 20 years of experience and an impeccable reputation, he is regarded as one of the top baseball agents in the country.

Larry has advised or represented numerous Major League players and draft selections, including 15 first round and 17 compensation and second round draft picks. He has negotiated several lucrative and record-breaking, multi-year contracts, and has prepared and successfully presented numerous salary arbitration cases. His winning percentage in arbitration is well above the industry standard.

He earned a BA in psychology at Stanford, where he was named the Pac-10 Conference Baseball Player of the Year in 1977. In football, he was a starting defensive back and participated in two post-season bowl victories in the Sun Bowl and Bluebonnet Bowl under legendary head coach Bill Walsh. He was inducted into the Stanford Athletic Hall of Fame in 2003.

During his years on the Farm, he was drafted three times by the Minnesota Twins, San Diego Padres and Texas Rangers before turning down a free agency contract with the Dallas Cowboys and eventually signing with the Rangers. Larry played five years of pro baseball before suffering a career-ending injury. He coached one year in the St. Louis Cardinals’ organization before becoming a sports agent.