

SMWW Conference at Nashville for 2023 Baseball Winter Meetings

Agents

- Agent of Robin Ventura on panel
- Not easy/be honest
- A lot of people running around ~W.M.
- Trying to get meeting with ~~baseball club~~ - W.M.
- Q&A after present case in suite to teams

f # - Different animal dealing w/ high school + college parents

Kyle
(Harrison Stanton)

Expansion

- Franchise on West + East - \$2 billion in expansion
- fees
- owners
- region

Jack James

Aaron

Keller

Andrew

van Buren

Evan Green

No more AL + NL - 8 divisions based on new

- Maybe Portland, Salt Lake City (Miller family has only owned Jazz also Romney), Nashville, Montreal (large market); Oakland after A's leave

- Nashville favorite + expansion will happen - Kelley Throop - Portland or Salt Lake City favorites
He thinks if will be Nashville then Portland or Salt Lake City
- Owners like \$4 billion more, but have to share revenue + media

- Kelley likes Montreal, but MLB may be scared that if it doesn't work (over)

Expansion cont.

- out, it will look like they made a mistake twice
 - ④ Acreage issue is huge - want area around ballpark like Braves' battery - want experience, not just ballpark - so size matters for expansion
 - MLB to pdx.com
 - probably would have expansion draft that would move prospects
 - League views minor league teams and ~~A~~ MLB teams as different products
 - ④ probably don't want to put team in Oakland right after team leaves - so teams have leverage over community
- F - ex. L - if we combine the score, of soccer team and ~~MLB~~ we may make the World Series
(Royals)
- ④ Nashville doesn't cannibalize current MLB markets
 - ④ Portland not development friendly - tax resistant to pay for new team
 - International team - not completely prohibited, but (over)
(not Canada)

Dodgers Staff Member for Blue Section

Expansion cont.

~~→~~ would cost a lot of money

- TV money work + rights would be biggest topic of discussion once expanded

Q

- Tim Thomas, Jim Leyland, + Joe Torre caused him to be late
- Has best winning %. ~~→~~
- Better person than manager - Dan Evans
- Being well-versed is important - makes it easier - can be sympathetic towards a player
- Front office people care just as much or more than the ~~the~~ about winning than the players
- Doesn't like script but planned on using Kersten late in game in play offs + it played out. He knew if it doesn't go well he ~~he~~ would probably be fired.
- Bruce Bochy does gut thing better than anyone.
- 1st Asian-American manager in W.S. history

④ 2 separators: Appreciation for how we got here, this game, getting teeth kicked in and how you respond

cont.

- Doesn't like attention on ~~himself~~ himself
- Should've been 2 championships he said
- Winningest manager - most ~~pride~~ said it's result of great people around him, it's not debatable.
a lot of

⑤ Challengers baseball ops to grow + not be narrow minded

- Feel is very important he said
- Survived stage 2 cancer, worked while going through chemo treatment. Helped him value life, health, + people + realize not care much about ~~rest~~ result of game.

⑥ Advice for v.m. networking: Desire, eagerness, * impact your love of the game; follow up w/ executives

- He offered ^{to answer} couple questions even though he was late on a tight schedule

Former MLB GM

- ~~[REDACTED]~~
- 400 alumni in industry
 - Be on your own at Winter Meetings
 - (At Nach. 15 yrs ago) ^{raise} Someone got hammered ~~faceplant~~ point set to faceplant - 15 interviews next day got cancelled ~9 yrs later real estate ^{realized he won it}
 - LinkedIn connection as soon as you're done.
 - Don't interrupt/don't say you love the game
 - Respect people in conversation/move around lobby
 - Be at refreshment stand/breakfast/coffee
 - Go to LinkedIn connection - people in the game - 30 clubs with tables
 - Tell others about openings/relationships are everything

Former MLB GM cont.

~~[REDACTED]~~ Network Advice

- + - 8 yr old luggage died w/ United - duck taped hole
Someone from Japan said you need to have a moment of silence for your luggage
- SABR Board of Director
- Connect w/ Baseball Connect for job after postings

⊕ Have fun embrace the moment

- I'd want to talk to you if ^(I was a hitter) ~~xanthropy~~
and ^(Yankees) got the plaque for taking all 9 SMWW baseball classes
- MLB mandates all 30 clubs are represented at event tomorrow

~~Q&A~~ Player Development

- Elvis w/ Tampa Bay Rays on panel
- Teachers, interpreters, dieticians
- Dan Duquette - former Red Sox and Orioles GM

④ Look at what teams have the most players that came up through minors on the MLB roster to identify best teams at player development

- Transparency important at Rays ^(Elvis) w/ players - tell them they need more at-bats

f ④ Why is there so much discrepancy between teams w/ player dev success? Elvis - we're just good managers, transparency, consistency in secret sauce. Dan paid attention to details + they have a plan + stick to it

④ [REDACTED] They put as much resources, top instructors, into star player when w/ Expos. Experts were really good at player dev. - brought up 79% a year to MLB level.

- Development at MLB level too

④ [REDACTED] Diversify metrics, two main kinds of top-down approach for MLB - a lot on free cover

Player Dev. cont.

agent, not a lot of money on player dev.
Gave ex. of Mets ~~Manager~~

- + ⚡ Pressure: [REDACTED] told [REDACTED] became GM. [REDACTED] congratulated him on becoming GM, then right after said what are you going to do w/ the manager, I know you can't keep him. Invest money well, otherwise unrest. [REDACTED] Evans loved pressure/accountability
- Network 24/7 at resort but may eat team dinner in early evening
- Biggest nights of all the nights in the [REDACTED] hotel lobby.
- [REDACTED]
- World Series champ - senior director of team travel w/ Dodgers + was manager of Japanese affairs - best in his field according to Evans
- + ⚡
 - Came in 2nd for Ichiro, but who cares about that
 - Think long-term - how Joe [REDACTED] affect spouse (working in baseball)
- ⚡ Dave Roberts touches every person, including videographer - that's a ~~part~~ leader being a great leader
- [REDACTED] (no good players started half the time on cover)

UCLA's D3 JV team, we and Lebron were close.

(Used to be JV + Varsity)

- ④ Don't change who you are, there's spots now for women + minorities, but general statement. Can't fake coding/being a people person

Analytics

- Hard to use for young guys + international guys + predicting short-term - playoffs
 - Hardest question is predicting how a guy will be 1, 2, 10, 15 yrs. out
 - Not all data matters, just use good data, + surround yourself w/ good people for scouting
 - Need to evaluate guys using everything
 - Drafting has gotten better
- ↳ - Ari - guy rejected our offer to play for Expos, he ended up being okay at football, Tom Brady
- Ari - best correct pick - Rizzo - touched 1st to end 115 year drought, Hunter Pence 90/90 (x: now deciding vote on bringing him or it was another stat up) Curt Schilling

(From players) *Analytics cont.

- want positive positivity, good listener, + open to listening. If ROY struggles next year may be from not taking constructive criticism want pos. team chemistry.

#

- National broadcasters may dislike the right decision.
- Don't confuse process w/ results. May If you choose the right process, make right decision even if results aren't there.
- Need human eye to see if a player can overcome a weakness
- Ari posted story on Gen AI in sports.

④ Plan book-read. Be the most prepared to make the right decision.



Hardcore programming - lower R1, R, etc. Forecasting, crunch numbers. what q's should be asked. Feature engineering & combine info. to rid noise.
Baseball info. - understand the game - do those things to get into industry as baseball analyst - Ari



I know that you can be good at what you want to do - don't say I'll do everything

Analytics cont.

- Players more self-aware w/ data - can help them change + identify weaknesses
- The better players are more into data.

★ Verlander listened to "geeks" + got better.
When Cole showed up big project to change him
to be great, Verlander told him just listen
to them, which helped a lot.

★ 16 yr. olds use data, you can start
scouting kids at 12 yrs. old, + Dan
saw Max Fried playing catch at 9 yrs. old
and said I'm going to keep an eye on
him.

Media

- Katie Woo works for Athletics, Bob Nightengale
works for USA Today, + Jeff Idem radio ~~sportscenter~~
~~(sportscenter)~~
- Get to know someone's personality + family
background - maybe write story on that - Bob
Nightengale
- ★ Shohei Ohtani - really big introvert - Bob
thinks he's comfortable in southern Cal. -
thinks he's going to Dodgers
- Katie said chance Ohtani goes to San Francisco

Media cont.

- MLB has been better at marketing of late marketing ~~now~~
- MLB needs to not just post hot opinion takes
- Tell players I will write something critical about you before posting; do you have a response, can explain where you're coming from - The Athletic writer
- [Redacted] players are more sensitive, just don't take cheap shots. If you do criticize, be at clubhouse next day for person to confront you.



Networking is your best friend no matter what you want to do + where you go to school

- Do play-by-play w/ recorder in press box - get press pass - at college games

- Bob + Katie - never satisfied w/ your story, just learn from others + focus on what you can do better

- [Redacted] slept through Sonny Gaviglio signing, was early in morning, "I just felt like a complete loser"
You won't get every signing.

(St. Louis)

- Try everything - get paid for your work.

Media cont.

- Don't take job beneath you - Bob
- ~~Play-by-play~~ truck that does broadcast for sports. ~~cause~~ Chaos in truck during game. Play-by-play announcer ~~may~~ be their last concern.
may

④ Don't lose your authenticity - keep your values

- You gotta do play-by-play if you want to do it
Qualls
- * Kent ~~Qualls~~ + Oscar Suarez
- Qualls assistant GM of Orioles
- Be honest & treat others how you want to be treated
- Qualls enjoys helping people get an opportunity
- Qualls - really competitive, network, & distinguish self. If you make good impression w/ me I'll remember that.
- Togetherness - pull rope in the same direction

⑤ Signed Felix Bautista to 7 yr deal since it may take time to develop control. He made MLB debut in 7th yr. so if we didn't think ahead we may have lost him.

Duwall + Suarez cont.

- Challenge players early in career - okay if players fail at minor league level.
- Nowadays if you can play, you'll get called up

⊗ Signing good players + getting guy who brings analytics to pitchers well - separates Orioles from others

- Rower instructors have been ^{positive} ~~poor~~ - 6-8 rovers - have right number of rovers.

⊗ Make sure top prospects have failed + succeeded at minors so don't have to send them back down after calling them to majors

f - Some agents say let me beat up GM, Oscar (agent here) says really, let me video this because you'll never be an agent after this, this ~~never~~ never happens, + I can sell the video. Have to be careful.

- Rosters change everyday

- Have some guys they're interested in long-term