

A's News Clips, Wednesday, October 19, 2011

St. Louisan Outman, in-laws rooting for Cards

Oakland lefty thinks the Redbirds will have their hands full

By Jane Lee / MLB.com

OAKLAND -- Perhaps it's best the Cardinals aren't engaging in World Series action with the A's come Wednesday. At least for Josh Outman's sake.

"I've heard plenty of times that if the A's play the Cardinals, my wife's family is rooting for the Cardinals," Outman said, laughing. "They said if I'm pitching, they're rooting for me. They want me to do well, but they want the Cardinals to win. So I don't know exactly what that means."

The Oakland pitcher and Missouri resident was born in St. Louis and deems himself a "fair-weather fan" of the Cardinals, admitting it's easier to cheer for them when they're doing well in the postseason. But it's really wife Ashley's loyalty to the club -- set to take on the Rangers in the Fall Classic -- that has dictated the direction of his cheers this month.

St. Louis' presence in the World Series also makes it all the more easier to root against Texas, which has claimed the American League pennant two straight years.

"I would have said Texas was my favorite going into the playoffs, even though they're our AL nemesis," Outman said, "but now that the Cardinals are in there, I'll be pulling for them."

"Obviously I'd love it and would prefer if it were us playing in the postseason right now, but given that we're not, it's neat to come home and watch the hometown team doing well."

The Cardinals, baseball's feel-good playoff team that was 10 1/2 games out of the National League Wild Card race in late August only to erase the deficit and beat the highly favored Phillies in the NL Division Series and then the Brewers in the NL Championship Series, enter the World Series as the underdog next to a domineering, well-balanced Texas club -- one Outman is quite familiar with.

"I think it's going to be tough for the Cardinals," he said. "They're going to have to contain Texas' offense. I think that the Rangers' starting pitching has done a little better in the postseason, and I think it could turn out pretty lopsided if the Cardinals' starting pitching doesn't do any better than they did in the last series."

Should the two teams reach a Game 7, Outman will likely get the call to play host with his wife.

"We'd probably have a bunch of people over," he said. "Hopefully we'll get to go to one of the games, too. It's an incredible atmosphere, and hopefully something we'll be able to experience at some point with our team, the A's. It's just amazing. The energy with every single pitch is incredible."

Dogs' Choice unable to best Harper

After break, A's No. 2 prospect homers in his third straight game

By Robert Emrich / Special to MLB.com

Michael Choice homered in his third straight game Tuesday, but it wasn't enough to top Bryce Harper.

The Harper-led Scottsdale Scorpions rallied to beat Choice's Phoenix Desert Dogs, 11-10, in 10 innings in the Arizona Fall League.

Playing in his first game in 10 days due to a personal matter, Choice got off to a quick start, slugging a two-run homer in the first inning to give the Dogs a 2-0 lead. Oakland's first-round pick in 2010 was surprised by his blast.

"I was just coming back from taking a week off. I was looking for a pitch up in the zone and I just put wood on it," said Choice. "It was pretty cool, coming into the game I was just trying to get my timing back. Getting a homer in my first at-bat back shocked me more than anybody."

Choice is tied with Mesa teammates Robbie Grossman (Pirates) and Junior Lake (Cubs) and Surprise's Mike Olt (Rangers) for the AFL home run lead with four.

Despite Choice's best efforts, Harper (Nationals) gave the fans at Phoenix Municipal Stadium a show in his best AFL game of the season. The former top pick had three hits, including his first homer, three RBIs and fell a triple shy of the cycle. The **No. 2 prospect in baseball** also drew a pair of walks and scored twice.

"He's a good hitter, getting to watch a young kid at this level is pretty cool," Choice said of Harper. "It's pretty fun to watch regardless whether you are on his team or not."

Choice, who also smacked an RBI double, had a strong season in the California League, batting .284 with 30 homers and 82 RBIs for Class A Advanced Stockton, earning postseason All-Star honors. His bat was exceptionally hot in the season's second half, as he hit .332 with 14 homers in 53 games. That surge is something that Choice, **the Athletics' No. 2 prospect**, is trying to maintain.

"Basically trying to keep the same approach I had towards the end of the regular season and just sticking with it," the Texas native said. "Just hitting my pitch and changing my approach for what I think the pitcher is going to do."

The Scorpions scored once in the ninth to tie the game and again in the 10th to take the lead. Nationals prospect Derek Norris hit an infield single with two outs in the ninth. A pair of errors by Phoenix second baseman Corban Joseph (Yankees) in the 10th allowed Joe Panik (Giants) to cross the plate with the go-ahead run.

Red Sox prospect Will Middlebrooks homered and drove in three runs while Darin Ruf (Phillies) collected three RBIs for Scottsdale.

Stephen Harrold (Giants) improved to 2-0, allowing one hit over two scoreless innings of relief.

Pirates farmhand Preston Claiborne (0-1) was tagged with the loss, allowing an unearned run in the 10th.

sPeter Moore and Billy Beane to be Honored PromaxBDA Sports Media Marketing Awards

LOS ANGELES, Oct. 19, 2011 /PRNewswire-USNewswire/ --

Billy Beane, the Vice President and General Manager of the Oakland Athletics and Peter Moore, COO of Electronic Arts, will be honored at the second annual PromaxBDA Sports Media Marketing Awards. The Awards show will take place at the Millennium Broadway Hotel in New York City on November 15 and honor the best and most creative work in sports marketing. To register or for more information visit promaxbda.org/sportsmedia.

Beane, the subject of Michael Lewis' best-selling book and current hit movie "Moneyball," will receive the "Game Changer Award." The "Game Changer Award" recognizes a cultural trendsetter who, through the development of new technologies, applications, business models and industries, has transformed the business of Sports Media & Sports Media Marketing. Last year's recipient was UFC President Dana White.

Moore, who helped turn EA SPORTS into one of the most successful and recognizable brands in the world, will be honored with the "Lifetime Innovator Award." Tony Ponturo received the inaugural award last year. Throughout his distinguished career, Moore has translated a passion for sports into a lifetime of achievements, having been responsible for the growth of some of the biggest brands in sports and gaming. After spending eight years at Reebok, Moore rose to prominence at Sega, then on to Microsoft where he continued as a driving force behind the rise of gaming console juggernaut Xbox. From 2007 to 2011, Moore served as President of EA SPORTS.

BILLY BEANE: Considered one of the most progressive and talented baseball executives in the game today, Billy Beane has molded the Athletics into a perennial postseason contender since assuming general manager duties following the 1997 season.

Beane's executive talents and the organization's baseball philosophy were the subject of Michael Lewis's best-selling book Moneyball: The Art of Winning an Unfair Game, which opened the eyes of many of the top sports executives and

business CEOs in the nation. The book has since been made into a full-length motion picture featuring Brad Pitt in the starring role.

Under Beane's watch, the A's have compiled a 1132-972 (.538) record over the last 13 seasons, which is the fourth-best record in the American League and sixth best in all of baseball during that time frame. The A's have won four American League West titles (2000; 2002-03; 2006) and secured one AL Wild Card spot (2001) during that span.

As a result, Beane remains in great demand on the national speaking circuit, where he regularly addresses top companies on his management approach of identifying and using undervalued assets to create and sustain a competitive edge. He also sits on the board of directors of a couple of companies, including Easton-Bell Sports and NetSuite, Inc.

Beane was named The Sporting News' Executive of the Year in 1999 and earned Major League Baseball's Executive of the Year honors by Baseball America magazine following the 2002 season. In November of 2001, Beane was named one of Street & Smith's Sport Business Journal's "40 Under 40" list, honoring the nation's top 40 sports executives under the age of 40. In 2004, he was rated 16th on Street & Smith's Sport Business Journal's list of Baseball's Heavy Hitters.

PETER MOORE: Peter Moore, one of the most respected people in the multi-billion dollar video gaming industry, is COO of Electronic Arts, providing strategic leadership for all global operations that enable EA to bring products to market via retail and digital direct-to-consumer channels, including publishing, sales, media, central development and channel management.

Moore brings more than 25 years of experience in gaming, entertainment and consumer products as well as a past history of enormous success with him to EA. From September 2007 to August 2011, he held the position of president of EA SPORTS, leading one of the most recognized brands in sports and entertainment. During his tenure, EA SPORTS delivered some of the top-selling sports video games of the current console generation from franchises including FIFA, Madden NFL, NCAA Football and NHL. Moore's leadership was also instrumental in the expansion of digital game experiences from EA SPORTS, extending console games through downloadable content as well as bringing EA SPORTS franchises to new gaming platforms including social media and mobile devices.

Prior to joining EA, Moore was corporate VP of the Interactive Entertainment Business of Microsoft Corp., where he was responsible for leading both the Xbox® and Games for Windows® businesses, driving games development at Microsoft® Game Studios, as well as cultivating relationships with third-party game publishers and developers around the world. Before joining Microsoft, Moore was president and COO of SEGA of America, where he was responsible for overseeing SEGA's videogame business in North America. Prior to his role at SEGA, Moore was SVP of marketing at Reebok International Ltd.

About PROMAXBDA

PromaxBDA (promaxbda.org) is a global, non-profit association dedicated to being the leading resource for education, community, creative inspiration and career development for marketing, promotion and design professionals within the entertainment/information industry. PromaxBDA's mission is to lead the conversation about the role marketing, promotion and design play in the value of media across content platforms. With a combined membership of more than 3,000 companies and individuals drawn from more than 70 countries, PromaxBDA is a truly international organization uniting the individuals who will pioneer tomorrow's electronic and broadcast media.