

Oakland A's release reliever Michael Wuertz

Oakland Tribune

The A's released reliever Michael Wuertz on Tuesday after a disappointing season in which he posted a 6.68 earned run average in 39 appearances. He had no won-loss decisions, and opposing batters hit .280 against him.

Wuertz also walked 26 batters in 33.2 innings. In two previous seasons with the A's, Wuertz, 32, went 8-4 with 10 saves, a 3.19 ERA and .206 opponents batting average in 122 games.

In an off-field move, the A's hired Dan Feinstein as their director of professional scouting/baseball development. A Lafayette native, Feinstein had been the Tampa Bay Rays' director of baseball operations since 2006, working on contract negotiations, arbitration cases and trade analysis. He previously worked for the A's from 1994-2004, where his duties included amateur scouting, and he served as the Los Angeles Dodgers' coordinator of baseball operations in 2005.

Chris Pittaro, who had been the A's head of professional scouting since 2007, is now a special assistant to general manager Billy Beane, a role also held by Grady Fuson.

Chin Music: A's release Michael Wuertz, pick up reliever and outfielder on waivers from Padres

By Joe Stiglich, Oakland Tribune, 10/25/2011 2:40pm

The A's released reliever Michael Wuertz on Tuesday, not a big shock as it was likely they would decline his \$3.25 million club option in a few days anyway. The A's claimed right-handed reliever Evan Scribner and outfielder Cedric Hunter off waivers from the San Diego Padres, and they needed to clear a space on the 40-man roster, so Wuertz was released as a result.

It was an interesting three seasons for Wuertz in Oakland. He was one of the majors' most dominant relievers in 2009, going 6-1 and striking out 102 in 78 2/3 innings. But he was nowhere near that form over the past two seasons, going 2-3 with a 5.40 ERA, 47 walks and 72 strikeouts in 73 1/3 innings combined. He was signed to a two-year, \$5.25 million contract for the 2010-11 seasons, and it was pretty obvious the A's weren't going to pick up his option for this upcoming season. Wuertz is a stand-up guy and knew he wasn't likely to be back with Oakland. "I know I haven't performed up to what they paid me to do the last couple years," he said today over the phone. "It's a business. I don't know if they're going to try to go younger or whatever. It's just time to move on. I think wherever I go, whatever team that gets me is going to get a pretty good steal and a pretty good pitcher."

I don't have a whole lot to offer on [Scribner](#), 26, and [Hunter](#), 23, at this point. You can click on the links to read up on their stats. Scribner was a 28th-round pick of Arizona in 2007 and made his big league debut in 2011 with San Diego, posting a 7.07 ERA in 10 appearances spread over two stints. Hunter, who bats and throws left-handed, was a third-round pick in 2006. He made the Padres' Opening Day roster this season (his big league debut) but played in just six games before spending the rest of the season in Triple-A, where he hit .255 with two homers and 33 RBIs in 81 games. A groin injury in July ended his season.

That's all for now ...

A's release reliever Michael Wuertz

Susan Slusser, Chronicle Staff Writer

After being released by the [A's](#) on Tuesday, reliever Michael Wuertz didn't point the finger at anyone but himself.

"It's just when you're signed to perform and you don't perform, that's part of the game," Wuertz said. "It's one of those things I can see from both sides, what they have going on, what direction they're going to take."

The A's are likely to go younger and cheaper this offseason while their nearly three-year wait to get a resolution on a new stadium continues. The team held a \$3.25 million option on Wuertz for next season; he will receive a \$250,000 buyout.

Wuertz had a terrific 2009 season, using a devastating slider to go 6-1 with a 2.63 ERA and 102 strikeouts in 78 2/3 innings, but his past two seasons were a disappointment, in part because of injuries. His ERA rose to 4.31 in 2010 and 6.68 in 2011.

"The injuries he had to his hand and wrist never allowed him to get back where he was," assistant general manager David Forst said.

The A's needed to make room on the 40-man roster after picking up right-handed reliever Evan Scribner and outfielder Cedric Hunter from San Diego. Scribner, 26, missed the second half of this season with a torn lat muscle and Hunter, 23, missed the second half with a groin strain, but both are expected to be ready for spring training. Hunter, who might be in the mix for the A's center-field job, recently participated in the instructional league.

The A's also announced that their former video coordinator, Dan Feinstein, is returning to be the director of professional scouting. Chris Pittaro will become a special assistant to the general manager. Feinstein, who is from Lafayette and went to UC Davis, was Tampa Bay's director of baseball operations the past six years.

Drumbeat: Wuertz released, Feinstein returns to A's

From Chronicle Staff Writer Susan Slusser, San Francisco Chronicle, 10/25/2011 4:14pm

The A's released Michael Wuertz today, a move that surprised the right-handed reliever not at all.

"It's just when you're signed to perform and you don't perform, that's part of the game," Wuertz told me by phone. "It's one of those things I can see from both sides, what they have going on, what direction they're going to take. It could be good thing for me."

Wuertz said he'd already assumed the A's would not pick up his \$3.25 million option for next season after he'd followed a spectacular 2009 season (6-1, 2.63 ERA, 102 strikeouts in 78 2/3 innings) with two sub-par seasons that both included some injuries.

"Mike's a smart guy, he saw what was going on," assistant general manager David Forst said. "The injuries he had with his hand and wrist never allowed him to get back where he was."

"I understand it's a business," said Wuertz, who receives a \$250,000 buyout. "The way I look at it, the last couple of years have been frustrating for me whatever the case."

The A's needed to make room on the 40-man roster after claiming right-handed pitcher Evan Scribner and outfielder Cedric Hunter, 23, from San Diego. Both finished this season on the DL, Hunter with a torn groin and Scribner with a torn lat muscle, but they are expected to be ready for spring training. Hunter took part in instructional league recently, and he could be in the mix for the A's center field spot in the spring.

Scribner, 26, is "a strike thrower," according to Forst, and in 2010, the reliever struck out 81 in 66 innings at Double-A.

The A's also welcomed back former video Dan Feinstein, who has been Tampa Bay's director of baseball operations the past six years, as director of professional scouting. Experience with a club that does things much the way Oakland does and that has had good success the past few years makes Feinstein an even more valuable addition to an organization where he was already well known and well liked. Feinstein is from Lafayette and attended UC Davis.

"We found the right time and the right position to bring him back," Forst said. "Dan brings a lot to the table."

Chris Pittaro, the A's director of pro scouting the past four seasons, will become a special assistant to the general manager.

A's release Wuertz, claim pair off waivers

By Jane Lee / MLB.com

OAKLAND -- The A's took care of one of several roster decisions looming on their agenda this winter, releasing veteran reliever Michael Wuertz on Tuesday rather than picking up his \$3.25 million option for the 2012 season.

The move was made to create a 40-man roster spot for the incoming arrivals of right-hander Evan Scribner and outfielder Cedric Hunter, whom the A's claimed off waivers from the Padres.

The 32-year-old Wuertz, an eight-year veteran, was one of the top setup men in the American League in 2009, when he went 6-1 with a 2.63 ERA and a career-high 102 strikeouts in a team-leading 74 appearances for the A's. But the wear and tear suffered during that season had lingering effects on his 2010 and '11 performances.

Wuertz endured three disabled list stints during that span, including twice this past season, after agreeing to a two-year deal worth \$5.25 million. Plagued by thumb issues, he made just 39 appearances in 2011, posting a 6.68 ERA and .280 opponents batting average. He struck out 32, but also walked 26 in 33 2/3 innings.

Those numbers made Tuesday's news rather unsurprising, as his option wasn't expected to be picked up, anyway. He was the only A's member holding a club option for 2012, though five players are to become free agents and 10 are arbitration-eligible.

Scribner enjoyed two stints with San Diego this year, compiling a 7.07 ERA in 10 appearances, but spent the majority of the season at Triple-A Tucson, where he tallied 10 saves and a 4.71 ERA in 28 games before suffering a strained right shoulder in late July that ultimately ended his season.

According to assistant general manager David Forst, Scribner is currently taking part in a throwing program in Arizona and is expected to be fully recovered by the start of Spring Training.

Like Scribner, Hunter also watched his season end prematurely because of injury, as he was placed on the disabled list July 17 with a strained right groin and proceeded to miss the remainder of the year. However, he's now "100 percent" healthy, Forst said.

Cracking the Padres' Opening Day roster, Hunter made his Major League debut and collected one hit in four at-bats before being optioned April 9 to Tucson, where he hit .255 with two home runs and 33 RBIs in 81 games.

Rays' Feinstein returns to A's front office

By Jane Lee / MLB.com

OAKLAND -- The A's on Tuesday welcomed back Dan Feinstein to the organization as director of professional scouting and baseball development following six years as the Rays' director of baseball operations.

Feinstein is no stranger to Oakland, having spent 10 years with the A's in various roles from 1994-2004, including video coordinator and assistant in amateur scouting. He's also a Bay Area native and graduate of UC Davis.

While with Tampa Bay, Feinstein handled issues such as contract negotiations, arbitration and rules interpretation. He also worked for the Dodgers in 2005, serving as coordinator of baseball operations.

"My time with the Rays is something I will always cherish," Feinstein said in a statement. "I'm grateful to have worked with incredibly talented people and to have shared in the Rays' success. At the same time, I'm excited to return to the Bay Area and serve an organization that, like the Rays, is progressive and innovative in all aspects of its baseball operation."

The A's also announced that Chris Pittaro, who played the role of director of professional scouting since 2007, has been deemed special assistant to general manager Billy Beane. The 2012 campaign will mark Pittaro's 22nd season in the A's organization.

Additionally, Dave Eiland, who spent the last year as a special assistant for the Rays, was hired Tuesday as the Royals' pitching coach.

Eaton strikes again as Rrafters top Dogs

D-backs prospect has scored run in every Fall League game

By Danny Wild / MLB.com

In the words of Adam Eaton himself, "Success and comfort do not coexist."

That said, it's difficult to imagine Eaton being anything but comfortable at the plate lately. The fact that he's scored in all Arizona Fall League games he's played in backs that up.

Eaton scored in his 14th straight game and Rockies prospect Nolan Arenado homered for the third time in six starts as Salt River held off Phoenix, 4-3, on Tuesday.

Eaton, a D-backs prospect, scored his league-leading 19th run in the first inning the day after his Tweet. Fellow Arizona prospect Ryan Wheeler lifted a sacrifice fly to center field after Eaton's leadoff single set the table for another rally and first-place Salt River's 13th win.

Batting .333, Eaton has one homer, nine RBIs and five steals thus far with the Rafters after hitting .318 with 10 long balls, 67 RBIs and 34 thefts at two levels in the Minors this past season.

Arenado hit a game-tying homer in the top of the third off Yankees right-hander David Phelps, knotting the game at 2-2 after the Desert Dogs rallied for a pair in the second.

Salt River took the lead in the seventh when Dodgers farmhand Brian Cavazos-Galvez's single to center was mishandled by Oakland's Michael Choice, allowing Jason Castro (Astros) to score the go-ahead run. Jake Lemmerman (Dodgers) followed with an RBI single off Andrew Carignan (A's) for a 4-2 lead.

Phoenix added one more in the bottom of the frame when Rob Segedin (Yankees) walked and Kevin Ahrens (Blue Jays) doubled him home with one out. Rafters relievers Kevin Munson (Astros) and Josh Wall (Dodgers) combined to retire the final seven batters in order to finish off the win.

Astros lefty Dallas Keuchel started for Salt River and held the Dogs to a pair of runs on two hits over five innings, his longest outing of the season. He struck out one and did not walk a batter. Fellow Houston prospect Josh Zeid (2-0) pitched a scoreless sixth, working around two walks, to pick up the win.

Phelps was charged with two runs on five hits over four innings. Carignan took the loss, pitching one frame.

Oakland A's GM Billy Beane in Lead-Off Spot for Covario's INFLECTIONPoint Conference for Digital Marketers

"Moneyball" Protagonist to Address Fortune 500 Marketers Convening in Southern California for Sixth Annual Confab Focused on Driving Success With Analytics and Search Engine Marketing

SAN DIEGO, CA, Oct 26, 2011 Covario, Inc., the nation's largest independent provider of search marketing agency services and software solutions, announced today that Billy Beane, general manager of the Oakland Athletics, will be the opening day keynote speaker at its sixth annual INFLECTIONPoint conference for digital marketers Tuesday, Feb. 7, in Huntington Beach, Calif.

Beane, who many pundits believe is one of the most progressive and talented executives in Major League Baseball, has molded the A's into a perennial contender since assuming the GM role following the 1997 season. Under his leadership, Oakland has won four American League West titles and one AL West Wild Card spot.

Beane and his analytical approach to baseball are at the heart of Sony Pictures' recently-released motion picture "Moneyball," which is based on Michael Lewis' best-selling book, "Moneyball, the Art of Winning an Unfair Game." Beane and his team revolutionized the application of data and analytics to drive what (until the beginning of the 21st century) were considered unorthodox personnel and investment decisions, which shattered antiquated beliefs that only big payrolls equate to wins on the ball field.

Beane's approach to winning with analytics have since opened the eyes of many sports and business executives, who now utilize his "Moneyball" strategies to drive successful change by identifying undervalued assets to create a sustained competitive advantage.

"We're thrilled Billy has agreed to speak before our digital marketing clients and prospects, who represent industries ranging from technology and consumer electronics to financial services and consumer products -- just to name a few," said Russ Mann, chief executive of Covario. "Savvy marketers want to know about metrics, methods and new ways to win in this hyper competitive world."

Mann said the A's quantitative approach is analogous to what his firm does for its global Fortune 500 clients in digital advertising and search engine marketing.

"But like baseball, there are biases in the advertising world," Mann said. "There's a constant battle between traditional and online advertising, as well as creative ideas. Analytics can help maximize both, leading to effective and efficient results."

That said, Mann believes Beane is not only ideally suited to talk to marketers about the effective use of data, but more importantly about leading change and winning people over.

"For global marketing leaders this will be more interesting than just hearing about the statistics and the analysis."

The 2012 INFLECTIONPoint conference will be held at the Hilton Waterfront Breach Resort in Huntington Beach, Calif. It is expected that more than 100 global search marketing and digital advertising executives will be on hand to discuss key issues related to improving the return on investment from ad spending (ROAS) across digital and other media channels.

The conference will combine high-level keynote presentations with timely panel discussions, case studies, and interactive breakout sessions. It will also feature the annual Covario "Sigma" Awards to recognize a select group of companies that have successfully driven excellence in digital marketing and analytics.

Conference participation is limited to Covario clients and prospects. Digital marketers with Fortune 500 and other large global brands who are interested in learning more about INFLECTIONPoint 2012 and Covario are encouraged to visit the firm's website at www.covario.com.

About Covario

Covario is the nation's largest independent provider of search marketing services and SaaS-based SEO software systems. Headquartered in San Diego, the firm offers global enterprise solutions and agency services for paid and organic search, social media marketing, display advertising, and cross-media attribution analysis. The company's growing customer base includes world leaders in technology, consumer electronics, retail, ecommerce, financial services, media, entertainment, publishing, and consumer packaged goods. More information about Covario is available at <http://www.covario.com>.