Wait ‘til Next Year!
The 1955 Brooklyn Dodgers, the 2004 Boston Red Sox, and the 2016 Chicago Cubs
The 2016 Chicago Cubs
Agenda

- The Cubs: 1900 – 2008
- 2009 – The Ricketts Family buys the Team
- The 2016 World Series
# Chicago Cubs Winning Percentage by Decade

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<tr>
<th>Decade</th>
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CUBS vs. Cardinals

The Rivalry
Cubs Cardinals Head to Head Record Over Time
Cubs 1221 – Cardinals 1161

Cubs Cumulative wins over the years
Cubs – Cardinals: Championship Totals

![Bar Chart showing comparison between Cubs and Cardinals for Wild Cards, Division Titles, Penants, and World Series Titles]
A HOUSE DIVIDED

I'm WITH STUPID!
White Sox Fans go to the White House

Cubs Fans go to the Big House
Both Teams Suffer a Common (Bad) Fate

**Cubs**
- Great teams from 1901-1919
- 1901-2017: 9062-8867 (.509)
- Hall of Famers: 16
- Largest crowds in town for ~80 years
- 11 Pennants / 3 WS
- WS: 1906, 1908, 2016 (108 yrs)

**White Sox**
- Great teams from 1901-1919
- 1901-2017: 9149-9026 (.503)
- Hall of Famers: 13
- Largest crowds in town ~40 years
- 6 Pennants / 3 WS
- WS: 1906, 1917, 2005 (88 yrs)
Both Teams’ Fans Know How to Suffer

• "If there is any justice in the world, to be a White Sox fan frees a man from any other form of penance." - Bill Veeck, Jr.

• “Chicago Cubs Fans are 90 per cent scar tissue.” - George Will
1947 – 1962: The Cubs Hit Bottom

• 16 straight years without a winning record
• A winning season in 1963, followed by 3 straight losing seasons
• 1947-66: A record of 1273 – 1780
• .417 winning percentage / 64-89 yearly average
• Average finish - 7th place / 30 games out of 1st
But let’s not stop there!
1945 – 2016

• 5,305 W – 5,931 L (.472 winning percentage)
• That’s 71 years without a World Series appearance
• Cubs finished last or second to last 40% of the time
• They did not have bad luck; they were just bad
Losing becomes part of the Cubs Culture
ARE...ARE

YOU GONNA MAKE ME A CUBS FAN?

BEST THING ABOUT BEING A CUBS FAN?
YOU ALWAYS GET TO SEE THE BOTTOM OF THE 9TH
DON'T WORRY.

THERE'S ALWAYS LAST YEAR.
The Curses!!!
1945

So a goat walks into a Ball Park..
1969

A Black Cat looks deep into Leo Durocher’s eyes
2003 - A fan drops a foul ball

https://www.youtube.com/watch?v=vq8G81uOHHY
The Cubs were Losers for over 60 years

Q: Why?

A: Ownership
Q: Why did the Cubs lose in the 40s-70s?
A: Phillip K Wrigley, Owner

- Absentee owner who never allocated the resources
  - "Baseball is too much of a sport to be a business, and too much of a business to be a sport." - PK Wrigley, Owner

- Believed fans came for the experience rather than the product. Concentrated on the Park, not the team.
  - “Wrigley Field is lovelier than the baseball often played on the field" - George Will
  - “...the Cubs' business model. If the team is bad, strive mightily to improve ... the ballpark.“ – George Will
P. K. Wrigley

- Slow to develop a farm system; and did not use it properly
- Poor scouting system and player development
- Very few Blacks in the Cubs organization
- “College of Coaches”
- Shunned Free Agency (“no player is worth more than $100K”)
Change in Ownership

• The Wrigleys bought the team in 1921
• They sell the team to the Tribune Co for $20.5M in 1981
• The Tribune has a clear plan for the Cubs as part of their company
The Tribune links the Cubs to the WGN Superstation and Comcast Regional Sports Network
Embrace the Friendly Confines.

“WE’RE ON A MISSION FROM GOD”
Make it a Destination Ballpark
A new Generation of Cub Fans will come to Wrigley
Promote a Day in Wrigleyville
Wrigleyville changes from a working class neighborhood to Party Town
It’s more like a party than a ballgame
Why did the Cubs lose in the 1980s-90s?

Tribune’s Push for the Near Term

• Reason: The Cubs never had a long term plan
• The Tribune was a money hungry company in the 1980s-2000
• The Cubs were an asset which could be sold off
• Every Spring, the Cubs had to LOOK like a winner because the team might go up for sale at any moment
• Thus, the team was built for the short term (older players, weak farm system, no rebuilding efforts, rely on the “Lovable Losers” to get the fans in...) and never fixed the team’s basic flaws
Part 2: The Ricketts Family buys the Team in 2009
2010
Cubs begin over $575M in facility improvements

• Stadium: Jumbotron, new roof, clubhouse, batting cages, suites, new seats, bleachers, training rooms, concessions, interiors

• Outside: Construct a plaza, build a hotel and Cubs offices, new parking and side walks, buy the rooftop seats and other local real estate
New Hires to run the Team

Jason McLeod
VP for Player Development

Theo Epstein
President of Baseball Ops

Jed Hoyer
General Manager
The “Cubs Way”

- The goal is to win the Series, not make the play-offs
- To do this, you must tear everything down and start over
- Build from the ground up and for the long term
- Be prepared to lose (up to 100 games a year) for several years
- Tell the fans your plan. Tell them the goal is to win the World Series
The Cubs Way

• A grind offense with high OBP.
• Drive the ball with authority vice making contact.
• A balanced line-up that offers no break to the opposing team
• Pitchers with swing and miss stuff, balanced with ground ball pitchers
• Solid defenders who will make a difference
The Cubs Way - Operations

• Develop a positive, winning attitude about being a Cub – no more “Lovable Losers”

• Create a “scouting and player development machine”

• Operate with the resourcefulness of a small market team and the resources of a big market team

• Share player evaluation and development information with the player: Individual Development Plan
Building the Cubs Way

• Build around talent and, most importantly, Character
• The new players must want to win the Series more than anything else
• Draft field positions, not pitchers
• Acquire pitchers through Free Agency or Trades
• Goal by 2014: acquire 4 impact field players to win a World Series by 2017 (Rizzo, Bryant, Schwarber, Russell)
The Cubs Drafting Philosophy
Go for Position Players

- Analytics to screen, character to decide
- Draft position players because everyday players determine the team’s culture.
- Cubs want leaders. Guys who care about winning, and prioritize it.
- Position players are healthier than pitchers
- Scout - How does the player deal with adversity? Give 6 examples.
- Medical information: neuroscouting
New Cubs Acquisitions

- Javier Baez, 2B – 1st Round 2011 Draft
- Anthony Rizzo, 1B – Trade 2012
- Kyle Hendricks, P – Trade 2012
- Kris Bryant, 3B – 1st Round Draft 2013
- Jake Arrieta, P – Trade, 2013
- Kyle Schwarber, OF – 1st Rd Draft 2014
- Addison Russell, SS – Trade, 2014
- Jon Lester, P – Free Agent – 2015
- David Ross, C – Free Agent 2015
- Jason Hammel, P – Free Agent 2015
- Dexter Fowler, OF – Trade 2015
- John Lackey, P – Free Agent - 2016
- Ben Zobrist, LF – Free Agent 2016
- Justin Heyward, OF – Free Agent 2016
Jake Arrieta

• Jake Arrieta was the worst Starting Pitcher in the history of the Orioles
  • 20W – 25L / 5.46 ERA / 2010-2013
• Worked under 4 Pitching Coaches in 4 years. Each changed his mechanics.
  • Where he stood on the rubber
  • His wind-up
  • Over the top vs cross-fire
  • Direct stride vs Step-over
  • Don’t pitch the cutter
  • Add new pitches
• Bottom line: O’s messed him up
How the Cubs traded for Jake Arrieta in 2013

• O’s send Arrieta to AAA in 2013
  • 1W – 2L / 7.23 ERA / O’s in 2013
• Cubs’ Change of Scenery Survey
• O’s are making run for Postseason
  • O’s agree on Arrieta for Feldman trade
    • 7 - 6 / 3.46 ERA / Cubs
  • Cubs also want Pedro Strop in the deal
    • 0-3 / 7.25 / O’s
  • Cubs add Clevenger to close the deal
    • .125 / 0 / 0 / Cubs
• Arrieta wins the Cy Young in 2015
How the Cubs Signed Jon Lester

- Lester was the best lefty SP on the Free Agent market
  - 2014: 16 – 11 / 2.46 ERA
  - Career: 116 – 67 / 3.56 ERA
  - Postseason: 9 – 7 / 2.55
  - 2 World Series rings
  - Age: 31
- Red Sox / Giants wanted him
Wooing a Top Starter to a Losing Team

- Gift package and DVD are made for the Lesters
- Former Cubs tell Lester how great it is to play in Chicago, at Wrigley
- 2 day presentation to the Lesters on:
  - Family issues
  - Rebuilding Wrigley
  - Rebuilding the Cubs to win the WS
  - Being on a Cubs WS Title Team
- Cubs beat offers from the Giants and Sox. Lester signs 6 year deal w/Cubs
Year They joined the Cubs

Zobrist - 16
Schwarber - 14

Bryant – 13
Russell - 14

Fowler – 15
Almora -12
Lester -15
Hammel - 15
Lackey - 16
Contreras-09
Ross - 15
Montero - 15

Heyward – 16
Solar - 11
Baez -11
Rizzo -12
Age in 2016

Hendricks - 26
Arrieta – 30
Lester -32
Hammel - 33
Lackey - 37
Contreras-24
Ross - 39
Montero - 32

Fowler – 30
Almora -22
Heyward – 26
Solar - 24

Russell - 22
Baez -23
Rizzo -26

Bryant – 24

Zobrist - 35
Schwarber - 23
New Manager
In 2015
Joe Maddon
2015 Cubs

- 97-65, 3rd in NL Central (WC)
  - Rizzo* (.278 / 31 / 101)
  - Bryant* - ROY (.275 / 26 / 99)
  - Arrieta – CY (22-6 / 1.77)
  - Hector Rondon (6-4 / 30 saves)
- Rank in NL hitting (15 teams):
  - Batting Avg. – 13th
  - OBP – 5th
  - Slugging – 7th
  - ERA – 3rd
- Won WC over Pirates. 1-0
- Won NLDS over Cards, 3-1
- Lost NLCS to Mets 4-0
# Building a Team: Progress since 2010-2016

*NL Rank among teams (out of 16)*

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2016 Cubs
Regular Season

• 103-58, 1st in NL Central
  • Bryant* MVP (.292 / 39 / 102)
  • Rizzo* SS, GG (.292 / 32 / 109)
  • Zobrist* (.272 / 18 / 76)
  • Russell* (.238 / 21 / 95)
  • Fowler* (.276 / 13 / 48)
  • Lester* (19-5 / 2.44)
  • Arrieta* (18-8 / 3.10)
  • Hendricks (16-8 / 2.13)
  • Aroldis Chapman (4-1 / 36 Saves)

• Won NLDS 3-1 over Giants
• Won NLCS 4-2 over Dodgers
Off to their First World Series in 71 years
Part 3: The 2016 World Series
The 2016 Cleveland Indians
The Indians’ Record
Before the 2016 World Series

• 9191 W – 8837 L (.510 winning percentage)
• 2-3 in World Series history
• Last World Series appearance was 1997 (lost to the Marlins 4-3)
• Last World Series win was 1948 (4-2 over Braves)

Terry Francona
Indians Manager
2016 Indians

- 94-67, 1st in NL Central
  - Francisco Lindor* GG (.301 / 15/78)
  - Jason Kipnis (.275 / 23 / 82)
  - Jose Ramirez (.312 / 11 / 76)
  - Carlos Santana (.259 / 34 / 87)
  - Korey Kluber* (18.9 / 3.14)
  - Danny Salazar* (11-6 / 3.87)
  - Andrew Miller* (10-1 / 1.45)

- Won ALDS over Red Sox 3-0
- Won ALCS over Blue Jays 4-1
Indians Problems and Strategy in the Series

• Pitching Problems: Injuries to starting pitchers Carrasco and Salazar

• Pitching Strategy:
  • Use a rotation of Corey Kluber, Trevor Bauer, and Josh Tomlin.
  • Turn to the Bullpen early to keep the starters fresh
  • 30% Curve/Sliders. Make the Cubs hitters chase bad pitches.

• Offensive Problems: Cubs pitching is strong and deep

• Offensive Strategy:
  • Work the count to tire the pitcher and pick your pitch.
  • Use Team speed to steal bases
World Series
Game 1
October 25, 2016
Progressive Field
Corey Kluber
vs
Jon Lester
Oct 25 - Cleveland celebrated the 1st game of the WS and the Cavaliers raising their Championship Banner.
Game 1 Starting Line-ups

**Cubs**
1. Dexter Fowler CF
2. Kris Bryant 3B
3. Anthony Rizzo 1B
4. Ben Zobrist LF
5. Kyle Schwarber DH
6. Javier Baez 2B
7. Chris Coghlan RF
8. Addison Russell SS
9. David Ross C

**Indians**
1. Rajai Davis CF
2. Jason Kipnis 2b
3. Francisco Lindor SS
4. Mike Napoli 1B
5. Carlos Santana DH
6. Jose Ramirez 3B
7. Brandon Guyer LF
8. Lonnie Chisenhall RF
9. Roberto Perez C
The Indians Pitcher Dominate: 6-0

• Kluber pitches 6 innings of 4 hit shutout ball. 9 strikeouts.
• Miller and Allen close-out the Cubs
• Perez hits 2 HRs and drives in 4
• Schwarber doubles for his first hit of the season
• Francona is now 9-0 in WS games
Lindor scores in the bottom of the first on Ramirez’s single/1-0 Indians.
With the bases loaded, Brandon Guyer is hit by a pitch to bring in a Napoli. Napoli scores to make it 2-0 Indians after 1.
Kluber set a record by striking out 8 Cubs in the first 3 innings.

His curveball was hellacious. His two-seam fastball cut back over the plate from left to right almost like a little screwball.
The running game is slowed down.

Javier Baez tags out Francis Lindor in the 3rd inning of Game 1.
Top of the 4th, Schwarber doubles for his first hit of the year.
Perez hit a solo home run. Ross started to look to his dugout for guidance.

3-0 Indians after 4
Lester exits in the 6th. Cubs are down 3-0. Game 1
Francona lifts Kluber after 88 pitches, in the 7th inning, even though Kluber was throwing a 4 hit shutout. Francona wants to use Kluber in Game 4.
Andrew Miller may have been the most effective reliever in baseball in 2016.

He pitched the middle innings. Francona believed games were decided in the middle innings, and he wanted his best pitcher in the game then.
The Cubs had a chance in the 7th. They load the bases with no outs, but Andrew Miller retires the side with a fly ball to shallow CF, and consecutive strikeouts to Addison Russell and David Ross. 3-0 Indians
The Cubs’ Fans were silent
In the 8th, Miller continued to dominate the Cubs. As Schwarber strikes out. 

3-0 Indians

Game 1
In the 8th, the unlikely hero Perez hits his second homer, a 3 run shot to left center field bleachers to make it 6-0 Indians.
Cleveland Fans are feeling confident after Game 1

Game over
6-0 Indians
Indians lead Series 1-0
Francona had now won 9 straight play-off games in a row.
Game 2 Line-up: Six Cubs are younger than 25

Cubs
1. Fowler CF  S
2. Bryant 3B  R
3. Rizzo 1B  L
4. Zobrist LF  S
5. Schwarber DH  L
6. Baez 2B  R
7. Wilson Contreras C  R
8. Jorge Soler RF  R
9. Russell SS  R

Indians
1. Santana DH  S
2. Kipnis 2B  L
3. Lindor SS  S
4. Napoli 1B  R
5. Ramirez 3B  S
6. Chisenhall RF  L
7. Coco Crisp LF  S
8. Tyler Naquin CF  L
9. Perez C  R
Arrieta quickly takes control of the game
Bauer cannot control his curve ball. It either hangs or misses the plate.

In 3 2/3 innings, he gives up 6 hits, 2 walks and 2 earned runs.
1st Inning: Rizzo hits a double and Bryant scores. 1-0
In the 3rd, Schwarber singles up the middle and Rizzo scores. 2-0 Cubs.
Francona lifts Bauer and uses 6 relievers in Game 2
In the 5th, Zobrist triples to drive in Rizzo, then Schwarber singles to drive in Zobrist. Shaw loads the bases and walks in Schwarber. 5-0 Cubs. Game 2
In the 6th, Kipnis doubles and moves to 3rd on a ground out. He comes home on a wild pitch by Arrietas.

5-1 Cubs

Game 2
Arrieta goes 5 2/3 innings and gives up 2 hits and one earned run. 5-1 Cubs.
In the 7th, the Cubs load the bases with one out, but fail to score as Contreras is forced out at home.
Montgomery and Chapman come it to close it out.
Cubs Win Game 2
5-1

• Arrieta, Montgomery and Chapman shut down the Tribe
• Schwarber: 2 hits / 2 RBIs
• Zobrist: Triple / RBI
• 7 Indian pitchers give up 9 hits, 8 walks
• Series is tied 1 - 1
Off to Chicago for Game 3.
"All right! Lemme hear ya! Ah-One! Ah-Two! Ah-Three!"

https://www.youtube.com/watch?v=Ko58baUVstE
Wrigley Field
Home of
Chicago Cubs

INDIANS VS. CUBS
WORLD SERIES GAME 3 | 7:00 PM

TOYOTA
It’s been 71 years since a World Series was last played at Wrigley Field
Some were young in 1945

Some were young in 2016
Chicago was ready to celebrate
Wrigleyville: Addison and Clark Streets
In Cleveland, Fans packed Progressive Field to Watch Game 3 on the Jumbotron
Josh Tomlin vs Kyle Hendricks

Game 3
Game 3
2016 World Series
October 28
Wrigley Field
Hendricks and Tomlin were great.

Nobody is hitting.
# Game 3 Line-up

## Indians
1. **Santana LF**  S  
2. **Kipnis 2B**  L  
3. **Lindor SS**  S  
4. **Napoli 1B**  R  
5. **Ramirez 3B**  S  
6. **Chisenhall RF**  L  
7. **Perez C**  R  
8. **Tyler Naquin CF**  L  
9. **Tomlin P**  R  

## Cubs
1. **Fowler CF**  S  
2. **Bryant 3B**  R  
3. **Rizzo 1B**  L  
4. **Zobrist LF**  S  
5. **Wilson Contreras C**  R  
6. **Soler RF**  R  
7. **Baez 2B**  R  
8. **Russell SS**  R  
9. **Hendricks P**  R
The game features both good pitching and good defense.

Baez turns a double play in the 2nd inning. Lonnie Chisenhall is out.
Andrew Miller is amazing

Game 3

1 2/3 innings pitched
No hits / no walks / no runs
4 outs / 3 strike outs
17 pitches / 13 strikes
Miller struck out Fowler, Bryant and Rizzo on 13 pitches in the 6th
No score through 6

Cubs Fans were nervous
Top of the 7th. Perez singles to RF. Michael Martinez comes in to pinch run.
Martinez reaches second on a sacrifice bunt, and third base on a wild pitch.

First and third with one out.
Francona must make a decision

Game 3
Runners on 1st and 3rd.
No score.
One out.
Pitcher due up
He decides to pinch hit for Tomlin.

Coco Crisp singles in the only run of the game
Martinez scores on Crisp’s single.

1-0 Indians

Game 3
Bryan Shaw came in the bottom of the 8th inning to hold the Cubs.

Shaw throws a cutter 85% of the time, and a slider the rest of the time.
Russell leads off and strikes out in the 8th. Cubbies fans are worried.
Zobrist tries in the 9th, but strikes out.
Cody Allen gets the save in the 9th inning. Allen throws 2 fast balls for every curve.
Baez strikes out.
Game over.