

The World Series Edition ...and a "new" song from the Beatles

As an Arlington resident, I join the clan (Rebecca, Doc, and Snowball) in welcoming the world to our hometown. **First, I have a big (Major League) announcement to make:**

I have been invited to **throw the ceremonial first pitch for Game 8** of the World Series – that is, if an 8th game is played. However, there are two concerns:

- The Texas Rangers DID NOT extend that invitation – it came from “Doc the Puppy,” who has great influence as the original “Hot Dog” of baseball
- There has never been a Game 8 since this is a seven-game series...

Nevertheless, I stand ready and somewhat able to throw the pitch if called on to do so. To prepare myself mentally and physically, I am currently eating **an order of Irish Nachos from Arlington's legendary J. Gilligan's Bar & Grill**. For the uninitiated, Irish Nachos feature pan-fried potatoes instead of tortilla chips, covered with melted cheese, jalapeno peppers, tomatoes, and onions. And dipped in Ranch Dressing, of course!



Now, about the World Series...

Smart Strategy: When You're Hot, You're Hot

The teams with the best records all failed to reach the World Series this year. The Texas Rangers lost the division championship in the final four days of the season, but then went on a rampage by sweeping the two teams with the best records (Baltimore and Tampa Bay) in the American League, and then defeated the Houston Astros, who had won 9 of 13 games (almost 70%!) of the season's games against the Rangers.

Meanwhile, the **Arizona Diamondbacks** barely won more games than they lost in the regular season (84 wins, 78 losses).

However, **both** the Rangers and the Diamondbacks caught fire during the playoffs. Their late success shows that **peaking at the right time - when the pressure is on** - is more important than having the best season-long success record.

Lessons learned:

▲ On any given day, any team or enterprise performing near its greatest potential can defeat a competitor that appears to be superior on paper but does not rise to the occasion.

▲ While baseball and business are team operations, the players are normally rewarded based on their individual performances. A hitter like **Adolis Garcia** is not compensated for how much he cheers his teammates, but only for how well he hits and fields the ball. Similarly, a top salesperson in a company is rewarded for sales performance while that person is also appreciated for their teamwork. Former Astros owner **Drayton McLane** said it best: **Baseball is an INDIVIDUAL sport played as a TEAM**. What perspective!

▲ Unrelated businesses can profit off the World Series' success:

- **Randy Ford at J. Gilligan's** sells shuttle rides from FREE REMOTE PARKING for \$15/round trip and a lot of those riders also enjoy dinner and/or beverages before or after the game - just as they do for **Dallas Cowboys** games and the three recent **Taylor Swift** concerts.

And to capitalize on the crush of business on these game days, Randy has wisely created a "**Game Day Menu**" that offers a small number of entrees that he can prepare and help turn tables quickly: Irish Nachos, Hamburger/Cheeseburger Basket, Chicken Sandwich, and Chicken Fried Steak.

- **Brandon Hurtado's Barbecue** opened a concession stand at the World Series where he sells (A LOT OF) the **Heim Hammer**, named after Rangers' catcher **Jonah Heim**. The entrée is a shareable beef shank with glazed habanero barbecue sauce, enough to feed a party of six.

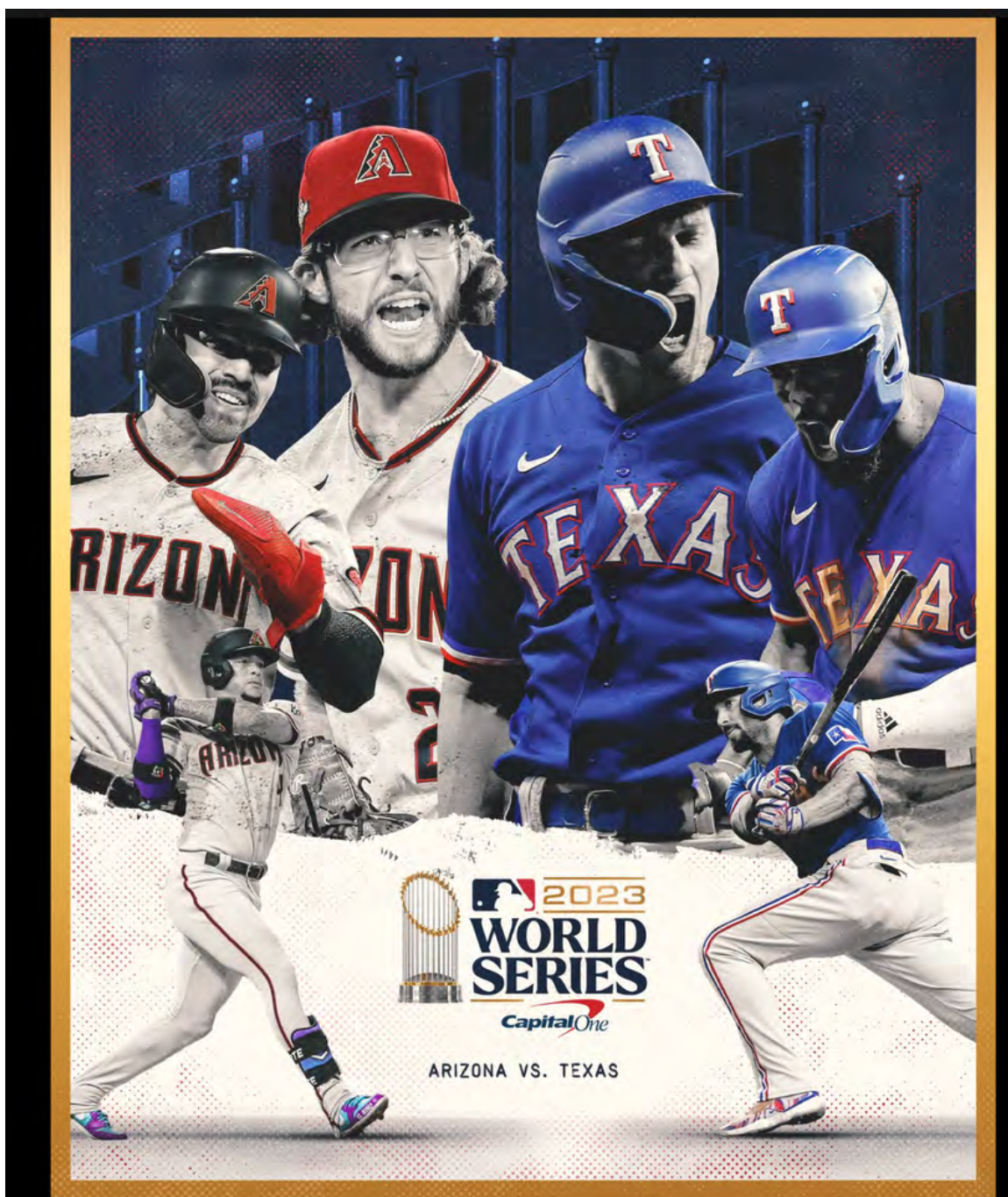
Arlington Mayor Jim Ross has [bet a Hurtado's Barbecue dinner against](#) Phoenix Mayor Kate Gallego's dinner from Pizzeria Bianco on the World Series. When you're a media darling like Hurtado's, good things keep coming your way with good publicity



The Rangers came on strong late in game #1 to win in 11 innings but they had an off night in game #2 – another example that baseball is an unpredictable sport.

And here's something to think about concerning **Artificial Intelligence**: [USA Today reported](#) on Friday morning that an AI simulator projected the Rangers would handily win game #1 by the score of 18-3 and that Rangers' leadoff hitter Marcus Simien would hit three home runs in the first game. Through the first two games, Simien had just the first two hits in 10 at-bats. Hmmm. AI still has a loooooong way to go!

The **North Texas Food Bank/Tarrant Area Food Bank** launched a **Strikeout Hunger** campaign in competition with the **St. Mary's Food Bank** in Phoenix to see which community would raise more money for its local food bank, spurring them on to help strike out hunger.



Speaking of AI: Impacting Baseball, other Venues

[Fox Business reports](#) that Artificial Intelligence is helping streamline and improve security at sports venues, concert halls, schools, and other locations through faster processing and less intrusive screening.

AI is making security more efficient as it frees up security personnel for other tasks. **Evolv Technology** provides magnetic fields as attendees walk through entry gates and the system quickly notifies a security officer of any questionable items, which are then surrendered.

This magnetic AI technology does not use facial recognition to identify or screen individuals, stating that the human body looks more like “a bag of saltwater” and there is no identity of race, gender, or size.

The focus is solely on any objects that the person may be carrying.



Tiebreaker: Taco Bell Gives Free Tacos with Stolen WS Base

Taco Bell continues to be one of the smartest special event marketers anywhere. The brand is known for creating its “Live Mas” (Translated: Live More) section on its **College Game Day** football broadcasts, and Taco Bell provides free tickets for 250 students for each team playing in the **Goodyear Cotton Bowl**, the **Capital One Orange Bowl**, and the **Vrbo Fiesta Bowl**.

Taco Bell then gives 500 student tickets for each of the two College Football Playoff Semi-finals games, and an additional 500 to the **College Football Playoff Championship**.

[USA Today reports](#) that Taco Bell is tied into the World Series, as well. When Ketel Marte from the Diamondbacks stole the first base of Game #1, he activated the Taco Bell “**Steal a Base, Steal a Taco**” promotion.

And there was an extra twist: Anyone using the Taco Bell app to predict – before the World Series started, of course – who would steal the first base would also receive a free medium drink with the free taco.

Now THAT is knowing how to activate a sponsorship!



Tiebreaker: John Travolta Sizzles in World Series Commercial

Early Christmas alert! [John Travolta still has the moves](#) from his "Saturday Night Fever" movie in this World Series commercial for Capital One credit cards. He pays subtle tribute to the special dance moves that made him a legend



And an October Surprise: The Beatles Final Song

If you had the release of a new Beatles song on your Bingo card, you win!

Yahoo.com reports that this Thursday, November 2, "**Now and Then**" will be released as a Beatles song that took almost 30 years to complete, as the tune includes a performance featuring John, Paul, George, and Ringo.

When the audio track was originally recorded as a home demo, a distinguishable and distracting hum prevented the song from being usable. That is, until two years ago, when AI technology was employed to remove the hum, and John's lead solo was made perfectly clear.

Paul McCartney served as producer and worked with Giles Martin - son of legendary producer Sir George Martin who had produced the Beatles' albums - to create a new drum solo with Ringo plus audio samplings from three Beatles Hits: "Here, There, and Everywhere;" "Eleanor Rigby;" and "Because."

On Thursday, we'll enjoy hearing for the first time a song that was almost 30 years in the making!



THE BEATLES

