

# Disappointment Is An Understatement

I am still a Cubs fan; I will admit it. Even after the 2003 Steve Bartman episode, after the 100+ (now it's officially time to add the + to 100) year World Series drought, and the disasterous playoffs of the 2007 and now 2008 seasons.

I just cannot believe the season is over. The season started off so promising this year, and picked up momentum all summer, only to leave us bewildered and disgusted in October once again. So what happened that made them look so terrible during all the playoff games?!?

You know what? I don't even want to talk about it. At least I don't have to worry about missing the World Series while I'm in Florida! Frickin' Cubs. Maybe next year... UGH!

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## Why the Cubs will NEVER win a World Series!



The Cubs don't just lose. They lose with style. They find new ways to make people say to themselves "I can't believe the Cubs found a way to choke again!" But why do they keep losing? Is it a CURSE? Yes it is... But it has nothing to do with goats and everything to do with dollars.

You see, a franchise that has build a cult-like following on the platform of being "Lovable Losers" needs to maintain their status to keep their following. And the following is where

the money is...

Take the Chicago White Sox for example. They won a World Series not too long ago. But now, that is history and they are no longer selling out every game and in the national spotlight. They have no story. They are just another team that wins some and loses some.

But, to be a money machine you **MUST** have a story. You must either be a big winner (like the Yankees) or a big loser (like the Cubs). If you're just floating around in the middle, you are not a story. You are no longer the eternal underdogs everyone roots for on the side. You are... Just another baseball team.

If the Cubs were to win a World Series, *Lovable Loser* would no longer fit. And unless they could consistently win, neither would the title of *Elite Team*. So, I wouldn't expect to see the Cubs winning a World Series any time soon. They will always be a devastating injury, botched play, or Steve Bartman away.

**Because baseball is a business and a good story is good for business.**