

# No More Goat Heads, Please

Ok, we get it – the Chicago Cubs have had a goat curse on them since 1945. It began when a tavern owner put a curse on the Cubs because they wouldn't let him bring his pet goat into the stadium for a World Series game, and the Cubs have not played in a World Series since. So why, here in 2009, does someone feel the need to leave a severed goat head outside Wrigley Field on the day of the Cubs home opener? Not only that, but the pranksters were at it last year as well. We get it – the Cubs have a goat curse on them. Ha,ha, laugh, laugh, nudge, nudge. Those Sox fans aren't very creative, are they? At least the head most likely was not specifically "crafted" for the prank – apparently there are a number of ethnic butcher shops in the city that carry goat's and sheep's heads – yum.

GO CUBS!

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## 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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## **GO CUBS GO!!!**

As you've probably heard by now, the Chicago Cubs have clinched their division. They WILL be going to the playoffs in 2008!!!! YAY! It's been a great year; even though with my busy schedule I only got to see less than 10 games. But that's ok – I always said I won't plan my life around baseball. Tempting, but I won't do it, at least not until my kids are grown and I have nothing better to do. A prime example of this is the fact that we've planned a trip to Florida during the playoffs and world series. If the Cubs make it to the world series, I won't get to see that either. Luckily, we'll be home in time for game 4 of the world series, so I'll at least be able to see one game, possibly more if they need to play them. But I'm getting ahead of myself. First the Cubs have to make it to the world series. Given the way the team has played all year, I think there's a pretty good chance, but all we can do is wait and see. For now, it's comforting to know that they've already clinched their playoff spot and I got to watch that happen! GO CUBBIES!!!!

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## **Let There Be Lights**

Recently there was an article on cubs.com about how it's been 20 years since Wrigley Field started night games for the

Chicago Cubs, i.e. got lights in their stadium. That made me feel kind of old because I remember that event, and it was 20 years ago: 8-8-88. Sigh. Since when can I remember 20 years ago? But anyway, I remember an elderly gentleman (turns out he was 91 in 1988 and actually remembered the Cubs winning the World Series in 1908 – a stark reminder that there is NO ONE left today who can say the same...) flipped the switch to turn on Wrigley Field's lights for the first time ever. Funnily enough, it was a bit too early in the evening, and many fans and spectators said they couldn't see a difference in the lighting on the field. But it was symbolic, and Wrigley Field finally had its lights, even if it was the last major league ball park to get them. And the event was proven even more symbolic than functional that night when the game was postponed because of rain. So the first FULL baseball game at Wrigley under the new lights was actually 8/9/88.

Apparently the lights were snuck into the field in the middle of the night, under cover, literally. They were hoisted into place quickly by helicopters, for fear that protestors would shoot them in order to try to preserve the neighborhood's charm and innocence. But the plan was not foiled, and 20 years later, we still get to enjoy night games at Wrigley. **GO CUBBIES!!!**

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## **I'm Not Rubbing It In, Honest, But...**

With ***NINE STRAIGHT WINS***, the Chicago Cubs are the HOTTEST team in baseball right now! I am ecstatic about this and just had to make a remark or two. So I'm sorry to my friends who follow MLB, choosing instead to support franchises other than

the Cubs – I don't know how your teams are doing, and I don't mean to rub it in about how incredibly awesome the Cubs are this year, but these days, "How about those Cubs?" is not just a conversation starter, it's a question being asked by baseball fanatics, Cubs fans, Chicagoans, and probably anyone who has ever heard of the Cubs, their 'loveable losers' nickname, and their awesome 2008 baseball skills. Gone are the days it seems when the Cubs were the laughing stock of baseball; the "maybe next year" mantra and when an 8-0 deficit in a game meant certain disaster for my favorite team. The other day, they were able to turn an 8-0 losing game into a 10-9 **WIN** over the Rockies! Honestly, the Cubs have never been known for great comebacks in a game, and this was no fluke – that game was followed by 2 more games where the Cubs came from behind to save the game and declare wins for themselves. Then again, rallies are nothing new to Cubs' manager, Lou Piniella – no manager in history has managed more eight-run comebacks.

So could 2008 be the year for the Cubs? Could 100, a whole century, be the magic number of years us Cubs fans have had to wait for another World Series win? That remains to be seen, of course, it is only June, but keep this in mind: according to the Elias Sports Bureau, the last time the Cubs had the best record in baseball entering June was 1908, the year they last won the World Series. Coincidence or fate? We will find out come October – I know I will be glued to the Cubs website until then!

***How about those Cubs?!?***

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# Big Papi's Curse

There have been several rivalries among sports teams over the years ([Ohio State/Michigan](#), [Chicago Bears/Green Bay Packers](#), and [Chicago Cubs/St. Louis Cardinals](#) to name a few). However, one of the most celebrated rivalries in all of sports is the extreme battle between the [New York Yankees](#) and the [Boston Red Sox](#). It dates back to 1920 when the Red Sox sold one of the most famous sluggers of all time, Babe Ruth, to the Yankees. From 1920-2004, the team from Bean Town was unable to win the World Series. Many 'Sox fans jokingly blame the deal; however, there were several more radical followers who faithfully curse the day the Babe put on the pinstripes. In order to curse the new Yankee Stadium, a Red Sox fanatic working as a construction worker, buried a David Ortiz jersey at the site. Although the jersey has since been unearthed and is going to be auctioned off for charity, I say **FIRE THE BUMB!!!!**

## [The Big Dig: The Yanks Uncover a Red Sox Jersey](#)

Ironically, the curse seems to have worked **IN REVERSE**. Big Papi has batted an embarrassing .070 hitting just 1-for-29 since April 2. Hopefully, recovering the jersey will not have a positive impact on Ortiz' average.

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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 consistantly 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 devistating injury, botched play, or Steve Bartman away.

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