

# APBA Land Comes Together

## APBA CONVENTION '73

June 15-17 Philadelphia

Bellevue-Stratford Hotel  
Broad and Walnut Streets

FRIDAY, JUNE 15

Registration -- Red Room ..... 9:00 am - 10:30 pm

Welcoming Session -- Clover Room

Special Guests:

Earnshaw Cook, author Percentage Baseball  
Robert Coover, author Universal Baseball Association  
David Eisenhower, columnist Philadelphia Sunday Bulletin  
Thatcher Longstreth, President Philadelphia Chamber of Commerce  
Robert Schmierer, author Forty Years of APBA

Speakers:

Benjamin L. Weiser, APBA Convention Coordinator  
J. Richard Seitz, APBA Games creator, President APBA Game Co.  
Frederick H. "Fritz" Light, Executive Vice-President, APBA Game Co.  
Leonard Gaydos, Publisher & Editor The APBA Journal  
John Brodak, Publisher APBA Innings  
Dave Ouellette, columnist The APBA Journal, APBA humorist

..... 7:30 pm - 8:15 pm

Door Prizes ..... 8:30 pm & 9:30 pm

APBA Baseball Game

J. Richard Seitz vs a lucky winner  
John McAdams, announcer Philadelphia (Vancouver)  
Blazers will do play-by-play of the ninth inning

..... 10:00 pm - 10:30 pm

APBA \*Til Dawn -- Clover Room

For those who refuse sleep ..... 10:30 pm - morning

SATURDAY, JUNE 16

Introductory Session -- Clover Room ..... 8:30 am - 9:00 am

APBA League Concepts -- Burgundy Room

Leonard Gaydos, moderator

1. Organizational aspects
2. Reports from APBA leagues
3. Special topics .....

9:00 am - noon

Open -- Crystal Room ..... 9:00 am - noon

Slide Tour of APBA Game Co. -- Crystal Room ..... 1:00 pm - 1:30 pm

APBA Discussion Groups -- Burgundy Room

Baseball Strategy

Earnshaw Cook .....

1:30 pm - 3:00 pm

Major League Baseball Operations

William Giles, Phillies Vice-President .....

3:00 pm - 4:30 pm

Relations Between the Major Hockey Leagues

John McAdams .....

4:30 pm - 5:30 pm

Open -- Crystal Room ..... 1:30 pm - 5:00 pm

APBA Baseball Tournament -- Clover Room  
Pete Simonelli, Director ..... 7:00 pm - midnight

APBA Flea Market -- Red Room  
Fans invited to buy, sell, and  
trade APBA and sports items ..... 8:00 pm - midnight

APBA Museum -- Poor Richard Room ..... 8:00 pm - midnight

APBA 'Til Dawn -- Clover Room  
For those who still refuse sleep ..... midnight - morning

SUNDAY, JUNE 17

Sports Trivia Contest -- Clover Room  
Larry Ceisler, Director ..... 8:15 am - 9:15 am

Baseball Movies -- Crystal Room  
"Bullpen," "Profile of a Rookie,"  
"50 Years of Baseball Memories,"  
"1972 All-Star Game," World  
Series "1972," "1969," "1966,"  
"1960," "1956" ..... 9:00 am - 5:00 pm

APBA Sports Discussion -- Clover Room  
Basketball  
Flip Rhoades, Discussion Leader  
Golf  
Michael Zimmerman, Discussion Leader  
Saddle Racing  
Ralph Rossini, Discussion Leader ..... 9:15 am - 10:30 am

APBA Game Co. Question & Answer Session -- Clover Room  
Fritz Light, Session Leader ..... 10:30 am - 11:30 am

Trials and Tribulations, Those Who  
Tolerate the APBA Fan -- Red Room  
Mary Ann Henry, Discussion Leader ..... 11:00 am - noon  
Informal Continuation ..... noon - 5:00 pm

Communications in the APBA Community -- Clover Room  
Leonard Gaydos and Benjamin Weiser, Moderators .. 11:30 am - 12:30 pm

APBA Football Discussion -- Poor Richard Room  
Michael Haley, Discussion Leader ..... 1:00 pm - 5:00 pm

Major League Baseball -- Veterans Stadium  
San Francisco Giants vs Philadelphia Phillies  
(Those interested in obtaining tickets should  
contact Benjamin Weiser, Coordinator.) ..... starts at 1:35 pm

SPECIAL GUESTS (alphabetically)

APBA CONVENTION 1973

JOHN BRODAK- Carmichaels, Penna.- Publisher of APBA Innings, and originator of the Alliance network of APBA leagues, including the first Saddle Racing league ever...John is Carmichaels' leading entrepreneur, and his APBA room is a building in itself, indeed a true "Cooperstown of APBA".

EARNSHAW COOK- Baltimore, Maryland- Noted author of Percentage Baseball, and Percentage Baseball and the Computer...Earnshaw Cook replayed nearly half a million baseball games on a computer, and came up with some remarkable results for managerial strategy. These included ruling out some of baseball's standard plays, and instituting innovative ones.

ROBERT COOVER- Princeton, New Jersey- Faulkner award winning author of Origin of the Brunists; also wrote Universal Baseball Association, which put down in words what every APBA fan had in his head, or said to himself (and hoped nobody heard) as he rolled his APBA dice...now working on a new book entitled The Public Burning of Julius and Ethel Rosenberg; an Historical Romance.

DAVID EISENHOWER- c/o The Sunday Bulletin, Philadelphia, Pa.- Sports analyst for the Philadelphia Evening and Sunday Bulletin, writing "above the level of competition" each Sunday in a fascinating column... APBA fan for many years.

LEONARD GAYDOS- San Mateo, California- Originator and publisher of the APBA Journal, the first national APBA publication...AJ initiated badly needed communication among APBA fans across the country, and truly developed the APBA community...helped organize the Bay Area Baseball Congress, and now a member of TABL and NABC...attending California State University at San Jose.

WILLIAM Y. GILES- Philadelphia, Pa.- Executive Vice-President of the Philadelphia Phillies baseball club...once ran the Houston Astros scoreboard...called by Newsweek Magazine "the next Charlie Finly", Bill Giles is one of the foremost experts of the operational aspects of major league baseball.

FREDERICK H. LIGHT- Lancaster, Pennsylvania- "Fritz" Light is the Executive Vice-President of the APBA Game Company in Lancaster, Pa...long-time APBA fan.

THACHER LONGSTRETH- Philadelphia, Penna.- President of the Greater Philadelphia Chamber of Commerce...A long-time APBA fan, Thacher Longstreth currently competes in a face-to-face baseball league consisting of 14 members.

JOHN McADAMS- Hi Nella, New Jersey- Radio play-by-play announcer of the Philadelphia (now Vancouver) Blazers of the World Hockey Association...expert on WHA-NHL relations...John currently competes in the Over-The-Hill League.

DAVE OUELLETTE- Battle Creek, Michigan- We'll let Dave tell his own story- "Ye Gods, where do I begin?!?!?..18 year APBA veteran, member of TABL and OTHL, columnist for the APBA Journal, humorist for the APBA community...fake the rest!"...(Ed note: Dave's also an assistant high school principal...seriously.)

J. RICHARD SEITZ- Lancaster, Pennsylvania- Creator of the APBA Game, President of the APBA Game Company, and the reason we're all here.

ROBERT SCHMIERER- Glenside, Pennsylvania- Author of 40 Years of APBA and Baseball's Memorable Boxscores... veteran APBA fan since 1954, owns all APBA baseball cards, with the exception of the 1950 season (has the pennant winning Phillies though.)

J. HENRY WAUGH- Van Meter, Iowa- 56 years old, accountant at Dunkelmann, Zauber & Zifferblatt, Licensed Tax and General Accountants...likes country music...parlor baseball game fan for many years.

BENJAMIN L. WEISER- Wynnewood, Pa.- APBA Convention Coordinator because "it was about time" . . .APBAPANATIC for many years, Editor of the APBA Journal...attends Brown University in his spare time.

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#### WHO IS COMING TO THE APBA CONVENTION?

APBA fans like you, "people who make their own rules when they know they're right. . . people who get a special pleasure out of doing something well (even if only for themselves). . . . . people whoknow there's more to this whole living thing than meets the eye. . . "

J. L. Seagull