To realize how big a deal the unveiling of the Selig Experience was Thursday evening at Miller Park, all one had to do was look at the guest list.

For starters, there was the great Hank Aaron as well as Rob Manfred, successor to Bud Selig as commissioner of baseball. Hall of Famers Joe Torre and Robin Yount were on hand as well as Rachel and Sharon Robinson, wife and daughter of late baseball pioneer Jackie Robinson.

On the Wisconsin front, there was Green Bay Packers President Mark Murphy and University of Wisconsin athletic director Barry Alvarez. And the list went on and on. Baseball executives such as Hall of Fame President Jeff Idelson, past and present executives of the commissioner's office, members of Selig's family, former employees and current Brewers including new manager Craig Counsell.

Then there were the brains and financial might behind the Selig Experience, a state-of-the-art attraction honoring the former Brewers owner and baseball commissioner set to open to the public Friday night as the Brewers play Arizona. Principal owner Mark Attanasio, chief operating officer Rick Schlesinger and general manager Doug Melvin all had major roles in creating the exhibit that guests were able to tour as part of the festivities.
And, as always, the master of ceremonies was the incomparable Bob Uecker, who was in true comedic form.

The man of the hour, Selig, admitted to being overwhelmed by all of it.

"I'm not often lost for words but I am tonight," said Selig, who called the exhibit "a job magnificently done."

"Today was really emotional. People who see it will understand the history, not only of the Brewers and baseball, but of Milwaukee and Wisconsin."

Located on Miller Park’s loge level in the left-field corner, the impressive exhibit features an amazingly accurate reproduction of Selig’s office during the years the Brewers played at County Stadium.

A highlight of the exhibit is a multimedia presentation in an intimate theater setting that tells the story of Selig’s role in bringing the Brewers to Milwaukee in 1970 after years of frustration in obtaining a franchise. Selig often has said that bringing major-league baseball back to town after the Braves left for Atlanta was the crowning achievement of his long and illustrious career in the game.

That presentation, narrated by Uecker and including commentary from Selig, gives the story of how Selig became a baseball fan, traveling to games as a youngster with mother Marie. It goes on to detail his discouragement over the Braves leaving town and his determination to bring a baseball team back to Milwaukee.

Also included are team highlights from the days at County Stadium, coverage of Selig’s fight to get Miller Park built and his rise through the game culminating with being named commissioner of baseball.

The show builds to a surprising encounter via hologram with Selig himself in his office, using a technology found in only a handful of exhibits around the world. At the conclusion of the show, fans are allowed a personal peek into the replica office, containing many authentic artifacts from his time as owner.

The detail of the office is remarkable, including a Tiparillo—a vice Selig later gave up—smoldering in an ashtray on his desk. While the office is portrayed as somewhat messy with papers scattered on the floor, those who visited Selig in his actual office back then would tell you it was tidied up a bit for the exhibit.

So, what was it like for Selig to come face to face with his hologram?

"It was so brilliantly done and really poignant," he said. "I've never seen anything like this and I've been in every ballpark. This is really special. When the (hologram) came out, people looked at me and said, 'Are you here or are you there?'"

The design and construction of the exhibit was executed by BRC Imagination Arts, an experience design agency in business for more than three decades. Its storytellers have been chosen by iconic brands and cultural attractions all over the world to attract and engage audiences. Uihlein-Wilson Architects also contributed to the initial design of the space for the Selig Experience.

Brad Shelton, creative director of BRC, said the Selig saga made it easy to conceive, design and build the exhibit.
"All the talent in the world, all the most incredible technology in the world is meaningless without a great story," he said. "And, man, did we have a great story. We were just lucky enough to get to be a small part of that.

"It's very rare that we get to work on something that has this kind of importance to the city which it's in. That was clear to us from the very first time we came here and that feeling has just gotten stronger."

Shelton said it was special to see Selig enter the exhibit for the first time.

"Seeing someone step inside of their own history is one of the most unique experiences of my life," he said. "We went home and told everyone in the office what a moving experience it was. You don't get to see that very often. That was pretty cool."

The Selig Experience is the culmination of an initiative by the Brewers to honor their founder, beginning with a bronze statue outside the stadium as well as retiring of the No. 1 in Selig's honor as the team's No. 1 fan.

"We started with this wanting to honor a man without whom we wouldn't be here," Attanasio said. "Then, as we get into it, it just became so much larger. We started thinking about the team's place in the city's history and place in baseball history. I'm privileged to be a part of it."

Admission to the exhibit is free to ticket-holding members of the general public during all home games from the time the gates open until the seventh inning. It also will be open to selected tour groups, and fans can register in advance on Brewers.com/SeligExperience to visit the attraction.

Every game, there will be two reserved shows. All other shows will be on first come, first served basis. Fans may reserve up to four spots for a tour but may only register for one tour in advance. Each show is limited to a maximum of 35 guests.


Brewers pitcher Jeremy Jeffress proud to be tied for lead in NL appearances

By Todd Rosiak of the Journal Sentinel
May 28, 2015

A season after Will Smith tied for the National League lead in appearances, Jeremy Jeffress finds himself in a similar position with the Milwaukee Brewers.

The hard-throwing righthander enters the weekend having pitched in 25 games, tied with Seth Maness of the St. Louis Cardinals. And being atop the leader board in that category is meaningful to Jeffress, considering the long road he's traveled to get to this point.

"Very much so, in the aspect of the club believing in me," he said after a rare second consecutive day off Wednesday following the Brewers' 3-1 loss to the San Francisco Giants at Miller Park."

"Playing baseball, that means the world. Being in 'The Show,' that means the world. Having that many appearances means the club believes in me, and they know I can get the job done."
A year ago at this time, Jeffress was just getting his bearings at Class AAA Nashville. He signed with Milwaukee as a free agent on April 18, just two days after being granted his release from the Toronto Blue Jays.

Jeffress was back home in a way, as it was the Brewers who drafted him with the 16th overall pick in 2006. He debuted in the major leagues with the team in 2010 before being traded to the Kansas City Royals as part of the package for Zack Greinke.

Jeffress spent 2011-'12 with the Royals before moving on to the Blue Jays, where he again bounced between the majors and the minors. All told, he pitched in 50 games over parts of five major-league seasons before rejoining the Brewers in late July and pitching in 29 more.

Jeffress, who will turn 28 on Sept. 21, is 1-0 with a 3.52 earned run average and WHIP of 1.26. He's struck out 24 in 23 innings, relying mostly on a fastball that's averaging over 95 mph and registered as high as 98.

His last outing was his toughest to date, as he surrendered three hits and three earned runs while failing to record an out against the Giants on Monday. His ERA jumped up more than a full run as a result.

If Jeffress continues on his current path he could very well wind up surpassing those 79 appearances over the course of this season alone. By comparison, Smith tied Pittsburgh's Tony Watson for the NL lead with 78 appearances in 2014.

"I certainly didn't expect it," Jeffress said. "When I got called up last year from being sent down in Toronto, I took it as like I have a lot more stuff to work on. Just go out and be myself and try not to overdo anything. Just let the game come to me. Once I realized that and I just did my job, everything was falling into place."

"I came up here and guys were saying, 'Just do the same thing you did in the minors and it's all going to fall into place.'"

"And it has."
depending on you. Every day you wake up it gives you
great drive to want to pitch.

"It gives you great drive to go out there and do your
job."

It's no secret Jeffress would someday like to try his
hand as a closer. With the Brewers likely to be in sell
mode in the coming weeks and months with the worst
record in the major leagues, might that opportunity
come as soon as later this season with the Brewers?

"We'll see what happens," he said. "Our whole bullpen
is closers. We have a lot of them. We'll see how it
works out. Me, Frankie and Brox talk almost every
day. Those veteran guys have been teaching us young
guys a lot.

"You never know what's going to happen. You just
have to be prepared, and prepare yourself for if they
call on you, to just be ready."

http://www.jsonline.com/sports/brewers/preview-
brewers-vs-diamondbacks-b99508979z1-305420891.html

Preview: Brewers vs. Diamondbacks
By Todd Rosiak of the Journal Sentinel
May 28, 2015

WHO: Arizona Diamondbacks (21-25) vs. Milwaukee
Brewers (16-32).

WHEN: 7:10 p.m. Friday.

WHERE: Miller Park.


STARTING PITCHERS: Milwaukee RHP Jimmy
Nelson (2-5, 3.67) vs. Arizona RHP Rubby De La
Rosa (4-2, 4.27).

ROSTER MOVES: The Brewers announced Thursday
they'd optioned reliever Rob Wooten to Class AAA
Colorado Springs, leaving them with 38 players on
their 40-man roster. One of those spots will be taken
by starting pitcher Tyler Wagner, according to a report
by Fox Sports' Ken Rosenthal. Wagner, a right-hander,
is 5-1 with a 2.01 ERA in nine starts at Class AA
Biloxi this season. Rosenthal also reported Wagner is
expected to start Sunday, although the team has not
confirmed that. Also, indications were that
reliever Brandon Kintzler will also be optioned to
Colorado Springs as shortstop Jean Segura is expected
to be reinstated from the 15-day disabled list on
Friday.

COMING UP

Saturday: 3:10 p.m. at Miller Park. Milwaukee
RHP Kyle Lohse (3-5, 5.80) vs. Arizona RHP Jeremy
Hellickson (2-3, 5.33). TV — Fox Sports 1. Radio —
AM-620.

Sunday: 1:10 p.m. at Miller Park. Milwaukee
RHP Matt Garza (2-7, 6.00) vs. Arizona RHP Chase
Anderson (1-1, 2.59). TV — FS Wisconsin. Radio —
AM-620.

IN THE MINORS

BREVARD COUNTY (A): Jonathan Lucroy went 1
for 3 in his first rehab start for the Manatees in a 2-0
victory over the Charlotte Stone Crabs.
WISCONSIN (A): Francisco Castillo had three hits, including a solo homer, in the Timber Rattlers' 6-0 victory over the Cedar Rapids Kernels.


Brewers open doors to 'Selig Experience'

Miller Park multimedia exhibit honors feats of former owner, Commissioner

By Adam McCalvy / MLB.com | @AdamMcCalvy | May 28th, 2015

MILWAUKEE -- Part history lesson, part homage to the man who brought Major League Baseball back to Milwaukee, the "Selig Experience" opened at Miller Park on Thursday with a pair of Allan H. "Bud" Seligs in attendance -- one in the flesh, another in hologram.

And while he's no expert on the technology that makes the latter work, Hall of Famer Robin Yount offered a glowing review.

"I was one of the lucky ones that got to go through with Bud and his family," Yount said. "I can honestly tell you, there weren't a whole lot of dry eyes in there, me included, and my wife. I didn't know what to expect really. And it was so cool, I can't even begin to tell you.

"Everybody, make sure when you come to the ballpark, you make a trip through it. Whether you are a Bud Selig fan or not, this thing was pretty cool."

The 1,500-square-foot exhibit is anchored by a 12-minute multimedia show narrated by Brewers legendary broadcaster Bob Uecker that details Selig's life in baseball, beginning with his mother Marie taking Selig to see the old Triple-A Milwaukee Brewers at Borchert Field. Selig fell in love with baseball and would return countless times with boyhood pal and future U.S. Senator Herb Kohl.

• Bauman: Interactive exhibit captures Selig's legacy

It continues through his heartbreak over losing the Milwaukee Braves in 1965, with television footage of Selig's bid to lure a team back. He was successful, of course, and the story continues with the acquisition of the Seattle Pilots in bankruptcy court, the Brewers' rise to contender status in the late 1970s and early '80s, the drive in the 1990s to build Miller Park and Selig's ascent to Commissioner of Major League Baseball.

"It is an amazing tribute to an amazing man, and a great career, particularly that portion of his career that was spent here in Milwaukee," Major League Baseball Commissioner Rob Manfred said. "I think some of us who worked with Bud for years in New York focus on all he accomplished as Commissioner, and we forget, lose track of the fact, that he was the person that saved baseball in Milwaukee."

The attraction was unveiled during a private event on Thursday night and will open to fans on Friday. It is free to Brewers ticket holders during all home games until the seventh inning and will be included on select tours of Miller Park.

There are a lot of lessons to be learned in the great story of the Milwaukee Brewers," Selig said. "What they meant, what they mean today. All the ups and downs. And they're all chronicled there. I hope that people who start coming as early as tomorrow night will really understand the franchise, what it means,
what it will mean in the future, and what we went through to get it and keep it."

• Photo gallery

The idea for the Selig Experience began with Brewers general manager Doug Melvin, who proposed recreating Selig's County Stadium office somewhere at Miller Park. The project grew from there to involve BRC Imagination Arts, the same experience design agency behind the Abraham Lincoln Presidential Library and Museum, which has a similar 3D element.

That element is the star of the show. As the video comes to a close, one of the screens rises to reveal a likeness of Selig in his old County Stadium office with a final message for fans.

"When that came up, people looked at me and said, 'What the hell? Are you there?' " Selig said with a laugh.

The experience left Selig short of words for a moment.

"Today was really emotional, because every slide had so much memory," he said. "It was so brilliantly done and poignant. I looked at Robin Yount sitting behind me tonight, who was very emotional. Henry Aaron sitting right next to me, who was very emotional. Because there's so much history between us, which they have captured.'

Located on Miller Park's loge level in the left-field corner, there is more to the Selig Experience than the video presentation. It continues with a recreation of Selig's old office at Milwaukee County Stadium, complete with a smoldering Tiparillo cigar -- one of the trademarks of Selig's days as Brewers owner -- and a small gallery of other artifacts from the early days of the franchise.

The office was painstakingly recreated from photographs and memories and is stocked with items that had been in storage at County Stadium and then at Miller Park for years, down to the stacks of newspapers on the floor.

The detail took Selig's breath away. The same was true for current Brewers manager Craig Counsell, whose father worked in the club's front office when Counsell was a boy.

"He had been in that office with his dad," Brewers owner Mark Attanasio said. "Craig got very emotional because it brought back this flood of memories from when he was a kid, and now he's the manager of our team."

Thursday's event was attended by Hall of Famers Yount, Aaron and Joe Torre, Jackie Robinson's widow, Rachel, and daughter, Sharon, Hall of Fame president Jeff Idelson, University of Wisconsin-Madison athletic director Barry Alvarez and many of Selig's family members, including daughter and former Brewers president Wendy Selig-Prieb.

The new exhibit is part of the Brewers' ongoing effort to honor their founder as he enters a new phase of his career. Selig's tenure as Commissioner came to a close in January, but he remains involved in the game in the new role of Commissioner Emeritus, while teaching at the University of Wisconsin and Marquette University and beginning work on his memoir.

A statue of Selig already stands outside Miller Park, and last September, the Brewers said they would retire the No. 1 in his honor.
"One of the great things about our sport is it links families together," Attanasio said. "Now we want to connect generations."

He turned to Selig and added, "What's great about this project is everything you've done will live on. It will not be forgotten."


Interactive exhibit captures Selig's legacy

Story of baseball in Milwaukee relived in multimedia experience at Miller Park

By Mike Bauman / MLB.com | May 28th, 2015

MILWAUKEE -- "The Selig Experience at Miller Park" is the story of one city, one sport and one very determined man. It is a compelling story that has the added virtue of being true.

Allan H. "Bud" Selig's life in baseball is now a multimedia presentation. It is a story that takes us from 1937 to the present. There is a lot of ground to cover, starting with the time when Selig's mother, Marie, took him to his first baseball game at Borchert Field, to watch the Minor League Brewers.

Well beyond that, Selig became a man trying to bring Major League Baseball back to Milwaukee, then the owner of the Brewers, and later Commissioner, now Commissioner Emeritus. Through it all, he has been a baseball fan every day of his life.

"This is one of those really rare, unique times in life when you see a little boy's dreams come true," Selig said of his career.

The story is told in film and photographs, and it is narrated by, of course, Brewers broadcasting legend Bob Uecker. The story is told in both an accurate and entertaining manner. The one constant is Selig's tireless efforts on behalf of baseball in Milwaukee.

• Photo gallery

The Experience was unveiled to media members and guests of the Brewers on Thursday at Miller Park. It will be open to the public Friday night. For the first people to see the Selig Experience, those closest to the story, it was an emotional time.

"I was one of the lucky ones who got to go through with Bud and his family and the [new] Commissioner, Rob Manfred," said Hall of Famer Robin Yount. "I can honestly tell you there weren't a lot of dry eyes in there, me included, and my wife.

"It was so cool, I can't even begin to tell you. Everybody who comes to the ballpark, make sure you go through there, whether you are a Bud Selig fan or not. It just tells the story of what he did, not just for the Brewers, but for the whole state of Wisconsin."

Selig himself has been honored in many ways by many organizations. But he was particularly touched by this tribute.

"Today was really emotional," Selig said. "It was so brilliantly done, really poignant. I've never seen anything like this. It was really special."

The Brewers have created an area for the "Selig Experience" in the left-field corner on the loge level of Miller Park. About 30 people at a time can be accommodated in the multimedia presentation.
Much of the story centers around Selig's battles on behalf of Milwaukee baseball. First, there was his attempt to get Major League Baseball to return to Milwaukee after the Braves departed following the 1965 season. Selig prevailed, buying the Seattle Pilots out of bankruptcy court in 1970. Later, the story focuses on the 14-year political struggle to get funding for Miller Park. The ballpark opened in 2001.

"We started out wanting to honor a man without whom we wouldn't be here," said Brewers principal owner and chairman Mark Attanasio. "And then it became something much larger."

And this project is larger than one man. In tracing Selig's baseball history, the Experience also supplies the history of the Milwaukee franchise and the ups and downs of the entire Brewers fan base over the past 50 years.

On the cutting edge of visual art, the Experience displays a hologram of Selig standing in his old office at County Stadium. The producers nailed Selig's old office. It says "small market" in a loud voice. One desk, two chairs, small, cramped, papers in large piles on the floor.

"I got summoned to that office, many times," Yount said. "I saw the chair that I had to sit in, numerous times. It was like the kid being sent to the principal's office, and it kind of felt like that in my early days."

"Bud's office was like a scene from 'Papillon,'" Uecker said, referring to the movie that centered around a man's attempts to escape from the horrors of a prison island.

In the end, the Brewers and the people at BRC Imagination Arts, who produced the Experience, have created a tribute to Selig that will live on for Milwaukee baseball fans for many generations to come.

Selig was the best friend that baseball in Milwaukee has had over the past half-century. For the people closest to him, he was also a friend.

"He was more than just the owner, not just for me, but for most of the guys," Yount said. "He genuinely cared about the well-being of his players. It's a silly cliché to say that we're all family, but he really did care about the people that worked for him."

From a boyhood in Milwaukee's Sherman Park neighborhood to the top of this sport, Selig's story is remarkable. The "Selig Experience" captures the essence of that journey and its continuing value to baseball in Wisconsin.

http://m.brewers.mlb.com/news/article/127229284/how-to-see-the-selig-experience

How to see the 'Selig Experience'

Free exhibit inside Miller Park delivers story of former owner, Commissioner

By Adam McCalvy / MLB.com | @AdamMcCalvy | May 28th, 2015

MILWAUKEE -- The "Selig Experience" is a new attraction on Miller Park's loge level that tells the story of club founder Allan H. "Bud" Selig. Here's how to experience it for yourself:

- The attraction will be open to the general public during all Brewers home games from the time that gates open until the seventh inning. Admission is free for those with tickets to the game, including two
reserved showings each day. Fans can register in advance to see the Selig Experience at Miller Park for no charge by visiting brewers.com/SeligExperience.

• Fans may reserve up to four spots for a tour, but may only register for one tour in advance. Registrations for multiple shows in advance will result in cancellation of all reservations.

• For the first reserved show each game day, fans must report to the Selig Experience no later than 10 minutes prior to the game's scheduled start time, and the show will be scheduled to start approximately at the time of the game’s first pitch. The second reserved show will begin approximately one hour after the game's first pitch, and fans will need to arrive 10 minutes prior to that scheduled show time. Late arrivals will not be granted access to the Selig Experience.

• All other shows will be on a first come, first served basis.

• Photo gallery

• Fans must have a separate game ticket for entry into Miller Park, but there is no additional charge for admission to the Selig Experience.

• Each show is limited to no more than 35 guests.

• The attraction will also be open to selected tour groups.


Wagner reported to be Sunday’s starter

No. 12 prospect is 5-1 with a 2.01 ERA at Double-A

By Adam McCalvy / MLB.com | @AdamMcCalvy | 12:29 AM ET

MILWAUKEE -- The Brewers are reportedly passing over their candidates at the Triple-A level to fill a hole in the big league starting rotation. MLB Network reported Thursday that the club was poised to promote right-hander Tyler Wagner from Double-A Biloxi, and that Wagner would start Sunday against the D-backs at Miller Park.

The Brewers need a pitcher to replace Wily Peralta, who will miss four to six weeks with a left oblique strain. But the choice of Wagner came as a surprise, since manager Craig Counsell had indicated the choice would be from among the "names you guys would speculate." Those names had included three Triple-A pitchers: Tyler Thornburg, who has pitched in the big leagues as recently as last month, plus Taylor Jungmann and Tyler Cravy, each of whom were in Major League camp this spring.

Wagner, ranked No. 12 among the club’s Top Prospects, according to MLB.com, was not in big league camp and has made nine starts above the Class A level. He is 5-1 with a 2.01 ERA in those starts for Biloxi, a new affiliate which has played every game this season on the road because their stadium remains under construction.
The 24-year-old was Milwaukee's fourth-round Draft pick in 2012.

If he starts Sunday, it means the Brewers are pushing Matt Garza to Monday against the Cardinals. Garza has surrendered 19 earned runs over his last three starts.

Wagner would need a spot on the Brewers' 40-man roster, but that is not a problem since the team has two openings. One was just created Thursday, when the team outrighted reliever Rob Wooten to Triple-A Colorado Springs.


**Brewers outright reliever Wooten to Triple-A Colorado Springs**

AP

MAY 28, 2015 10:36p ET

MILWAUKEE (AP) -- The Brewers have outrighted reliever Rob Wooten to Triple-A Colorado Springs, creating another opening on Milwaukee's 40-man roster as the team juggles its pitching staff.

Milwaukee planned to call up a starter from Triple-A to take the rotation spot of Wily Peralta, who could be out at least a month with a left oblique injury.

The Brewers are also awaiting the outcome of reliever Will Smith's appeal of an eight-game suspension for having a foreign substance on his arm during a loss last week in Atlanta. The team wouldn't be able to replace Smith during a suspension.

Milwaukee was off on Thursday. Starting shortstop Jean Segura could return on Friday against Arizona from a broken finger.

Catcher Jonathan Lucroy could return early next week from a broken toe.


**Brewers to unveil Selig Experience attraction at Miller Park**

FOX Sports Wisconsin

MAY 28, 2015 9:00p ET

The Brewers are set to unveil a unique attraction at Miller Park that honors one of the city's most important baseball figures.

Before Milwaukee's game against Arizona on Friday, the team will open to the public the Selig Experience, a state-of-the-art feature celebrating Allan H. (Bud) Selig, the franchise's first owner and the former commissioner of Major League Baseball.

Created by the design agency BRC Imagination Arts, the Selig Experience, a 1,500 square-foot space located in the left-field corner of the stadium's Loge Level, will be accessible during every Brewers home game. Admission will be free for ticketed fans -- every game, there will be two reserved shows and other shows that are first-come, first-served -- and the attraction will also be open for select tours. Fans can register in advance to visit the Selig Experience by visiting Brewers.com/SeligExperience. Certain rules apply to registration and attendance.
The exhibition includes authentic artifacts from Selig’s tenure as owner, plenty of Milwaukee baseball history and, according to a team press release, it "celebrates the fans' love of the game, as told through the story of the Brewers founder.”

The highlight of the Experience is a multimedia show that describes how Selig successfully brought the Brewers to Milwaukee, thus saving baseball in the city. It also details his commitment to building Miller Park and his efforts to grow the game in his hometown. The multimedia presentation culminates with a "surprising encounter” with Selig inside a reproduction of his old County Stadium office -- an interaction made possible by "a technology found in only a handful of exhibits around the world."

Hopefully, though, as Selig said at Miller Park on Opening Day in April, the design team left out of the Experience the hole through which rain poured into that old office.

After entering with a runner on second and one out in the top of the ninth inning Tuesday, Goforth threw two pitches to San Francisco Giants right fielder Hunter Pence before using an inside pickoff move to catch left fielder Nori Aoki off second. The Brewers executed the rundown for the second out, meaning Goforth had recorded an out in the big leagues before officially facing a batter. Pence flew out to left one pitch later to end the inning.

"I think I forgot how many outs there were at the end," Goforth said. "I wanted to stay out there and get another out."

Goforth, Milwaukee's seventh-round pick out of the University of Mississippi in 2011, began his professional career as a starter before transitioning to the bullpen in 2013. In 2014, he led the Brewers organization in saves with 27 for Double-A Huntsville.

The 26-year-old had a rough start to this season with Triple-A Colorado Springs, allowing seven earned runs over his first 6 2/3 innings with the Sky Sox. But Goforth settled in from there, posting a 0.63 ERA (14 1/3 innings, one earned run) with opponents batting just .125 against him in his last 11 games before being called up by the Brewers on Monday.

"I just wanted to keep throwing the ball well and if the opportunity came, I wanted to be ready for it," Goforth said. "I feel like I've been throwing the ball a lot better.

"At the start of the season, I was maybe trying to do too much. I pretty much got back to the way the way I've always thrown and I've been fortunate enough to have some pretty good outings."
Like others who have come up to Milwaukee from Colorado Springs, Goforth admitted it took a bit of time to get over the mental hurdle of pitching in the altitude.

"Pitching is hard enough," Goforth said. "You can't worry about the ballpark and the altitude and the cold and all that stuff. It takes a little more to get over those things but you've got to do it. You can't go out there thinking about that. You've got to go out and throw."

The addition of Goforth gives the Brewers a rather unheard of nine-man bullpen for the time being. A reliever will likely be sent down when shortstop Jean Segura is activated from the disabled list Friday, while a starting pitcher will also need to be recalled in the coming days.

Milwaukee opted to add a reliever Monday when Wily Peralta went on the disabled list in for a couple of reasons. First, Mike Fiers was starting on three days' rest Wednesday. Another factor was the pending suspension of left-hander Will Smith.

It all worked out for Goforth to get his first call to the big leagues.

Goforth features a mid-90s fastball with a slider and a curveball. The stuff is there for the right-hander to make it in the majors as a reliever, but like many, command will determine his future role.

"We thought it was important to have an extra arm for the next few days," Brewers manager Craig Counsell said Tuesday. "Will (Smith) and (Jeremy Jeffress) have pitched a lot.

After they got word of the news Monday night, Goforth's father, stepmom and best friend from high school hopped in a car and drove from Mississippi to Milwaukee to be in attendance Tuesday.

They ended up beating Goforth to Miller Park, where later that night they witnessed his unique big-league debut.

Aoki singled off Neal Cotts to start the ninth and was sacrificed to second by Joe Panik. Counsell then turned to Goforth to face the right-handed hitting Pence. With a 1-1 count, catcher Martin Maldonado gave the sign for the inside move to second.

"I believe that's the first time I've ever had (an inside move) work on a pickoff move to second," Goforth said. "Luckily we had gone over it in the bullpen, so I had an idea of what that sign was.

"It was exciting. I feel like I did a pretty good job of holding those emotions in. Whenever they call down, I'll get going and pitch."


Brewers go high-tech in latest tribute to Bud Selig

Associated Press ESPN.com

MILWAUKEE -- The Milwaukee Brewers are giving retired baseball commissioner and former team owner Bud Selig a high-tech tribute.

"The Selig Experience" attraction at Miller Park was unveiled to Selig, current Brewers owner Mark Attanasio and other dignitaries on Thursday night.
Selig described the exhibit as an "out-of-body experience."

"When I look at all this, I say to you all, 'Boy, have I been lucky,'" Selig said on a stage set in center field set against the backdrop of the team's giant video board. The Brewers were off on Thursday.

Hall of Famers Hank Aaron, Joe Torre and Robin Yount attended the event, along with Green Bay Packers president Mark Murphy, University of Wisconsin athletic director Barry Alvarez, and current MLB commissioner Rob Manfred.

The highlight of the attraction is a remarkably realistic, hologram-like video of Selig displayed at the end of a nearly 15-minute multimedia presentation recapping the history of the franchise.

"I'm telling you that when I saw it, I couldn't believe it," Selig marveled.

The holographic Selig speaks in a scene replicating his messy office at old County Stadium, with a simulated Tiparillo cigar lying smoldering in an ashtray.

"Bud, this ensures your spirit will live forever at Miller Park," Attanasio said during a dedication ceremony.

Selig's title is now "commissioner emeritus" after a tenure of 22 1/2 years as baseball's leader ended in January.

His place in Milwaukee baseball history was cemented long before he became commissioner.

Now 80, Selig led efforts to bring baseball back to his hometown after Milwaukee lost the Braves to Atlanta after the 1965 season. He finally succeeded in 1970, when the Seattle Pilots moved to the Midwest and became the Brewers.

The exhibit starts with video walls of old Brewers baseball cards. Visitors then pass Selig's replica office before entering a memorabilia-lined room.

Included are the lineup cards for the Brewers and visiting Cincinnati Reds from April 6, 2001, the day that Miller Park opened. Selig also led the drive to build the retractable-roof stadium.

The park isn't quite as high tech as the exhibit's life-like hologram of Selig, who appears thanking fans before the video closes with him shuffling his hands into his khaki pants.

Selig said he spent four hours posing during spring training in Phoenix for the hologram.

"When I saw the hologram, I would say my heart went in my mouth," Attanasio joked. "I knew it was coming. It was like going to a scary movie."

The exhibit opens to the public Friday, when the Brewers open a three-game series against the Arizona Diamondbacks.

The Arizona Diamondbacks didn't have quite enough to win any of their three games against baseball's top team. They'll try for better results versus the majors' worst as they visit the slumping Milwaukee Brewers on Friday night.

http://scores.espn.go.com/mlb/preview?gameId=350529108

Diamondbacks-Brewers Preview
ESPN.com
Arizona (21-25) had won six of seven before getting swept in St. Louis this week, though two of those defeats came in the Cardinals' final at-bat. Brad Ziegler gave up Jason Heyward's tying home run in the ninth inning Wednesday and catcher Jordan Pacheco's throwing error allowed the final run to score in the 4-3 defeat.

"We definitely know we can play with one of the best teams in the league, for sure," Ziegler told MLB's official website. "We were right there every game. I think it shows some areas where we can grow as a team, try to win some of those close games instead of losing them. We were real close."

The Diamondbacks will try to apply those lessons against Milwaukee (16-32), which owns the worst record in baseball after losing five in a row. The Brewers have been held to 11 runs during that skid while batting .193.

They've also dropped five straight at Miller Park, hitting .181 with 12 runs, after a 3-1 loss to San Francisco on Wednesday.

Adam Lind scored the lone run and singled for his only hit in his last 17 at-bats. Ryan Braun is 3 for 16 during the overall five-game skid, Carlos Gomez is 1 for 15 in his last four and Martin Maldonado is hitless in his last 18 at-bats at home.

"It is not like we aren't trying. We're trying," Gomez said. "Friday is another game, another series. We have to start from there and not think about the past."

Rubby De La Rosa (4-2, 4.27 ERA) will seek to add to those woes. He's 2-0 with a 2.10 ERA in his past four starts. The right-hander had one poor inning Saturday against the Chicago Cubs, giving up four runs in the fifth, and allowed one hit in his five scoreless ones in a 9-6 loss.

De La Rosa will face the Brewers for the first time, and Jimmy Nelson (2-5, 3.67) will make his first start against Arizona.

Nelson didn't get enough support in his attempt to win back-to-back starts Sunday, yielding two runs in 5 2/3 innings of a 2-1 loss in Atlanta. Five days earlier, he gave up one run in eight in an 8-1 win in Detroit.

Walks were an issue in both outings, however. The right-hander issued four against the Tigers before matching a career high with five versus the Braves, and one of those baserunners scored the go-ahead run in the sixth inning.

Nelson has never faced any Diamondbacks hitter and likely won't relish his first chance to see Paul Goldschmidt, who has often been at his best against Milwaukee. Goldschmidt, among the NL leaders with a .329 average, is hitting .386 in 19 career matchups - his best versus any NL opponent -- and .459 with four homers in nine contests at Miller Park.

Lind is 4 for 11 with two home runs and a double in five games against Arizona. He's 2 for 5 lifetime versus De La Rosa, and Gerardo Parra is the only other Brewers hitter to have faced him, hitting a homer in two at-bats.
Dan Gilbert almost bought Milwaukee Brewers instead of Cleveland Cavaliers

Bill Shea
Crain’s Business Report Detroit

Dan Gilbert’s national profile is poised to get another boost.

The 53-year-old online mortgage mogul is best known locally as the guy buying up much of downtown Detroit, but the rest of America and the world know him as LeBron James’ boss.

James’ Cleveland Cavaliers, which Gilbert bought as head of an investment group for $375 million in 2005, closed out a sweep of the Atlanta Hawks on Tuesday night to earn a place in this year’s NBA Finals.

After the game, there was Gilbert, in a simple gray Cavs T-shirt, on the podium accepting the Eastern Conference trophy and telling the ecstatic crowd at Quicken Loans Arena that “51 years is long enough” — a reference to the city of Cleveland’s pro sports championship drought that dates to 1964.

The moment, aired live on ESPN, elevates Gilbert in the public eye. He’s been the subject of many profiles and media reports over the years, mainly for his ownership of Detroit-based online mortgage giant Quicken Loans Inc. and his Bedrock Real Estate Services LLC spending more than $1.7 billion for 70-plus properties — mostly buildings and parking decks — in Detroit. Bedrock owns more than 11 million square feet in the city. Gilbert also owns Greektown Casino-Hotel in Detroit.

Although not without vocal critics, he is widely seen as a champion of Detroit and a key figure in its post-bankruptcy renewal. But the Cavaliers are his most glamorous business holding, and an NBA championship would elevate his name recognition in countless ways.

But Gilbert almost wasn’t in this position.

Before he bought the Cavs, he nearly purchased baseball’s Milwaukee Brewers.

It was September 2004, and Gilbert was trying to get into the professional sports ownership ranks. The Brewers at the time were owned by the family of then-Major League Baseball Commissioner Bud Selig. A car dealership owner and former co-owner of the Milwaukee Braves (now in Atlanta), Selig had bought the bankrupt Seattle Pilots one year after their 1969 founding for $10.8 million and relocated them to Milwaukee in 1970.

Selig stepped away from the team when he became full-time commissioner in 1998 and the family opted to sell the team a few years later.

The amount of Gilbert’s bid to buy the Brewers wasn’t disclosed. The Selig family opted to sell the team to Mark Attanasio, founder of Dallas-based investment firm Crescent Capital Partners, for $200 million.

Gilbert, foreshadowing the future, publicly aired his disappointment over the decision.

“I am deeply disappointed that the Brewers have chosen another direction in the sale of the club,” he said in a statement at the time. “After nearly eight long months of negotiations, I believed we were on the
verge of announcing a deal when I was informed of the Brewers’ decision to sell the team to another party.”

He then turned his sights on the Cavaliers.

Gilbert put together an investment group, with himself as lead, and bought the team in 2005 for $375 million from Gordon Gund, who had owned the team since buying it with his now-deceased brother for $20 million in 1983. James was drafted during Gund’s ownership.

The deal included the contract to operate the Cavaliers’ publicly owned downtown home venue, then called Gund Arena. Gilbert renamed it after his mortgage company, and the arena is commonly called The Q these days.

He also has assembled other sports holdings.

Gilbert bought an American Hockey League team, the Lake Erie Monsters, and relocated the team from Utah in 2007 to Quicken Loans Arena.

In January 2012, he bought the Arena Football League’s Cleveland Gladiators, another tenant at the arena.

The Cavaliers got to the NBA Finals in 2007, but were swept by the San Antonio Spurs. This season’s team is widely considered far more talented than the club from eight years ago.

James is also a veteran and has been to the past four NBA championships, winning two. But those titles came with the Miami Heat.

It was his infamous decision to clumsily televise his free-agent departure from the Cavs for the Heat in 2010 that fueled Gilbert’s first national splash as an NBA owner. That was in the form of an angry missive — the now-infamous Comic Sans typeface letter to fans — that termed James’ departure a “cowardly betrayal” and earned the owner a $10,000 fine from the NBA.

The fallout from James’ departure was staggering for the Cavaliers: Cleveland lost 69 percent of the 312 games it played without him, going 97-215 over the four LeBron-less seasons.

James and Gilbert made peace last year, and the superstar forward returned over the summer to the Cavaliers. But it wasn’t until earlier this year that the combination of James, Kevin Love and Kyrie Irving gelled and Cleveland became a dominant force on the basketball court again.

The Cavs finished the regular season 53-29, good enough to win the Central Division and earn the second seed in the Eastern Conference.

James’ return also was felt in ticket sales: The Cavs ranked 15th in the 30-team NBA for the 2013-14 season with an average of 17,329 per game at 20,056-seat Quicken Loans Arena. With James back in the lineup, they averaged 20,562 per game this season, second in the league only to the Chicago Bulls’ 21,343.

Forbes.com in January said the Cavs increased 78 percent in value to $915 million, good for 15th in the NBA. With a championship, that easily will exceed $1 billion next year.

The Cavs’ local broadcast rights TV deal with Fox Sports Ohio expires after the 2015-16 season, a pact that pays the team $25 million annually (about what the Pistons get per year from Fox Sports Detroit).
Expect Cleveland to demand more money for a new deal, especially if the Cavs bring home a trophy next month.

Gilbert himself is doing OK: Forbes says he’s worth $4.8 billion, ranking him No. 341 on the list of world’s billionaires.

That estimate is generated not only by Quicken and his Detroit real estate holdings, but his other entertainment ventures.

Gilbert’s Rock Gaming LLC was an equity partner with Caesars Entertainment Corp. in a venture called Rock Ohio Caesars LLC that owned the Horseshoe casinos in Cleveland and Cincinnati, the ThistleDown Racino near Cleveland and Turfway Park in northern Kentucky. Rock Gaming bought out Caesars earlier this year, and Caesars operates some of the properties under contract.