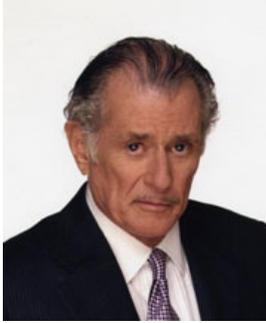




The San Diego Public Library, The City Club,  
and the San Diego Padres Proudly Present



**Frank Deford — the Legendary  
*Sports Illustrated* Writer  
and NPR Morning Edition  
Commentator**

**Author of and Speaking on: "The  
Entitled: A Tale of Modern Baseball"**

**Friday, June 29, 2007**

**Time:**  
12-Noon Luncheon

**Location:**  
Petco Park Auditorium  
100 Park Blvd.

Parking is free in the lot directly across from  
Petco Park entrance.

**Luncheon Cost:**  
**Library Card Holders  
at City Club Member  
rate of \$30**  
Non-City Club  
Members \$45

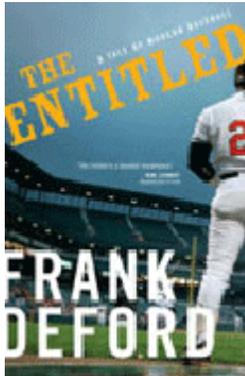
**Phone Reservations:**  
619-687-3580

**Event Sponsor:**



To Register [Click Here](#)

**Frank Deford has been called, "The world's greatest sportswriter"**



"Baseball is a game of instinct and keen observation, of knowing which way the ball is going to bounce off a broken bat and knowing whether a player wears his pants high or low. At least it is to Howie Traveler, who never made it as a player—his one major league hit and .091 batting average attest to that.

After years of struggling his way up the coaching ladder, Howie's finally been given his shot to manage in the big leagues. But America's pastime has changed. Whether Howie can spot a small flaw in a batter's swing won't matter if he can't manage today's megastar players—especially his superstar outfielder Jay Alcazar.

If Howie can't get through to Jay—a homerun slugger with giant talents and an ego to match—his managing career will be over as soon as it began. But Jay has no use for Howie. Until, that is, one night at the hotel when Howie sees something at Jay's door he wishes he hadn't..." From six-time National Sportswriter of the Year and NPR commentator Frank Deford comes a page-turning novel that takes you deep into America's game. "The Entitled" (May 16; 978-1-40220-896-6; \$24.95; fiction) is a tale of modern baseball. It takes you inside a ball club and inside the mind of a defeated manager and a champion slugger, as only Deford can. He creates a world where the idealism of the old game meets the reality of today's sports landscape, as idolized millionaires step in to replace the boyhood heroes of yesterday. Deford's writing is authentic and emanates today's baseball. Fans who already know quite a bit about the game will get more knowledge out of this book than they have with non-fiction books on the genre.

Frank Deford is a six-time National Sportswriter of the Year, Senior Contributing Editor at *Sports Illustrated*, commentator on NPR's Morning Edition, and a correspondent on the HBO show RealSports with Bryant Gumbel. In addition to being the author of more than a dozen books, he has been elected to the Hall of Fame of the National Association of Sportscasters and Sportswriters and has been awarded both an Emmy and a Peabody. *Sporting News* describes Deford as "the most influential sports voice among members of the print media" and *GQ* simply calls him "the world's greatest sportswriter."