

Bringing Baseball to the 21st Century: How far did that Home Run go?



Introducing Homerun Measurement to MLB in 1991



By Syd Mandelbaum

"All the News
That's Fit to Print"

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Diamond Measurements

"I'm taking the oldest sport in America and bringing into the 21st century," said Syd Mandelbaum of Cedarhurst.

The Nassau Human Rights Commissioner, Mr. Mandelbaum has recently spent his spare time in the broadcasting booths at Shea Stadium, Yankee Stadium and Candlestick Park offering never-before-revealed baseball statistics.

As an executive with the Optech Instrument Corporation in Greenvale, Mr. Mandelbaum has consumed the better part of his working life helping to invent video-measuring systems for medical and industrial use. "We're looking for new ways to better mankind," he said.

As a sports fan, he decided he wanted to better baseball. Mr. Mandelbaum figured out a way to use his measuring system to calculate how far a ball goes when hit or thrown in a ballpark.

"This heightens the nuance of baseball," he said.

"A home run is wonderful. Everyone wonders how far it went. But now we can learn how far did that double go? Or how far did that throw go?"

"When I did the Yankee game the other night, the machine figured out that Jesse Barfield threw 195 feet to get an out at second base."

A fascinating statistic, he said, until someone pointed out that the number meant nothing because there was nothing to compare it with. But that's what happens when you first invent something, he said. It's like inventing the telephone and waiting for someone to call you.

Introducing homerun measurement to baseball

(and other Sports measurement's)

New applications are always exciting in any business. My video computer-based measuring system, made by Optech, has so many areas that it can help advance current applications that each day is an exciting one for me. In September 1990, I was listening to a controversy on the radio of a homerun hit by Jesse Barfield. One announcer said it traveled one distance, and one announcer said it traveled another. Hearing this, it quickly occurred to me that if I had our video measuring system at the stadium, I would be able to settle the argument and tell exactly how far the ball travelled. This got me thinking that I could tell anyone who cared any distance in the stadium, regardless of it being a homerun, double, a throw to second base or third, even how far an outfielder ran for a ball. This had never been done before.

I called the NY Mets to try this system out at Shea Stadium but they were busy in a pennant chase in 1990 and told me they had no time. I called the NY Yankees and was able get their stadium operations manager, Tim Hasset, to allow me to try my idea to measure homerun distance at the stadium.

I was just began introducing the Optech measuring system to different microscope dealers throughout the country and knew that it could work in looking at and measure microchips under a video microscope. I already developed applications for the measuring system to be used to measure blood cells and to assist in invitro fertilization. I always needed to calibrate the system to known areas in a field of vision, an x and a y axis. I set up at the stadium. I found my experiment did not work. I found out that I could not just point a camera at the field and do a measurement. I was disappointed, but not disheartened.

I left and went back to my office in Princeton, NJ. After much research, I realized that if I had an overhead view of the playing field, shot at 90 degrees, and then placed through my system onto a TV monitor, I would be



able to do homerun measurement with our system. My only caveat was how to calibrate the computer measuring system. It then occurred to me that the standards in all stadiums was the distance from first to third base, 127.3 feet, would be my x axis. The distance from home to first was 90 feet, the distance from third to home 90 feet at it formed a triangle across the diamond. The distance from home to dead center field, 408 feet at Yankee Stadium would be my y axis. My calibration was now set in the computer to do the measurement. I solved the conundrum, I had a solution. I knew in my heart that it would work.

I waited for three months and then wrote letters to all MLB team stadiums. None responded. I called up three, and George Costa, VP of stadium operations at Candlestick Park in San Francisco, expressed more than a passing interest. I also found that IBM was running a continuous promotion at 18 ballparks where they give \$10,000 to the charity of choice to the player who hits the longest homerun in that stadium during the season. The team obligated to put on their scoreboard an ad, "IBM Tale of the Tape" with the measured homerun distance. What I also found out was that their process was sometimes inaccurate. It was a manual system prone to the disgression of the person viewing the spot it was hit and landed. The

measurement worked on a stadium survey done of the outfield areas, and transferred to a grid in the scoreboard. It did not offer any field action distance; running, throwing, just home runs into the stands. I knew we could offer more, and hopefully enhance the game of baseball for its fans.

I knew that I would be going to San Francisco on school board business, the National School Board Association meeting in April 1991. I called George Costa and told him that i would be there the week of April 16. He told me that opening game was the 16th. I told him that I had meetings I had to go to and could not make it. He then asked if i could come and show him the system after the conference and work a game. I quickly said yes.

I called all over the west coast and could get an aerial photograph of Candlestick. Thank g-d for fax machines. Bay Graphics faxed me the photos and I chose the one with the best view of the stadium. I also contacted my microscope dealer in SF and they would loan me a TV monitor. I seemed to be set.

My relationships with the Grateful Dead went back many years. I went to my first Grateful Dead concert in July 1970 at the Fillmore East when I had just come out of Air Force Medic Training. In 1989, I became friends with Dennis McNally, the publicist and backstage tsar of the band. He helped me

to get to Mickey Hart. I was elected to the Lawrence Public School board in 1989 and saw an opportunity to have school recognize Mickey Hart one of the drummers of the Grateful Dead. I asked Mickey to come back to his alma mater, Lawrence HS which he attended but did not graduated from in 1961. The rest of the school board voted unanimously for me to reach out. Mickey did come back in 1992 to thank the music department and take all living music teachers to lunch!

Dennis had also helped me when I was at a concert and wanted to take my young daughters to a clean bathroom, or go backstage to get a soda or meet members of the band, Dennis was always there with backstage passes. I helped him over time by getting Mickey great PR and getting a TV anchorman in Buffalo to do a very complimentary piece on the Grateful Dead when they were in town. Dennis would always see me in colorful casual attire and in a relaxed concert mood. I would always see him wired and tight as a drum, the whole world on his shoulders backstage, working his ass off. In Buffalo, I noticed that Dennis wore a SF Giant tee shirt with a Dead logo on it. I stored that in my head.

In Nassau Coliseum, in March 1991, I saw Dennis and told him I would be out to the coast next month. He said to call him. At that point, things just

clicked. I called George Costa back and asked him if I could buy two tickets for the Giant home opener for Dennis McNally and his wife Suzan. As luck would have it, they knew each other from some SF experiences. George said he would put them away for Dennis and would not accept money from me. I called Dennis and told him the good news; he was ecstatic. He would be taking his wife Suzan, an even bigger SF Giants fan than Dennis.

Opening day passed and it was cold and brutal, but Dennis went that Monday night April 16 anyway. The next day the National School Board Association meetings ended. I got to the stadium at one pm to speak to George and he had bad news. He said that his people did not want to replace the tale of the tape at the stadium and they were afraid that they would lose \$10,000 worth of charity.

I told them that IBM knew of us and we were not a threat to them. We also did not need to be mentioned in the stadium or out on the scoreboard, we were there to enhance the game, not change it. George called his boss and they said they wanted to see the system in operation and that I should come by that evening and work the game. They gave me a luxury box with 10 tickets and told me it was mine for the night. I quickly called my microscope dealer and told him to bring a sales rep. And I would leave them

the Dead to sign certificates for people who started school programs or donated to the charity. They are available through RWU.

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THE NEW YORK TIMES, SUNDAY, MAY 4, 1997

Coalition to Gather Food in Drive on Hunger

By LINDA TAGLIAFERRO

SAYING that unemployment budget cuts and welfare changes are straining hunger-relief efforts, a coalition of groups is planning to participate for the first time in the third Star Out Hunger Food Drive, on Saturday.

The drive is being organized by the National Association of Letter Carriers as part of a national effort. The Long Island groups include Help for the Poor, the Interfaith Nutrition Network, Island Harvest, Long Island Cares and the Long Island Volunteer Center. A spokesman for the agencies, Msgr. Thon Hartman of the Roman Catholic Diocese of Rockville Centre, said:

"Long Islanders more readily succumb to hunger with New York City. In fact there are 600 soup kitchens on the island. The need for it will be even greater when welfare reforms come through. The natural cry is out for all the agencies to help each other."

Lynn Needleman of Long Island Cares, a food bank that started in 1980, said that when Long Island suffered through a recession in 1990's she noticed that her age was increasingly helping recipients from the middle classes.

"Unemployment figures can be misleading," Ms. Needleman said. "Even if unemployed workers find new jobs, they may be offered less salaries. After they pay their rent and mortgage, many people are finding that they are in need of food."

Social agencies today, she said, are frequently sought out by people who had been donors, meaning that donations have decreased while demand has increased.

Based on her experience, she said, at least 300,000 Long Islanders need food.

Contributors are asked to leave nonperishable foods in cans or plastic containers in bags near their mailboxes for letter carriers to collect. The items will be taken to warehouses for sorting for the charities.

All post offices on Long Island will also have donation bins.

In a related collection, a group called Rock and Wrap It Up! is gathering food for the remainder of the school year on Thursdays and Fridays at George Hewlett High School in Hewlett.

Hewlett is the first school in what the group hopes will be a national effort to raise food for the needy. The organization was started by Syd Mandelbaum of Lawrence, who began by collecting leftover food from musical groups at rock concerts. ■

are being delivered on Long Island to notify residents about the drive.

"There will also be 26,000 posters announcing this event," Mr. Hubert added. "The letter carriers' union has 5,000 active members on Long Island. And they look forward to this drive every year. They start planning in November, and some workers even come in to help on their

thanked a number of companies and organizations for their assistance.

"Lico gave us volunteers and their media expertise," Ms. Breitstone said. "Danny Lehner, who owns Inflight Newspapers, managed to get a donation of a forklift for us. Waldhaun's and King Kullen are donating hundreds of thousands of plastic bags, and Jack Price of Price Paper is giving us an additional 5,000 bags. The Nassau County Bar Association's We Care Fund donated \$3,000 for milk crates."

Warehouses are needed, and Picone Realty is donating the use of one in Calverton. Reckson Associates, the real estate giant, is donating the use of a warehouse in Hicksville for two months.

"This is a huge donation," Ms. Breitstone said, "because the site contains over 175,000 square feet, and there are 12 loading areas."

People who want to volunteer to help can call the Long Island Volunteer Center at 291-5482.

"We have to make sure that we don't send baby food to senior citizens or gourmet foods to children,"

delivered to the respective agencies.

"I used to have a faceless concept of who these needy people were, and then I realized that they're all my neighbors and just like me. We would all want someone to reach out to us, and we should all reach out to them now."

Information about the food drive is available from Island Harvest at 214-8528 and Long Island Cares at 415-1926.

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The Dead

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Syd Mandelbaum
Founder

I got to the ballpark with Diane at 6 and was set up by 6:30 pm. I knew from the moment I was there that it would work. The test came in the fourth inning when George Costa just happened to be in the booth, as serendipitous a situation as ever had occurred. The moment I finished the demonstration, Giants first baseman Will Clark hits a blast into the stands. I quickly identified where the ball has landed and measure the distance to 383

feet. I told Terence Lundy, my microscope dealer in SF, to tell ESPN who was calling the game to announce that the distance was Optech-measured, no sooner that he leaves the room, I see flashed on the scoreboard IBM Tale of the Tape measured to 379 feet, George looks at me and says, Syd, I believe your numbers. Dennis McNally who has witnessed this event smiles and says, "Syd it's real nice seeing you working and in suit and me sitting here, not worrying about anything, nice role reversal". I laughed and said it was the first time i had ever seen him sitting still for more than five minutes. We both laughed. George said he was interested. I knew it had a place in baseball.

When i got back to New York, I called both Mets and Yankees and confirmed demonstrations at their stadiums. I had picked up photos of Yankee and Shea stadiums at Aero-Graphics of Bohemia New York and felt they were good enough to work with. My first New York area demonstration was to be a NY Yankee- Detroit Tiger game at the Stadium on Monday night, April 22. I was going to work in the WPIX TV booth and was told to be there at 5:30 to set up for a 7:35 game.

No sooner than I set up, I look up, and Phil Rizzuto, "the Scooter", the most famous announce in Yankee history is there looking over my shoulder,

“holy cow” he says, “isn't this something. Syd tell how far did Mickey Mantle's homerun go off the facade in right field”. I told him 456 feet but it was a different stadium as the new stadium opened in 1973 and he says that was some shot anyway.



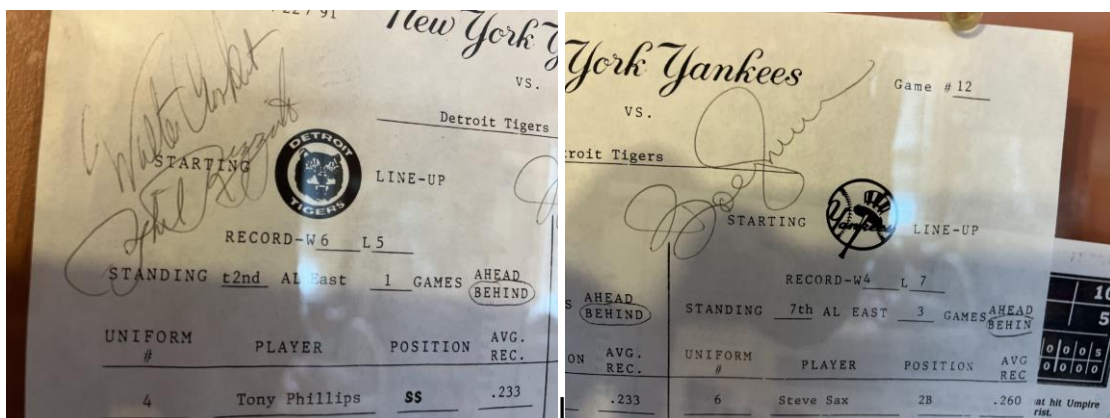
I then met Bobby Murcer and finally Tom Seaver came into the booth. Bobby and I speak for some time and he even helps me measure a shot hit by Detroit's Mickey Tettleton. It was hit off NY Yankee pitcher Andy Hawkins, 402 feet into the upper deck and still rising, I predicted that it could have gone at least another 60 feet. Baseballs follow a parabola during their time of flight. They travel $\frac{1}{5}$ further from their apex.

NY Times and NY Newsday reporters both come over and I tell them these numbers. Next day in the newspaper, they quote "a computer expert measuring home runs said it was 402 and would have gone 460'. I think I single handedly cost Andy Hawkins his pinstripes. These numbers were quoted for the next three days in different media. It showed me the power of homerun measurement and what it adds to the game of baseball. It did not help that Andy Hawkins also lost a five-run lead. Bobby Murcer was sitting next to me at the time because WPIX rotated their announcers and each one works the equivalent of 6 innings. Phil announced for the first time on NY airways that it was Optech-measured homerun. Everyone was impressed with the system.

Before the game started, I met for a second time with one of the owners of the Yankees, Bob Neiderlander. I had met him when I first

demonstrated the system and Bob had taken over the team after George Steinbrenner had the problem with the gambler, Howard Spira. Neiderlander, I was told by my past business partner, had made much money with real estate investments, information supplied to him by Eugene Shuster, the new owner of American Monitor, a company I had worked with. Gene was a wealthy entrepreneur and art investor with holdings all over the world. Bob Neiderlander was grateful to Gene and I saw it in his face when I told him I worked with Gene years earlier.

Now four months later, Bob knew who I was, he was standing outside of the WPIX booth. I came out and he said hi. He then stepped aside and introduced me to the man behind him. It was the newsman legend Walter Cronkite. Phil Rizzuto came out of the booth and Bob also introduced him. Phil and Walter spoke for ten minutes. Walter said that he had gotten started in media as a sports announcer many years earlier. He signed a baseball



lineup for me and I also got Phil and Murcer to sign it.

Walter Cronkite asked to have a demo and was very impressed by the homerun measuring system. Before the game started, Al Kaline, star of the Tigers, now a Detroit Tiger TV announcer for them came by and I showed him the system. I was told that the system would be recommended to WPIX management to Marty Appel, VP of Broadcasting.

The next morning, I called ESPN and spoke to Ron Cimeo. He was very interested and they wanted to see it immediately. The next Friday night, April 26 the Mets are back in Shea after a long road trip and they are playing the league leading Pittsburgh Pirates. ESPN wanted me to meet with Al Kilian, the producer of the show, and Stephanie Williams, the regional director. She was out of Toronto and he is out of Champaign Illinois. I meet him and set up in ESPN booth.

As I was setting up I was told that Ray Knight and Gary Thorn would be announcing the game. Ray was the MVP of the 1986 NY Mets World Series victory over the Boston Red Sox. Ray came in early and was warm and friendly. He saw my system and quickly asks me to measure a shot that he hit into the furthest part of Shea Stadium when he played there. I measured it to 502 feet. He smiles and says to me that he had already had it measured

and he was told that it was 500 feet. He was sold on the system right there. He also told me that he was married to Nancy Lopez, one of the great American woman golfers. He said that he could see her use it for golf drive measurement and that i should speak to the LPGA. He said he would speak to Nancy. She was due with their third child, that summer of 1991.



The following year, working with CBS sports, I introduced golf drive measurement at Greg Norman's Shark Shootout at Agora Hills' Sherwood Country Club. John Daly was the longest hitter. I met every living golf legend.

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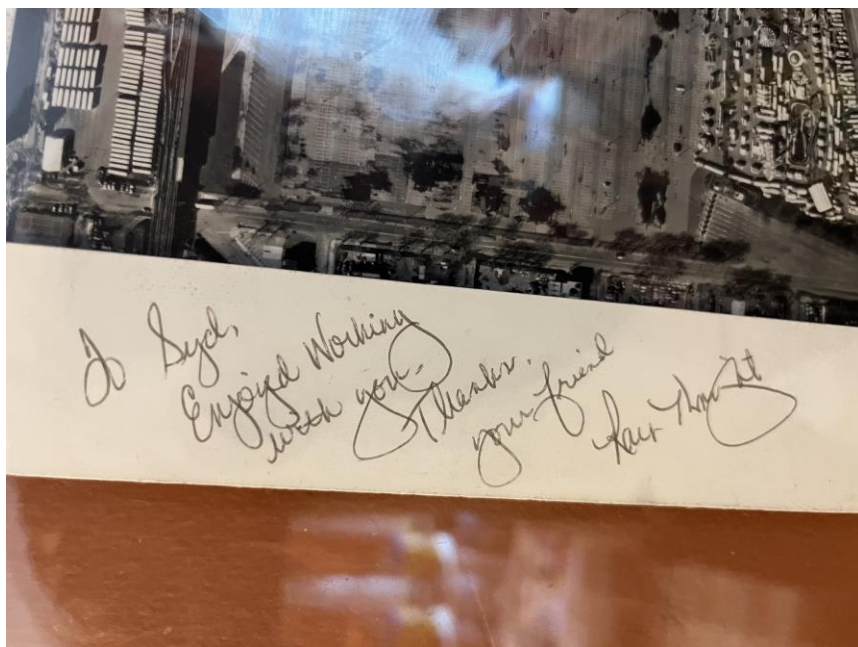
In 1993, working with NBC Sports, I introduced it to the LPGA open at Wakigil Country Club in Westchester, NY. Julie Inkster was the longest consistent driver. These were the first times that golf drives were measured in men's and women's professional golf.

This ESPN game was not broadcast in the New York area. We finished and went into the pressroom at Shea. Ray Knight introduced me to Ralph Kiner, Rusty Staub and Fran Healy. They were the Mets TV crew. I told them that I was going to be working with them tomorrow and Ray told them good things. It was great for me that this happened. In the booth area, I also introduced myself to Bob Murphy, a radio announcer on WFAN. In showing the system I had tried to educate as many baseball people as possible. I treated every opportunity as my last shot, paraphrasing esteemed basketball Coach John Wooden' "learn as you will live forever, live as you will die tomorrow" into sell as they are uneducated and they will be smartened up tomorrow.

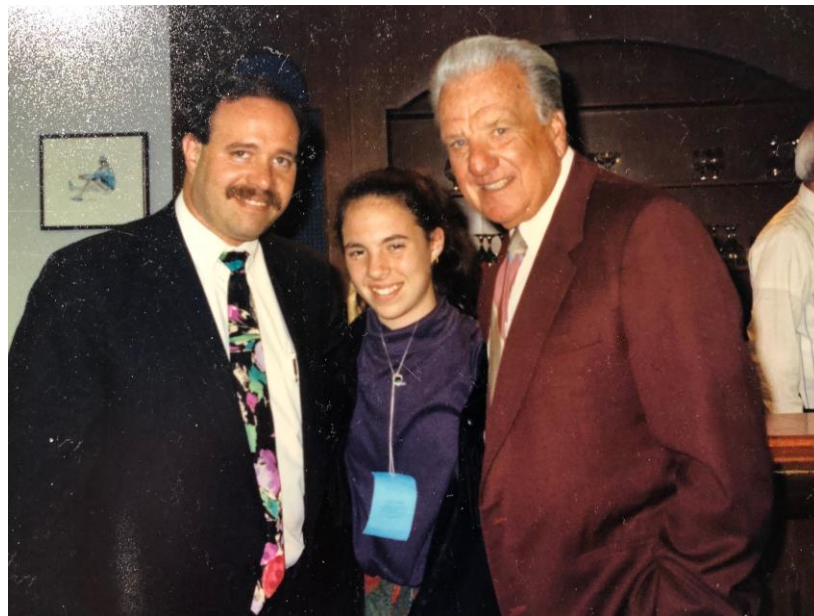
John and I met in San Francisco in 1991 at the National School Board Association meeting where he spoke at a workshop I attended. I introduced homerun measurement to the SF Giants 3 days later.



Ray Knight said he would recommend the system to his producers. I also got praises from Al Killion. Maybe this will happen.



The next few days are very hectic. I got back to Shea early the next morning and set up in a press area. They are going to wire me for sound so I can give numbers right to the on-line producer. With ESPN, I worked right next to the announcers. My system set up. I was brought into meet with Ralph Kiner who is considered the greatest living homerun hitter. He averaged over 30 in his 11-year career. I brought my 14-year-old middle daughter Jill with me because she was on her middle school's softball team and i needed someone to run the numbers to the press area. She accompanied me to speak with Ralph. He was warm and gracious. I told him I had enjoyed his broadcasts and I am not here to change the game of baseball only enhance it.



I also brought with me material from a book by Dr. Robert Kemp Adair of Yale's Physics Department. It was called "The Physics of Baseball". I had gotten the book from Ernie Kuehl, a friend and physics teacher at Lawrence High School. He had taken out three books for me and after reading them, I photocopied several pages to give to the broadcasters to liven, and smarten them about basic physics and its baseball applications.

Ralph was fascinated with the material we covered. I told him that a baseball player has personal controls in the four factors in his ability to drive a ball. First is the weight of the bat. Each player has a comfort zone which he feels comfortable. In many cases, they invariably use bats which may be a touch heavy. Next is the bat speed. This is predicated on muscle and reflex. Next is the batters' eye or the decision to swing or not to swing. Last is the angle at which he swings. All other factors about the distance of a batted ball are out of his domain. The other factors include the type of pitch the pitcher throws. Next is the speed of the pitch. Drag and wind play an important role in determining ultimate distance. High humidity and low barometric pressure are conducive to balls traveling further. High temperature and high elevation also contribute to increasing the potential distance a ball will travel. The

furthest hit balls' ideal would travel in Atlanta, on a hot humid day, with low pressure wind blowing out and a fast ball pitcher on the mound, throwing right down the middle. Atlanta could be replaced by any city at a high elevation above sea level. (Atlanta is at 1100 ft.).

Kiner was so involved with the thought that he started reflecting on his career and said that if he had used a lighter bat it may have given him even more homeruns. The potential increase in production is predicated on the premise that lower bat weight would also produce greater bat speed, with the collision causing the ball to travel a little further. Even a 5-10-foot change in distance could make long outs into round trippers. One factor that was not yet discussed was the coefficient of restitution, COR. This factor is the rebound effect caused by how tight the ball is internally bound in manufacturing, giving it a supposed bounce. In baseball, it is .51-.56. In basketball, it is .74. The expression lively balls mean balls that will go further.

In Babe Ruth's day, the COR was even lower than today meaning it would take more effort to hit one out. Though in Ruth's favor, as Kiner said to me, any ball that bounced into the stands which would be a ground rule double today was a homerun then.

Before the game started. Fran Healy came over to my booth area and I explained to him how it worked. He was the only one out of the three announcers to come over and view it first-hand. He kidded me that it was too complicated for him to understand, but pointed to a rare homerun which he hit in Shea and I measured it for him. He was not a homerun hitter.

The game started and almost immediately Ralph began talking about our system and introduced us by name. One of the sports channel producers came over to me and said if Kiner had talked more about it they were going to put up our 800 number. I did not know this because I did not hear anything about what they were saying in the booth. The headset was only one directional. Ralph spoke about all the material I had related to him. Fran Healy talked about his homerun and they asked me to measure where it landed. I gave him the benefit of the doubt and placed in the very back of the blue seats at Shea Stadium and came up with 383 feet. This number was flashed on the screen and Ralph asked if he hit a golf ball. This led to banter and Fran kidded back that he hit it from third base. It began to show me that even a few new facts could enliven up a game. In this case the Mets were losing 5-0 after two innings and this game needed help. I speak about numbers as livening up a game. Bad numbers could be a burden in a game

and drag it down. My point is that what is important are quality numbers. The distance of the throw which cut down a runner on second, third or home is a quality number. The throw that the runner beats out is not. The distance a outfielder runs to make a spectacular catch is a great baseball number. If he missed catching the ball, it is not. My chance came in the second inning. Howard Johnson, after fouling off a number, hit one out. At the time, I was demonstrating our system to Julie Diederdorf, a writer with the national sports daily. She watched as I worked the system and reported it to the sports channel booth. They reported the number during the replay, even though I had it for them by the time Hojo rounded third base. The camera even panned into the booth and caught me working. After that play I had several other numbers but the only one used was a run of Andy van Slyke of 75 feet to catch a line drive by Kevin Mc'Reynolds. This was the first time a number like that was reported. After the game, i spoke again to Ralph, Fran, and Rusty and asked them to recommend the system.

Two days later I arranged with NY Net management to show the system in the Diamond view booth. I set it up in an arrangement which would only allow me to see the game through monitor and cut my ability to give them distances of throws, and runs to catch balls. This game was between

the Mets and San Diego Padres, before the game I was invited to the press room for dinner. I met ex-met VP Joe Mcilvane who was appointed the new GM of the Padres. I also had contacted the newspaper Baseball Weekly, a USA Today newspaper published every Friday. Their main writer called me back and I did a phone interview with him before the game. As luck, would have it, he had spent 4 years with the Mets as the assistant to Jay Horwitz, the head of public relations of the Mets.

His name was Rick Lawes. I received a message in the booth where I was set up that rick had arranged for a Met photographer to free-lance for Rick and take shots of me in action; this was extremely lucky because it meant that I might get national exposure from this interview.

That night was an exciting one with HoJo hitting another homerun and incredible fog delay. It was great for me because I then had the opportunity to show the system to Gary Cohen in the WFAN radio booth. I also sought out Marty Noble a writer for Newsday. He was impressed with it. Finally, I went to the press room for a soda when I saw a man who looked like Bob Cousey, a basketball legend I had met years early when Red Holzman was inducted into the Basketball Hall of Fame. He saw me staring at him and introduced himself as Jerry Coleman, a San Diego Padre TV announcer. He was also

former NY Yankee great. I told him that I worked with Phil Rizzuto and asked



me to send his regards if I would see him again.

As Phil Rizzuto did, Jerry Coleman also asked me how far Mickey Mantle's shot was off the facade. He then asked to see the system and I took him to see it. I made the most out of the fog delay. Doc Gooden and the Mets won that game which was finally called after a total of two delay lasting 2 hours, I got home at 1:30am.

That next week was exciting. There was an article in the New York Times, the Nassau Herald newspaper in the Five Towns issue and Baseball Weekly had a feature story.

Week's boxscores, Pages 37-47
 Team-by-team notes, Pages 10-18
 Player statistics, Pages 51-58



FERNANDO VALENZUELA:
 He waits for another try, but columnist Milton Jamail says protests are misdirected, Page 26.

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TOP OF THE NEWS



man said it reminded him of
 were among several items



McGEE

man — once teammates on
 del glove — shared the same
 as over, the glove was left in
 her.

on the issue, however, firing
 of the eight catches McGee

ndo Valenzuela is pitching in
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 page 26).

ackson has done a new "Field
 In it, the injured White Sox
 Jackson."

should have to play when the
 which Chicago White Sox play-
 edited by a newspaper, pitcher
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'It might be, it could be ...'

**Scientist's invention
 answers question
 of how far it went**

By Rick Lawes

A new invention, developed by a scientist used to dealing with blood cells, might offer the definitive answer to: "How far did that home run go?"

Syd Mandelbaum of Optech Instrument Corp. of Greenvale, N.Y., has designed a computer system that measures the distance a ball travels in a stadium. It can measure home runs, the throw from an outfielder or the distance he ran to catch a ball.

An overhead picture of any baseball stadium is put into a computer about the size of a phone book, which is hooked to a 9-inch TV monitor and a video camera.

Using the overhead projection, two known distances are figured in: first to third base (127.28 feet) and home to straightaway center field, listed on every outfield fence.

"The ball is then calibrated to those two numbers," Mandelbaum said. "It doesn't matter where the ball is — we can find the distance."

Thus, wherever a ball lands, that distance can be measured. Other distances can be figured as



By Marc Levine

WAY BACK: Syd Mandelbaum demonstrates the system he has designed to measure the distance a ball travels in a baseball stadium.

well.
 "Andy Van Slyke ran 75 feet to snag a ball and make this great catch that we measured," Mandelbaum said. "Those kinds of numbers just have not been available before."

But that doesn't answer how far a homer would have gone if it didn't hit the seats.

"If anyone can tell you how far a ball would have gone, they're full of it," Mandelbaum said. "There's too many factors involved."

But he did say that for most high-fly homers that land in the

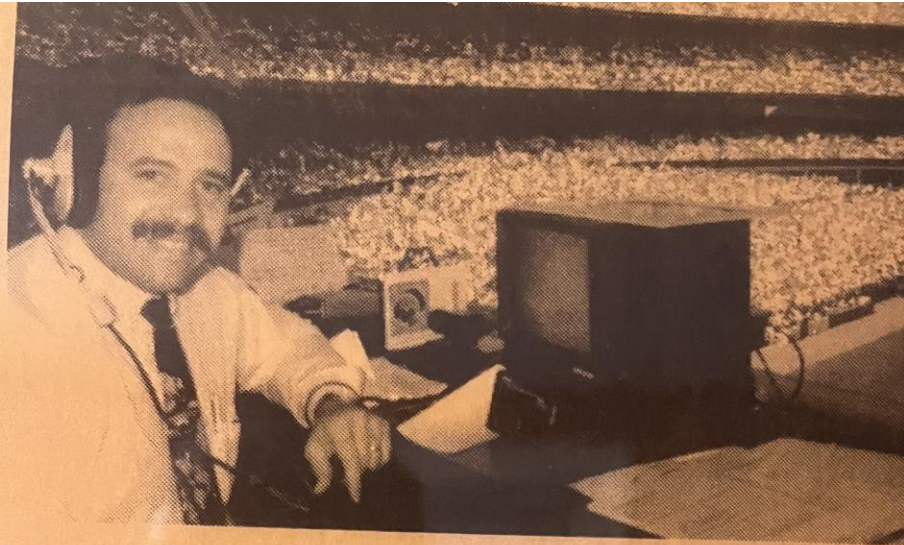
seats, an estimate can be determined by adding one-eighth the distance measured. So a homer that measured at 400 feet when it landed in the bleachers would have traveled about 450 feet.

The system is similar to one developed by IBM, called "The Tale of the Tape." But IBM's system, used in 24 ballparks, measures only the distance of homers hit.

Optech Instrument Corp. is one of two medical divisions of Slant/Fin, Inc. They originally devised the technology to measure the distance between blood cells under a microscope.

Hershiser's shoulder strong in first outing





Syd Mandelbaum demonstrates his measuring device at Shea Stadium.

Five Towner goes to bat with sports invention

By Sybil Carlin

Syd Mandelbaum of Cedarhurst was listening to a baseball game one day last summer when he heard Jesse Barfield say he had hit a 451-foot home run; someone else argued that it was only 410 feet. From that came the germ of an idea on how to settle the argument while providing baseball with a new, high-tech tool.

Mr. Mandelbaum has now invented and is marketing a measuring system that can measure, to within one foot, how far a ball has traveled.

The Five Towner's company, Optech Instrument Corporation, has a brand new measuring system being used in industry. His new applications, now being patented, bring the system to use in sports and medicine.

For baseball, says the inventor, his system will "offer for the first time the ability to actually tell how far a home run is hit, as the home run is hit."

He says there already has been tremendous interest in the device from the Yankees, Mets and other major

league teams. He explains, that the "teams can use it to better position outfielders and judge new players."

The instrumentation also will be used by sportscasters to provide information, and probably settle a lot of arguments.

Up to now, he says, judging how far a homer is hit has largely been done just by eye.

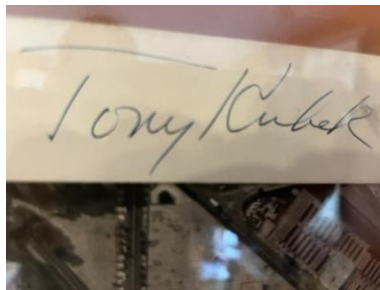
The system works by converting a television monitor into a micro-processor. All that's needed is an overhead photo of the ballpark.

Mr. Mandelbaum says the system is fast. "We can have the measurement by the time the runner rounds third base," he says. And, it also can be used for historical information. He says, "We can measure a home run hit 50 years ago if the player tells us where it landed."

Other applications of the invention include video-assisted surgery, cell measurement, quality control, forensic science, underwater measurement, surveying, serial photo analysis and assembly line monitoring.

I quickly did a mailing to all my dealers so their sales reps could run with this new application; it was a means to get people to look at the system. I had kept calling the Yankees, Mets, ESPN and Sports Channel without much success. Finally, WPIX said they would take it on if the Yankee booth would run it, saying WPIX would have to put a full-time person on it. The Yankee booth was interested only if it did not interfere with their scoreboard booth activities.

I had a meeting with the Yankees on Thursday, May 16, less than one month since I had demo'ed the system. I arrived on Saturday and had built the system that morning, I placed the camera and photo of the stadium in a permanent frame so they would not have to move the system. I then trained Greg, Bill and Anthony to work the video measuring system for the next two days. I fed numbers to the Broadcaster from Madison Square Garden, MSG network. It was Tony Kubek another NY Yankee great that played with Mickey Mantle.



You guessed it, he asked me again to measure the shot that Rizzuto and Coleman asked about; Kubek had watched it hit the facade as well. The game went very well and I was told that Kubek mentioned our system on the air. I also met a statistic writer named Bob Rosen. I was very happy with the progress of Greg in the booth. I saw an older gentleman in the hall, who like myself, was one of the few people dressed in a suit.

I left Saturday and arrived back Sunday morning about 11:30am. Greg had already set the system up and had calibrated it. I went into the WPIX booth because they were broadcasting this game. Bobby Murcer came over and said that he had seen the article in Baseball Weekly. Seaver was aloof but I spoke to him and told him. I had close friends from Fresno, his hometown. When I was in the Air Force working as a medic at Malcom Grow Medical Center at Andrews AFB, a patient I was treating was the Head of the Office of Economic Opportunity under President Richard Nixon, Phillip V, Sanchez. He was the first Hispanic-American to hold a Cabinet position. Phil went on to become the US Ambassador to Honduras then Columbia. We stayed friends till his passing in 2020. Tom was impressed that I new his area. Then I ran into Phil Rizzuto. He remembered me from three weeks before and i told him I had met Jerry Coleman who asked me to say hello. He

offered me a cannoli. I also told him I had worked with Tony Kubek and everyone asked me to measure Mantle's historic home run,

The scoreboard booth was buzzing when I arrived. It seemed that rumors that the super model Carol Alt was going to come to the stadium. Greg asked me if I could arrange her coming to this booth, smirking. I took it as a challenge.

As the game started I worked in both WPIX's booth and in the scoreboard area. As I was in the WPIX booth, I turned around in the second inning, and low and behold, there is Carol Alt. She looked at me and I smiled. I told her that I was not with WPIX but had invented a new way to measure homerun distance and that we could tell exactly how far a homerun was hit. She asked me for information and I gave her publicist a sheet that was the article from Baseball Weekly. After her appearance on air, with Phil and Bobby Murcer, I asked her publicist if she could visit the men in the booth as a surprise. She said yes. I asked why she was there and was told that she was going to star in a WPIX movie "Vendetta". She was also with her husband, Ron Greshner of NY Ranger fame. Carol was wearing a skintight brown body glove. She is about 5'11" and weighed maybe 115-120. She had

perfectly shaped breasts, large with high placed nipples. A perfect body to go with a perfect face!

As I took her to the scoreboard booth, every person in the press box, turned to watch her walk. She went with me and popped into booth, she caused Greg, who also did balls and strikes, to miss the count. They were the most appreciative group I had ever seen. They thanked me as she left and I knew I had a new group of friends.

One of the other booth workers, Larry, and I hit it off. Larry Stein was the music coordinator for the Yankees and I told him I would bring in some Springsteen, and Grateful Dead music, he said he would play it. I had met both bands. It turned out that Larry was from the Jersey shore and a big Bruce fan. I lent him tape a bootleg concert tape from November 1990 with new songs on it. It helped to win these people as the day progressed.



After Carol left the booth and left I saw her husband Ron Greshner and told him that I serve on the Board of Long Island Cares, an organization which serves 175 kitchens and pantries and help provide 12,500 meals daily. I told him that we are always looking for stars like him from the sports and entertainment community and he wanted to know more. Long Island Musician Harry Chapin had founded the organization. He was killed in a car wreck in 1981 and his widow Sandy continued to grow it.

I told him we had just run a fundraiser where our guest bartender was Mark Gastineau from the NY Jets. Ron gave me his home number and told me to keep him in mind.

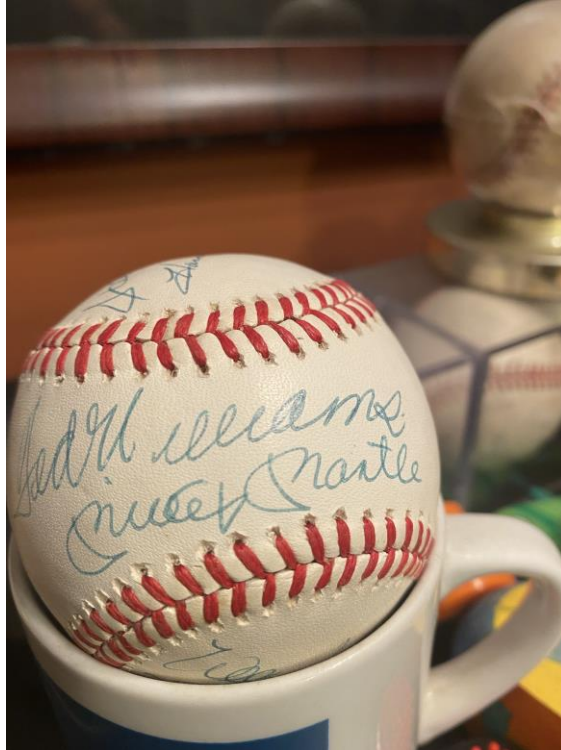
At this point, i saw the man in the suit from the day before. I had also met him in the elevator as I was going into the stadium. That morning. He introduced himself as John Lawn. I asked him how long he was with the Yankees and what he did for the organization. He said he had joined the Yankees a year before and was Chief Operating Officer. I told him what I did and he wanted to see the system I showed him. We hit it off. I told him applications which only an owner would understand. The ability to judge new talent, how far someone could throw a ball. He mentioned that it would have helped in negotiations with Jesse Barfield. I laughed. He then got a phone

call and left. At this point, Tim Hasset came out of the booth and told me that the system was not working well in the booth because the operator, Greg, had missed balls and strikes. I did not want to tell him that Carol Alt, probably caused that problem. He said that he did not know if it could stay in the booth.

At this point, i was at wits end. I then decided to go into John Lawn's office and speak to him. I told him that the person working the system should not be as he had too many other responsibilities I told him that an intern could work the system and give better numbers. We then talked about our backgrounds, and he told me he was once head of the US Drug Enforcement Agency, appointed under President Reagan in 1982. He held the position for nine years. I told him I had a background in genetics, cancer research and DNA forensic testing. He then said he was with the FBI for many years prior to DEA. He introduced me to the Chief Council of the Yankees who said he had a friend who worked for Robert Morgenthau, the DA of Manhattan. I told him I had consulted on the Central Park rape case in 1988 with ADA Linda Fairstein. I also helped coordinate and conduct the first DNA seminar in NYC for prosecutors. I had worked for a think tank and Harvard Medical School's Center for Blood Research (CBR) was our only client. As an independent

laboratory, CBR developed a reputation of high conviction rates through their DNA testing work. Both attorneys also wanted to see the system, which I said I would show them after the game.

After the game was over, the people in the booth said that they wanted the system and would have a intern work the system. I only hoped that all my lobbying helped. Before the game ended, I saw two Asian men with cameras in the press booth, since I was learning Japanese now I took a chance and said konichwa, hello, they both answered in Japanese and we spoke. As my luck, would have it they were with the Tokyo daily and I demonstrated the system to them. We did cover every base!

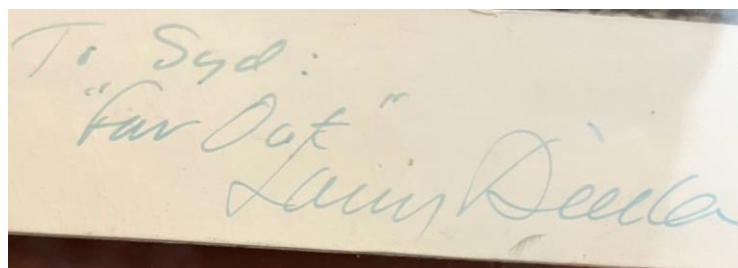


Mickey Mantle and I

My journey to embrace Mantleism began during the summer of 1991. Being brought up a Brooklyn Dodger fan, my heroic centerfielder was Duke Snider. Mickey Mantle was a god to every NY Yankee fan growing up in the 50's and 60's. I was in the process of introducing home run measurement to MLB teams who came through either Yankee or Shea Stadiums

Word got out in the Yankee organization and I was invited to Old-Timers day in July of 1991. There was a breakfast in the morning of the day game sponsored by the baseball card company, Upper Deck. I sat on the dais next to a former NY Yankee great, Tommy Henrich. Tommy played his entire career

with the Yankees and stayed on as a hitting coach with the organization when he retired in 1950. His nickname was Old Reliable for his proclivity of getting timely hits, especially late in the game. Tommy was told about my invention and wanted to regale me with the longest homerun he ever witnessed. He played with Yankee greats including Lou Gehrig, Joe DiMaggio and Yogi Berra. In 1951, the team was travelling on the West Coast. In those years, they did not play spring training games in Tampa as they do today. They would play against top college teams. Their newest sensation was a strong, country boy rookie. His name was Mickey Mantle. Tommy told me that the Yankees were playing against the University of Southern California, a private school. The stadium had a dead centerfield marker of 310 feet from home plate. Mickey hit a homerun to dead center. Tommy said it was walked off and travel further out of the stadium than over center. He estimated it to over 600 feet. I knew it was possible as the week before at Shea Stadium, Houston Astros announcer, former fastball pitcher Larry Dierker, had me measure a homer that he gave up to Dave Kingman in the 1980's. It hit the Astros team bus in the Shea parking, 627 feet from home plate. I told Tommy and he was also in awe.

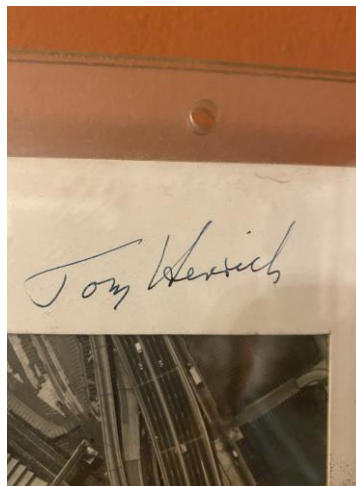
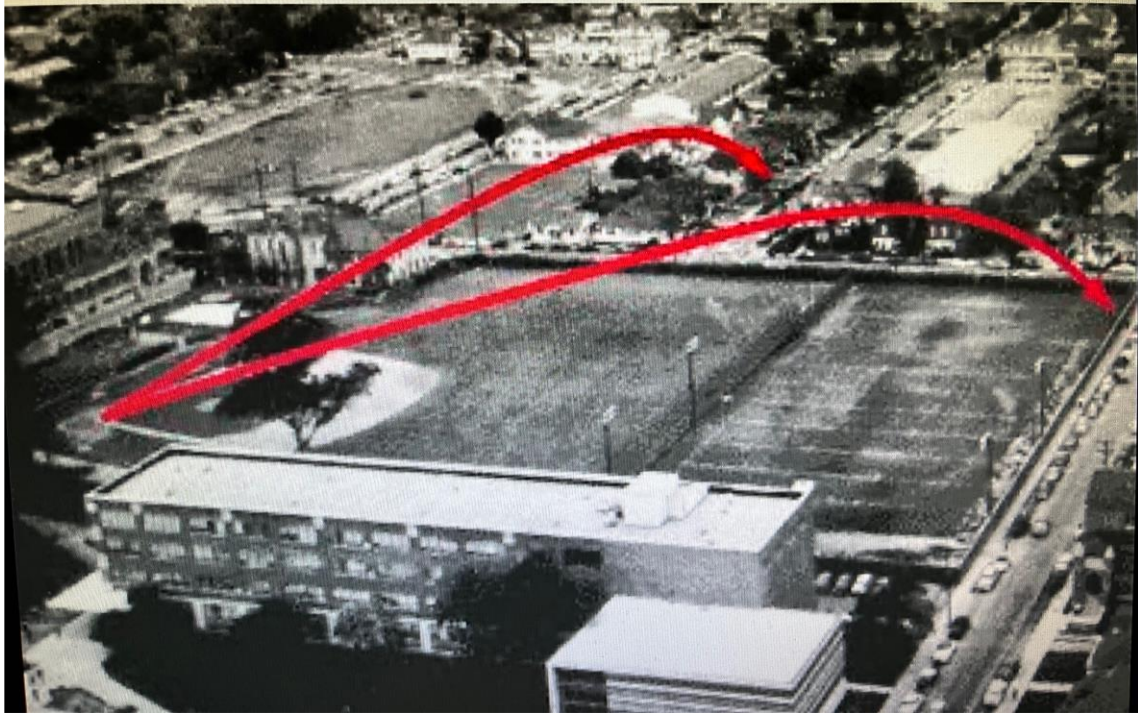


To Syd:
"Far Out"
Larry Dierker

10 years later I was going to a medical conference in Las Vegas. I could not get a non-stop so I treated myself to a first-class ticket. There in my row was sitting Mickey Mantle with no one next to him. The month before I took some researchers to Mickey Mantle's Restaurant on Central Park South. They had on the table black corn chips which were full of flavor and I had never seen black chips. We took off out of LaGuardia Airport with a scheduled stop in Dallas, TX before going to Las Vegas. During the flight a half dozen people stopped by Mickey's seat but he did not want to talk baseball or give autographs. I went to the rest room in First Class. On the way, back to our seats, I stopped by Mickey's row. I said "Your Mickey Mantle, right? I just ate in your restaurant and I never had black corn chips. They were great!". Mickey looks up and says please sit. He then told me that he himself had introduced the chips after having 4 different companies offering their product; he was animated as he spoke. We never talked baseball or my homerun invention or measuring his homerun for Rizzuto, Coleman and Kubek. I never asked him for an autograph; just two men talking food. When he got off the plane in Dallas, I was the only one that he waved good bye to.

I wish Tommy Heinrich was still alive so I could share with him the measurement done last year of Mickey's 2 blasts in 1991 at USC Stadium. For Father's Day in 1992, Diane bought me a baseball signed by every living baseball player that hit 500 home runs. I still cherish it!

The time Mickey Mantle hit a HR 656 ft



400 Home Runs (Wikipedia)

Hitting **400 home runs** was once considered the measuring stick for a Hall of Fame career among sluggers. It may no longer be a guaranteed ticket to the Hall of Fame but it remains a standard for great home run hitters. Several current members of the 400 home run club have jeopardized their inclusion into the Hall of Fame due to their involvement in the steroid scandal of the 1990s. The 400 homer club may be the most tainted group in all of baseball from the distribution and use of PEDs. Throughout MLB history, there have only been 58 members of the 400-home run club (as of 2023). On September 2nd, 1927, Babe Ruth became the charter member of the 400 home run club. The Babe was the first American League player to hit 400 homers. Mel Ott became the charter member of the 400 home run club for the National League on June 1st, 1941.

Records and Trivia

Alex Rodriguez is the youngest player to reach 400 home runs; he did so at 29 years, 316 days old. He is the only player in history to reach the mark before his 30th birthday. A-Rod is also the youngest player in American League history to hit 400 home runs. Albert Pujols is the youngest 400 home run hitter in the National League; he did so at the age of 30 years, 222 days old.

Darrell Evans was the oldest player to join the club; he was 41 years, 117 days old when he hit his 400th homer. The quickest player in Major League history to hit 400 home runs is Mark McGwire, he hit his 400th homer in his 1,412th game and his 4,726th at-bat. Sammy Sosa was the quickest National League player in history to reach 400 home runs, he did so in his 1,354th game and his 5,273rd at-bat in the NL. Babe Ruth holds the record in the American League, he reached the mark in his game 1,474th game and his 4,853rd at-bat. Carl Yastrzemski required the most games to join the 400 club, finally reaching the mark in his 2,804th game. Cal Ripken Jr. however reached the 400 mark in his 10,707th at-bat, more than any other member of the 400-home run club.

The Members of the 400+ Club

1	Barry Bonds	762
2	Hank Aaron *	755
3	Babe Ruth *	714
4	Albert Pujols	703
5	Alex Rodriguez	696
6	Willie Mays *	660

7	<u>Ken Griffey Jr.*</u>	630
8	<u>Jim Thome*</u>	612
9	<u>Sammy Sosa</u>	609
10	<u>Frank Robinson*</u>	586
11	<u>Mark McGwire</u>	583
12	<u>Harmon Killebrew*</u>	573
13	<u>Rafael Palmeiro</u>	569
14	<u>Reggie Jackson*</u>	563
15	<u>Manny Ramirez</u>	555
16	<u>Mike Schmidt*</u>	548
17	<u>David Ortiz*</u>	541
18	<u>Mickey Mantle*</u>	536
19	<u>Jimmie Foxx*</u>	534
20	<u>Willie McCovey*</u>	521
	<u>Frank Thomas*</u>	521
	<u>Ted Williams*</u>	521
23	<u>Ernie Banks*</u>	512
	<u>Eddie Mathews*</u>	512

25	<u>Miguel Cabrera</u>	511
	<u>Mel Ott</u> *	511
27	<u>Gary Sheffield</u>	509
28	<u>Eddie Murray</u> *	504
29	<u>Lou Gehrig</u> *	493
	<u>Fred McGriff</u> *	493
31	<u>Adrián Beltré</u> *	477
32	<u>Stan Musial</u> *	475
	<u>Willie Stargell</u> *	475
34	<u>Carlos Delgado</u>	473
35	<u>Chipper Jones</u> *	468
36	<u>Dave Winfield</u> *	465
37	<u>Nelson Cruz</u>	464
38	<u>Jose Canseco</u>	462
	<u>Adam Dunn</u>	462
40	<u>Carl Yastrzemski</u> *	452
41	<u>Jeff Bagwell</u> *	449
	<u>Vladimir Guerrero</u> *	449

43	Dave Kingman	442
44	Jason Giambi	440
45	Paul Konerko	439
46	Andre Dawson*	438
47	Carlos Beltrán	435
48	Juan González	434
	Andruw Jones	434
50	Cal Ripken Jr.*	431
51	Giancarlo Stanton (26)	428
52	Mike Piazza*	427
53	Billy Williams*	426
54	Edwin Encarnación	424
55	Darrell Evans	414
56	Alfonso Soriano	412
57	Mark Teixeira	409
58	Duke Snider*	407
59	Andrés Galarraga	399
	Al Kaline*	399

61 [Dale Murphy](#)

398

* Denotes Hall of Fame

BONUS

Michael Jordan and I

I have been trying to show my new idea for basketball digital measurement to NBC for 6 months. What better venue than Madison Square Garden during a Knick-Bulls Playoff game. The game featuring the greatest player in the sport, Michael Jordan. I spoke to Tom Roy, sports director, right after Larry Cirilo's (NBC Sports Director) contract was not renewed. Larry had seen my measuring system at the LPGA golf tournament last summer, August 1992, at Wakigil in Westchester NY. He raved about it. Tom Roy, his assistant turned replacement, was not interested in golf. He wanted to see if this could be used in basketball where players leaping ability and movement could be quantified. I came up with a way to correct for distance and magnification. The demo in NBC studios at 30 Rock, went great. We arranged to use it first at the NBA ALL-STAR game in Salt Lake City Utah, but they could not pull it off. Tom called me last week and asked if I could do a game and today finally arrived.

I was told to go to the NBC trailer parked outside Madison Square Garden on W. 33rd street and ask for Alan Shears. I did and was taken to meet with Tom Roy. He said I would have an assistant named Lisa Tsuradome from NBC Nightly News. She would wear a headset and I would interact with her. She took me up to the camera booth, which was a luxury suite connected to MSG TV. Since they were not doing the game I had this room all to myself. Or so I thought. She would give our calculations and stats to Mike Fratello and Marv Albert, the broadcast commentators for this nationally broadcasted playoff game. After we set up my equipment and I showed her what numbers and statistics I would provide her with, we walked down to the court. There, I see Michael Jordan shooting hoops. I was given NBC credentials and had complete access to anywhere on the court or in the entire Garden. I saw Armed Richard, Len Berman, from NBC Sports. Len had done a spot on my homerun measuring system 2 years earlier. I then saw Al Troutwig from MSG TV. He and I worked together at Yankee Stadium two years ago when I helped to introduced homerun measurement to major league baseball. He told me I should speak to MSG and ask to work game Tuesday night. Unfortunately, I was busy. We then went to eat in the press room. I saw Walt Frasier and smiled at him. He remembered me from the Sid

Tanenbaum Tournament at North Woodmere Park where he was our first keynote speaker seven years earlier. Our friend and neighbor, NBA player and former NY Knick Championship Coach Red Holzman had helped me arrange for Walt to speak at the first Sid Tanenbaum event.

We were all set to leave the pressroom when I ran into Chris "Mad Dog" Russo, radio persona from WFAN. I reminded him of the work he did in raising money with Mike Francesa for Jermaine Ewell at a softball game years earlier. Ewell was a teen from the Five Towns and was beaten after altercations at a party in Atlantic Beach. I had also arranged for Chris to meet Jimmy Buffet at Jones Beach the last summer. We had already started Rock and Wrap it Up! and were doing food recovery. I had become friendly with their management.

Chris was thankful and asked what I was doing there. I told him about my invention and he asked me to go on his radio sports show. We then went onto the Garden floor again and I recognized John Salley from Detroit Piston Fame and now on the Miami Heat. He attended Canarsie H.S. my alma mater. We talked and he remembered that I served as Commissioner on the Nassau County Human Rights Commission, about my Human Rights work. I told him that Branford Marsalis was my keynote speaker the past year at our

annual Human Rights Awareness Day at Hofstra University. He said he would consider it and gave me his home number in Fort Lauderdale. I then saw Spike Lee. I went over to him to ask him again to speak for me and he said he would think about it. It was getting close to game time and Lisa and I had to go back to our booths. As I get to my booth, I knock on the door and a guard lets me in. My booth now has two other spectators looking at my camera and computer. I recognize Ernie Grunfeld and told him what I am doing for NBC Sports. We talk about old times when I met him in high school, Forest Hills H.S. when I accompanied my friend Chuck Pollack, with whom I taught with at Canarsie HS; he scouted for Southern Illinois University. Ernie signed with Tennessee to play with another New York HS star, Bernard King.

I gave Ernie a card and he noticed I lived in Cedarhurst. He asked me chidingly if I knew Red Holzman, I smiled and said he is my neighbor and friend. Ernie said he is the greatest. I agreed. Next, I met in the booth, Dave Checquets, the General Manager of the Knicks. Ernie had just told him of my invention and I demonstrated it to him. Both Dave and Ernie spent the game with me in the MSG booth.



NBC wanted every statistic I could calculate on Michael Jordan. The game started and I started measuring Michael Jordan's vertical jump. How high did he jump on his jump shot? How active was he on defense? on offense? Over the course of the game he leaped and shot 12 jump shots and scored 8 times. I averaged him to 30 1/2 inches of vertical leap on the baskets that he made. He leaped highest when he was defended. Michael was spectacular!

At halftime things livened up. I met Richard Lewis, of TV fame. Dustin Hoffman, Billy Baldwin were on the floor. I found my neighbors Red and Selma Holzman and daughter Gail, who had season tickets, who asked about our new-born baby boy, Dylan. I met Bob Lanier of the Pistons, and owner of a size 24 sneakers. I then had to go up and finish my work. As I was walking across the Garden floor, I realize I was one of the few men dressed up in a suit and tie. At least 2 of my friends were at the game because I heard my name being shouted. When I got to the elevator, I was recognized by a tall, pretty black woman. She thought I was someone else. It turned out that I knew her. She is Ellen Kleghorn, a star on Saturday Night Live. I told her that I knew Al Franken, who spoke for me two years ago at our Human Rights Awareness Day. She said she would be interested in speaking as well.



I got back to the booth and the second half began. The Knicks were beginning to take control. They had been behind at halftime by four points.

Even though I was working for NBC following Michael, I happened to measure a jump shot by John Starks. He leaped 34 inches. At that moment Dave Chequetts came to me and I told him. He asked me not to tell NBC what I had done. (Years later I was speaking about hunger in Buffalo NY and Dave sat next to me He was attending a Knick Buffalo exhibition game and gave me two tix).

Dave slapped me five and I knew that it was an idea that may have applications in the field of recruitment both in college and the pros. I tracked Michael Jordan's movements for the entire game. He also covered 7840 feet during the game. (In future games, the most a player traveled was 6500 feet in one non-overtime game.) Michael Jordan played both defense and offense with the same tenacity. He seemed to be all over the court whenever he was in the game. The Knicks won the game 98-90. I packed up my equipment and went down stairs into the locker room area. There I saw Mark Aguirre from the Detroit Pistons. I also met Herb Williams on the Knicks, and John Starks who had a great game and I told him so.

Standing next to me was a thin, short man. He introduced himself as Michael Jordan's father. I told him what I had done for NBC Sports and he wanted the information. I gave him a card and wrote the data I had collected

on Michael. He said that he would give it to him. (Little did I know that a few months later, he would be murdered) I also asked if Michael speaks out for Human Rights. His father said he is booked up for the next four years. But he said he would give him my card and the data. Next, NY Knick guard Greg Anthony came out and came over to speak to Mark Aguirre. He looked very angry. The first words from his mouth were "I only played five minutes." Mark became upset at Greg and said " Don't be a crybaby, you played, didn't you, aren't you in the playoffs? Next Pat Riley walked by and I congratulated him. The Rap Star Kid from Kid and Play, was standing near us just hanging out. I probably should have recognized dozens of other stars and luminaries. I finally found Mike Fratello. He said that they did not get any of the numbers from Tom Roy. He said that I need to somehow write them down and he would have used them, especially the distance traveled. I saw Len Berman and he asked if I would come on WFAN radio on Monday. I said yes. I left the Garden with a great smile on my face.

BONUS 2

John Madden and I

CBS Sports was not done with me. During my presentation to their Sports Producer Chuck Will, it mentioned that I could enhance the game of football by putting a cursor on a running back and track and calculate how many yards were attained in any given play. I showed how exciting it could be on a touchdown runback giving the total yard he ran, not just hash marks. I could measure lateral and diagonal distance on quarterback long bombs. We could also time how quickly a back ran on long runs in seconds. Chuck was intrigued. He asked if I was available to meet him in Philadelphia for an Eagles, Dallas Cowboys game the Saturday before the game. It was one of the last games in the 1992 NFL season. Their announcing team was John Madden and Pat Sommerall. John did not fly; he travelled on his own luxury bus around the country. I was told to be at the stadium at 11 am.

I came with my daughter Jill to help me set up the equipment we needed for a successful demo. I told CBS my electrical needs and Chuck Will

said it all could be arranged. I boarded the bus and had a large table to set up. In 15 minutes the Bus was crowded with Sports Producers who I did not know. I learned later that I was introducing this new way of presenting games to Bob Stenner and Sandy Grossman, two of the most well-known people at CBS Sports. Pat Sommerall was not there but John Madden stood in the background and listened to my presentation. He did not say a word but let others ask. I answered most of their questions but did not want to oversell as it had never been used in a game situation. Chuck Will thanked me for coming down from New York on short notice and said they would let me know. Jill and I packed up and got into my truck and started home on the New Jersey Turnpike. I was about an hour from home when I bag phone rang. I had one of the first and was glad I invested in this new phone. Chuck Will said John Madden was very interested in seeing it in action. He asked if I could return Sunday for the Eagles-Cowboys game and see it live. I could not contain myself. I said, what time did he want me there?

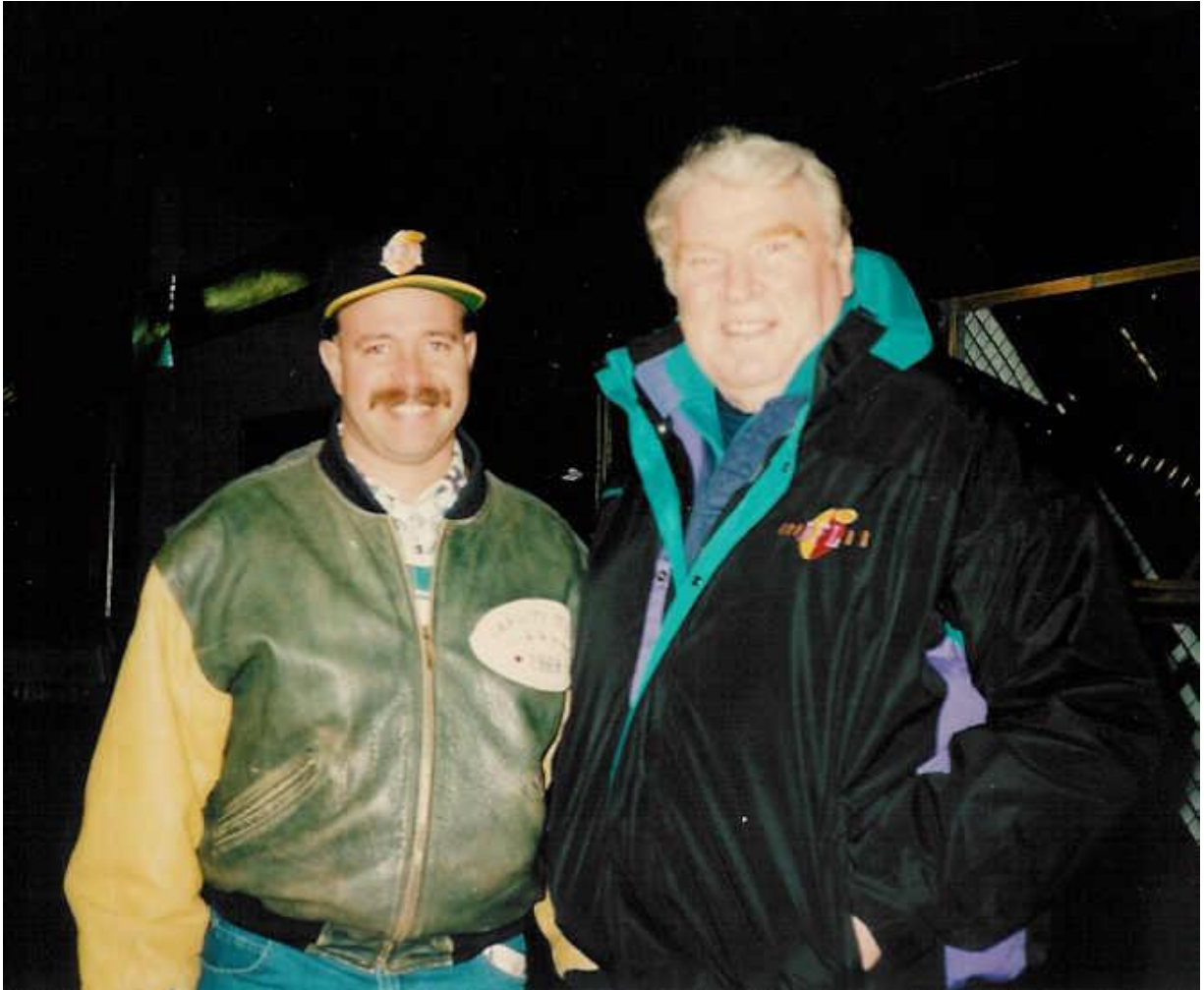
I was back at the stadium, Sunday morning at 10 am, and set up with headset broadcasting to my own producer. The game went very well and quickly and I generated statistics that had never been announced before. We had a meeting with Sandy Grossman and Bob Stenner after the game and

they agreed that the enhancements were novel and added to the game of football. John Madden used the new information and was ready to endorse it to CBS.

The next game was in January 9, 1993. It was a CBS Sports NFL Playoff Game between the NY Giants and the Minnesota Vikings at the Giants Stadium. Groosman and Stenner would be working the game along with Madden and Sommerall doing the announcing.

I arrived at Giants Stadium at 930 am and was assigned an intern, Lisa Tsuridomi. I also asked my friend Lori Frank who I had taught to use the equipment. The game started and again it could not have gone better. I got to go into both locker rooms before the game. I was introduced to Quarterback Phil Simms and Linebacker Lawrence Taylor. In the Viking locker room, I met Quarterback Vince McMahan. They were quickly explained what I would be introducing.

The game started and it went very quickly for us. We generated great numbers for Madden and Sommerall to talk about and it enhanced their broadcast. I went down to meet John and he told a picture and gave me a signed hat.





We left uplifted that our system would be used by CBS Sports as it was also blessed by Sandy Grossman and Bob Stenner. Chuck Will was also very excited! Sadly, it was not to be. The next week, John Madden and Pat Sommerall signed a multi-year contract with Fox Sports. Fox was not

interested in our system as they paid a fortune to get their new announcers. I was unable to convince CBS Sports to take us on the following season. They would need to bring a new announcing team on and we were not high priority with Madden gone. What could have been!



The MLB Home Run Derby Runs On This Weird Medical Technology

By [Peter Hess](#) on [July 10, 2017](#) Filed Under [Algorithms](#), [History](#), [Physics & Work](#)

For most of Major League Baseball's history, the distance that a player hit a home run was anybody's guess. But starting in 1990, measuring the distance home runs traveled became a science as one researcher adapted a medical imaging technology into a quintessential baseball tool. Syd Mandelbaum helped transform what had previously been a speculative pissing contest into a legitimate statistic. It even helped settle some old scores.

On Thursday, the morning of the MLB's annual Home Run Derby, Mandelbaum, my friend's dad and the man who first figured out how to calculate the distance a monster dinger traveled, explained the unexpectedly medical-inspired history of home run measurement. For years, Mandelbaum worked on medical imaging technologies used for in vitro fertilization (IVF) as well as for measuring the distance between blood cells. He recalls the moment he realized he could use microscopic measurements to solve a macroscopic problem.

"One day I was watching a Yankee game, and Jesse Barfield had hit a home run," recalled Mandelbaum, who is now the founder and CEO of food waste reduction nonprofit Rock and Wrap It Up!. The Yankees' color commentator at the time, Phil Rizzuto, speculated that Barfield had hit the homer 400 feet, sparking a live debate with his colleague Bobby Murcer. That was Mandelbaum's eureka moment.

A massive dinger by Jesse Barfield inspired Mandelbaum to apply cell biology to measuring home runs.

"Suddenly, it occurred to me that if I could take the micro-measurement algorithms, they could become macro-measurement algorithms, as long as I learned how to correct for the difference of magnification within a ballpark," he says. "I was able to use an overhead photo of a ballpark, taken directly down 90 degrees. I entered that into my computer, and we were able to enter X and Y measurements and measure specific distances on the photograph."

The principle behind this innovative approach came directly from Mandelbaum's work with Optech Instrument Corp., where he had worked on a microscopic measurement technique that helped overcome a common problem with in vitro fertilization, a fertility technique where sperm and egg are mixed together in a petri dish: Doctors couldn't accurately gauge the best part of an ova's zona pellucida — its protective membrane — to pierce during IVF, and often accidentally destroyed ova while attempting to fertilize them. By imposing a simple X and Y axis on an image and using

the associated measurement algorithm, doctors could then ensure that they aimed for the thinnest part of the zona pellucida, therefore saving the valuable oocytes from accidental destruction.

So Mandelbaum scaled this technique up. He used the known distance from first to third base as an X axis (it's always 127.28 feet) and the line from home plate to the center of the outfield wall (which is different for each field, but always known) as the Y axis.



Mandelbaum applied medical imaging technology used for IVF to the baseball diamond.

“The first game that we used it in was April 16, 1991,” says Mandelbaum. He set up his tiny computer and a borrowed monitor in a suite at San Francisco’s Candlestick Park (with Grateful Dead manager Dennis McNally along for the ride), and measured the first home run ever measured in a game: The San Francisco Giants’ Will Clark hit a 381-foot home run to right field in a game against the team’s rival, the Los Angeles Dodgers. Shortly after the run, an operations staffer for the Giants ran up to the booth to tell Mandelbaum that a physical measurement from the back of

the fence matched the computer model.

“I knew that I had sold him.” From that moment, Mandelbaum’s technique grew in popularity, and people started approaching him to retroactively measure home runs that had happened before the days of measurement. And while this measurement technique is no longer used today, the current technologies, like ESPN’s Home Run Tracker, use the same general idea and add a few more variables. So, when you tune in to the MLB Home Run Derby on Thursday night and that number pops up on your TV to tell you how far Aaron Judge or Giancarlo Stanton just hit a dinger, remember Syd Mandelbaum and his microscopic measurement algorithms.



SPORTS

Home run tracker, with roots at Candlestick Park, marks 30 years

When Giants first baseman Brandon Belt slugged a solo home run in Sunday's 4-0 victory over the Colorado Rockies, there...

By [Steve Drumwright](#) Special to S.F. Examiner · April 15, 2021 1:30 am - Updated April 15, 2021 10:06 am



Syd Mandelbaum created the home run tracker, which revolutionized statistics in major league sports. (Courtesy photo)

When Giants first baseman Brandon Belt slugged a solo home run in Sunday's 4-0 victory over the Colorado Rockies, there was little doubt it would clear the right-field wall — only whether it would become the 86th Splash Hit in Oracle Park history.

It did clear the arcade seating, but fell short of McCovey Cove, instead landing on the walkway, sending fans scurrying for the ball.

But baseball is a numbers game and home runs are king. Just as Belt approached home plate following his sixth-inning blast off Rockies pitcher German Marquez, a stat appeared on the Giants' television broadcast, just under the score box: "Exit velocity: 108.7 mph."

While pitch speeds have been commonplace on scoreboards and telecasts, stats such as exit velocity and launch angle have joined the baseball lexicon in recent years as those metrics have become more mainstream. In fact, the Statcast website tracks anything measurable on the diamond and within seconds of it happening in any Major League Baseball game across the country.

You can thank Syd Mandelbaum for bringing such measurements to baseball, football and golf.

Friday will mark 30 years since Mandelbaum, a baseball fan whose day job was as a scientist who analyzed blood cells under a microscope, tested his knowledge on a macro level and unofficially measured a home run for the first time via computer.

It came during the April 16, 1991, game between the Giants and Los Angeles Dodgers at Candlestick Park. After consulting with the team and perched in a suite with his computer and a layout of Candlestick's dimensions, Mandelbaum — accompanied by friend and Grateful Dead publicist Dennis McNally — sprang into action when Will Clark, the star Giants first baseman, crushed a pitch from Tim Lincecum over the wall in right-center field.



In 1991 at Candlestick Park, Syd Mandelbaum measured the distance of a homer by the Giants' Will Clark, the first use of the home run tracker. (Courtesy photo)

"Jorge Acosta (now the Giants' senior vice president of ballpark operations) comes up and goes, 'Syd, did you get it?'" Mandelbaum said. "I said, 'I measured 383 (feet).' And he looks at me and he goes, 'Damn. We walked it off and it was 381. You were within .001 and looking at it from a suite.' So they believed the system at that point and I felt real good because we were, we were right there. Years later, almost like a vindication that all these concepts that I came up with came to fruition in all sports."

It wasn't just the distance home runs traveled that Mandelbaum — a native New Yorker who has family in the Bay Area — was able to statistically quantify. When he approached the project, he found out through trials at Yankee Stadium that he needed to lock in certain measurements. The distance from first base to third base was the X axis (127.3 feet, no matter which stadium), while the distance from home plate to dead center field was the Y axis (and varied from ballpark to ballpark). Using those two measurements, he was able to accurately plot the home run distance. After writing to more than two dozen teams, the Giants were the only one to show legitimate interest.

Maybe it was a little karma that it was the Giants who took Mandelbaum — who lives in Cedarhurst, N.Y. and was recently in The City visiting family for the first time in more than a year — up on his offer. After all, he was stationed at Travis Air Force Base in Fairfield, was a huge Deadhead (he went to a concert in Menlo Park) and told his eventual wife that if they had kids, they would go to Stanford. And two of them did. One daughter runs a tattoo shop, Studio Kazoku, in the Haight-Ashbury neighborhood.

Mandelbaum, 70, discovered the home run technology shortly after developing an application for in-vitro fertilization that found the thinnest part of the egg's protective wall, the zona pellucida, and pinpoint that spot for micro-insemination without breaking the egg. Later that same year, 1990, Mandelbaum was watching a Yankees game on TV when slugger Jesse Barfield hit a home run, which led to a spirited debate between announcers Phil Rizzuto and Bobby Murcer as to how far the ball went.

"It hit me like a thunderclap right there," Mandelbaum said.

Author: [Technology Photo](#)

In 1992, Mandelbaum expanded the sports use. He was invited by CBS to Greg Norman's Shark Shootout at Sherwood Country Club in Thousand Oaks to measure how far drives went in the exhibition golf event. Later that year, CBS asked him to show off the technology to top NFL announcers Pat Summerall and John Madden before a New York Giants-Philadelphia Eagles game. Mandelbaum drove down to Philly and was in the famous Madden Cruiser the day before the game putting on a demonstration, tracking how far a running back actually ran on a certain play, not just the yards credited to the player.

"And they loved it," Mandelbaum said. "They called me as I was driving home and said, 'Could you come back tomorrow?' ... I wound up doing it again the next week when there was a playoff game between the (Minnesota) Vikings and New York Giants."

Mandelbaum — who now runs Rock and Wrap it Up!, which works with sports organizations and musicians, among others, to recover and redistribute food — has never really been acknowledged as the originator of what has become commonplace in sports, a Godfather of Statcast, you might say. He doesn't really mind, either. His goal wasn't to get rich off the sports-related technology as he was making pretty good money from the various medical applications.

"The sports technology I did not sell," Mandelbaum said. "The medical technology, we made a lot of money. So I'll leave it at that. It was more important, in some ways, for the IVF and especially for colonoscopies and other things that they really needed to have definitive measurement for medical, life-and-death things. Sports was an enhancement and I never looked at it in any other way. Not that I didn't need the money, but I didn't need the money for that."

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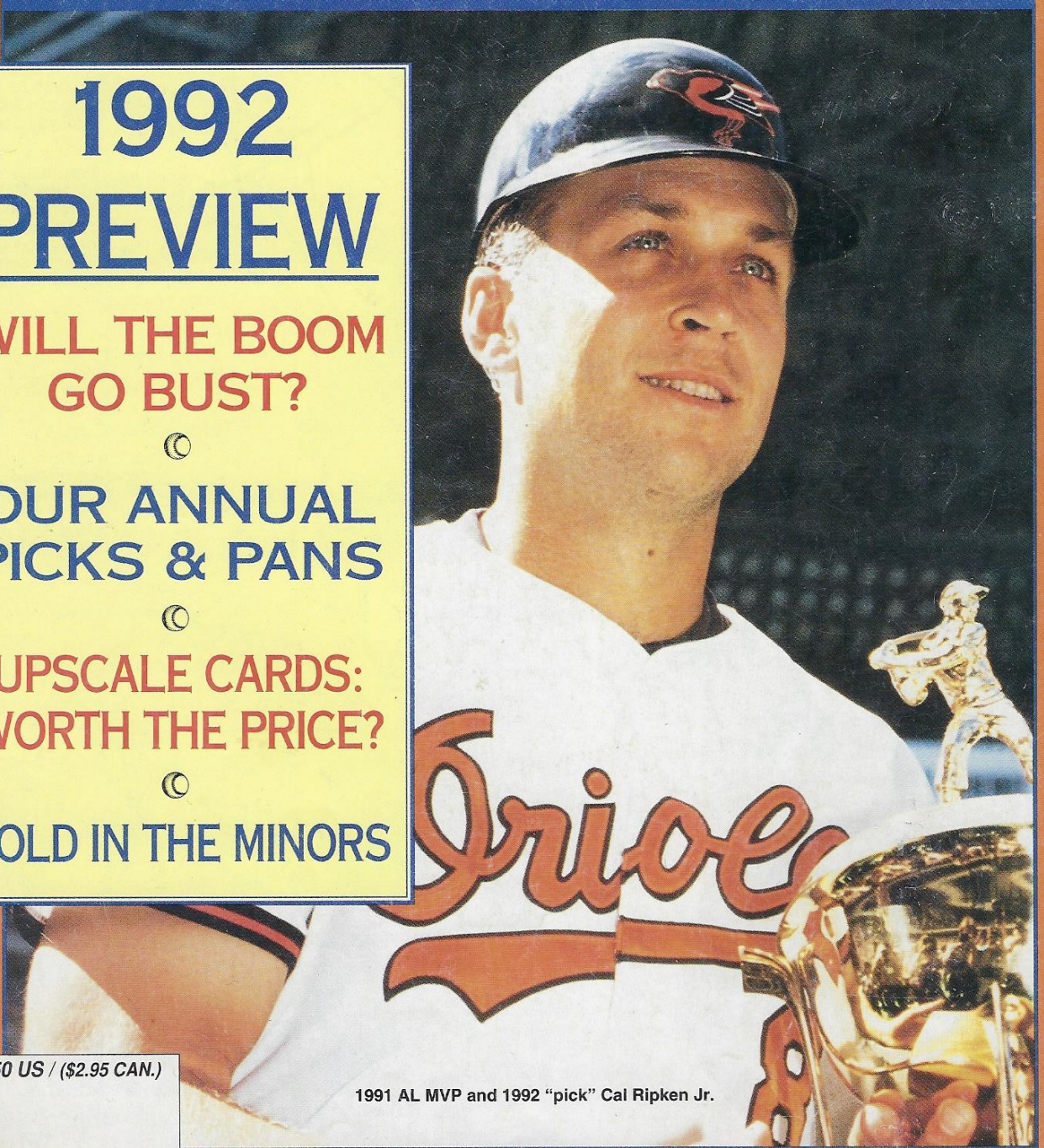
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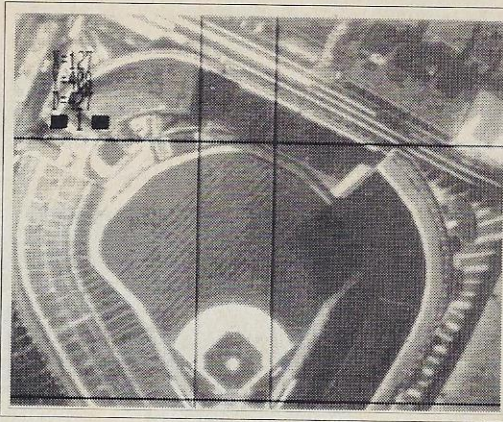
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MEASURING UP? A NEW DEVICE SHOWS HOW LONG A LONG BALL REALLY IS

Ever wonder how far Babe Ruth could slug a baseball? Ever wonder why some 60 years later we don't have a mechanism that tells us how far Major Leaguers past and present have hit, run to, or thrown a ball? Well, technological advancements have finally hit home. A 21st century device called the "Optech Video Measuring System" is making a play to change the way baseball is viewed by players, media and fans alike.

Optech, developed by scientist Syd Mandelbaum, can flash the distance a ball has traveled within seconds of a hit so players and spectators will know exactly how far a home run has gone. Optech can also give the distance a player has thrown a ball or has had to run to catch a pop-up.

The new device uses a small television monitor that

projects an aerial photo of the stadium where the game is being played and a black box that houses Optech's master controls. Movable cursor lines track the baseball from the time it becomes airborne to where it lands. It then processes the numbers, disclosing footage immediately. Optech also catches the moment by photographing the distance the ball has traveled as a personalized memento for the player.

"Before the microscope or telescope, you could only see so far," Mandelbaum said. "With my instrumentation, it's like that for sports now."

According to Mandelbaum, Optech may annotate sporting history because it provides fans with new numbers to memorize, scrutinize and fantasize about. It also answers

ODDS & TRENDS

questions for the baseball zealot like, "How far are the gaps between players on the field?" and "Would that have been a home run in another stadium?"

"Baseball is the game of ultimate statistics," Mandelbaum said, "and my invention is an enhancement for fans. Baseball at the stadium is player baseball, and baseball on TV and the radio keeps the fan a prisoner of the pitcher-batter-catcher broadcast."

This system gives perspective to the distance a ball has traveled. So fans who can't see the game, or may be bored with trite telecasts and over-done statistics, are now able to gauge how far a ball has flown by sinking their teeth into solid, practical dimensions. Almost like putting a name to a face, Optech gives a home run consistency by measuring the feet it has covered.

Optech is still in its infancy, so it may be a while before it catches on or cashes in in the baseball business. In the meantime, it has proven valuable on a completely different field — the medical testing industry.

The device can measure tumors and other structures within 1/10 of a millimeter without surgery, according to Mandelbaum. It helps doctors

monitor the size of tumors and adjust medication accordingly. "I've taken technology that was there and transferred it to medicine," said Mandelbaum, who

cancer care center where he hopes Optech's medical capabilities will save lives.

He remains confident though that this unique device will become a staple

the backbone of American sports. Though Optech's ramifications could be tremendous, Mandelbaum's marketing approach has been a simple one.

He introduced his product through letters and phone calls to sports shows such as ESPN, MSG and CBS baseball telecasts as well as Major League Baseball, with the hopes of selling it to the minors and colleges too. His basic strategy for promoting Optech falls under a self-proclaimed theory that "good ideas don't need much pushing."

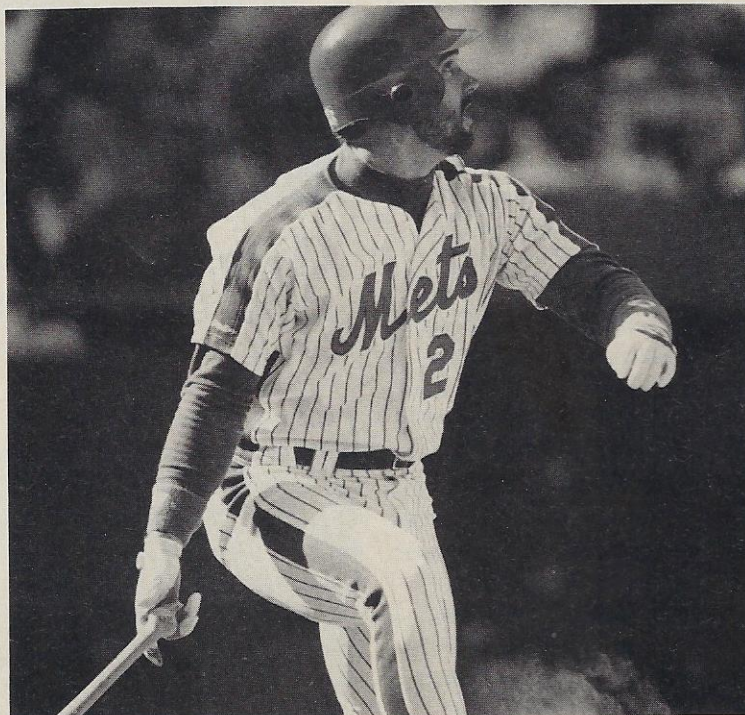
The New York resident, however, received much-needed attention when he received permission to demonstrate his product for interested visiting teams in both Yankee and Shea Stadiums.

More than 17 MLB

teams have seen Optech in action, with eight out of 10 clubs pleased with the results, according to Mandelbaum.

"They're like little kids," he said of those who saw how Optech works. "They'd look to me and say 'Syd, how far'd it go?' I've worked with some great ball players like Howard Johnson and Ray Knight, and everybody wants me to measure their home runs."

— Kristine Santora



Howard Johnson: Going, going, gone. But how far?

worked for major pharmaceutical/medical research corporations in addition to being head of marketing and sales for Johnson & Johnson. He now focuses on distributing the medical applications of Optech, which is a product of Optech Instrument Corp., a division of SlantFin in Greenvale, N.Y.

"Baseball takes up a good 10 percent of my time, which is a lot," Mandelbaum said as he prepared for a meeting at a

in the baseball world.

"I hope to sell one or two this year," Mandelbaum said. "I would prefer that the teams purchase it, so it's like having a yard stick for baseball. It will go from something no one has to something everyone has and will always use, like a calculator. It's a visual calculator."

At a cost of \$3,000, Optech not only seems to be an inexpensive investment for Major League Baseball, but one that might reshape

Altering societal behavior one human being at a time



Syd Mandelbaum, B.S., M.A., M.B.A.

Education

Syd graduated Brooklyn College with a BS in Geology and Earth Science and an MA in Science (Geology, Chemistry, Biology and Physics) from Brooklyn College. He taught high school Earth Science in Brooklyn, NY and Oceanside, NY before going to work in the medical industry as a scientist. He received his MBA from Hofstra University. He is also certified as a Building Environmental Scientist by the BPI and Suffolk County Department of Labor, Licensing and Consumer Affairs

Professional

Syd is world renowned for heading the American team in 1994 that did the DNA Genetic Sequencing of Anna Anderson's hair disproving the relationship to the Czar and Czarina Romanov. He was a DNA Consultant at the Harvard Medical School Center for Blood Research Laboratory in genetics testing. Syd had permanently loaned his scientific papers to **Nobel Laureate Dr. James Watson** for the Cold Spring Harbor Laboratory's Dolan DNA Learning Center and Museum. Anna Anderson had claimed to be Anastasia Romanov, Czar Nikoli's daughter. In 2021, Syd disproved the relationship, accepted for over a century, of Theodore Roosevelt Sr. and the Franklin Hall Families using Y Chromosome matching.

At Harvard's Medical School's Center for Blood Research, Syd co-founded the first DNA roundtable seminar series in New York and Boston, 1989, to help police department's better use DNA in prosecuting rape and murder cases.

Working with a Princeton based think-tank, Syd invented computer micro measurement applications to help infertile women have greater chances to conceive using In Vitro Fertilization.

Syd is well known in the baseball world, using macro-applications of his measurement algorithms, helping to introduce home run distance measurement to Major League Baseball in 1990-1.

Working with the PGA and CBS Sports, he introduced golf drive distance measurement at the Greg Norman's Shark Shootout in 1992, held at the Sherwood Country Club in Agora Hills CA. It was introduced to the LPGA in Wagykil Country Club in Westchester County, NY.

Syd served on the Stanford University Admissions, North Eastern Committee.

Working with CBS Sport's announcers John Madden and Pat Sommerall, Syd introduced football sports measurement to the NFL during a Philadelphia Eagle Dallas Cowboy Home Game in December 1992 and a NY Giants/ Minnesota Viking Home playoff game in January 1993.

In May 1993, working with the NBA and NBC in Madison Square Garden, during a NY Knick- Chicago Bull Playoff Game. Michael Jordan's vertical jumps were measured, as well as John Starks.

His cancer work in setting up Laser Flow Cytometry Blood Analysis for HIV and Oncology-T-Cell Analysis user groups in 1984 translated into Noble Prize and other prizes in Medicine for his members.

He managed to work two full-time careers from 1991 for ten years before completely devoting his time to Rock and Wrap It Up! in 2001, an antipoverty think tank. RWU has fed over one billion people. Syd was honored with a Point of Light by President William J. Clinton.

In 2006, he co-founded the DNA Shoah Project, at the University of Arizona to help Holocaust survivors reunite with family. In 2007, he penned the Act

which was become the Federal Food Donation Act which was passed unanimously in the House and Senate and was signed into law by **President George W. Bush** in 2008. In 2011. Syd launched hungerpedia.com, a destination for donors to give assets directly to poverty fighting agencies. Syd has started projects at Yale New Haven Hospital, with the Congressional Committee on Oversight and Reform, Departments of Agriculture, and the EPA to recover food and other assets.

For the NFL's Super Bowl 48, Syd developed and launched the Whole Earth Calculator, (WEC) a patented mobile application for quantifying both carbon and poverty footprints through the generation of total meals and GHG from pounds of food recovered. The updated WEC, calculating paper and plastics carbon and poverty footprints, as well as food was released by the White House in July 2014 to support **President Obama's Climate Data Initiative**. Working with Aerosmith and the New York Yankees, he and his team have developed new lesson plans based on the Whole Earth Calculator and Climate Literacy to motivate the next generation of young world changers. With the help of the EPA, composting components have been added to the lesson plans. Water saving stats were added in 2020.

Antipoverty achievements

Syd founded the global- awarding winning anti-poverty think tank, Rock and Wrap it Up! to honor his parents' survival against all odds from the horrors of Nazi concentration camps. Syd's 4 grandparents and 4 uncles were murdered and cremated in Auschwitz death camp. Rock and Wrap it Up!, with 5,000 members in 500 cities and five countries, feeds millions of hungry each year and teaches how to use contracts to obligate excess food from events. He has started local hunger prevention programs in The Hebrew Academy of the Five Towns and Rockaways, Lawrence Public Schools, Hewlett-Woodmere Public Schools, and Bellmore-Merrick Schools. Syd has worked with local hunger programs at Five Towns JCC Kosher Soup Kitchen, United Methodist Out Reach and Young Israel of Woodmere and the Five Towns Community Center. After meeting with like-

mindful advocates in Israel in 2002, Syd helped start food recovery efforts in Israel,

He was a founding member of the Claddagh INN Soup Kitchen and the Beth El Rock and Wrap Food Program. He was awarded the 1999 National **Points of Light** Presidential Service Citation from **President Bill Clinton** for his community service. Syd's work was nationally acclaimed by CBS newsman Dan Rather in his American Dream series in 1999 and highlighted in Lifestyles Magazine's Winter 2000 issue. Rock and Wrap It Up was adopted by resolution in June 2003 to work with the United States Conference of Mayors to feed all who hunger. Syd and the work of Rock and Wrap It Up! were featured in the New York Times on Sunday November 16, 2003, Sunday August 16, 2009 and the Boston Globe, Tuesday, January 18th, 2011. In 2003, Sports Wrap! was launched, now partnering with 76 Sports Franchises in North America. In 2010; the entire NHL partnered with Rock and Wrap It Up! Written in 2006, Syd's book, **The Hunger Manifesto, Ending Poverty in the United States**, can be found online. In 2007, Rock and Wrap It Up! began the Hunger Advocacy, creating and penning the Federal Food Donation Act of 2008, which encourages Federal Government to donate excess food to feed the hungry. The Federal Food Donation Act of 2008 (Pub. L. 110-247 122 Stat. 2314(2008) encourages federal buildings to donate food from their restaurants, cafeterias and from outside rentals to feed our nation's hungry, was voted unanimously in both House and Senate and was signed into law on June 19th 2008 by **President George W. Bush**. Syd was the national focus of *NBC Nightly News with Brian Williams* "Making A Difference" Segment, March 2011. Mardi Bra and Hannah's Project was launched in February 2015 in LA to get feminine hygiene products to at-risk teens and women with the help of 2002 Lena and Joseph Mandelbaum Humanitarian Award winner Sharon Osbourne. Mardi Bra was launched in NYC in December 2015 at Brooklyn Bowl in Williamsburg, NY. Mardi Bra launched nationally in February, 2016. In March, 2016, North Shore Yeshiva in Lake Success, NY started Hannah's Project, recovering feminine hygiene products for at-risk teens and women. Nassau County Girl Scouts have joined the project.

In May 2016, the first State Food Donation Act was passed and signed into Tennessee State Law. This Law will be presented in every state next year. RWU is working to get the SFDA in 10-15 States in 2017. Syd wrote and published the Guide to pass the SFDA. In March 2019, *the Andrew J. Parise Veteran's Toolkit* was launched to address the needs of at-risk veterans and their families. The program consists of national anti-hunger/poverty database shared with veteran care-givers and veteran relief agencies across the United States. Vet-friendly colleges and employers as well as the "Forever" GI Bill has been added. In June 2020, the Veteran Farmers Market was launched to keep senior at-risk veteran out of stores and a space to socialize during the Covid-19 pandemic. Food donors include Costco, Trader Joe's, The Bagelry, Wall's Bakery, Crawford's and Chipotle

Anti-Bias Resume

Syd and his father Joseph attended the first World Gathering of Jewish Holocaust Survivors in June 1981. He and his father had an epiphany at the Western Wall and were inspired to come back to America and change the world. Syd served as a Commissioner, Nassau County Commission on Human Rights. As Founding Chairman South Shore Anti-Bias Task Force, he helped start anti-bias task forces in Haftar, Lawrence and Hewlett Schools. He founded and chaired the Nassau County Human Rights Awareness Day, which teaches students how to fight bias in their communities. He co-founded International Network of Children of Jewish Holocaust Survivors and served as its first Secretary General. Syd co-founded Second Generation of Long Island, and served on the Committee of Revson Video Archive of Holocaust Testimony Yale University at Sterling Library. His national documentary project of Holocaust Survivors and Camp Liberators produced over 2,000 videotapes nation-wide and was given to Steven Spielberg's organization to continue as the Shoah Project. He served as a Consultant at the United States Holocaust Museum Video Archive. He served on the Nassau County Martin Luther King, Jr. Birthday Celebration Committee, Publicity Chairman. He is currently working with

WW 2 Camp Liberators testimonies to develop resources for the Andy Parise Veterans Toolkit for the United States Holocaust Memorial Museum educators to combat holocaust deniers and reduce antisemitism.

Community Service

Syd is a Past President Kiwanis Club of the Five Towns Kiwanis Club of the Five Towns. He is Co-Founder and Chairman Sid Tanenbaum Basketball Tournament and Scholarship fund, and has given scholarships to local H.S. basketball players from Hebrew Academy of the Five Towns and Rockaways, Lawrence, Hewlett and Woodmere Academy. Syd is Co-Founder Sunny Atlantic Volleyball Tournament and has raised over \$35,000 for charity. He and his wife are active members Temple Beth El, served as Presidents of the Couples Club, and Syd is a member of the Temple Beth El Daily Minyan Society. He served as a Trustee on Lawrence School District Board of Education for 12 years. He served as Chairman of the Board, Five Towns Jewish Council, whose goal is to better relationships within all parts of the Jewish community. He served 4 years with P.E.N.C.I.L.in their Principal for a Day program. He and his wife Diane pickup and deliver food to a local pantry every morning. Syd serves as Commander of the American Legion Lawrence Cedarhurst Post 339. He helps run the Veteran Farmers Market in his driveway. Syd runs the Pantry at the Five Towns Community Center for the at-risk community in the Five Towns.

Awards

1987 Ted Papatois Youth Services Award, Kiwanis International 1992 National Achievement Award- National Association of Counties for "Your Human Rights are My Responsibility" Conference

1993 Humanitarian Award- Five Towns Jewish Council

1994 Man of the Year, Nassau Herald

1999 President's Service Award Citation Points of Light Foundation, awarded by President William J. Clinton

2003 Five Towns Kiwanis Club Man of The Year

2005 Molloy College's Caritas Award for Community Service

2006 Long Island Volunteer Hall of Fame

2006 PBS's Channel Thirteen and 21 Community Hall of Fame Award

2009 National Cohan Humanitarian Co-Award for the DNA Shoah Project

2010 Nassau Physicians Foundation Humanitarian Award

2010 NY Yankee State Farm Good Neighbor Award presented on field at Yankee Stadium

2010 Columbia University Honorary Football Coach on Sustainability Game Day

2011 EPA Environmental Quality Award- Region 2

2011 EPA America Recycles Day Award- Region 1

2013 Veteran's Award, New York Mets

2013 Five Towns Community Chest Joseph Sokol Award

2014 Veteran's Award, New York Yankees

2014 Five Towns JCC Humanitarian Award

2014 Visiting Fellow at Presidio Graduate School, SF, CA

2015 Person of the Year Nassau Herald

2015 NY Yankee Field Presentation

2016 Nassau County Veteran's Award

2017 New York State Veterans Hall of Honor Induction

2018 Long Island Nets, Community Service Couple of the Year

2019 EPA North East Regional Award Winner

2021 MSG Emergency Responder Recognition 4/12/21 Knick –Lakers
2022 EPA Food Recovery Challenge Region 2 Award Winner
2022 Nassau County Distinguished Service to Veterans Award
2023 NFL Charity of Distinction Honor at Super Bowl 54 in Phoenix, AZ
2024 Congressional Recognition 4th District Anthony D’Esposito

Military Service

Staff Sargent, United States Air Force Reserves, 35th Medical Service Squadron, Training included AFSC 90270, 90250, Honors: Viet Nam Service Ribbon, Sharpshooters Ribbon, 18-year member of American Legion Lawrence Cedarhurst Post 339. 2014-present Commander of American Legion Lawrence-Cedarhurst Post 339

Publications and Writings

Books

The Hunger Manifesto-Ending Poverty in America

A Folio of Wyld Poetry and Prose

Introducing Homerun Measurement to MLB in 1991

Deep Footprints: Soft Sonnets and Hard Verse (Winter 2024)

Case Studies

Case Study of Single Parent Households and Poverty in America

Case Study of Nutrition and Senior Veterans

Case Study on Reduction of National Debt through new Tax Assessment

Family

Syd is married 51 years to Diane and have 5 children. Bari is a graduate of Stanford University. She lives in Santa Clara, CA and is a licensed clinical nutritionist with a large practice and lives with her husband Jes, a product manager and grandsons Haley and Lior. Bari is currently getting a Doctorate degree in Acupuncture. Jill is a graduate of The Cooper Union. She studied Japanese style tattooing in Yokohama, Japan. She is an active artist and author in San Francisco, CA and is an internationally recognized tattooist with her own salon, Studio Kazuko in SF. She lives with husband Nathan, a paramedic with the San Francisco Fire Department and grandsons Henry and Louis. Emily graduated Stanford University with a BS and MA, in information science; she worked 13 years for Nickelodeon in the US and Berlin, Germany and is now working Portland OR as a content leader. She is married to John with granddaughter Shoshannah and grandson Jack. Ryan is a graduate of Columbia University with co-undergraduate degrees in Math and Physics and a Master's Degree from NYU in Science Journalism. He is the Lead Global Editor for IBM's quantum computers division and married to Britney a bank executive. He is a well-known birder and leads walks. Dylan graduated Northwestern University with a Mechanical Engineering Degree at the McCormick School and was awarded an M.E. from University of Michigan, and works at Zipline, a drone manufacturing company as an engineer and lives with Liz, a computer coder. Diane is employed as Vice-President of Operations for Rock and Wrap It Up!

Digital Footprint

U Tube Rock and Wrap It Up! Programs

PowerPoint Presentations (upon request)

Twitter: @rockywrap

Cell: 1-516-384-6334

Office 1-516-295-0670

Facebook Syd Mandelbaum

websites: www.rockandwrapitup.org

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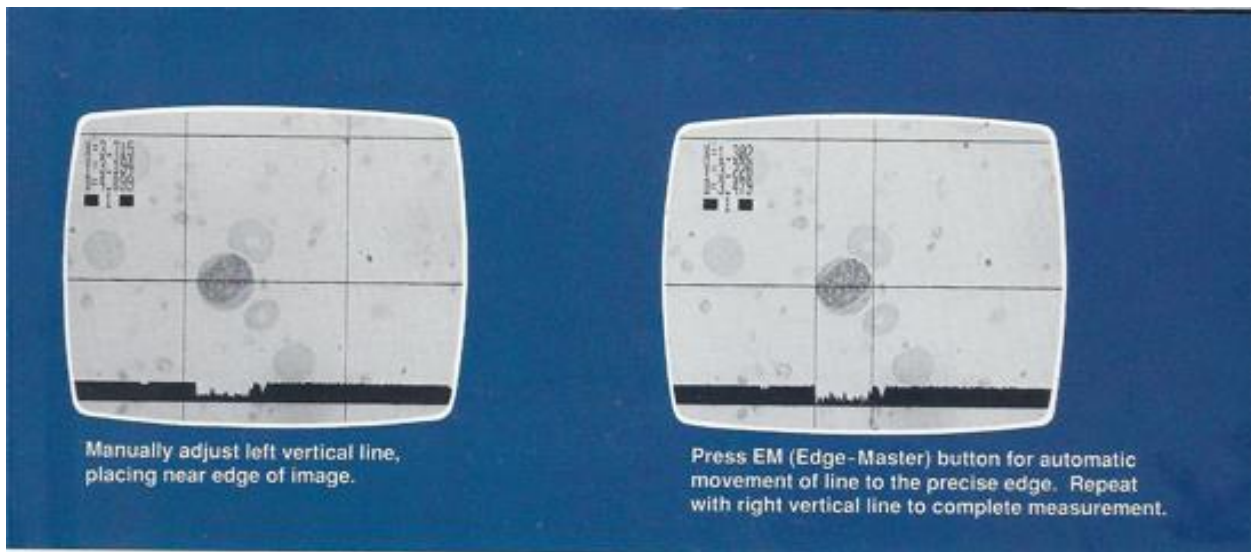
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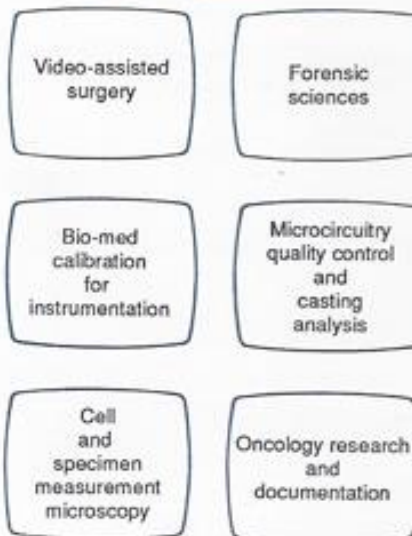
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Gathering Forces in the Battle on Hunger

By N. C. MAISAK

SYD MANDELBAUM's home office isn't even the size of a can of sardines, so he is at the kitchen table, which is set with all the fixings for Sunday brunch: bagels, cream cheese, lox, tuna fish, lettuce, tomatoes and slices of American cheese. He puts together a Dagwood sandwich and digs in.

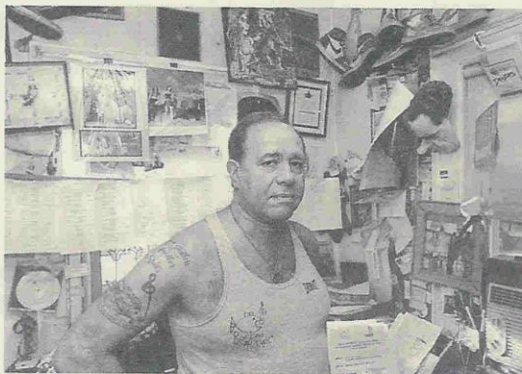
"My goal is to feed all those in the country who are hungry," he said between bites. "And I'm on my way to doing just that."

It's not an idle boast. Mr. Mandelbaum is founder and president of the Cedarhurst-based Rock and Wrap It Up!, an international nonprofit that last year collected more than 5 million pounds of catered food in 500 cities around the world, an average of 150 pounds per pickup in each city, that immediately distribute it to shelters, soup kitchens and other groups.

The bounty, gathered by some 5,000 volunteers, was left over from food provided for key players at concerts, sports events, television shows, notably "The Sopranos," film shoots, government and corporate meetings as well as middle school, high school and college cafeterias. And that is not counting food collected from companies across the country because it was soon going to be too old to sell, even though it is still perfectly good.

At the Sept. 9 Jones Beach concert by Crosby, Stills and Nash, for example, Rock and Wrap It Up! volunteers were given more than 130 pounds of food and drinks from the band's backstage dinners and lunches. The fare, which included steak, fish, vegetarian dishes, hot dogs, hamburgers, fruit, bread and fresh produce, was enough to fill more than 120 plates.

During the dozen years it has been in existence, Rock and Wrap It Up! has had some 160 acts on its roster, including Good Charlotte, Avril Lavigne, Sheryl Crowe, Ozzy Osbourne, U2, the Three Tenors, the Dave Matthews Band, Bruce Springsteen and the Rolling Stones. When the bands sign contracts for performances, they include a clause requiring their caterers to give left-over food to the homeless.



Kirk Condyles for The New York Times

Syd Mandelbaum, the founder of Rock and Wrap It Up!, an organization that recovers food from the entertainment industry for the needy.

On Long Island, the group makes regular pickups at a dozen schools and colleges and at Jones Beach, Nassau Coliseum and Westbury Music Fair with the help of hundreds of volunteers, from the ages of 12 to 80.

On Long Island, the organizations that Rock and Wrap It Up! delivers to include Bethany House in Roosevelt, which shelters battered women and their children; Rosa Parks in Roosevelt, which houses battered women; and the soup kitchens at the First Congregational Church in Rockaway Park, at Mother's Place in Westbury and at the Five Towns Community Center in Inwood.

"I love the work that Rock and Wrap It Up! does because it's immediate and it's unselfish," said Sharon Osbourne, who has had the group collect food from concerts by her husband, Ozzy, since 1995. "Why would anybody waste food when it could go to people who really need it? That's the most senseless thing in the world."

Rock and Wrap It Up!, founded by Mr. Mandelbaum in 1991, rocked into the national scene in August 1994 when Kurt Loder did a one-minute spot about it on MTV news. Hundreds of people around the country jumped on the bandwagon, turning the group from an obscure Long Island operation to one that operated nationwide.

"I look at what we do as doing

God's, work," said Mr. Mandelbaum, a 53-year-old scientist who two years ago quit a job with a California-based cancer information business so he could devote 70 to 80 hours a week to Rock and Wrap It Up! In the process, he says, his earnings dropped from \$150,000 a year to half that amount.

Mr. Mandelbaum, a fan of the Grateful Dead since he was 19, points to the 6-inch-long tattoo on his right arm. Above his group's logo, which is a fish about to be hooked by a gigantic treble clef, is the slogan: "One Man Gathers What Another Man Spills." "That's from the Grateful Dead's 'St. Stephen' and the number next to the Rock and Wrap it Up! name is my father's concentration camp number — 64559," said Mr. Mandelbaum. "I decided to try to solve the problem of hunger because of my parents. They were both Holocaust survivors, and they used to tell me how hungry they were in the concentration camps."

Despite his tattoos and gold earrings, Mr. Mandelbaum is the first to admit that he is not cool, although he designed Rock and Wrap It Up! to be just that.

"I use music as a lightning rod for getting teenage volunteers," he said, adding that Rock and Wrap It Up! satisfies the requirement at many

high schools for community service work. Indeed, through the years, his own five children — Bari, now 28; Jill, 26; Emily, 22; Ryan, 11; and Dylan, 10 — have been volunteers and have recruited their friends.

Bob and Penny Novello of Woodmere, who do the Jones Beach run for Rock and Wrap It Up!, got involved about five years ago when their four children volunteered. "It is a concerted effort to show some compassion," Mr. Novello said.

Joan Hoffman, a volunteer from Long Beach, makes deliveries and pickups and sometimes mans the Rock and Wrap It Up! booth during concerts at Jones Beach, where donations are taken and teenagers are recruited. "I run a printing business, and I work six days a week, but I look forward to this because it's a labor of love," she said.

Mr. Mandelbaum recently met with the United States Conference of Mayors, which adopted a resolution supporting the use of Rock and Wrap It Up! tactics nationwide.

"My goal is to have the mayors act as beacons by making feeding the hungry a contractual obligation and have all other departments of city government, every one from the education department and parks department to the film department, follow their lead and do it, too," he said. "We also want to work with the legal departments of the cities to require every arena, every stadium to put the feed-the-homeless clause in their long-term leases."

Rock and Wrap It Up! is financed through an annual fund-raising tribute dinner that has in the past honored the Allman Brothers Band, Dan Glickman, the Clinton administration's Secretary of Agriculture and the Osbournes. In 2001, \$200,000 was raised; in 2002, in the wake of the Sept. 11 terrorist attacks, the amount fell to \$90,000 and this year, it was down to \$50,000, not even enough to pay Mr. Mandelbaum's salary.

"We desperately need more funding, about \$500,000, and, of course, we're always looking for volunteers," Mr. Mandelbaum said. "Five hundred thousand dollars is not much when you're changing the world"

For more information on Rock and Wrap It Up!: 1-877-691-FOOD or www.rockandwrapitup.org.



Setting up food recovery with the NY Yankees with VP Brian Smith and NY Giants VP Allison Stangeby

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All the News of the Five Towns

Yankees, Mets team up to feed hungry

The New York Yankees and New York Mets may be battling for bragging rights in New York for the hearts of their fans, but it is the needy who will be in debt because of donations of stadium food.

Both teams have partnered with Rock and Wrap It Up!, a national hunger relief and anti-poverty organization to participate in Sports Wrap! Sports Wrap works with New York Yankee management and Centerplate in Yankee Stadium and New York Mets management and Aramark in Shea Stadium to recover food that has been prepared but not served. After each home game in each stadium, hundreds of meals are donated to volunteers in waiting vehicles and are taken

directly to pantries and shelters, in most instances blocks away from each stadium. In August both the New York Giants and New York Jets will donate their stadiums overabundance to Sports Wrap! Rock and Wrap It Up! is expanding Sports Wrap! in other cities.

Rock and Wrap It Up! Founder Syd Mandelbaum of Cedarhurst was motivated by his parents' survival over all odds as teenagers in Nazi concentration camps and has devoted his time to feed all who hunger, to honor his parents. The charity was founded in 1994 and has more than 5,000 volunteers nation-wide. They have fed over 30 million people.

Rock and Wrap It Up! currently works in the entertainment industry where its volunteers recover food from Rock bands who tour, schools and colleges.

Yankees' Postgame Wrap-Up in the Name of Charity



Food from Yankee Stadium being served at Woodycrest United Methodist Church, top and above right.

By [RICHARD SANDOMIR](#)

Published: August 15, 2009

The [Blue Jays-Yankees](#) game Wednesday was in the sixth inning when the hot dogs, hamburgers and sushi started arriving in Yankee Stadium's underground food warehouse. Into the 11th inning and after the game, the food came off freight elevators from luxury boxes, clubs and concession stands, in metal trays, on rolling racks and in boxes. Carl Thomas, a

warehouse worker recovering from his own hard times, packs the prepared, unserved food that is delivered after each game to hungry people.

“I just feel good doing this, you know?” Thomas said in a quiet, gravelly voice.

The food was headed to a local church, not to a distant landfill, because of [Rock and Wrap It Up](#), an antipoverty think tank that arranges for churches, shelters and agencies to pick up postgame and post concert leftovers for their pantries, [food banks](#) and soup kitchens.

“I envision ending poverty, and I know how to do it,” said [Syd Mandelbaum](#), a self-described old hippie who started the organization in 1990 by persuading rock bands to send their prepared, but unserved, backstage and concessions food to local charities.

After [Blink-182’s concert](#) last Sunday at Jones Beach, for example, 250 pounds of food went to the <http://www.the-inn.org/about-the-inn.html> [Rosa Parks INN](#), a family shelter in Roosevelt, N.Y.

Charities that receive food — and have refrigerators — can stretch their strained budgets.

Over the years, Mandelbaum has arranged the recovery of food after the performances of 160 bands. (A tattoo on his left arm memorializes the [Grateful Dead](#) song “The Wheel.”) Since 2002, his group has added 31 sports teams — including the Yankees, the Mets, the Jets, the Giants, [the Nets](#), the Knicks, the [Rangers](#), and the Devils — and their concessionaires.

“The food from Yankee Stadium should have been going to the people in this area for 85 years,” said Mandelbaum, whose network includes school districts and a small group of hotels. In all, he said, the organization has helped rescue 150 million pounds of food.

The system requires stadium workers like Thomas, who understands hunger. He was once homeless and once hooked on crack. He has embraced the task of packing the food that will go to one of several charities.

“When I do this, it keeps rewarding me,” he said. “It comes back to me at different times, tenfold.” He is 54 and lives a two-hour commute away in Jamaica. “People ask me, ‘Why do you do this?’ and I say, ‘I was homeless, I feel like it’s me I’m helping feed.’ ” He added, “God’s given me something good in life.”

So Thomas methodically arranged square knishes in boxes and transferred hot dogs, just off the grill, into plastic bags. He made sure the paper wrappings stayed on the Carl’s cheese steaks. He filled boxes with packaged slices of Famiglia [pizza](#), and plastic containers with sushi rolls and fresh-cut mangoes and pineapple. Boxes of oranges and apples on the shelves of a six-foot rack did not need Thomas’s attention. But he packed dozens of sealed bags of lettuce, tomatoes and onions; and plastic containers of mustard and barbecue sauce.

“Fruit is especially expensive for agencies,” said Diane Mandelbaum, Syd’s wife and Rock and Wrap It Up’s vice president for operations. “And the condiments,” she added, “are a specialty they just wouldn’t buy.”

When Thomas’s packing was done, there were 40 boxes of food and three enormous bags of bread. He and several other warehouse workers loaded two freight elevators with the rolling bounty and took it to three vans waiting in the Stadium’s loading dock. The convoy needed a few minutes to reach the Woodycrest United Methodist Church, only a few blocks away, in a poor area where people are not likely to eat in a luxury box.

Outside the tiny white church on West 166th Street, across from a playground, about a dozen people were lined up for the Yankee food. They had been alerted by fliers and the soup kitchen at the church earlier in the day. A sign calling the church “The Breadbasket” hung to the left of its front door. Volunteers quickly unfolded several long tables and sorted the contents of the boxes into a makeshift pantry. Anyone could take one of everything, if they wanted.

“When we get it, we give it away,” said the Rev. Denise Pickett, the church’s pastor, who has also picked up food at [Citi Field](#). “We have a lot of

people on social services, on [Medicaid](#), a lot of immigrants, families with three, four five kids,” she said. “We have seniors in wheelchairs who don’t do a lot of cooking. They’re ready for this.” The recession has doubled the size of the church’s Wednesday soup kitchen.

Mandelbaum linked hands with his wife; Abby Kaish, the retired electrician who coordinates the sports food pickups; and the church’s volunteers.

He urged the people in line, carrying yellow shopping bags, to pray with them.

He thanked God, Pickett, the volunteers and the Yankees.

“Let us have a better day today,” he said. Sylvia Danastorg loaded her small blue rollaway bag with as much as it could hold: a slice of pizza, a cheese steak, some fruit. “We need this in this hard time,” said Danastorg, 76, who lives with her husband on [Social Security](#). “Look at all the kids around us. You can offer the kids a snack, something to eat. Thank God someone thought to do this.”

Thomas has not heard the gratitude of people his work has helped. He’s never met them.