Jack McFarlane 0:00

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Jack McFarlane 0:37

Hi everyone, and welcome to the HR Happy Hour network. This is Play by Play podcast hosted by myself, Jack McFarlane and Nick Schlemmer.

Nick Schlemmer 0:56

Hey guys. How's it going?

Jack McFarlane 0:57

Well, we are finally back. It is episode 32 which we just figured out we kind of lost count. I can't believe it's been 32 episodes. Is that? Does that seem crazy to you, Nick?

Nick Schlemmer 1:08

32 episodes over a few years? I mean, it goes by way too fast.

Jack McFarlane 1:12

It really does. And over the course of the first 31 we've talked a lot about AI, technology, social media, you know how many benefits there? And there are a lot of benefits, probably more benefits than we've even talked about, um, but I thought today would be really important to, you know, kind of show some of the warning signs. You know what can go wrong. So we're gonna, we're gonna focus in I've got four examples here for us to talk about, and these are four examples of companies that you either use social media wrong or did something bad that social media took a hold of, and how that can affect your business. I mean, you could do a million good things for the world, and if you do one bad thing on social media, it can literally make you go bankrupt, shut your business down. I mean, there's, there's a lot more than just four examples, but these are four very common ones, like very popular brands, yep. So I guess I'll kick it off here. We're gonna start with Adidas, all right, big brand. This is in 2017 so they sent out an email to the runners of the Boston Marathon, okay? And it was an advertising email, like by our running stuff, right? Anyway, the top of the email the subject, and then when you clicked on the email, the first thing you see is, congrats. You survived the Boston Marathon. I'm just gonna let that sink in for just another second.

Nick Schlemmer 2:35

You survived?

Jack McFarlane 2:36

Yeah. So, like everyone in the world, they instantly read that and thought of the bombings that were just a couple years prior, absolutely horrible. It killed three people, injured hundreds, like, I mean, it's one of the most talked about terrorist attacks in US history. You know that, and I live like it's very well known. So how can you say that on your email? I just don't know. Well, obviously. I mean, people took it to social media instantly. Oh, yeah. And, I mean, it just spread like wildfire. Do you remember, I mean, this was a couple years ago, right? 2017 Do you remember anything about this Nick? Have you heard anything about it? And what are your thoughts on it?

Nick Schlemmer 3:15

Yeah, I definitely heard about it. I definitely saw a few things. You know, in 2017 I still wasn't very heavily using social media, but yeah, like you said it, it only takes a matter of seconds. Maybe this the person who's in charge of posting that email didn't get it proof read or, like, just skipped a few steps. Like, it's crazy how one little detail in the world, world of social media can cause chaos.

Jack McFarlane 3:45

Yeah, that's a great point. It's like, how do because, you know, there's teams, right? It's not one person sitting in a laptop, boom, send it like multiple people had to read this and give it the Okay, and we'll see that a couple more times in these examples. That's kind of an overarching thing. It's like, how do you read that? And think, yeah, that's perfect, right? Like, I don't I mean, everyone instantly recognized when I read it, when you read it, everyone who read it was like, Oh, that's not good. You can't say you survived the Boston Marathon. That's just horrible. So obviously, like, Adidas took a beating, right? They were ridiculed to this day. I mean, we're talking about, like, to this day. If you look up social media fails, or marketing fails. This is one of, like, it'll be one of the first five, almost guaranteed. They still get in trouble. It comes back up every year during the Boston Marathon, like it has not gone away. It's been eight years. Well, they're still dealing with it.

Nick Schlemmer 4:36

Like you said, it's an event that happens every year and will continue to happen every year.

Jack McFarlane 4:41

will. I mean, every single year it's like a birthday, they will be reminded of this mistake. And yeah, I mean, they, I don't for these companies. I tried to look like, how much money did they lose? Stuff like that? They don't share that at all. But I can guarantee you, they lost a lot of money, and customers doing this 100% Let's, let's move to example two. This is, I mean, they're all really bad. This is maybe the worst one. Okay, it comes from Burger King in the UK. And just by saying that, I'm sure some people listening already know what it is, okay. This is another tweet. Maybe this is a sign with Twitter, another treat. 2022, let me give some backstory before I read this tweet, because this is, uh, this is, it's shocking, um, Burger King came out with a new scholarship for female chefs. Okay, that's a great cause, right? Great idea. Great put out a series of tweets promoting this and talking about it. And it was three tweets, the second and third. One very long, very good, very good things. Here's the first tweet they put out. First thing you'd see, and then you'd have to click on it to see the other two. Okay, so the other two aren't visible. You have this is the only thing you see. Just be ready for this. Okay. This is an official, I can't stress. This is official Burger King, UK, they officially put this out in the world. Women belong in the kitchen. That that's, that's the tweet. Thoughts, Nick?

Nick Schlemmer 6:11

I don't know, just like the first, just like the first email, how, how did nobody see that and think maybe we shouldn't post it?

Jack McFarlane 6:21

Right? Like, who who writes it? Okay? Then next step, someone has to read it and say, That's good. Next step, it has to go to the higher up bosses. Yeah, that's great. This is really going to get people excited about our scholarship. I mean, I don't know how you do this? I really don't. And Burger King, this was in 2022, it's still, you know, three years later, it's still fresh, still. I mean, I know for a fact, like Adidas, they definitely lost customers, right? People will stop shopping there. 100% Burger King, hundreds of 1000s of customers, there are people.

Nick Schlemmer 7:02

There's probably workers as workers too.

Jack McFarlane 7:04

That's a great point. I'm sure they had workers quit over this. Yeah, they've literally lost I mean, if I had to guess, millions of dollars for this one tweet. Now, they're a big company. They survived. Obviously, they're still around, still around. I think another thing to quickly point is how these brands handled it, like Adidas did, from everything I read and I you know, their apologies, they took full responsibility. They did a very good job of handling it the best you can, right? It's you're never gonna win the back, but you can do it good. Burger King did, like, I can't remember who's I think it was just another tweet, and it was basically like, I sorry. Like, it was nothing. They had a really, really bad apology, which also hurts them, because if you're gonna make a big mistake like that, you better have a good apology. And Adidas did a decent job. From everything I read, I thought, Okay, that's about as good as you can do. Burger King. No, they did one tweet. It was very bad. People are outraged to this day about it, to this day like so 2022 do you have I mean, I'm not on Twitter. I remember seeing that tweet everywhere, Instagram, tick tock everywhere, just on YouTube, videos people were talking about it. Did you ever see this pop up? I mean, I vividly remember the screenshot of the tweet, and I thought, yeah, that's a joke. That's a meme. Like, it cannot be real.

Nick Schlemmer 8:26

No, I was in, I was in the same boat, like, I'm not on Twitter either. I don't have Twitter downloaded. I don't use Twitter. But Instagram, like you said, was just as fast to have that same image that they put out there. And I saw it, and like you said, he was like, it's one of those meme accounts, or it's this, it's like, a, it's like, one of those trades in the sports world, like, nobody's gonna believe this. And then you're like, oh, this was the actual real.

Jack McFarlane 8:54

I can't believe it. It's just It keeps coming back to that point. How do you put this out? How do you read doesn't think, yeah, that's, yeah, that's, that's the one, I mean. So that that's, that's pretty bad. Um, we're gonna do we got two more examples here. This last one is another tweet. I'm just not realizing this. These are all tweets. Oh, it's all Twitter. You're gonna be on Twitter as a business. Just please double check what you are writing. Okay, Twitter has a big poll. Seems like, yes, it really does. And this one is a little bit different. The first two were like, How can you say that? Okay, this one's going in a slightly different direction. The tweet itself is not bad, okay, it's from DiGiorno, I'll read it to you, and you tell me if you can spot the air here. Nick, okay, here's the tweet from 2014 pizza. You had me at Pizza #whyIstayed. I mean, first glance, it's not it's not horrible. I mean, that's a normal pizza tweet.

Nick Schlemmer 9:52

First Yeah, first glance. Like, nothing crazy.

Jack McFarlane 9:55

Like, what about the hashtag? Yeah. Like, why stayed? What is that? Yeah, well, the people at DiGiorno must not have done their research, because for those that don't know, that was a very, very popular hashtag at the time, and just because it's popular doesn't mean everyone can use it that was specifically for domestic abuse survivors and awareness. So why a pizza company would put that on their tweet? Is a great question, I think to ask. Obviously, they got backlash instantly. I mean, they were, how could you not? I just, it's, it's one of those where it's like, yes, how, how do you not proofread this like one even not knowing what the hashtag stands for, why I stayed? Why would that even make sense in the first place for this tweet? Yeah, this is a good example of just because the tweet or the post doesn't say anything bad, you need to be aware of what your hashtags are. It's like, if you're a brand and you're going to work with an endorsement, you need to be aware of who you're endorsing and what their contents like, what their brand is like. You need to do your research, because although DiGiorno had no ill intentions, they didn't even say anything bad. But since they used this hashtag in a just completely the wrong way, just because it was trending, they got so much hate. And once again, yeah, once again, there are people that I guarantee, have never had DiGiorno since. And this is a 2014 it's still talked about to this day. This has been 11 years. It still gets brought up. So, I mean, a good thing to know social media is forever. You make a mistake, it's forever, even if you delete it, all these have been deleted. Obviously, they're still around. People take pictures. People take pictures. You're never getting rid of this. There's rorna will always have this gray cloud over their head, because they just all they did, probably not on purpose, was simply misuse a hashtag. And I mean, they lost a lot of money.

Nick Schlemmer 11:58

Yeah, they lost a lot and on that hashtag point, like it's a lesson learned for companies now and companies in the future like hashtags, although there's no, you know, like government tie or like they have a patent on it, or anything, like Nike just do it like A hashtag has that same effect on social media, to where, like, a company, kind of quote, owns it, but really, like, there's more like, but it has such a big meaning. Like, if you use it, yeah,

Jack McFarlane 12:33

that's a great point. It's like, like, hashtag, me too is a very popular one, you know, for sexual assault and abuse awareness, right? I can't just go on Twitter and be like, hashtag, me too. Hash, like, that'd be horrible, yeah? Like, companies can't go on there and do that. You need to do your research, because that's, it's almost like a trademark for whatever group, or, yeah, exactly, um, not necessarily company, but yeah, whatever group it's standing for, it's almost like that trademark. So it's like, you need to do your research that that's the point that we're pushing. If you own a business, you have social media. Do not just post stuff willy nilly, especially nowadays. This was in 2014 Could you imagine if they did that? Now, my guess is it would be 20 times worse, like they could go out of business if you did this. Now, let's go to the fourth example. This is the most recent, and this is an example of a company going out of business because of social media. Okay? Everyone has probably heard of it. Most people have probably heard of it. It's very popular. The nickname is Wonkagate, okay, basically this company called House of Illuminati wanted to recreate Willy Wonka and the Chocolate Factory. And people could buy tickets, and they could walk around, you know that like Willy Wonka, who wouldn't want to do that?

Nick Schlemmer 13:51

Sounds awesome.

Jack McFarlane 13:54

So they're advertising it. They got a little hot water. They used AI to make all their advertisements. And they had things that were misspelled and things that just didn't look right, because AI is not perfect yet. That's the topic for another day, though. Yeah, so they were already in some hot water. Anyway, they decide, let's open up the event. They the tickets are expensive. I don't have the exact amount, but I know they were expensive. They still had lots of people attend, lots of people with children, okay. I mean, it's Willy Wonka. What kid wouldn't want to go to Willy Wonka's target factory? Yeah, all right. Well, it turns out you don't want to go to this Willy Wonka Chocolate Factory. It was awful. If you just look up Wonkagate, if you're listening right now you can see images. I mean, it is like a crappy warehouse with folding tables, just a couple workers. This one worker went very viral for how just upset she was. I don't know how to mad, maybe? they had things that were not even in the movie. They had like this horror character [The Unknown] that was walking aound like it was Halloween. There was no like, it was just, it's almost impossible to describe. I mean, how would you just, I mean, you've seen the picture snake like it's, it's, it's nothing like they advertised, right? Not even close in any sense, which is bad. Okay, that's bad. You might be asking, how does that relate to social media?

Nick Schlemmer 15:23

Like you said, yeah, when you tie it to a big name like Willy Wonka...

Jack McFarlane 15:29

yeah. So it had a lot of buzz, and obviously people took to social media because of this. So this is not them posting on social media. That's not what closed the business down. People were upset with the AI ads, right? You can be upset with that. What closed them down is the reaction that this got. So people instantly posting videos, pictures, how they got scammed, how bad this is. It blew up, especially on Tiktok right away. It was ever it was mainstream media because of social media. So everyone in the world is talking about this, and within a matter of hours, at the event, they came out, they're like, we're not gonna give refunds. Oh my goodness, people then took to social media again, saying they're not even gonna refund us. Blah, blah, blah, I think they made it. Mmm, four or five hours, they had to shut the event down. They did get refunds, but the damage was done. Okay, just so it's nothing they said on social media, but this is an example of how social media could still affect you. Like, think about if this was done 30 years ago, all these people would have had a bad experience. I argue the company would have stayed in business. Okay? People have bad experiences all the time. I think the fact that it got on social media, and the way it did, with Tiktok blowing up and people outraged forced them to shut down. They've not only have like, they shut down as a company, you can't find anything on them. They're like, did they wiped everything off the face of the earth? Yeah, all because of social media.

Nick Schlemmer 16:58

Well, and I think a big thing is, too, you know, like you said 30 years ago, I agree. I think they would still be, you know, a standing company maybe made a better example of what they wanted to produce. But nowadays, too, social media has such a big emotional presence to people so like, what you see on social media affects your emotions versus just having a personal interaction, like seeing it multiplied by millions on social media just adds even more weight on your soldiers.

Jack McFarlane 17:30

And for for stuff like that, it's hard to describe like we're trying our best to describe it. I'm telling you, if you're listening really, go look this up, you will see the pictures. It's worse. We can't describe it bad enough. So it's a lot different than word of mouth, and when you get to see it with your own eyes, like, yeah, it's it's like, how can you charge money for this, especially compared to the ads, yeah. And one, one last closing point with this segment that I want to make is, because of social media, you don't get a second chance, or very rarely, back in the day, no social media this company would get at least one more chance before people would never go back, right? They'd upset the couple 100 people that went there. They'd tell, let's say 500 people total get upset. Well, they could still probably run an event and have people come if they do it a couple more times. You know, it's a lot longer. But social media, you get no second chance. You do it wrong the first time and it blows up. Yeah, you're gone, yeah. So if you have a company, if you have personal social media, this goes for all just be careful what you post, be informed on what you're posting. And you got to remember that it's forever. Social media is forever.

Nick Schlemmer 18:36

So, yeah, yeah, it's forever. And like, another point that I would bring up is, like social media, it's, it's walking a fine line. There's, there's, there's the good and the bad. And one way, like, if you're on the good, you know, social media can be great for promotions, bringing in more customers, but as soon as you cross that barrier, just a little bit to the other side, it's just a downhill slide.

Jack McFarlane 19:02

And it's always changing, so it might be awesome one day bad the next. Always do your research on Well, I think that's a great way to wrap up this first segment. We're going to take a quick break and we're going to come back. We've got one of our favorite segments, Best Bets. We're going to focus on MLB. We'll be back in just a minute.

Nick Schlemmer 19:24

All righty guys, we are back with the last segment of the show today. As Jack mentioned, we are doing Best Bets, one of our favorites, and this one's going to be solely focused on MLB, a broad spectrum of bets. Now, Jack, I kind of want you to go first, and then I'm going to piggyback off of what you say, and I see what kind of bets we came up with.

Jack McFarlane 19:43

Yeah, let's do it. So it's the all-star break. So we're halfway through the season. Technically, I think we're a little bit over halfway, if you look at the number of games. But this is always a great place, because we've had half a year of work to see what these players are doing. We're going to go down. We're gonna do the big awards. So we're going to do the MVP, Cy Young, Rookie of the Year, then we're gonna give a World Series matchup and the winner of that matchup. Okay, so just the big stuff right now, maybe at near the end of the year, we do a little more like Silver Slugger, stuff like that. But for now, just the big awards, I'll start us off. We're going MVP in the American League. This is an unpopular opinion, and just because I don't want all my picks to be the leader right now, and I've got Cal Raleigh, Judge is The overwhelming favorite, as he probably should be, even if you're not baseball, you've probably heard of Aaron Judge. He broke the home run record a couple years ago. I believe he's on pace to do it again, my thought here is Cal Raleigh is having a career year. He's got 36 home runs. It's the most by any Catcher in the first half ever. It's the most home runs he's ever had in a full year. He's done it in half a season. And I think voters are going to have MVP fatigue. We saw it in the NBA with joki a couple years ago, people were just tired of him winning and wanted a new name. MVP is kind of a popularity contest, so I'm going with Cal Raleigh. I mean, he is. He's deserving. If there was no Aaron Judge on the planet, he would be the front runner. But since Aaron Judge is a person, and is very good at baseball, yeah, he is the leader. So right now, Cal Raleigh is at plus 260 if you want to know the odds. Oh, sorry, 460 if you want to know the odds, yeah. What's your AL MVP, Nick?

Nick Schlemmer 21:31

So I'm kind of going the same route as you, you know, I don't want to take the the top the leaderboard, the face of who people say are going to win it. So I went with Bobby Witt Jr. from the Royals. You know, back to back stand out, great seasons, offensively, defensively, making good plays, kind of making himself one of the faces, if not the face of the Royals. Oh, for sure, it's an up and coming team rebuild. So I mean to be the face of a team and perform the way he is, and being young at that as well, I kind of like it's a sleeper pick, just like you said.

Jack McFarlane 22:06

Yeah, no, I agree. Uh, just for those who are curious, he's had 100 to one odds. All these are from ESPN bet as well. That's where we're getting our odds. But yeah, 100 to one, I It's got him as fifth here in their rankings. It's a great pick. I mean, the beauty of it is, if any player has a good second half, then they can shoot up to number one. Like it's not a guarantee that Aaron Judge wins it, but let's hop over to the NL. I know we have the same player here. I imagine that 98% of the world would pick this player, and that's Shohei Ohtani. He's the number one pick for the NL right now. He's at minus 1000 just like Judge, I just don't you can't put into words how good Shohei Ohtani is, and the fact that he is slowly starting to pitch again, and when he does, he's been lights out. Yeah, right now, you know, MLB in today's day is all about home runs, right? You're either hitting it over the fence or you're getting a walk or you're striking out, those are your three true outcomes. Well, Shohei Ohtani has got 31 bombs right now, on pace for over 60 most he's ever had in a career. In one year, is 54 and that was last year when he won the MVP and he's gonna up that this year. Most likely, I think that's, that's, that's both of our picks. I'll tell you that right now. So we'll keep the train moving. Who do you got for your AL Cy Young, I'm curious?

Nick Schlemmer 23:27

AL Cy Young, you know, I'm gonna go with Tarik Skubal.

Jack McFarlane 23:34

Yeah, Tarik Skubal!

Nick Schlemmer 23:36

Yep, he's just an outstanding player in my book. I know you really like him a lot. And yes, and yeah, he just stood out to me the AL. It's not my main focus point in the MLB, yeah. So thinking about Tarik Skubal for Cy Young.

Jack McFarlane 23:51

I just want to go Yeah, but yeah, I agree with you. I've got the same pick as you mentioned. I'm a big Tarik Skubal fan, and it that is worth noting, too, about the AL and NL, as you guys know, we're from St Louis. We are big Cardinals fans, so we watch a lot more National League baseball than we do AL, so that can be tricky. Here is not tricky, though. He won it last year. He's gonna win it this year. I guarantee it, barring an injury. Here. Let me just run down his stats real quick, his base stats era strikeouts, whip era of 2.02 second in all of MLB, he is 10 and two record records, not much of a pitching stat. That's more of a team stat worth noting, tied second, tied second in strikeouts at 148 strikeouts with a whip of 0.81, that's best in MLB. That's unbelievable. Well, that's that's better than, like, elite relief pitchers, which is unheard of, because obviously starters pitch more, he's pitching more. So the fact that he is at a point eight whip is unbelievable for those that don't know that's the average of runners that get on base and inning. So on average, less than one runner gets on base per any and he pitches unbelievable. He will win the Cy Young if he stays healthy.

Nick Schlemmer 25:26

He's unbelievable to watch his I don't know. Jack, have you ever just slowed down like a slow mo video of him roaming the base? He, yeah, he's a thing of beauty.

Jack McFarlane 25:40

And it really is.

Nick Schlemmer 25:46

And, like you said, he's a starter and putting up numbers better than people who pitch a third of the time, yeah, like.

Jack McFarlane 25:55

It is really impressive. So I think that one, I mean, that's kind of like the Judge Ohtani. It's pretty much just doing, barring an injury or borrowing a really miraculous second half from someone else. Skubal's got to be the guy for me. Let's move over to the NL. I'll start us off here. This is guy that you know actually, up until the last time we faced him, we have done really good against it. That is Paul Skenes. The Cardinals, for whatever reason, are always good against false games, except this last time I got to see Cy Young Paul Skenes, it's only his second year in the in the league. He has this is ridiculous. His era is 1.94 as a starter. 1.94 runs per nine innings, per nine innings this he's a division rival, and that's what we get to face. So he's the one that has scuba beat for best era. It's only got 125 strikeouts. I say only that's still top 10. His whip, 0.92 top five, still incredible. It blows my mind how good he is and how quickly he became this good. I made he is. He was born in 2002 that's, I mean, that's a year before me, a year after Nick. I can't believe he's that good. He's basically our age. He, it's unbelievable. He's like service people, I don't know. Now, the NL race is a lot closer than the Al, so there are some other pitchers that you could definitely make good argument for, Paul Skeness. The one I've seen the most pitch is electric. That's my pick. What about you, Nick?

Nick Schlemmer 27:33

He is also my pick. I have, I have Paul Skenes as well. You know, I think a great point that you mentioned that I kind of thought about too whenever I was choosing my person was the impact he had his first game, his debut.

Jack McFarlane 27:47

You know, a lot of guys, either it seems like their debut games, there's no middle ground. You're either, yeah, that's a great point. You're or, or you just, you know, they hit, they get hits off of you, like, there, it's just how it kind of goes. And he's made a positive impact, obviously, with his numbers in his second year. Yeah, and his odds are minus 130 I did not mention that, but he is the favorite as of right now. And, yeah, it's like you said, that's an interesting thing, because it's not just him, like, there, there's one pitcher he was on the Diamondbacks. He came out first game through a no hitter. Now he hasn't really done much since. I don't believe, but, yeah, um, and we'll actually get to another player, at least for me, in just a couple minutes that's doing the same thing as a rookie, just being electric. Now, uh, speaking of rookies, let's go to the Al this pick, I'm pretty sure you have the same is Jacob Wilson from the athletics. I almost said Oakland Athletics. I'm glad I caught that. Sorry, Oakland. Um, now Jacob Wilson. He doesn't have the flashiest numbers. He is a rookie. He's a short stop, really good on defense. He's got a great average. He's not a power hit. He's got 335 average. That's second in all of MLB. He's only got nine home runs. That's no good RBI is not very great, really good ops of 847, he's an all star starter as a rookie. Don't know if you need to say anything else. If you're an all star starter as a rookie, you're going to be the Rookie of the Year. You're going to be the Rookie of the Year. And yeah, false gains was just like that last year. He's going to be like this this year. That's all I could say. He's really good contact, hitter, great on defense, and he's an all star starter. I don't think there's much more argument. Is there anything that you would want to add to that, Nick?

Nick Schlemmer 29:37

I mean, nothing more that like to speak to him specifically, nothing. But I think something that I just thought about was, you know, we have the MLB All Star game, and a lot of those guys, if they are rookies and they make it, they're probably all in the running somewhere for some sort of Rookie of the Year, Cy Young kind of, kind of deal like, if you're good enough to be a rookie and go straight to the All Star game. Most players you know, single A, double A, triple A, MLB professional baseball, they're all professionals, but major league baseball for them to just jump straight there and be all star quality...

Jack McFarlane 30:16

It's unbelievable, even if you were a reserve and he's a starter, which is even crazier. So, yeah, um, this, I don't know your pick for for NL Rookie of the Year. Sadly, I'm gonna pick another division rival. But for me, it's kind of like, how do you not pick him? It's Jacob Misiorowski. I believe I'm saying that, right? I've seen him pitch a couple times. Announcer say it differently. He's just a rookie. His name, it's kind of like when Giannis entered the league in NBA. People said his name differently, but I believe that's how you say it. He's like Paul Skenes when he was a rookie last year, just instantly, really, really good. He's got a 2.81 era, 33 strikeouts and a point nine whip, very, very good for any pitcher, let alone a rookie. Yeah, I mean, that's, that's my pick. He's plus 150 What do you got?

Nick Schlemmer 31:07

For NL Rookie of the Year I have Dylan Crews on the Washington Nationals. You know he's, he's got the good power, speed combo. Yeah, he's also defense. He's been in the, he was drafted in 2023 so he's been waiting for this.

Jack McFarlane 31:23

He was one pick behind Paul Skenes, Yeah, same draft.

Nick Schlemmer 31:26

Just a great overall guy. I think, like, it's still a lot of building to do with. Yes, I like the pick. It's another sleeper pick. I didn't want to pick the top of the list.

Jack McFarlane 31:38

You know, that's totally fair, and that's a great pick. He's a, he's a really, really good player. Let's move on to World Series. My matchup is the Tigers versus the Dodgers. All right, I the Tigers. I'll get into them in more detail in just a second. But they're the best team in the AL Dodgers, best team in the NL. That is, I know I'm a little basic, but the Dodgers. How do you not pick them? You know, what's your match up? Real quick, before I go into more detail.

Nick Schlemmer 32:07

So same with me. I have the Dodgers, but I have them, versing, the Astros, little rematch.

Jack McFarlane 32:12

Little rematch. Yes, their season has been on fire too. Those are, these are very, very possible matchups. These are not long shots. Who do you have winning the World Series?

Nick Schlemmer 32:26

So I had the Dodgers, okay? And I think, you know, a lot of people would say that's the most basic answer, like you said, but they just pick up. They have the staff, the defensive staff, the pitching staff, their offensive staff, even the coaching staff, they just it's such a high quality baseball team.

Jack McFarlane 32:50

It is.

Nick Schlemmer 32:50

I don't see them going down any time soon.

Jack McFarlane 32:53

I mean, they won it last year. They're arguably better this year. The only knock on them is their pitching staff is injured, but they're all projected to be backed by the playoffs, and they're all elite, so I don't think they're worried about it. So what if they lose five games they wouldn't lose if they were all healthy? You know, there they spent the most money in baseball, and they've got the best team in baseball. I don't think there's an argument that you could actually make that anyone has a better roster than the Dodgers? I don't think you could honestly. So that's a great pick. And there plus 225, like I said, I have Tigers versus Dodgers. I'm actually going to pick the Tigers. I really don't like the Dodgers. I don't want to see them succeed. The Cardinals used to beat them all the time in the playoffs, and I loved it. So I'm not gonna pick them. I just can't do it. So I'm gonna pick the Tigers. Fun fact, another team we beat in the playoffs actually in the World Series. 2011 Go Cards. Anyway, Tigers, they've got the second best odds. They're plus 750 which isn't that crazy. Dodgers are first plus 225, second place plus 750 that should show you how much of a gap there is between the Dodgers and everyone else. But let me, let me make a case for the Tigers, just really quickly here at the end of the podcast, they've got five all stars. Four of them are starters. If you count Tarik Skubal, who has not been announced as the starting pitcher, I always guarantee he will be the starting pitcher. So if he doesn't start pitch, three, if he does, four starters in the All Star game. Yeah. JavierBaez, Tarik Skubal, Riley Green, Gleyber Torres, Zach McKinstry; so that should tell you right there that ties with that ties with the Dodgers on a number of all stars, there might be a couple more Dodgers now that reserves are coming out, they'll probably end with maybe six instead of five, but at least tied. They are top 10 for batting, and this is as a team, runs, hits, home runs, RBIs, average on base and slugging. And then for pitching is even better. They are top 10 in wins, losses, era hits, earned runs, home runs, walks. And with wins and losses, they are first. And with era, they are second in all of them will be so that's my quick case for the Tigers. They're very, very good team. The Dodgers, very solid. Have an injury problem. I'm almost saying that the Dodgers aren't going to be fully healthy come World Series, and the Tigers will be, and they'll win. And that's about as good as case I can make. As the Dodgers are incredible.

Nick Schlemmer 35:19

That's a solid case. You know, I love to see Detroit sports on the the up and coming.

Jack McFarlane 35:24

Yeah, well, I think that was perfect. Um, why don't? Why don't we do a quote of the show? Nick, what do you say? Let's end it strong.

Nick Schlemmer 35:32

I'd say, let's get right into it. All right, so we're wrapping up the show today. Jack, it's been a blast, as always. The quote of the show, I know you love it. I love it. Who doesn't love it? Honestly? I hope everyone listening waits to see and waits to hear what I say for the quote of the show. But today, this is coming from an author named David Reuben Aslin. Okay, so we talked about social media and business. So this quote just kind of ties in social media. You know, social media, it's not just the media. The key is to listen and engage and build those relationships. Social media can be good, like we said today, we talked about the negative side of social media, yep, building relationships. Social media, like we talked about earlier, it could go so far, good, bad and just a blink of a second.

Jack McFarlane 36:22

Yeah. I mean building relationships. That's the part of my takeaway from there is, know what you're posting, know your audience, and do not post anything like Burger King did. That's horrible. That's the takeaway from the episode Burger King. What were you thinking?

Nick Schlemmer 36:37

Do a double take before you click that.

Jack McFarlane 36:41

Awesome. Well, I think that was a fantastic episode. Thank you to you, Nick. I had a blast. I hope you did. I hope you guys listening had a blast. Yeah, thank you guys.

Nick Schlemmer 36:51

Thank you guys and bye for now.

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