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2019 EAST HAMPTON ARTISTS & WRITERS CHARITY SOFTBALL GAME

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artistswritersgame.org

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The East Hampton Artists & Writers Charity Softball Game 2019 Program



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David Brandman, treasurer
Jane Gill · Leif Hope
Ronnette Riley, vice president
Benito Vila, president
Game organizer · Steven Ringel

The Guild Hall Team

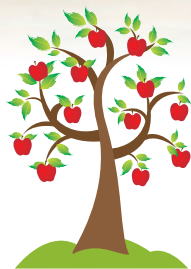
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"It's the most interesting game of softball you'll ever see, with nationally-known musicians, journalists, painters, models, publishers, singers, reporters, producers, designers, actors and broadcasters — who may never be together in one place except for this game — all showing up to play for the local good."

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A Short History of The Game



The East Hampton Artists & Writers Charity Softball Game traces back to the summer of 1948, when artists Franz Kline, Willem de Kooning, Philip Pavia, Jackson Pollock and Joan Mitchell started up a series of Sunday afternoon softball games.

It's hard to believe today, but those artists had moved to the East End for the cheap rent. Their money went further here than it did in New York, enabling them to lease large studios for their work—and develop a way of working that encouraged their creativity.

The artists were joined by two writers in those first games, by Barney Rosset of Grove Press, the then-boyfriend of Joan Mitchell, and art critic Harold Rosenberg. Everyone brought a dish to those gatherings, and some brought drinks. These were artists, after all. And the camaraderie meant more than the score.

“The Writers” formally took on “The Artists” in the 1960s, moving the annual game from Syd Solomon’s backyard to the big time, a.k.a. Herrick Park, in 1968. By then, politicians, actors, musicians, publishers, editors and television personalities had taken up their spots on the opposing teams and in cheering up and down the baselines.

In keeping with the spirit of the day, the 1970 game was played in support of painter Bob Gwathmey, who had been charged with desecrating an American flag when he chose to fly a flag that had a peace sign stitched over the fifty stars. That early fundraiser brought in \$500, with Gwathmey later prevailing in a case that eventually went to the Supreme Court.

By the early 1990s, the game had swelled into an annual Who’s Who of American arts and letters, with stars like Abbie Hoffman, Dustin Hoffman, Eli Wallach, Bill King, Anne Jackson, Paul Simon, Christopher Reeve and Roy Scheider contributing their talents to the Artists side, and George Plimpton, John Irving, Peter Matthieson, Mort Zuckerman, Mike Lupica and Ken Auletta going to bat for the Writers. Lauren Bacall was spotted on the sidelines selling raffle tickets to the crowd and Bill Clinton, the then-young governor of Arkansas, could be found on the field calling out balls and strikes.

Over the last 20-plus years, the level of play on the field—and most importantly, the enthusiasm of the players and their fans—has sustained the game through the Great Hamptonization of the East End and into its modern-day Are-You-Here-The-Traffic-Is-So-Bad metaphysical din.

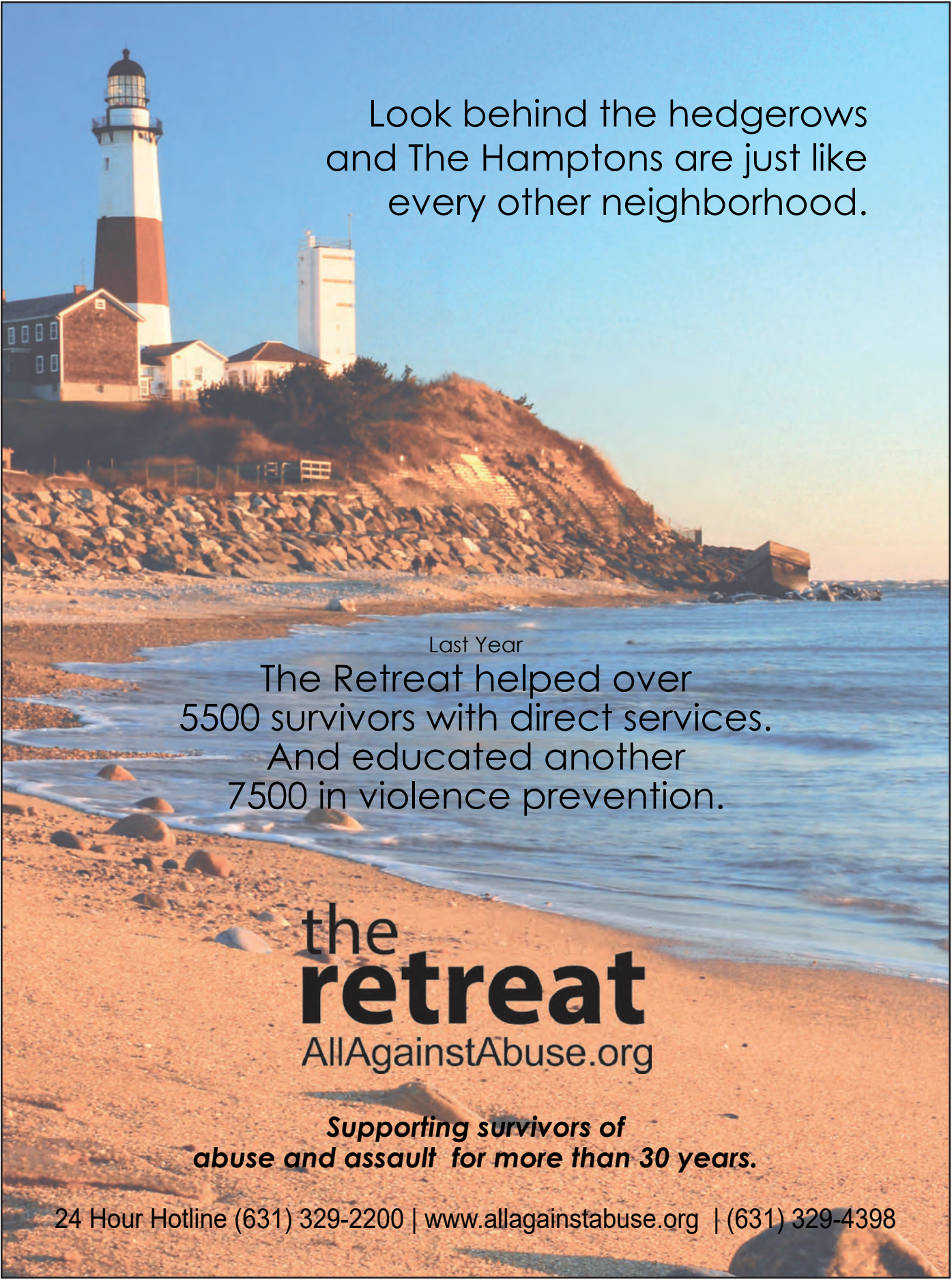
In the 71 years since our now legendary first artists and writers first took the field, the annual game has evolved into a special late-summer celebration and turned into a reliable revenue source for the non-profits who provide essential health and quality-of-life services to the communities of the East End.

The 2019 game will be played to benefit The Eleanor Whitmore Early Childhood Center, Phoenix House Academy, The Retreat, and East End Hospice. And for the first time ever, Guild Hall is contributing its powerhouse development and marketing teams in support of the event to assure our legacy of giving back to the community continues on.

Today when you’re watching the artists and writers play, remember we’re all here to give our best to each other — even when the ball gets away.



Franz Klein, Howard Kanovitz, and Willem DeKooning in the 1950s

A scenic view of a lighthouse on a cliff overlooking the ocean at sunset. The lighthouse is white with a red band and a black lantern room. It sits on a grassy cliff with some buildings nearby. The ocean is blue with white waves crashing against a rocky shore. The sky is a clear, warm orange from the setting sun.

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From The Board of Directors



The East Hampton Artists & Writers Charity Softball Game is dedicated to building a community of artists, writers, celebrities, volunteers and friends who are focused on serving those in need on the East End of Long Island.

As the longest-running annual charity event in our area, we come together each year to create a fun, festive and inclusive game in the spirit of entertainment and competition for the benefit and advancement of local non-profits who provide vital human services to the community.

Those non-profits cover the full circle of life—from early childhood learning to hospice assistance for patients and families—from those trying to overcome addictions and to those who need to get beyond an abusive environment.

The East Hampton Artists & Writers Charity Softball Game is a 501(C3) and all funds raised from our game support:

**THE ELEANOR WHITMORE EARLY CHILDHOOD CENTER
PHOENIX HOUSE ACADEMY
THE RETREAT • EAST END HOSPICE • GUILD HALL**

Thank you for coming to the 71st Annual East Hampton Artists & Writers Charity Softball Game. We appreciate your help in hitting it out of the park for the community we mutually love. Please give generously. We pass it on!

The East Hampton Artists & Writers Charity Softball Game Board

Gabrielle Bluestone, secretary
David Brandman, treasurer
Jane Gill · Leif Hope
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Benito Vila, president

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hit it out of the park
for the community they serve.

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Proudly supports the East Hampton Artists & Writers Charity Softball Game in its 71st year, and applauds its support of local charities

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THE ELEANOR WHITMORE EARLY CHILDHOOD CENTER is a private, not-for-profit center of excellence for early childhood education, caring for children 18 months to five years old—the most accelerated period of social, emotional, physical and intellectual growth and language acquisition. We are the only resource for working families in East Hampton, providing both all-day child care and high-quality early education in a safe, nurturing environment—5 days a week, 10 hours a day, 12 months a year. We follow a research-based curriculum focused on the development of social-emotional skills created in partnership with the Yale Child Study Center, SUNY Old Westbury and the Devereaux Center for Resilient Children. To learn more go to ewecc.org and watch our video.



THE RETREAT's mission is to provide safety, shelter and support for victims of domestic abuse and to break the cycle of family violence. In pursuit of that mission, The Retreat offers a full range of residential and nonresidential services: 24/7 domestic violence hotline (631.329.2200), individual and family counseling, legal services and advocacy, violence prevention education, crime victim assistance, a comprehensive fatherhood program, self-sufficiency and financial literacy training programs, rental assistance, and batterer education. Through collaborations we support victims living with mental illness, developmental disabilities, in foster care, and in substance abuse treatment.



2019 Beneficiaries



PHOENIX HOUSE OF THE NEW YORK REGION Since 1967, Phoenix Houses of the New York Region has helped thousands of people overcome substance and alcohol abuse in order to lead healthy, productive and rewarding lives. We are committed to supporting individuals and families by providing a wide range of services, from residential and outpatient treatment to continuing care and recovery support. Our specialized services include treatment for people with co-occurring disorders; veterans, military personnel, and their families; and medication-assisted treatment, including buprenorphine and suboxone. We operate five residential and outpatient facilities across Long Island. Today's proceeds benefit our East End facilities. Our residential facility in Wainscott serves young men, ages 18 to 30, who are struggling with drug or alcohol addiction. We provide assessment, individual and group counseling, seminars, treatment for substance abuse and/or co-occurring mental health problems, case management, and discharge planning. Our East Hampton Outpatient Program serves adults with substance use disorder that do not warrant residential treatment. In some cases, clients may join our program after successfully transitioning from a residential addiction treatment setting. The center offers a warm, compassionate environment that empowers clients in their recovery.



GUILD HALL, one of the first multidisciplinary centers in the country to combine a museum, theater, and education space under one roof, was established in East Hampton in 1931 as a gathering place for community where an appreciation for the arts would serve to encourage greater civic participation. For nearly nine decades, Guild Hall has embraced this open-minded vision and provided a welcoming environment for the public to engage with art exhibitions, performances, and educational offerings. Art and artists have long been the engine of Guild Hall's activities and the institution continues to find innovative ways to support creativity for everyone on the East End.

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Designer Steps Out From Behind His Poster



Walter Bernard, who has designed the shirts, posters, and programs for the Artists and Writers Charity Softball Game in East Hampton for the last 17 years, has been a top practitioner in graphic design world since 1964, when he first partnered with the eminent Milton Glaser, who helped him get a job as art director of Esquire magazine and hired him for New York magazine at its conception about 30 years ago.

Now well-known and highly regarded in the design world, over the years Mr. Bernard redesigned The Washington Post, ESPN magazine, was art director of Time magazine, and helped The East Hampton Star revitalize its graphics and page layout at the time of its 100th anniversary in 1985.

Mr. Bernard, who spends a good part of the year in Bridgehampton with his wife, Bina Bernard, has been known to change the rules of the artist's code on more occasions than one, frequently writing his own headlines — a role usually reserved for writers and editors. He maintains the key to a successful publication is cooperation, not dissociation.

Therein, however, lies the Artists and Writers Charity Softball Game, which brings together East Enders who have great potential to influence their communities.

The game had humble beginnings in the spring of 1948 in the late artist Wilfrid Zogbaum's front yard. Seventy-one years later, its roster has evolved to include governors, senators, and a Supreme Court justice, all in the name of "building a community around the game and building a better game to serve the community."

Mr. Bernard played his first Artists and Writers Game in 1993. Each year since, his designs have helped increase the game's popularity among residents from all walks of life — and its fund-raising success.

"I think that a poster design has to be simple and clear in all cases," Mr. Bernard said. "Obviously you have to have an image that attracts you to whatever message it is you are trying to convey."

"In this case, the posters are used a little differently because it's not like a theater event where if you don't go Saturday, you can go Sunday. In order to raise money, we had to extend the publicity to the radio, to Dan's Papers, to The Star, etc."

Starting out as a talented but inexperienced art school reject with a knack for design, Mr. Bernard gradually rose to the top of his field, transforming the look of magazines and newspapers around the globe.

For the past 13 years, he has taught a Stanford University publishing course, and lectured at other universities and design associations across the United States and in Europe. Now, he and Mr. Glaser have joined to publish "Mag Men," a book in which they review their more than 50 joint years of revolutionizing the look of magazine journalism. The book also features covers and interiors that defined their careers, encapsulating their approaches to visual storytelling and the trends that have revolutionized the design world for the past half-century.

Mr. Bernard will be at the Artists and Writers Game on Saturday at 3 p.m., able to assess firsthand the response to this year's graphics, which include 3-D and multicolored designs. The game will benefit East End Hospice, the Eleanor Whitmore Early Childhood Center, Phoenix House Academy of Long Island, and the Retreat.



Walter Bernard in 1999

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By Cecilia H. Scheuer
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2109 Artists & Writers Softball Game

ARTISTS



Leif Hope *manager, artist*
with design direction provided by architect **Ronnette Riley**

Brian Pfund *musician*
Chloe Gifkins *musician, photographer*
Chris Wragge *CBS News anchor*
Clifford Ross *multi-media artist*
David Brandman *board member, videographer*
Delfina Blacquier *photographer*
Dennis Duswalt *actor*
Ed Hollander *landscape architect*
Eddie McCarthy *musician*
GE Smith *guitarist*
Joe Sopiak *urban planner/designer*
Jon Stafford *NYC Ballet executive director*
Lance Corey *teacher/artist*
Matthew Montemaro *actor, producer*
Michael Dougherty *actor*
Nikki Donen *producer*
Peter Borish *CharityBuzz founder*
Peter Cook *architect*
Rebecca Underdown *model, photographer, skincare entrepreneur*
Robert Tuchman *agent, entrepreneur*
Russell Blue *architect, LEED AP*
Ron Noy *musician*
Sean O'Donnell *model, Instagram influencer*
Stu Sleppin *film/video producer*
Taylor Barton *producer*
Walter Bernard *graphic designer*
William Quigley *artist*
Zak Meers *street artist*

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1010 WINS **Juliet Papa** **Fred Graver** *producer/creator*
WEHM **Anthony Cafaro** **Josh Brandman** *lawyer/artist*



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2109 Artists & Writers Softball Game

WRITERS



Ken Auletta *manager, author*
with editorial direction provided by sportswriter/novelist **Mike Lupica**

Alec Sokolow	screenwriter
Andy Friedman	essayist, musician, illustrator
Ann Liguori	sports news reporter/producer
Benito Vila	writer
Bill Collage	screenwriter
Bill Evans	ABC weatherman and new WLNG owner
Brett Mauser	sportswriter, HCBL organizer
Brett Shevak	copywriter, ad agency chief
Daniel Pulick	screenwriter
David Baer	writer
Diane McInerney	CBS correspondent, Inside Edition weekend anchor
Elise Trucks	writer
Erika Katz	parenting expert
Gabrielle Bluestone	NYT writer, Emmy-nominated producer
Harry Javier	producer
Jay Cardiello	strength and conditioning expert
Keith Kelly	writer, NY Post
Kerrie Vila	media futurist
Lance Romance	rap artist
Mark Weinstein	writer, social media expert
Michael Pellman	financial writer
Peter Bové	novelist
Peter Wood	novelist
Richard Weise	explorer, reporter
Rick Leventhal	Fox News correspondent
Remy Kassimir	stand-up comedian, actor and podcaster
Rob Levi	Emmy award-winning filmmaker
Ron Duguay	broadcaster and hockey legend
Stone Abramson	financial writer
Tom LaGrassa	surf reporter, songwriter
Walter Issacson	biographer and media legend
Zack Greenberg	senior editor of media & entertainment at Forbes



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In Memoriam: Maureen Wikane



The former administrative director of the Eleanor Whitmore Early Childhood Center on Gingerbread Lane Extension in East Hampton, Maureen Wikane died in June after a brief battle with pancreatic cancer.

A long-time champion of the Artists & Writers Game, Maureen will be much missed by our players and by everyone who recognizes the importance of early childhood development. She made a difference in our community by creating a safe place for kids to be curious and explore.

A scholarship has been created in Maureen's name.

To make a donation, send a check
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The Nines Have It



1969

Senator Eugene McCarthy played second. Dan Rattiner slid safely into second base. No detailed record exists, but an article in the East Hampton Star in 1971 says the Writers won.

1979

Ken Auletta and Carl Bernstein play for the Writers. Avery Corman plays for the Artists, as does Paul Davis. The East Hampton Police tow spectators' cars from Newtown Lane. Writers win, 13–8 or 11–8; no one is quite sure.

1989

The game is played late in August, due to a one-week rain delay. Heavyweight boxer, Gerry Cooney plays for the Artists. Why? “He does his best work on canvas,” says Leif Hope. Paul Simon drives in Christopher Reeve in the bottom of the ninth, treating the Artists to a 7–6 win. Uri Berliner (NPR’s business editor) says his throw from left field had Superman nailed at the plate; he claims Mort Zuckerman ill-advisedly intervened. Tom Clavin wrote: “The ball arrived ahead of the runner, Mr. Reeve slid at and then past home plate, no tag was applied as Mr. Zuckerman and the Writers’ catcher, Roger Podd, juggled the ball, the crowd roared and cameras clicked as Mr. Reeve leaped up and jumped onto the plate . . . and the Artists had a stunning win.” For his heroics, Mr. Reeve is named as the Game’s MVP. “It was one of the best games we ever had,” said John Leo, Ken Auletta’s co-manager. “I congratulate the Artists.”

1999

“What a game!” everyone was saying after the drama on the field was played out under darkened skies before a good-sized crowd undeterred by the soggy weather. The bottom of the eighth inning proved to be key in the Writers’ 10–7 win, which upped the Writers’ margin to 20–12 since the Game has been played as a benefit. Leif Hope, the Game’s major domo, had assembled, for the crowd’s entertainment and the Writers’ chagrin, a very strong team of college and high school female softballers, though their playing time, on the Artists’ behalf, was limited to the bottom of the third and the top of the fourth. Laura Maloney, a Hampton Bays High School windmill pitcher, was told to take it easy after Brett Shevack, the Writers’ leadoff hitter in the third, lined one of her fastballs into the glove of Corrine Vish at second—a disconcerting restraint that she managed to overcome—retiring the Writers without a run.

2009

It is said that this Artists & Writers Softball Game was marred by beautiful catches, timely hitting and heads-up play. French actor Jean Reno made his debut by throwing out the first pitch, and



Once Upon a Time in Softball Land



hockey legend Rod Gilbert joined the Writers. However, a walk-off error in the 10th inning decided it as Benito Vila, who'd been on first base, came all the way around to score when the Artists' third baseman, Tom Clohessy, who had bobbled Rick Leventhal's one-out grounder, and the Artists' first baseman, Jeff Meizlik, exchanged errant throws across the diamond. Practically the entire Writers team trailed Vila down the third baseline to home plate, where he emphatically put a 12–11 win in the book for the Scribes, who had been bettered by the Artists in 2007 and 2008. The never-say-die Writers authored four runs in the bottom of the eighth to make it 11–10. Ronnette Riley, the Artists' scorekeeper, protested that they were batting out of order, but to no avail. The Artists tied the score at 11–all in the top of the ninth, and behind the pitching of Joe Sopiak, shut the Writers down in the bottom half. The Artists had runners on first and second with two outs in the top of the 10th, but Mike Pellman's head-over-heels catch of Gregg Bello's blooper over third cut that rally short. "When it comes to character, the Artists won," Leif Hope said later at the after-party, where it was announced that The Game had raised around \$70,000 for its beneficiaries—the East Hampton Day Care Learning Center, Phoenix House and East End Hospice. Mike Lupica, who went 4-for-6 in the Writers' leadoff spot, was named the MVP. Bert Sugar, the boxing commentator, agreed with Hope that the game had been a knockout.

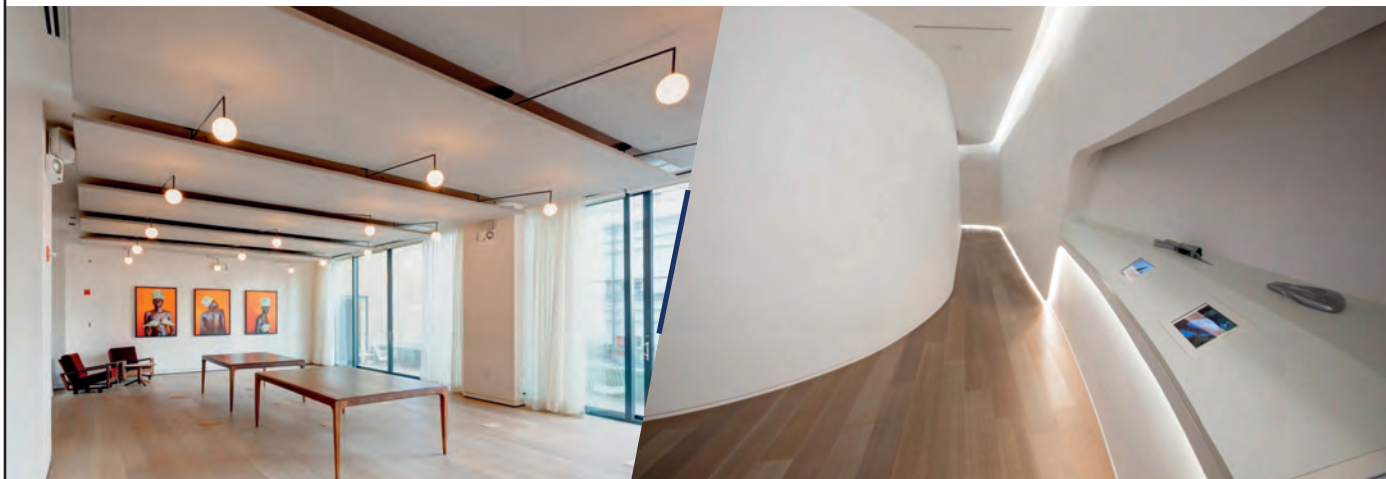


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See You There!

5 MORE Tick Myths! [Debunked]

1 Lyme disease is diagnosed only by a blood test.

An accurate and timely diagnosis of Lyme disease involves evaluation of current clinical symptoms and a history of exposure to ticks. Blood tests measure antibodies to the Lyme bacteria which don't usually appear until about 30 days after infection has begun. The appropriate antibiotics should be started as soon as a clinical picture indicates a probable infection.

2 Ticks have to be attached to you for at least 24–36 hours before you can become ill.

Don't wait. Remove the tick with fine tipped tweezers. There is a very rare virus that can be transmitted by a tick bite in a matter of minutes. Why take the chance? Remove ticks right away.



3 Tick bites hurt.

A tick's mouth has barbs that hook firmly into your skin. The tick then injects an anesthetic that numbs the area, and an anticoagulant that helps your blood to flow. You probably won't feel it happen.



4 If you're not around deer you don't need to worry about Lyme disease.



Deer ticks carry the bacteria that causes Lyme disease. These ticks feed on mice, chipmunks, squirrels, birds and other mammals, including your pets. Also, ticks don't fly or drop from trees. Just because you're not around deer, doesn't mean you're not at risk.

5 You're most at risk for contracting a tick-borne disease when you're hiking or camping in the woods.



In fact, you can be at risk in your own backyard. Most people take precautions when they are out in nature. Don't let your guard down when you're gardening or mowing the lawn.

Get the facts about ticks! So you know how to protect yourself.

Regional Tick-Borne Disease Resource Center

Visit EastEndTickResource.org
or call our help line at (631) 726-TICK.

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Unknown Artist, ca. 1890-1900



The Baseball Game
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