



NEW “SWIMSUIT ISSUE” RAGE. AND CONTROVERSY.

By Kerry Schmidt 07-13-2008

A couple of crazy things before the crazy “Swimsuit Issue,” and this is not the Sports Illustrated version of 250 swimsuits made with a combined 3.2 square yards of material.

Brett Favre rumors are flying again. Will he come back? Do the Packers want him back?

My “source” is a banker client/friend, and Buz Cook, who is Favre’s agent, banks with him. As do many of his clients, including Favre.

Thus, the latest from my inside source.

He believes that Favre definitely wants to play again this year.

As he has done for several years past, rather than attend the Packers off-season workouts, he is again this summer going to O.T. Walker high school in Hattiesburg, MS. He is, as usual, running the stadium stairs, doing 7 on 7 passing drills, et al, with the high school football team.

Note: Their coach has no problem getting his players to attend.

Also, Favre has sent a text message to the Packers coach and GM, and they simply responded they were on vacation.

But Favre is not saying anything. My banker says that Cook has “at least 8-10 lucrative endorsement deals on his desk just waiting for Favre to sign.

They include, Wrangler jeans, Aleve, Miller Lite, Bass Pro Shops, Cabella, a new mineral water/vitamin drink and others.”

Favre has not contacted Cook about any of these.

Bottom line. My source says that “Favre just loves to play. He cannot stay away.”

With the Packers’ former (2006) No. 1 draft choice, Aaron Rodgers in the final of his third year contract, this must be worked out. They didn’t sign him to a \$40 million deal to sit forever.

My source seems to think that Favre will not be welcomed back by the Packers and if that’s the case, he will play for Tampa Bay this season.

A shame. Favre is a GOD in GB, and to have him go elsewhere is blasphemy. No mater how much you love the game, Brett, the time comes for every great athlete to “hang ‘em up.” Your time has come.

We shall see.

A-Rod and C-Rod.

Alex Rodriguez and his wife Cindy have filed for divorce. She says it is due to his “extra marital affairs”

The “latest” of his alleged flings was with Madonna! Yes, 49-year old Madonna who has probably slept with everyone/thing from a Saint Bernard to Dennis Rodman (the thing) and other women, et al.

A-Rod, if you are going to have to give up a few hundred million bucks, why in hell did you do it with some 50-year old slut?

Stay tuned.

One of the oldest and most storied NFL franchises, the Pittsburgh Steelers, is “up for sale.”

The Rooney family has owned the team for 75 years, since its inception. Each of the late Art Rooney’s five sons own 16% of the team, and the other 20% is owned by the McGinley family of Pittsburgh.

The sons cannot seem to agree on how to work it out for the Rooney’s – whose name is synonymous with the Steelers, and it would be a cultural shock to the rabid fans to not have a Rooney behind the wheel.



OFF THE WALL SPORTS

The potential problem is billionaire investor Stanley Druckenmiller, who wishes to purchase the majority, if not all of the team.

Look for this to be a very emotional situation in Steel Town until it's settled.

OK on to the swimsuits.

Now I am not talking about the Sports Illustrated "Swimsuit Issue," which has thousands of "proper" ladies screaming re how this is "sexist, pornographic, and just plain demeaning to women."

Note: these "demeaning women" modeling these thongs make millions of \$.

Get a life, you pompous hags. First off, the magazine, for weeks before the release of this coveted edition comes out, they have the option of telling SI not to send it to them.

Note. I doubt that many men opt out of this issue, which is just about double the normal number of the regular weekly SI issues.

Yes, it shows super models wearing virtually nothing, and they are called swimsuits. I have noticed that the less fabric used, the more that suit costs.

I saw one this year that probably had, at best, eight square inches of cloth, and you could buy it for only \$420.00. I guess they have to charge that much, because certainly all the complaining hags would not look nearly as good in them.

But none of them cost what the newest swimsuit costs.

I'm talking about Speedo's LZR Racer swimsuit. It costs nearly \$600 and takes over 20 minutes just to put it on! (As opposed to 10 seconds with the model's suits).

So, the controversy.

Apparently, the suit, developed in part by NASA for Speedo, has technology so advanced that it nearly makes swimmers fly.

As U.S. superstar Mark Phelps, who will try to win eight gold medals this year, said of the suit: "It was like getting shot out of a cannon."

Since the inception of the use of this suit in February of this year, 42 World records have been set, and 38 of them were in "THE" suit.

A brief look at the boring technology of it.

There are four major aspects. The first is the suit is cut from a densely woven nylon-elastane material that compresses the swimmer's body into a hydrodynamic shape, but it is super light. And, there are no sewn seams, which can create drag. Rather, the suit is bonded by ultrasonic welding, which actually creates speed bumps, thus removing the 6% drag from the old sewn ones. Second, the suit has what Speedo calls an "Internal core stabilizer" (Say what?), which acts like a corset and holds the swimmers form. As the swimmer tires, his hips tend to hang lower in the water, creating that every awful "drag." But the compression stabilizer not only keeps his body compressed "like a tube," but it also thus allows him to swim with less effort. Tests showed this caused swimmers to use 5% less Oxygen.

The final aspect which is more boring and hard to understand, is that polyurethane panels have been place on certain spots, thus reducing drag by another 24%.

No, I have no idea what most of that means either, but I wanted you to at least think I knew what I was talking about.

Anyway, overall it is believed that this suit improves performance by 2%, which, when you consider that records are measured in 100's of a second, is huge!

Translation: This darn thing is unreal, and everyone wants to wear it.

And therein lays the controversy. Competitors, like Nike and international companies are screaming long and loud, saying everything from unfair to illegal. Some are even comparing this suit to the use of steroids. "Technological doping," as one disgruntled competitor said.



OFF THE WALL SPORTS

What a bunch of BS!!

The competing companies all have athletes who are paid well to wear their brand of suits, thus the core of complaints.

Basically, if the facts re this suit being so much better are accurate – and they seem to be, this certainly puts these other athletes under a distinct disadvantage. But that certainly does not make it illegal. It simply makes Speedo smarter than the other companies.

Nike has already agreed to allow their contracted swimmers to opt out of their contracts and use the LZR. Others are digging in their heels and trying to get the LZR banned. FINA, the governing body herein, has approved it. Twice! And, they, along with Speedo, have allowed competitors to copy the Speedo suit and use it. Thus, if it is available to anyone who wants one, how can this be “cheating?”

Still, one swimmer said, “People are sponsored by each suit brand. It’s only fair if each one has a brand that can compete with Speedo.” Geeze, good athletes, but dumb as hell. See above, go buy a Speedo and hope your sponsor can be smart as Speedo next time.

How absolutely absurd and stupid are those complaints?

Technology has been and always will be the driving force behind better performances in every sport.

If you follow the insane and illogical comments above, that means that tennis players should never have been allowed to go to metal rackets, that football players need to use the old helmets, that track athletes need to use the old, bulky spikes, and so forth.

Another competitor cried that while some athletes are better than others, it’s not fair to make an “ordinary” athlete better just because of the suit. Note:

Hey, how many “ordinary” athletes are in the Olympics?

He added that, “some of the better athletes will be left behind due to the suits.” Only if their sponsor, with the lower quality equipment, forces them to do so.

Bottom line. If one technological advancement – one of millions over the years - leads to better performance, common sense says that everyone should use the same equipment.

The only reason the other companies are crying foul is because they did not come up with this great advancement before Speedo did.

Sports, at least at this level, are really big business. If you cannot keep up with the technology, which changes virtually every month, then that is your problem, not one you should cry about and protest and even file suit (pardon the pun) over.

I mean, is it “cheating” if a new golf club or ball gives the weekend hacker a Tiger - like drive? Is it cheating if a new basketball shoe gives a few more inches to one’s jump? Is it cheating when a new tennis racquet allows for triple digit serves?

How about NASCAR? Do you think one crew doesn’t go to great lengths in technology to help defeat the others? And on and on and on.

The bottom line is that the manufacturers, like the athletes themselves, are competing against one another.

Thus, if one company comes up with a better product than their competitors, should they be punished for this? Of course not. The whole idea is to “win,” and in this case, Speedo won.

I saw a picture of some people sleeping in line to buy the latest ipods and iphones. I wonder if the competitors who did not make as good a product can sue?

I read that the Chinese have purchased the Speedos for their team. And for once, this great article of clothing will NOT have a tiny tag in it saying, “made in China.” HA! HA!

Rest assured that as the Olympics arrive and the swimming part is on, you will hear enough re these new suits to fill a, well, Sports Illustrated issue.



OFF THE WALL SPORTS

Personally, I would love it if all the women swimmers wore those thong bikinis, like in the SI issue.

Oh well, anything goes fine with Single Malt.