



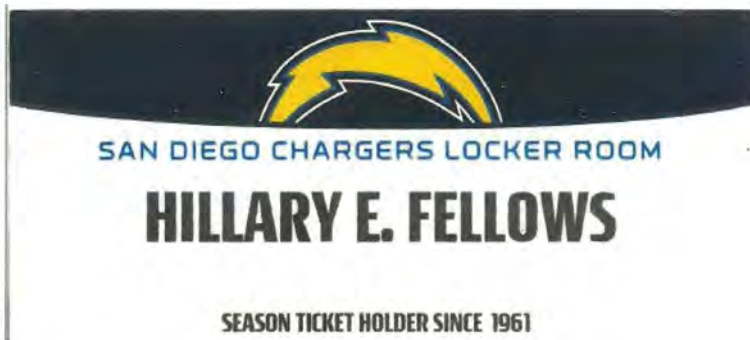
January 25, 2018

Mr. Fowler,

After hearing your interview on 1090 last week, I knew we had a meeting of the minds. Your apt description of the hideous late '80s brown-and-orange uni's was perfect, just like a "low and away fastball."

Over the last 30 years, no one has worked on uniform design change as much as I have. A recent survey I conducted with season-ticket holders proves clearly that more than 80% wish for a change. In the following pages, I documented my history and involvement in this process. It is my hope you will find it informative and interesting. As you will see, I have a set of projects in mind to bring the Padres' image back to relevancy.

As a native San Diegan, I was lucky enough to have a father who loved sports. We had season tickets for both Padres and Chargers since their inception.



In 1978, I spent the year in the dugout shooting 35 mm film for NBC-39 TV. That was our first winning season. And what a group! A year later, I pursued professional opportunities in Europe. The Reagan years were a great time to be there. Based in Milan, I worked in the fashion and television industries.



In 1990, I took over the presidency of a graphics company. The job was offered to me by Bruce Robinson, my life-long friend and teammate. Bruce's claim to fame was taking over as catcher for the Yankees after the tragic plane crash that took the life of Thurman Munson.



During this time, I devised a marketing plan for a uniform design change for the Padres. However, timing was not on my side. My proposal was received on a Friday, and the following Monday it was announced the team was sold to the Werner Group. My idea was hijacked, but they could not take my trademark design.

The name of my proposal was "Tone Down the Brown." The navy blue uniform pictured was one of my designs:



Over the past 50 years, I've had a lot of time to think about both positive and negative aspects of our team. It took 30 years to get over our inferiority complex concerning our neighbors to the north. Now that the Chargers are gone, it is time to make a statement. Remember the lousy '80s uniform we both detest? They were designed by the same San Francisco ad agency that designed both the Giants' and Padres' uniforms that year. Joan Kroc got fleeced for almost a quarter of a million just to change a logo. It is my opinion that we do not need to bring in a major ad agency for things I have already done. My experience has left me wary of outsiders

who know nothing of San Diego and our biases. Yesterday the AP referred to San Diego as the worst sports town In America. This perception must be changed. I have adopted our city's motto as my own, which is on San Diego's flag: Semper Vigilans.... "Ever Vigilant."

In closing, with the on-field progress coming together, I'm sure my historically accurate new uniforms will be the talk of major league baseball....in a positive way. They may even say "They will be the uniforms for the next 50 years."

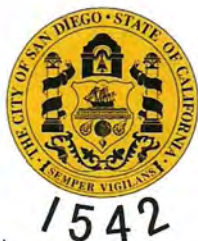
Please have Katie call me to set up a meeting at your convenience. For further information, please refer to my web page (Funhug Productions).

Thanks for taking the time, and I look forward to hearing from you soon.

Respectfully,

Hillary "Bo" Fellows

"The City of San Diego, State of California, Semper vigilans". The Latin motto means "ever vigilant"



TIME TO SPARE—Bo Fellows of La Jolla High slides safely into third base with a triple in

second inning of yesterday's game with Clatsop High Mike Young leaps for throw.



2-22-16

Go -

Many thanks for the
Ted Williams 50 issue.

Sounds as if you &
your family have long
been associated with
a passion for sports.

Hope you SB Trina Lane
continue to do well
again, thanks.

Trina Enting

OUTLINE - "The Magic Bat"

Set in San Diego (1959-2010), this cross-culture story features past Padre players Dave Robinson and Hector Torres. See the following copywritten form. My legal contacts in Hollywood feel this project has legs. I see this as a future MLB asset.

Classic, and, of course, the "42." It's a marketing dream. Our specialty cocktails will become the drinks for baseball the way Mint Julep is for horseracing. I also see this as an MLB product.

Title _____

Title of Work: The Drinks of Summer
Baseball Specialty Cocktail Booklet

Completion/Publication _____

Year of Completion: 2017

Author _____

Author: Hillary J.E. Fellows
Author Created: text
Citizen of: United States
Domiciled in: United States
Year Born: 1953

Copyright Claimant _____

Copyright Claimant: Hillary J.E. Fellows
1168 Virginia Way, La Jolla, CA, United States

Simply Constructed And Carefully Curated Cocktails

Simply Constructed And Carefully Curated Cocktails

THE BROOKLYN DODGER

INGREDIENTS:

Rye
2 oz
Dry Vermouth
1 oz
Maraschino Liqueur
0.25 oz
Orange Bitters
0.25 oz

INSTRUCTIONS:

Combine all ingredients into a mixing glass and stir until well chilled. Strain into a chilled cocktail glass.



A PIRATES LIFE FOR ME

INGREDIENTS:

Spiced Rum
1.5 oz
Gingerale
3 oz
Lime Wedge
1.5 oz

INSTRUCTIONS:

Add rum and gingerale to an old fashioned glass with ice. Stir, garnish with lime and enjoy.

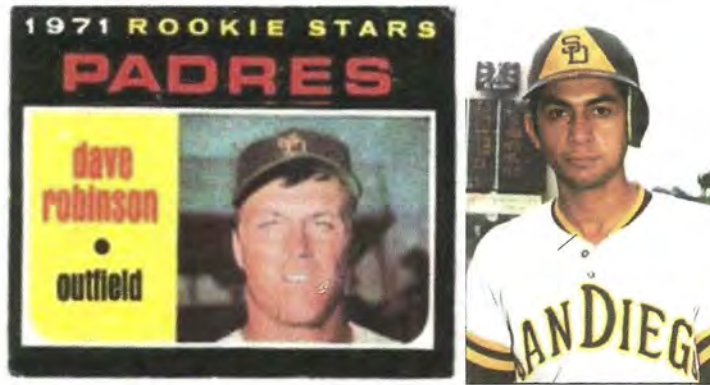


OUTLINE – Cultural Conditioning

In the age of political correctness, there are questions concerning how the organization stands on certain topics. My survey shows that the fans would like to see change.

OUTLINE – National Ad Campaign

THE GOLD ANNIVERSARY OF PADRES BASEBALL IN SAN DIEGO - A 15-second ad featuring America's Finest City, the #1 Ballpark in America, and a breakout new look for the team. The storyboard and music are already in place.



May 19, 2017

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Copyright Office – MP
Washington, D.C. 20559-6238

RE: Treatment – The Magic Bat (The Bat in the Bag)

This is a story of a baseball bat that was made to last for generations. It was purchased in 1959 and used by the La Jolla Little League Allstar Team. With this bat, they reached the Regional Finals with one more victory, they would have made it to Williamsport, PA (home of the Little League World Series). They fell one game short.

Of the many stars on the team, two stand out. Charlie Buchanan, a boy of color, went on to become a High School All-American Basketball Player. The other, Dave Robinson, became the first bonus baby/collegiate draft pick for the San Diego Padres Baseball Club. Dave's younger brother, Bruce, was the bat boy. Bruce was drafted out of Stanford in the first round by Charlie Finley's Oakland A's. Bruce was later traded to the New York Yankees where he took over the catching position after the death of Thurman Munson in a plane crash.

The bat was used for many years and was still in use until Coach Sullivan's death in the early 70's. His belongings were put in storage and languished until 2009. The contents of his estate were sold off. The bat landed at a Swap Meet. On a Sunday afternoon, while searching for fishing equipment at Koby's Swap Meet, Hector Torres, former starting shortstop for the San Diego Padres and Hero of the 1957 Monterey Mexico Little League Team (Little League World Series Winner) saw the bat in a bag. He immediately felt the bat was special. He realized that this Eddie Matthews autographed bat had to be close to 60 years old. He purchased the bat for \$10. He knew there was magic in the bat. Hector later gives the bat to his great grandson who was playing for the Chula Vista Little League. He explains to his great grandson and teammates that although the bat was old, it still had plenty of home runs left in it. The team embraces the magic bat and this time is taken all the way. Not only winning the Little League World Series, the team made history by hitting more home runs than any other team in Little League World Series History. The bat is retired and displayed at the Little League World Series Hall of Fame. The story of the Magic Bat continues today.

OUTLINE – "The Drinks of Summer"

A bar booklet featuring specialty cocktails inspired by all 30 major league baseball teams and uniform colors. Other specialty cocktails include the Opening Day, the All Stars, the Fall

AGENDA FOR PROPOSED MEETING

1. "Back to the Future" Uniform Change
2. "The Magic Bat," a major motion picture
3. "The Drinks of Summer"
4. Cultural Conditioning
5. National Ad Campaign – Celebrating 50 Years of Padres Baseball

OUTLINE – "Back to the Future"

With the 50th anniversary of the team approaching, it's my goal to redefine the Padres' image with the fans' help. The following are three uniform designs which literally are going "back to the future":

1. PCL: 1939-1969 – A remake of the pinstripe uniform with a new flair and added colors
2. 1969-1990 – Featuring "bold gold" and traditional brown
3. 1990-2019 – Navy blue and "bold gold."



It is my belief that three is the right number of combinations to have the fans vote on. Four is too many; two, not enough. Constant in all three designs is my trademark, Old Spanish Graphics. I am positive that one of these uniforms will please the fans. Let me explain:

Twenty of 30 teams in MLB have blue in their uniforms. When the Cardinals wear their navy-blue away hats, that makes 21. No team uses brown, our traditional color. The A's and Pirates use gold, but not as their primary color.

In 1961, when Minnesota became an expansion franchise, they copied the minor league Padres uniform verbatim. Navy and burgundy pinstripes, with an off-white background is a great look.

Then there is the orange dilemma. Orange belongs to the Giants and Orioles, and then in '61 was adopted as the primary color by the Astros. The Mets used orange as their background color. The Taco Togg's uniform of the 1980s and the brown pinstripes should be left for "Throwback Thursdays" only. This color scheme will not sell well compared to what I have in mind.

USA Today recently announced that Petco Park is the best ballpark in the country. The current remake of the boring 1999 outfit that we wear today hardly complements the beauty of the park. I'm not going to compare what we wear today to the half dozen lookalikes out there. I am sure you are already aware of this (the fans sure are).

A week prior to his passing, my neighbor, and your dear friend, Dick Enberg, showed me his preference of the three uniform designs. He liked my PCL redo. At our meeting, I will share all my designs with you and your staff.



EVEREST
PRODUCTION ●
CONSULTING ●

Hillary J.E. Fellows

July 19, 1990

SAN DIEGO PADRES
ATTN: Mr. Tom Werner

Fax #282-2228

Dear Mr. Werner:

I was in your office this morning to hand deliver my preliminary uniform designs to you. I have been trying to get an audience for approximately a year but that was out of the question until recently when the ownership was secured by you and others.

Last October I discussed with Andy Strassburgh my intentions and he assured me that we would meet at the appropriate time. Yesterday he telephoned me stating that I needed to have my presentation and numbers in order. He said that an immediate decision was pending on the final design. This was not a sufficient amount of time given to me. I must have at least five working days. Also, I have a clear conflict of interest with Mr. Strassburgh since it appears he has a uniform design of his own which closely resembles the old PCL Padres uniforms which we discussed in our past conversations.

To say I feel shortchanged is an understatement. I am quite sure that if given an equal opportunity my designs would be received favorably. My final design embodies the symbols of the city of Padres alike. It is not like to color schemes of the Giants and Astros (orange) or the Braves (navy and red).

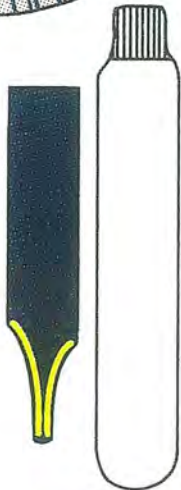
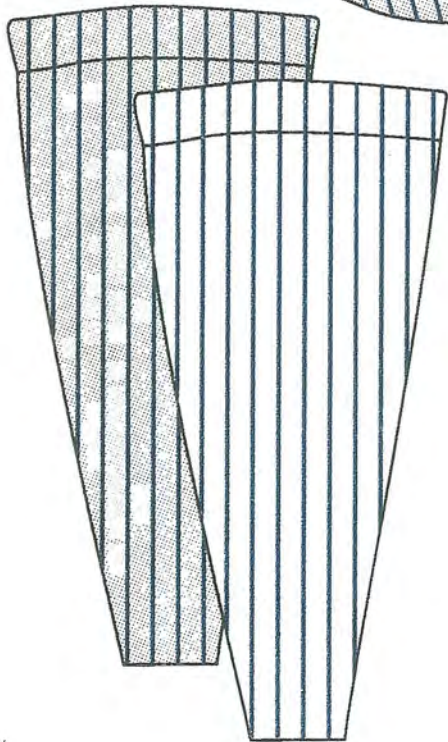
I have already spoken with your secretary, Katherine, about scheduling a meeting between you and I so we may clear the air on the outstanding problem we face.

Respectfully,


Hillary J.E. Fellows

1168 Virginia Way
La Jolla, CA 92037
(619) 456-0581
Fax #454-4293

28 years ago I attempted to change the Padres' image with the following two designs. They were received warmly by Jack McKeon and Bill Beck, but the Warner Group had their own ideas. Please view the original drafts on the following pages.





“BACK TO THE FUTURE” UNIFORM DESIGNS

UNIFORM #1: PCL REDO 1939-1969

These uniforms complement our past with traditional navy and are accented by our very own San Diego Red and Father’s Day Baby Blue.

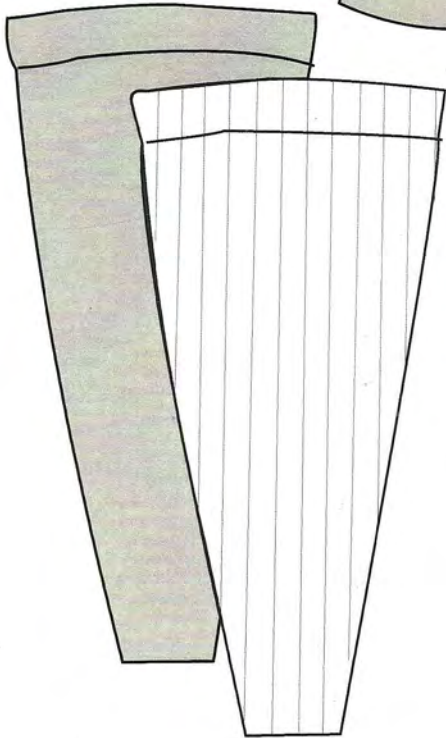
UNIFORM #2: MLB THROWBACKS 1969-1989

Bold Gold with traditional brown as the non-primary color.

UNIFORM #3: MY ORIGINAL THEME 1989-2019

Navy blue and Bold Gold.

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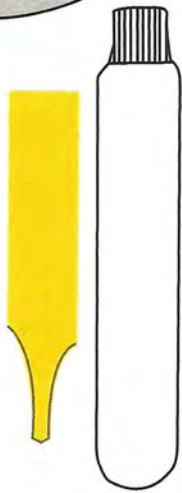
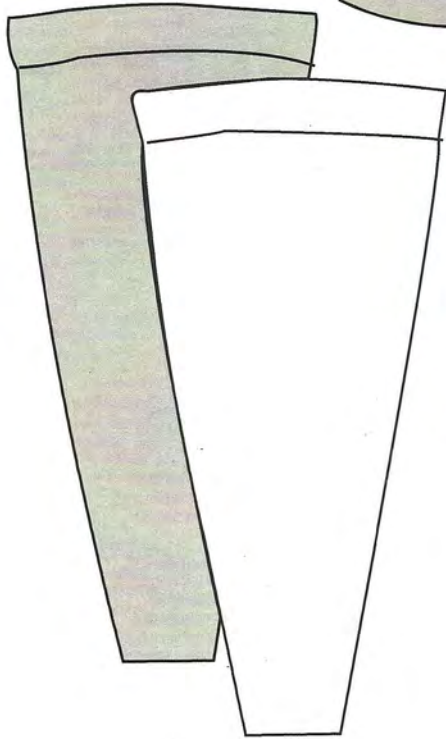




Padres





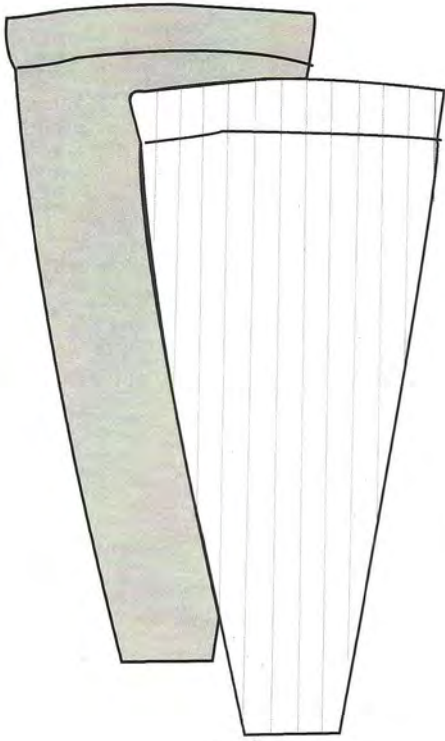




Padres









Padres



San Diego

1969
EST.