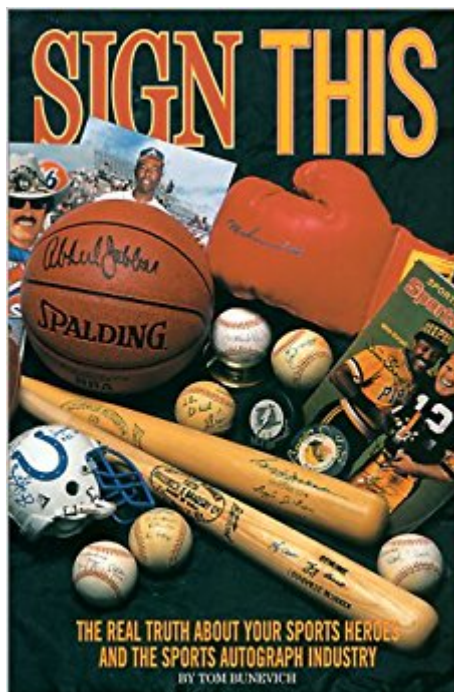


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# Sign This



## Synopsis

Detailed look at the sports autograph industry and 200 well known sports personalities.

## Book Information

Paperback: 190 pages

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## Customer Reviews

"...a candid, entertaining look into the real personalities of the athletes and the autograph industry."  
-- Mark Jordan, longtime autograph dealer, Colleyville, Texas "A very interesting book... Very informative. I recommed it for sports fans - collectors or not." -- Bill Miller, Publisher, Autograph Collector Magazine "If you want to know what sports idols are like off the playing field, then this book is for you." -- Ryan Semanko, Columnist, Signing Bonus, Sports Collector's Digest

Tom Bunevich graduated for Marshall University in 1975 with a BA in journalism. After obtaining a MA in sports administration in 1982 from Biscayne College (now St. Thomas University) in Miami, Florida, Bunevich entered the sports memorabilia business. He started Bay Area Sports Collectables in Tampa, Florida in 1983. Tom has worked for a small number of local newspapers, the Charleston Daily Mail (WV), Pittsburgh Post-Gazette (PA), and Canonsburg (PA) Daily Notes. He has written freelance articles for Sports Collectors Digest, Sweet Spot and other publications dealing with the sports collectible industry. From 1991 to 1995, Tom hosted a weekly one hour collectible show on WFNS-Sports Radio 910 in Tampa. After selling his sports collectible shops in 1989, Tom formed TB Sports Promotions. TB Sports conducted sports collectible shows in Central Florida for eight years, hosting more the 300 sports figure autograph guests for events. He was a

founder and first president of the Florida Baseball Card Dealers Association. Bunevich is an autograph collector and gained presige as one of the leading sports collectibles show promoters in the nation. In business from 1983 to 1997, he earned a reputation for honesty, integrity, and quality service. He etimates he has sold more the \$2 million worth of autograph signature tickets and items in his 14 years in the industry. Bunevich has worked as Show Manager for the Tampa Tribure since October 1997. He lives in Tampa with his wife Sue, and sons Matthew and Andrew.

It was enjoyable to read these amusing stories about athletes whose cards I used to collect, and of the author's "good guys" list. It's nice to read about athletes who have genuine appreciation for their success. Some of the things you will learn are: the ways in which athletes try to avoid signing autographs-tips for the autograph collector-the behind-the-scenes of the autograph industry. The author holds very little back when discussing who has annoyed him or treated the fans unfairly. For example, he writes of Pete Rose: "When you're 90 minutes late for a paid appearance, then complain because you had to leave your unfinished round of golf, you're a jerk." (pg. 35). The author warns the reader about forgeries, but does not go into much detail about it. It is best to seek more modern resources to learn about this in particular, since there have been new card design technologies and scams in the way of fake sports memorabilia since the book was released (e.g. the advent and faking of patch cards). One of the most important pieces of advice in the book is "If you are collecting today you are wise to do it for fun and enjoyment, with less emphasis on value. Enjoy the item. The financial return in most cases will be minimal." (pg. 170). I once received the same advice from one of the staff at a sports card/collectible store five years ago, when I had decided to take up collecting for the second time. My only complaint with the book is that the author sometimes ends up being too casual, or off-topic. Of Juan Marichal, the author wrote "He has beautiful penmanship that often looks as though it could be a fancy signature by a female." (pg. 71). I'm not sure what the author was getting at with this line. Of Deion Sanders, he wrote "His conversion to Christianity appears to be real, as his conversation frequently addresses his faith." (pg. 110). If the topic were Sanders' faith, then this statement would have been appropriate. However, it was just thrown in for no apparent reason.

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1. The Sports Autograph Industry: Blame the 1980s
2. The Art of Autograph Collecting
3. Has He Always Been a Jerk Like That?
4. My Top Ten Jerks
5. My Top Ten Good Guys
6. Rating Another 100 Well-Known

Sports Celebrities7. Mickey Mantle8. Close Encounters on the Autograph Circuit9. The Hounds Have Tales10. The Future11. The Conclusion: What's It All Mean?IndexBe a Part of Sign This II

"Sign This" is a must read for any true sports fan. Unlike other books about sports personalities, Tom Bunevich cuts the fluff and tells it as it is when your heroes are behind closed doors. I'm the kind of guy who needs to hear it straight from the horse's mouth and in "Sign This," Bunevich seems to be the perfect horse. I don't think you could ask for a more fair and honest appraisal of sports personalities than from an author who has obviously danced with the greatest names. If you want to find out if the personality of your hero dims as the camera lights fade away - read "Sign This." The stories are fair to all. If a guy's a jerk, Bunevich lays it on the line and says so. But in fairness, "Sign This" certainly acknowledges those stars whose personalities off the field shine as brightly as their accomplishments on the field. Find the story on Dale Murphy and see if that still happens in today's era of autograph collecting! Bunevich also provides a great history from when autographs were just a hobby to the industry it is now. Check out Bunevich's first autograph guest in the mid 80's - a young New York flamethrower named Dwight Gooden - and see what an autograph ticket cost back then. You also might want to get a calculator to check what you could have saved by reading what Mickey Mantle charged for an autograph 15-20 years ago. Read "Sign This" - I hope Bunevich's next project will be as honest and insightful as this one!!!

I picked up this book in order to recapture something that has been lost. Having grown up in the 1950's and 60's, I think we have lost a close relationship with sports. Today players move, teams move, and everything is about money. I hoped to spend a quiet afternoon remembering the way things used to be. While I was not disappointed, I found so much more. I learned what my favorite (and least favorite) sports stars are doing now. I found out what they are doing now. Some built on their success while others have not been able to move on with life easily. Tom's descriptions of these stars during an autograph session was both insightful and interesting. Another unanticipated pleasure was Tom's description of the highs and lows of the sports collectable industry. I can remember when the industry did not exist. Tom describes how and why the industry grew so fast and why it has now returned to a more subdued level. If you pick this book up, I guarantee you will not be able to put it down. For memories and new insight this book is top rate.

I would have to rank this book in my top 3 sports books of all time. Not only did Bunevich captivate

me with his up close and personal stories of some of my favorite athletes, but he also sheds light on what makes the autograph industry what it is today. His first hand knowledge of the industry made it very enjoyable reading. This is a must have for any sports fan of any age. He talks about his encounters with some of the all time greats like Mantle, Mays and Bradshaw as well as sport icons from today's era such as McGwire, Griffey and Lemieux. You do not have to be an autograph seeker to enjoy this book. I can't stress that enough. I personally have never been into that side of any sport and found this book to be as enjoyable as any sports book I have read.

A really great book. I bought one for my brother who has always been a sports nut. I remember him following the careers of many of the people mentioned in the book. The stories about the players were interesting and enlightening. Most of the stories about the 10 bad guys confirmed my opinion. Same for the 10 good guys. You don't really have to be interested in collecting sports memorabilia to enjoy this book. I am sure everyone will find the stories interesting and enjoyable. It is definitely a book you will want to read and share with friends. Better yet, buy two, one to keep and one to give away.

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