

North Jersey Vipers Big Picture Talking Points







Who is Bob Germano?

Bob Germano is a Founder and Owner of the NJ Vipers and has been coaching competitive fastpitch softball for over 20 years. His teams have won countless tournaments, including two USSSA NJ State Championships and finals appearances in two Nationals championships. His players have received HS Coach's Awards, All League, All County and All State honors. They have won League, County and State HS Championships Many have and continue to play at the college level. Bob has been featured on WFAN radio, various magazines and newspapers and is respected throughout the North Jersey and Tri State softball community.

Bob's 2003/04 18U Premier team is/ was considered one of the better teams in the entire Northeast Region. He has won the USSSA NJ State Championships with two different groups at 12u and 16u

Bob grew up in Park Ridge, NJ where he holds the single season record for hits, 1st Team All County, Associated Press 1st Team All State/ All Groups and was inducted into the PRHS Hall of Fame in 2003. He continued his career at Seton Hall University where he played with 11 players who were drafted into MLB and 3 who went on to play in MLB. He is still engaged with the PRHS & SHU programs.

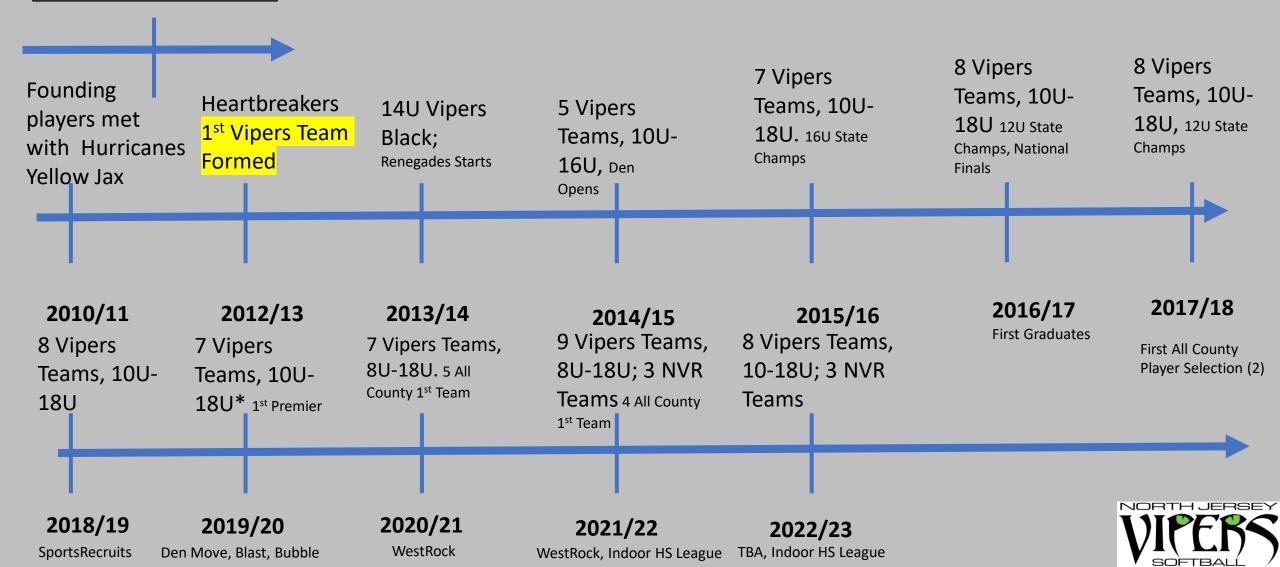
Bob played competitive men's fastpitch softball for over 25 years including nationally ranked teams and tournaments...sometimes playing 150+ games per year.

Bob lives in Old Tappan with his wife Liz, daughters Lindsey and Raegen...and their dog Max.



Viper Timeline

2008-2010: NV Knights



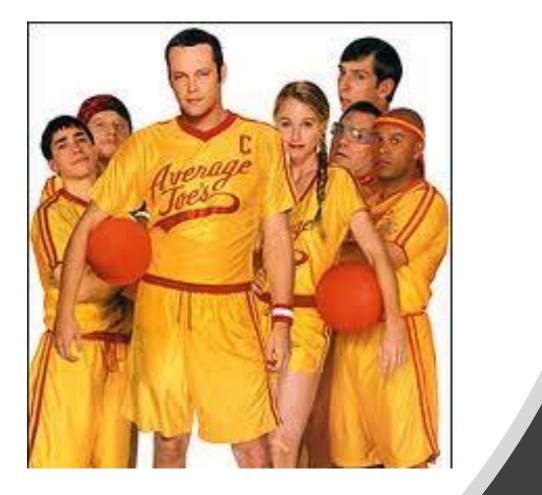




Did You Know?

That 7 (of 12) players from our founding team finished as part of the Vipers Organization? 5 of our First 10U Team Too!





There is no need in the marketplace for another average softball club

We cannot afford to be complacent...we are either getting better or getting worse

95% of what we do is what everyone else does

Our history & past successes are things we are very proud of and are not by accident, but we certainly do not rest on them

We are always trying to add more value to our experience and deliver "+1"! We say what we do and do what we say."

Our assets: Our Players/ Families, Our Culture, Our relationships & Our reputation.

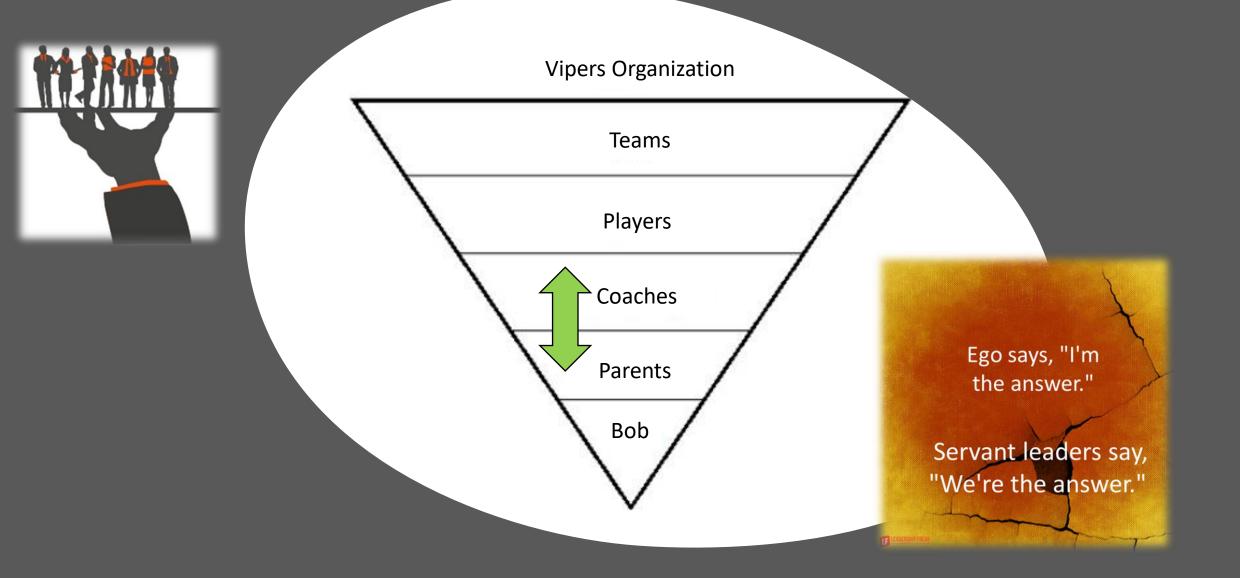
Ultimately, We Do 4 Things: 1) Teach, 2) Practice, 3) Prepare & 4) Compete







Ultimately, We Are A Customer Service Business





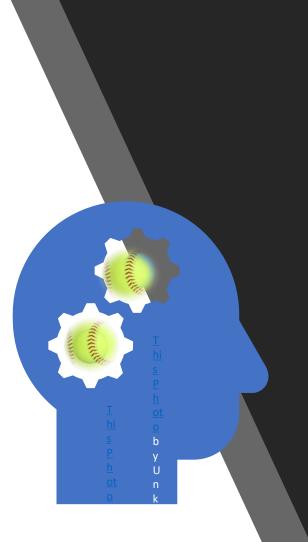
Indoor Facility



• Opened 12/14

- Was a temporary lease for 6 months to accommodate 5 teams for one winter
- Converted to Full Time facility in May, 2015
- Fall, 2015: Several Improvements to accommodate increased usage
- Winter, 2016: Ongoing Improvements made, 3rd net
- Fall, 2016: Expanded space, reconfigured, New turf, additional lighting, upgraded equipment
- Spring, 2017: Lighting Enhancements
- Winter, 2019: Accessed offsite indoor space to enhance indoor training
- Spring 2020: Moved to #37





Viper Philosophy

- We are all in on our players
- No two players are the same
- Play players where they have best opportunity to succeed
- Not all comparisons are linear or can be made
- Errors & mental mistakes are part of the game
- Training Opportunities...can be the best value add! Make a difference!
- If recurring, dealt with CBC
- Difficult decisions are sometimes necessary
- No conspiracy theories or hurtful agendas



I watch the warm ups. I see who cuts corners. I see who stretches half heartedly. I watch body language. Right there, that's enough information for me to know how **COMMITTED** the player is.

Viper Philosophy

- Advanced, Competitive Softball for multiple levels
- Competitiveness evolves at different paces for different levels
- Springboard to Middle School, High School and College levels
- Provide a local, Northern NJ/Rockland County program that can compete with top regional & national programs
- Promote multi-sport athletes
- Teamwork/Accountability/Sportsmanship/Discipline/Emotional
- Practice Scared
- LEARN HOW TO COMPETE!
- Prepare for the big moment
- Love the game and it will love you back
- We are judged collectively, not individually



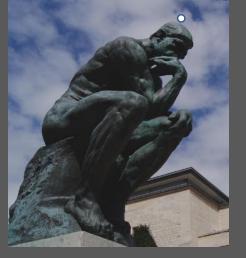
Luck is what happens when preparation meets opportunity.

- Darrell Royal

Viper Philosophy

- Support the players and parent's goals...whatever they may be
 - Entry: Intro to skills, competition
 - 10U: Intro to competitive softball (avoid burnout)...competitive instruction
 - 12U: Build on 10U, understand how game changes, more advanced, play a little deeper into the summer. 2nd year teams will compete in a Nationals tournament.
 - 14U: Starts resembling higher levels, enhanced commitments, intro to a showcase events. This is not a casual commitment! Can include Nationals
 - 16U: All HS players, introduction to college showcase events continues
 - 18U: Advanced...showcase driven. VERY Competitive
 - 18U Premier: Our most competitive showcase team for 18U.
 - Legends: If choose to not pursue college athletics, continue your career as a Senior in high school and prepare for your senior season!
- Acknowledge and do not overtake local Town Travel Teams 10U-12U
- Provide training and skillsets to gain access and succeed at any event
- We make softball players! You will learn many positions and play many position





Viper Philosophy

- 11 Month Commitment...no Fall/Spring Splits
- June-August tryouts/ team selections
- Practices begin late August
- Fall training into December
- Winter training begins January 2nd.
- Spring/Summer Season from mid March through the end of July (High school ages dark from +/-March 1st through Late May/Early June
- Repeat
- Note: Vipers does not just happen. Private lessons are encouraged and imperative. To compete here you need to work on your own
- We do not guarantee a # of wins and losses.



Conversations We Have & Reminders





- We are judged collectively, not individually
- We play and teach a TEAM game
- We want and need you to show up! +/- 13 is our Number! 10U is more for multiple reasons
- 48 Hour Rule
- Respect the boundaries...ex. not entering dugout
- Playing Time & Positions: Determined by coaches. Earned not anointed...our kids do play! There are a lot of variables
- Coaches should be playing all players half the time Saturdays, , scrimmage, League & Friendly events
- Batting Order: A player must bat 1st, 7th, 9th, 10th, etc..... Coaches determine flow. Can roll batting order in a lot of instances. Only one hitter can bat 3rd (in the 1st inning)
- Do not leave/ pull your child from a tournament...please! We will infer you are leaving the Vipers for good.
- Player availability must be proactively communicated
- We expect this to be your priority over Rec, Travel and misc. events
- No GUESTING or Tryouts...seriously, NO GUESTING OR TRYOUTS!
- Coaches coach, players play, parents cheer
- Playing up...it can be good, but not always
- Pitching: 10U (11" Ball) to 12U (12" Ball). Ask us about 10u players pitching with 12' ball in Rec
- Remember who you are



Viper Fees

- +1
- "Bobby, the Vipers should do XXXX": We can do whatever we want
- We are a Vipers Program only...not an indoor factory open to the public
- "GFE" Offer Letters with breakdowns, descriptions, etc....
- Uniforms/ equipment shopped for cost, delivery & experience...savings passed on to families. Balance quality and price point. Uniforms change +/- every 3 years
- Obsessed with keeping fees as low as possible
- Always surveying marketplace and weighing our value proposition vs. others
- Try to avoid ongoing fundraisers yet will deploy if easy to manage and not a burden
- Sponsorship Letters & Opportunities
- Always looking for ways to offset fee increases
 - Snap! Raise
 - Player packs
 - Super Bowl Pool
 - A-la-carte
 - Facility rental to "friends and family"
- Online payments and online store
- Payments are due when scheduled
- No refunds



Price is only ever an issue in the absence of value. Fee

Coach: What if we train and coach these kids and they leave the Vipers?

NJV: What happens if we do not do it and they stay?

Coach, practice, compete and prepare properly; treat them well and make sure they have fun and do not ever want to leave #lifeexperiences



Conversations We Have & Reminders



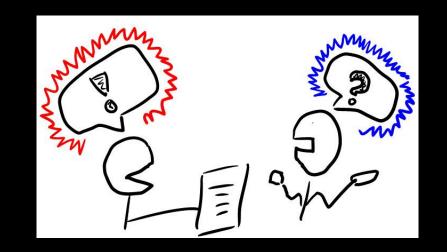
- She batted 7th & she should be batting 6th
- Another team called and really wants us to play there (we would hope so)
- We went to a tryout at XXX and made it (you should make it)
- We want to play softball everyday (why?)
- Why can't we play in 50 tournaments/ year, and BTW why don't you lower the fees?





Conversations We Have & Reminders





- It's a short Fall
- Winter turns into Cabin Fever
- There are not going to be enough innings to...
- There are too many innings and we are exhausted
- We want to practice more
- I have a game with my (FILL IN THE BLANK) Team
- We need a vacation
- When do we start again?



We Support Multi-Sport Athletes





- Primary Sport/Primary season:
 - Soccer/field hockey/volleyball in the fall
 - Track, Hockey, Basketball in the Winter
 - Spring/Summer, Vipers is your priority and #1 commitment.
- Should there be conflicts:
 - Viper Games trump all unless a High School Game (in season) or practice (in season) conflict.
 - Viper Games trump in season practices (non-HS)
 - Primary Season Games trump Vipers practice (Basketball game vs. Vipers Practice)
- Should there be conflicts for Fall and Winter Viper games/ tournaments, planning will need to happen ASAP with the Head Coach to ensure Vipers have enough players.
- Do not try and manage the roster...you do not know!
- Vipers Always Wins Out Over:
 - Rec
 - Town Travel (Parents assist required here)



The Club Softball Calendar: It is flawed!

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11 MONTH COMMITMENT...NO FALL/SPRING SPLITS



SPEED DATING



JUNE-EARLY AUGUST

TRYOUTS/ TEAM SELECTIONS.



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LATE AUGUST



FALL TRAINING * GAMES INTO DECEMBER



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SPRING/SUMMER SEASON FROM +/-4/1-7/31 (HIGH SCHOOL AGES DARK FROM +/- MARCH 3RD THROUGH +/-MEMORIAL DAY)



REPEAT



Viper Philosophy For Seasons



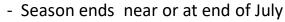
- 1 practice and/ or weekend event
- Learn new players, coaches, plays
- Expectation Setting/ Assimilate to (next) level
- Identify/ Implement what needs to be installed offensively and defensively
- Combo of Scrimmage games/ Fall League/ 1 Day Tournaments/ Tournaments/ Showcases
- Medium schedule...more casual
- Try and play as long as weather permits
- Fall sports for multi-sport athletes OK...roster sizes and schedules adjusted accordingly. Arranged through coaches
- Organizational Practices/ clinics avail
- Recommended to end with an "event" for holidays



- Start in January
- one weeknight, one weekend hitting practice
- Additional time availability in Den on 1st Come 1st Serve basis
- Players invited to practice with other Viper teams, coordinated by coaches if conflicts
- Teams encouraged to play one indoor winter event to benchmark training...all players play! Budget managed by manager and coaches. Can fundraise for more
- Clinics...offered during winter and are a standing part of the annual agenda



- -+/-7 tournaments is the norm(based on how manager budgets & schedules)
- Practices: @ 4/1, as needed and as can be scheduled. Gets tough for various reasons at each level. No level immune. Rec/MS/HS. Field availability & more
- 10U-12U: The Vipers encourage Summer Town Travel teams. Avoid scheduling through some but not all local summer events and local tournaments as best we can.
- 12U-16U may play "Nationals"
- 14U-18U: Will include summer high school teams, college camps.
 HS levels begin mid-June





Parental Quote

"...I will stand up and swear in open court that this organization has made all the difference in (my daughter's) softball life. You make the kids want to play the game and want to play it well.

#love the game and it will love you back."



Viper Website & Social Media



@NJVipers

Welcome to the 2022/23 Season!

@northjerseyviperssoftball



#weareeverywhere

Check social media for updates

<u>THE</u> Travel Softball Program for The Northern Valley & Bergen County

We offer both year-long and seasonal options!

Visit www.northjerseyvipers.club for more information. Contact us at vipersnji@gmail.com

@realNJVipers



- www.northjerseyvipers.com
- We communicate several ways: email, website, social media
- Twitter, Facebook and Instagram
- Team Rosters & Schedules
- News/ Posts
- Indoor Protocols
- Player Agreements and Waivers
- Each team has their own page and information
- Practice Calendar/ Drills
- Renegades Summer Travel
- Evolving and ongoing
- Always improving and chasing greatness.



We Support Your Goals

- Player goals and desires vary level to level
- We want to make (start) the Middle School Team
- We want to make (start) the High School Team
- We want to play in college
- We want to play Major League Fastpitch and be on the cover of Sports Illustrated (we are not for you)
- Next Finch or Bustos?
- Each goal is your own...we are here to help you

The Vipers have a home for everyone!





2157 posts NorthJersey 10u-18u Clu

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Web & Social Media

Visit www.northjerseyvipers.club for more information. Contact us at vipersnj1@gmail.com.





@realNJVipers



@northjerseyviperssoftball

Enhancing The Experience

- Batting Gloves/ Headbands
- Headbands: October ETA
- Sports Recruits
- Multiple Field Options: Check
- Indoor Winter League (HS): Winter
- Torne Valley Bubble/ WestRock since 2019/TBA 2022



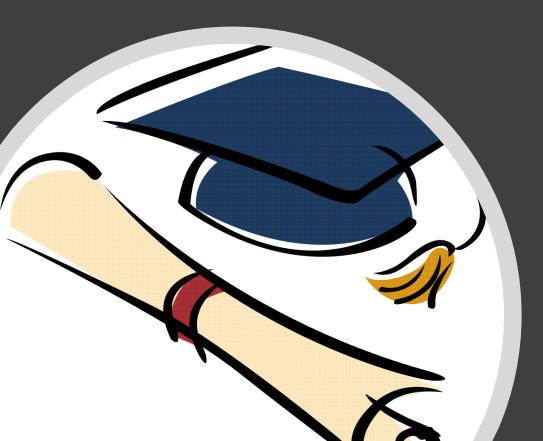








College Steps





College Showcase & Opportunity

- 2020 statistics
 - 374,000 high school softball players
 - 31,500 college softball players
 - 300 Foreign Players play college softball
 - 31,200 HS players play at any college level
 - 6,000 HS Players play Division 1
 - Average Athletic Scholarship:
 - Division 1: \$15K
 - Division 2: \$7,500
 - Division 3: N/A
 - Others (NAIA, USCAA, NJCAA, CCCAA/2 Year): \$200-\$6K



CONTACT

Share

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Watch later

MORE VIDEO

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MORE VIDEOS

rown University (Sean Crowell, Assistant Coach) viewed McKenna Lont's video



McKenna Lont's 2019 HS Hitting Highlights.mp4





Irg College (Annette Hunt-Shepherd, Head Coach) viewed Ra



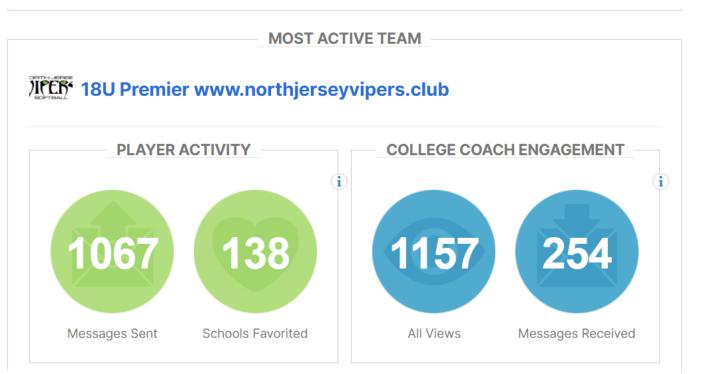
pictures from Bergen County Tournament and Champions



Sports Recruits

Hey Bob!!!

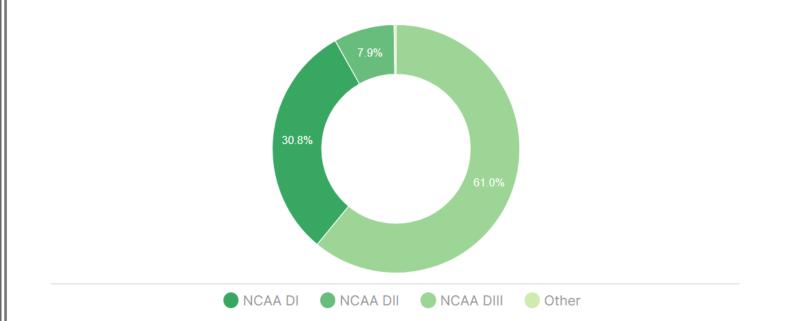
We love having you as a partner of ours and you guys crush it on the platform!





Sports Recruits

OVERALL ACTIVITY BY DIVISION



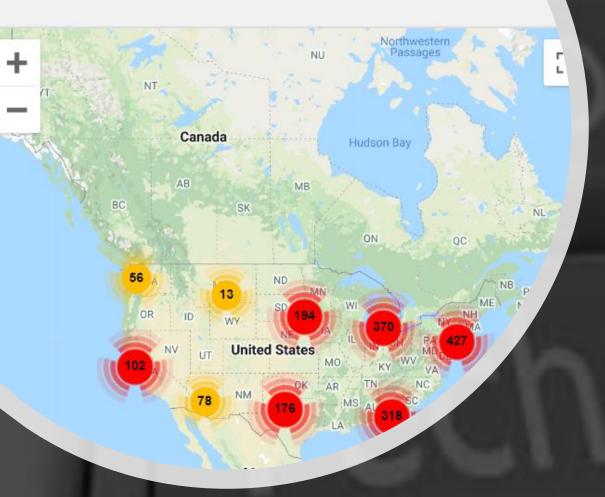


Sports Recruits

@ April, 2022

Vipers Comped this service for 2018/19	40 Athletes are enrolled	Some Athletes have yet to log in (some are 2 nd year players)
Over 1100 messages sent; 300 received; 575 profile views	200+ Schools Favorited	D1: 31%; D2: 8%; D3: 61%; Other: +/-1%





Distance From Zip Code

Acceptance Rate

Enrollment

ACT/SAT

Majors

Division, Conference







Email Email Any Coach in the USA



Retain

Data & Post Your Own Stats & Videos



Get

Get Text & Email Alerts



Roster Printouts







We are a team of professionals with decades of Kevin Wright Co-Owner

Cell: 845-548-8926 Email

Jack Loughery Co-Owner Cell: 551-804-1329 experience in the professional sports and entertainment industry (NBA Entertainment, NFL Films and MLB Productions). We are dedicated to highlighting your child's athletic career and memorable sporting events which can be used to send to college recruiters or to simply have as long-lasting memories. Among the many services and packages we offer, we specialize in creating college recruiting videos, highlight reels, game action, player profiles, combine-type workouts, and youth sports as young as Kindergarten. It takes elite talent to be able to produce, capture and edit high quality video of athletic performance. Nobody does it better than our team.

www.pipelineproductionsnj.com www.facebook.com/Pipeline-Productions-106397701627880 https://www.instagram.com/pipelineproductionsnj/

OLIVIA CATALDO HT: 5'7" | WT: 150 FIRST BASE | THIRD BASE **OLD TAPPAN HIGH SCHOOL** GPA: 3.9 **NJ VIPERS**

CLASS OF 2022

CONTACT INFO: Email: Olivia.cataldo@icloud.com PHONE: 201-250-2612 OLIVIA CATALDO

CLASS OF 2022



Profile Video



Many Avenues To College: Is Softball For You?

- SportsRecruits
- Have you gone to see a really high-level high school game?
- Have you gone to see a local D3 (Ramapo), D2 (St Thomas) or D1 (Seton Hall) game?
- Have you attended any college softball camps?
- Have you spoken to alumni from your school, players who currently play, former Vipers or anyone else who has played college athletics?
- Does your potential major permit you to even consider college sports?
- Are you looking at what softball team is best for you or what school is best for you whose softball team might match your abilities and goals?
- Is college athletics something you have explored and truly want to pursue?
- It is your responsibility to get into college; The Vipers are a vehicle; we will support and assist
- There is no MLB Softball Draft
- Our recommendation: Education, major, culture and school size first
- Do your grades correlate with school requirements?
- Showcase events
- Networking





Thank You For Making Our Family Part Of Yours

