



North Jersey Vipers Big Picture Talking Points





WHAT MAKES OUR GRASS
GREENER



Who is Bob Germano?

Bob Germano is a Founder and Owner of the NJ Vipers and has been coaching competitive fastpitch softball for over 15 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 and is respected throughout the North Jersey and Tri State softball community.

Bob's 2003/04 18U Premier team is considered one of the better teams in the entire Northeast Region.

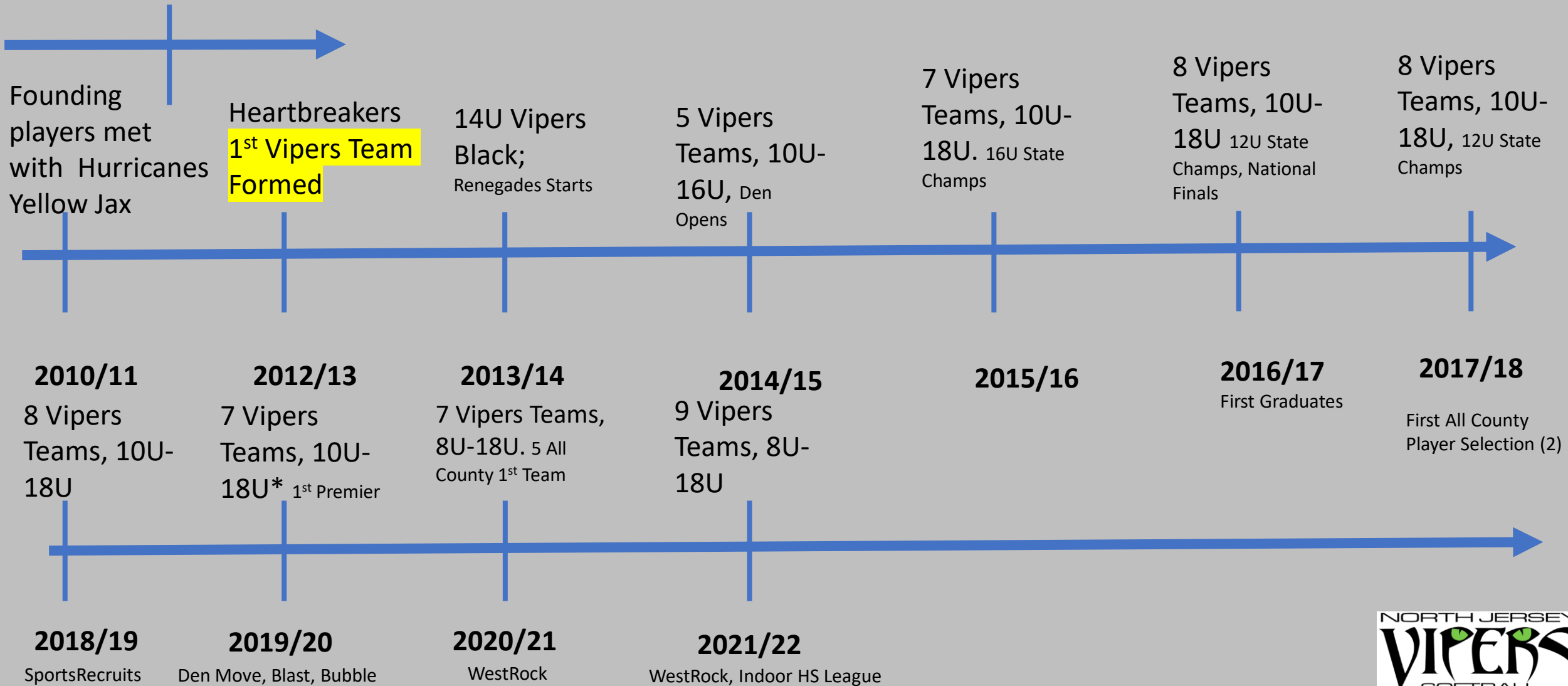
Bob grew up in Park Ridge, NJ where he holds the single season record for hits, was a 1st Team All County and 1st Team All State/ All Groups baseball player and was inducted into the PRHS Hall of Fame in 2003. He continued his career at Seton Hall University where he played with 11 players who were drafted 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."

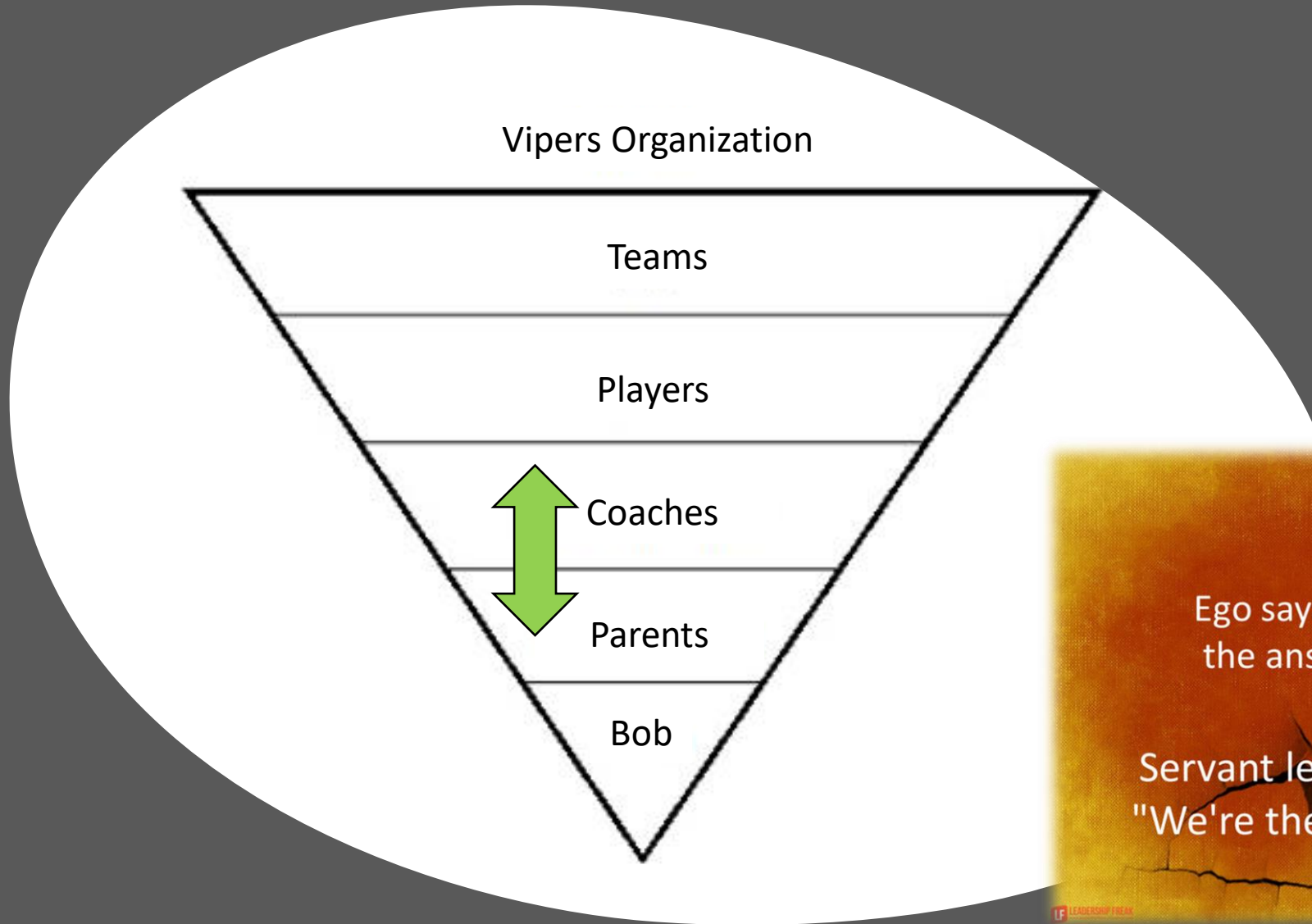
Our assets: Our Players/ Families, Our Culture, Our relationships & Our reputation.

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

Club Softball Can Be A Juggling Act



Ultimately, We Are A Customer Service Business



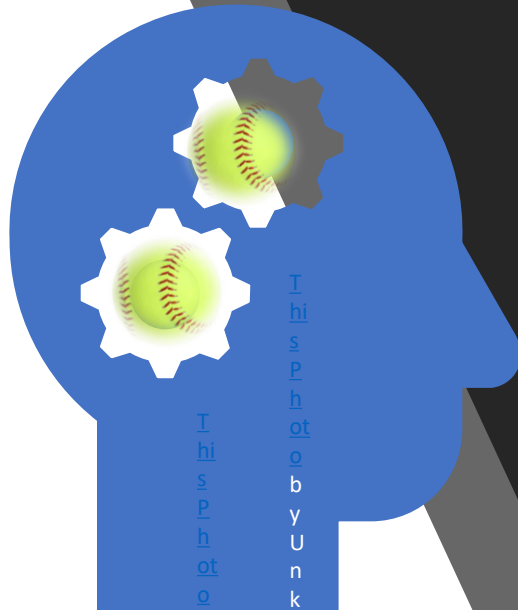
Ego says, "I'm the answer."
Servant leaders say, "We're the answer."

▼ Indoor Facility

- We 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
- Fall 2017: Acquired rights to our own field complex
- 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

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
- Prepare for the big moment
- Love the game and it will love you back
- We are judged collectively, not individually

Viper Philosophy

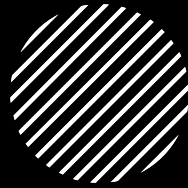
- Support the players and parents goals...whatever they may be
 - 10U: Intro to competitive softball (avoid burnout)...competitive instruction
 - 12U: Build on 10U, understand how game changes, more advanced, play a little deeper into the summer. 2nd year teams will compete in a Nationals tournament.
 - 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 poach 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 late 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

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
- 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 to our 2 games Sat/ 50% scrimmage/League/Friendly.
- 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
- 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, not always
- Pitching: 10U (11" Ball) to 12U (12" Ball)
- Remember who you are

Viper Fees

- “Bobby, the Vipers should do XXXX”: We can do whatever we want
- We are a Vipers Program only...not an indoor facility 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
- Obsessed with keeping fees as low as possible
- Always surveying marketplace and weighing our value proposition vs. others
- Try to avoid ongoing fundraisers
- Sponsorship Letters & Opportunities
- Always looking for ways to offset fee increases
 - Player packs
 - Super Bowl Pool
 - A-la-carte
 - Tournament hosting...Committee Members Requested
 - 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.

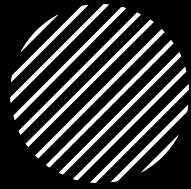


Coach: What if we train and coach these kids and they leave the Vipers?

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

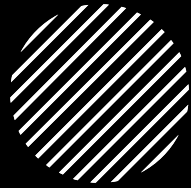
Coach, practice, compete and prepare properly; treat them well and make sure they have fun and do not ever want to leave
#lifeexperiences

Conversations We Have & Reminders

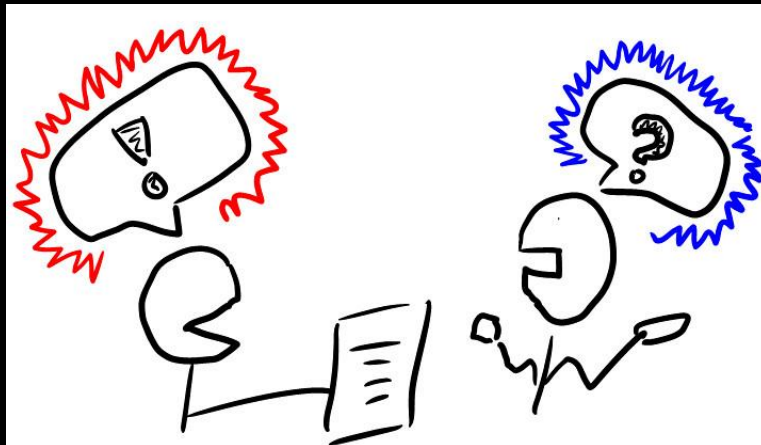


- She batted 7th & she should be batting 6th
- Another team called and really wants us to play there
- We went to a tryout at XXX and made it
- We want to play softball everyday
- Why can't we play in 50 tournaments/ year, and BTW why are the fees so high?

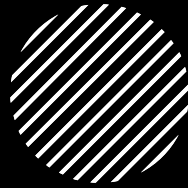
Conversations We Have & Reminders



- It's a short Fall
- Turns into Cabin Fever
- There are not going to be enough innings to...
- There are too many innings
- 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)
 - PS 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.
- Vipers Always Wins Out Over:
 - Rec
 - Town Travel (Parents assist required here)

The Club Softball Calendar: It is flawed!



11 MONTH
COMMITMENT...NO
FALL/SPRING SPLITS



SPEED DATING



JUNE-EARLY AUGUST
TRYOUTS/ TEAM
SELECTIONS.



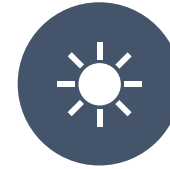
PRACTICES BEGIN
LATE AUGUST



FALL TRAINING INTO
DECEMBER



WINTER TRAINING
BEGINS JANUARY 2ND.



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



REPEAT

Viper Philosophy



- 1 practice and/ or weekend event
- Learn new players
- Assimilate to current/ next level
- Identify/ Implement what needs to be installed offensively and defensively
- Scrimmage games/ Fall League/ 1 Day Tournaments/ Tournaments
- Medium schedule...definitely more casual
- Fall sports for multi-sport athletes OK...roster sizes and schedules adjusted accordingly
- Organizational Practices/ clinics avail
- Recommended to end with an "event" for holidays



- Start in January
- one weeknight, one weekend hitting practice
- Additional time availability 1st Come 1st Serve basis
- Players invited to practice with other Viper teams, coordinated by coaches if conflicts
- Teams encouraged to play one or two indoor winter events to benchmark training...all players play! Budget managed by manager and coaches
- Clinics...can be offered during winter and will be scheduled on a flow basis



- 7-8 tournaments is the norm (can be more based on how manager schedules). 10U 7
- Practices: @ 4/1, as needed and as can be scheduled. Gets tough for various reasons at each level. No level immune. Rec makes this very difficult
- 10U-12U: The Vipers encourage Summer Town Travel teams. Avoid scheduling through traditional Summer events and local tournaments as best we can
- 12U-16U may play "Nationals"
- 14U-18U: Will include summer high school teams, college camps
- Ends near end of July

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

- www.northjerseyvipers.com
- Twitter, Facebook and Instagram are live
- 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

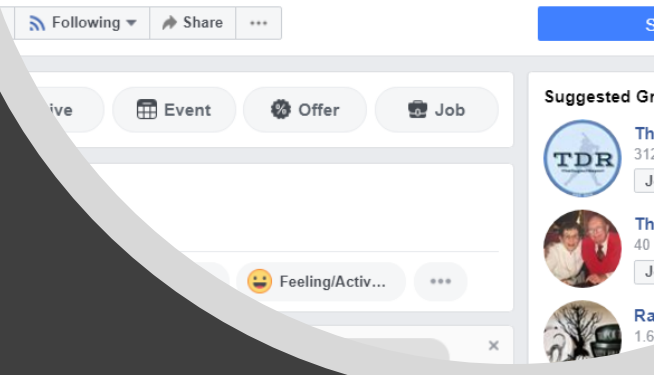
The Vipers have a home for everyone!



Home

News

Fac



northje

552 posts

NorthJersey

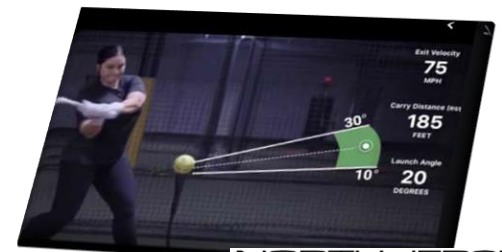
10u-18u Clu

northjersey

Web & Social Media

Enhancing The Experience

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

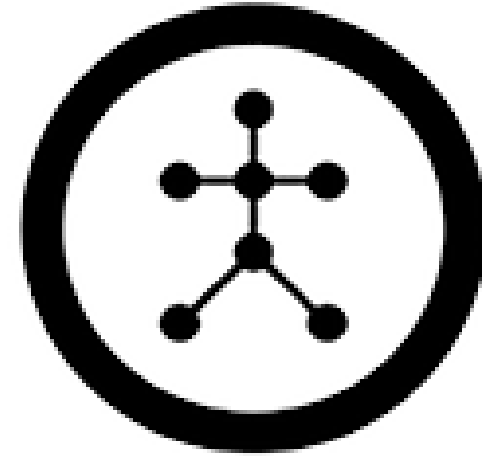




Blast Softball @Blast_Sftball · Sep 23

Welcome to the squad, **North Jersey Vipers!** 🤪 🙌 🔄

.@Realnjvipers // #TeamBlast



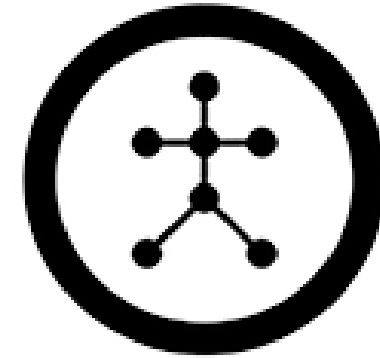
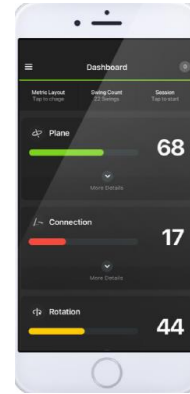
BLAST.®

Blast Motion



Blast Motion

- Plane
- Connection
- Rotation
- Bat Speed
- Attack Angle
- Swing Plane
- Levels for Red, 12-14U Club, 16-18U Club, JV, Varsity, College, Pro
- November, 2019 Launch



BLAST.®

	PRO	COLLEGE	TRAVEL BALL 16U-18U	HIGH SCHOOL V	HIGH SCHOOL JV	TRAVEL BALL 12U-14U	REC
BAT SPEED	63-75 MPH	58-70 MPH	54-66 MPH	49-63 MPH	42-56 MPH	38-52 MPH	32-46 MPH
PEAK HAND SPEED	21-27 MPH	20-26 MPH	18-26 MPH	16-24 MPH	14-22 MPH	13-21 MPH	10-18 MPH
ATTACK ANGLE	3 TO 15 DEG	2 TO 14 DEG	0 TO 14 DEG	0 TO 14 DEG	-1 TO 14 DEG	-1 TO 14 DEG	-2 TO 14 DEG
VERTICAL BAT ANGLE	-25 TO -35 DEG	-24 TO -34 DEG	-23 TO -33 DEG	-21 TO -31 DEG	-20 TO -30 DEG	-17 TO -27 DEG	-15 TO -25 DEG
ON PLANE	ABOVE 55% ON PLANE... THE MORE ON PLANE, THE MORE EFFICIENTLY YOU CAN BUILD BAT SPEED.						
BODY ROTATION	MOST PLAYERS SHOULD TARGET A RATIO OF 45%, WITH A TYPICAL DYNAMIC RANGE OF 40%-50%.						
TIME TO CONTACT	0.14-0.18 SEC	0.15-0.20 SEC	0.15-0.21 SEC	0.15-0.21 SEC	0.16-0.22 SEC	0.16-0.22 SEC	0.18-0.25 SEC
POWER	3.40-4.60 KW	2.50-4.0 KW	0.80-2.20 KW	1.65-2.85 KW	1.25-2.45 KW	0.80-2.2 KW	0.60-2.05 KW



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

S TO HIGH-ACADEMIC COACHING

Watch later

THE MOST EXPERIENCED TEAM

MORE VIDEOS

HEADFIRST HONOR ROLL CAMP

MORE VIDEOS

[Brown University](#) (Sean Crowell, Assistant Coach) viewed [McKenna Lont's](#) video



McKenna Lont's 2019 HS Hitting Highlights.mp4

[Princeton University](#) (Lisa Van Ackeren, Head Coach) viewed [Macy Eglington Manner's](#) video



DB867114-2904-4AEB-B061-2EDBA9D42354.MOV



[Bergen 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!

MOST ACTIVE TEAM



18U Premier www.northjerseyvipers.club

PLAYER ACTIVITY



Messages Sent



Schools Favorited



COLLEGE COACH ENGAGEMENT



All Views

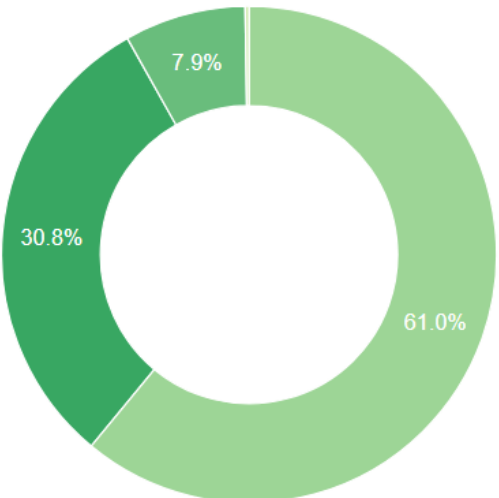


Messages Received



Sports Recruits

OVERALL ACTIVITY BY DIVISION



- NCAA DI
- NCAA DII
- NCAA DIII
- Other

Sports Recruits

@ April, 2022

Portal Communication Only

Vipers Comped
this service for
2018/19

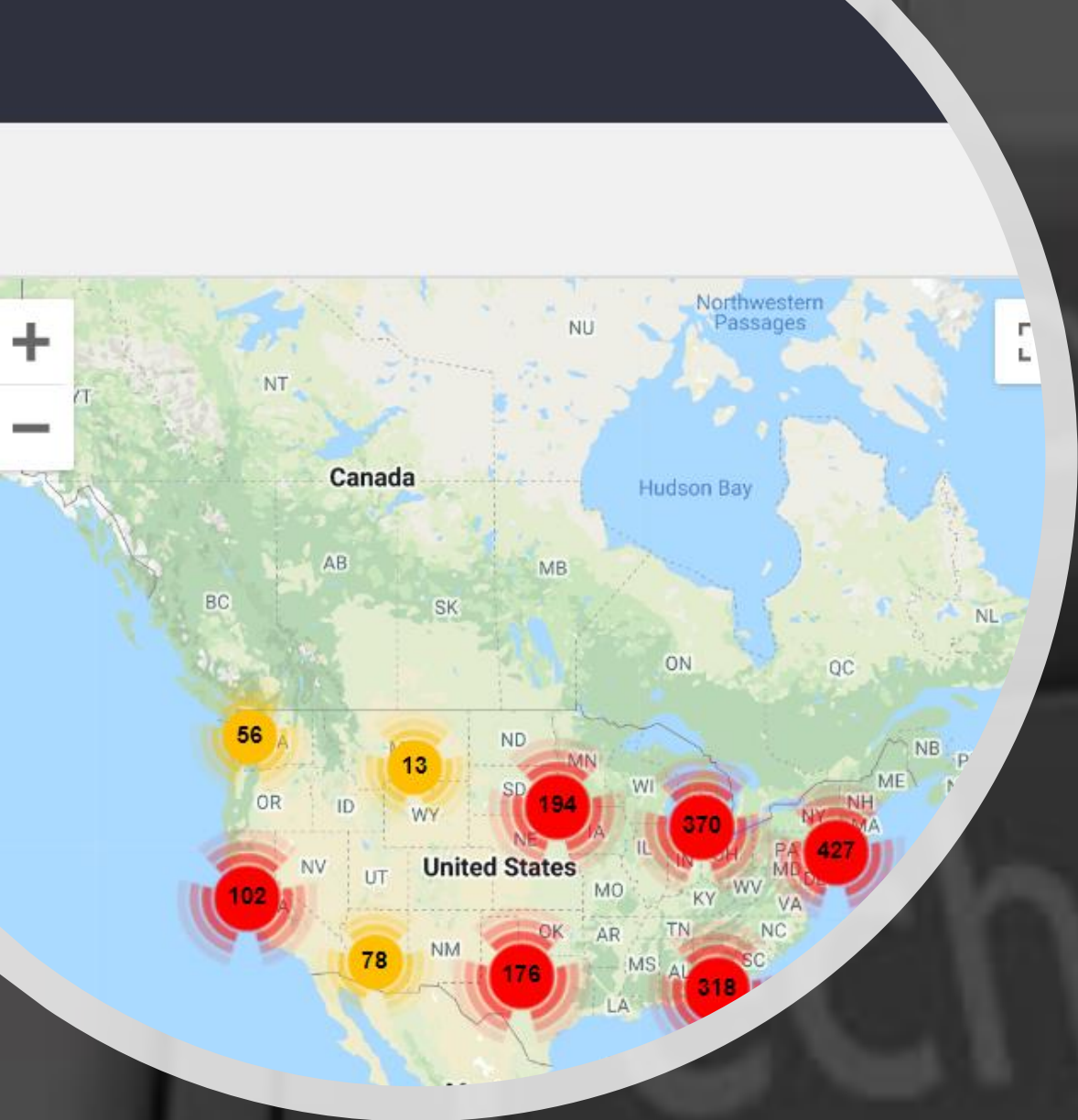
40 Athletes are
enrolled

Some Athletes
have yet to log in
(some are 2nd 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

Sports Recruits:



Email

Email Any Coach
in the USA



Retain

Data & Post Your Own
Stats & Videos



Get

Get Text & Email
Alerts



Roster Printouts

PIPELINE PRODUCTIONS



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We are a team of professionals with decades of 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.

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<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



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