



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 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

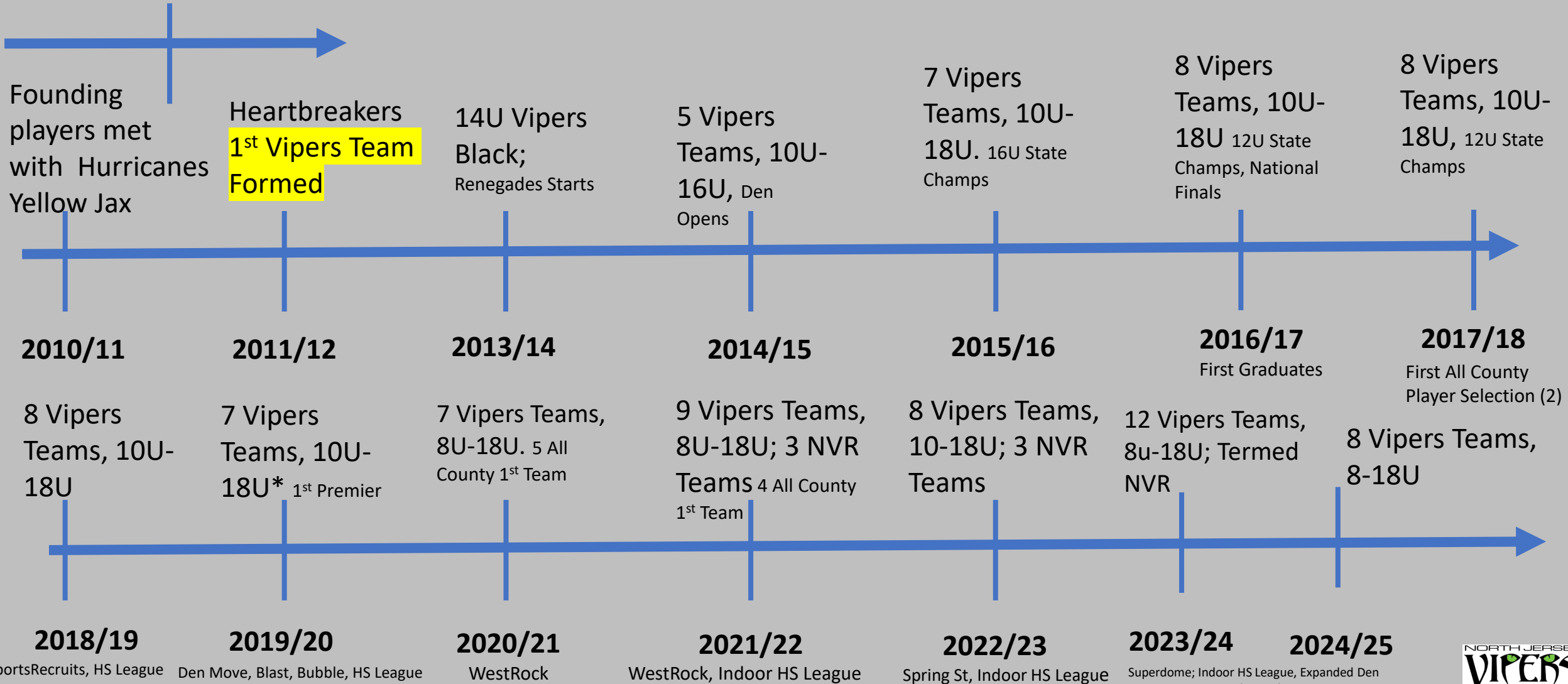
Bob grew up in Park Ridge, NJ where he holds the single season record for hits, 1st Team All County, Associated Press 1st Team All State/ All Groups and was inducted into the PRHS Hall of Fame in 2003. He continued his career at Seton Hall University where he played with 11 players who were drafted into 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. The 5% difference needs to be why we are the program of choice & where we work the most

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."

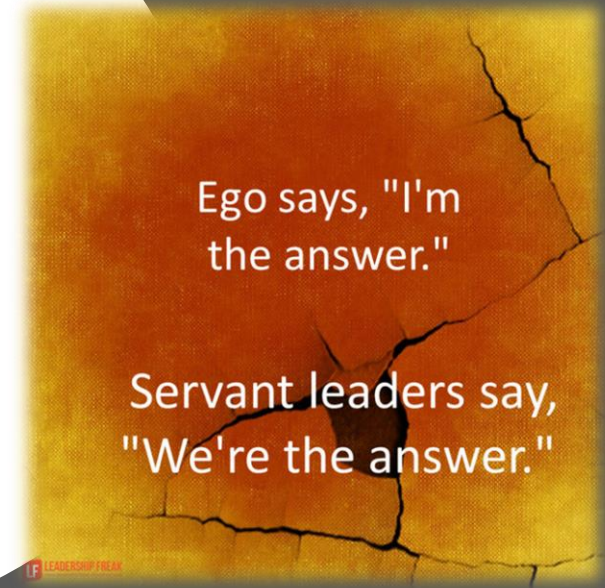
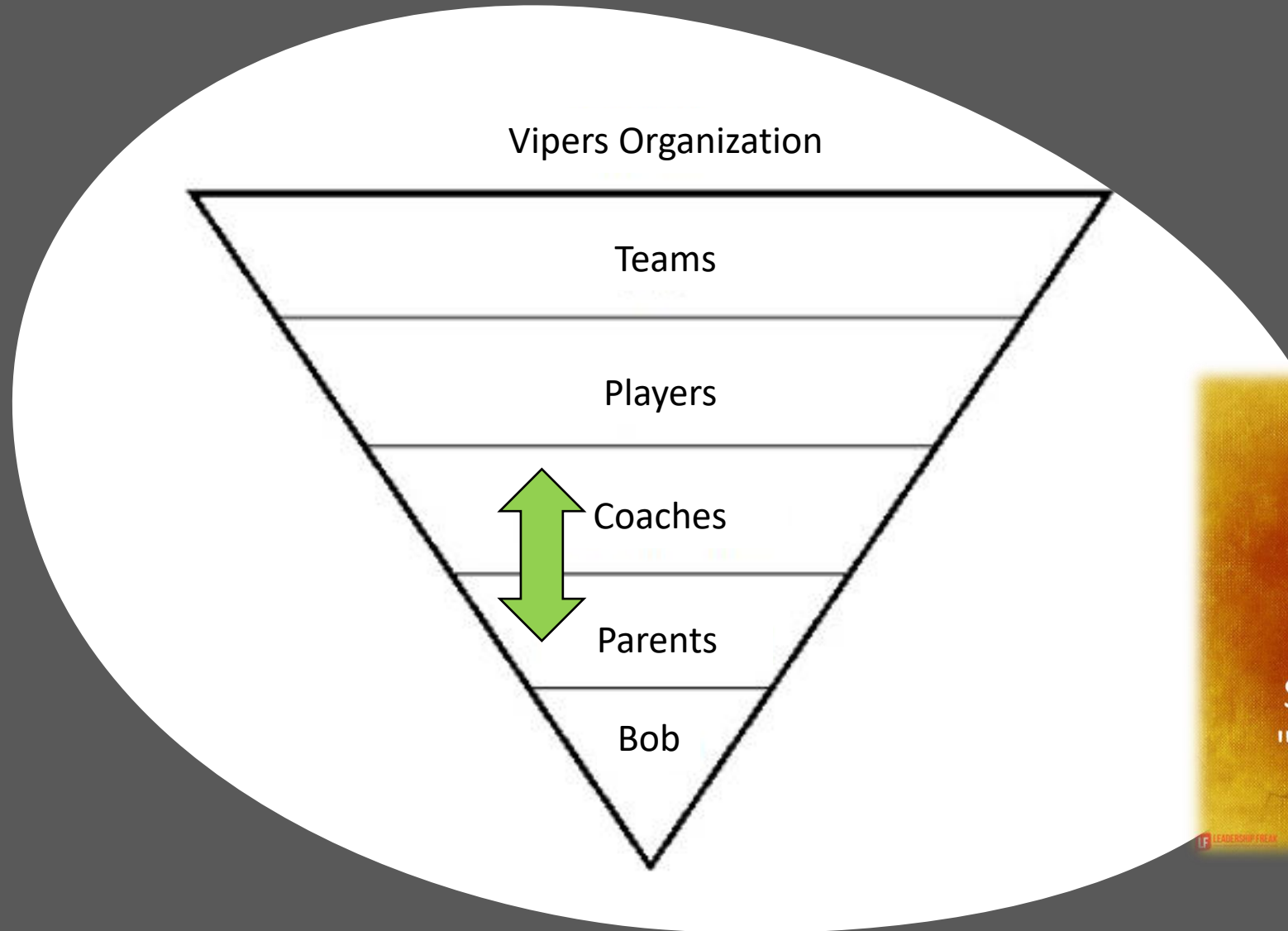
Our assets: Our Players/ Families, Our Culture, Our Relationships & Our Reputation.

Ultimately, We Do 5 Things: 1) Teach, 2) Practice, 3) Prepare, 4) Compete & 5) Have Fun!

Club Softball Can Be A Juggling Act



Ultimately, We Are A Customer Service Business



▼ Indoor Facility (Vipers Only)

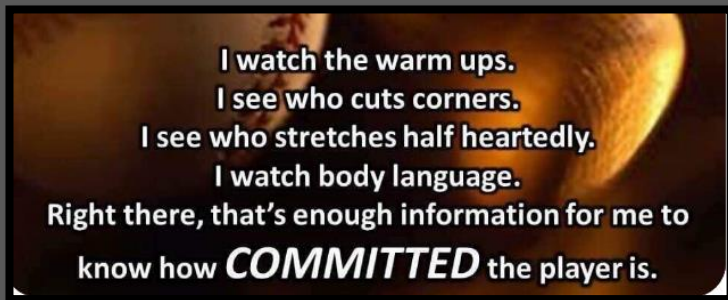
- Opened 12/14
- Was a temporary lease for 6 months to accommodate 5 teams for one winter
- Converted to Full Time facility in May 2015
- Fall, 2015: Several Improvements to accommodate increased usage
- Winter, 2016: Ongoing Improvements made, 3rd net
- Fall, 2016: Expanded space, reconfigured, New turf, additional lighting, upgraded equipment
- Spring, 2017: Lighting Enhancements
- Winter, 2019: Accessed offsite indoor space to enhance indoor training
- Spring 2020: Moved to #37
- Summer, 2024: Acquired more space to open The Pit
- 2025: Ongoing expansion



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 challenges, dealt with Case by case
- Difficult decisions are sometimes necessary
- No conspiracy theories or hurtful agendas



Viper Philosophy

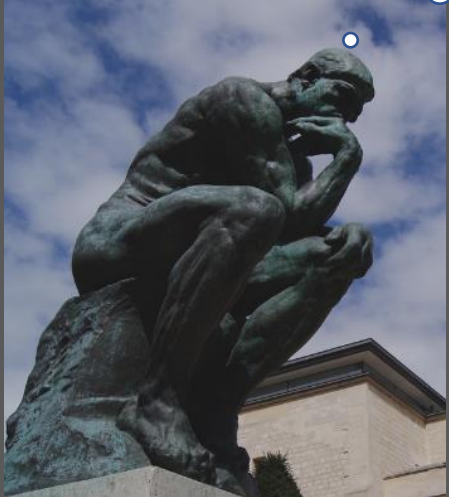
- Advanced, Competitive Softball for multiple levels
- Competitiveness evolves at different paces for different levels
- Springboard to Middle School, High School and College levels
- Provide a local, Northern NJ/Rockland County program that can compete with top regional & national programs
- Promote multi-sport athletes
- Teamwork/Accountability/Sportsmanship/Discipline/Emotional
- Practice Scared
- 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

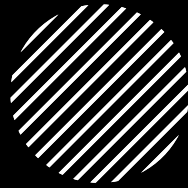
- Support the players and parent's goals...whatever they may be
 - Entry: Intro to skills, competition
 - 10U: Intro to competitive softball (avoid burnout)...competitive instruction
 - 12U: Build on 10U, understand how game changes, more advanced, play a little deeper into the summer. 2nd year teams 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 8U-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 positions



Viper Philosophy

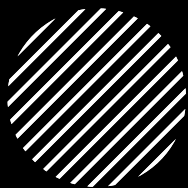
- 11 Month Commitment...no Fall/Spring Splits
- June-July tryouts/ team selections
- Practices begin late August
- Fall training into December/ Xmas time (slows down Thanksgiving to Xmas)
- Winter training begins January 2nd.
- Spring/Summer Season from mid March through the end of July (High school 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 cannot guarantee a # of wins and losses...but we do guarantee (if you work) that you WILL get better and learn how to compete!

Conversations We Have & Reminders



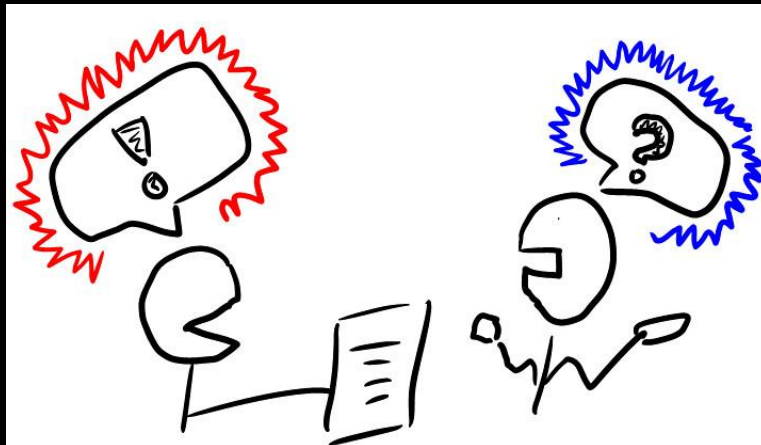
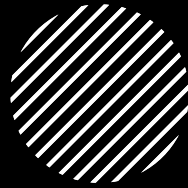
- We are judged collectively, not individually. We are seen by the outside as one!
- We play and teach a TEAM game. Not individual games. We move runners. We sacrifice. We play other positions and rotate players in and out across several innings.
- We want and need you to show up! 13-ish is our Number! 8u/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. Playing time should be evaluated in the aggregate and over time, not on a game-by-game basis
- We look to accomplish many goals throughout a season...trust the process!
- Coaches should be playing all rostered 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). In your P&P Agreement
- Do not leave/ pull your child from a tournament...please! We will infer you are leaving the Vipers for good. Let emotion and heat of the moment subside
- Player availability must be proactively communicated to our coaches. Your commitment is to the NJV, your coaches and YOUR TEAMMATES!
- 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. CBC
- Pitching: 10U (11" Ball) to 12U (12" Ball). Ask us about 10u players pitching with 12' ball in Rec
- Remember who you are and who WE are

Conversations We Have & Reminders



- Q: She batted 7th & she should be batting 6th
 - A: *What did your coach say when you asked about this? How did that conversation go and were all your questions answered? How are you doing in that spot? Is that where the team needs you right now? How has your attendance been? How have you performed to date? How hard are you working between practices and games? Are you hitting the ball hard?*
- Comment: Another team called and really wants us to play there
 - A: *We would hope you make it after being here...in fact you should probably start too. What do they have and offer that we do not? Why is that a better fit for you? Have we not done what we said we do? Have you considered the whole package? What are you hoping to accomplish by this move?*
- Comment: We want to play softball everyday
 - A: *Why? There are more than enough days to get done what you need to get done. If you want to practice with the team 5x per week, we are not the program for you. Not in our scope and we are very up front about that.*
- Q: Why can't we play in 50 tournaments/ year, and BTW why don't you lower the fees?
 - A: *We can play in as many as we want. We manage workload and capacity based on our experience, the calendar & price point. We say what we do and do what we say. Our schedule goals, and outlook are on constant display and in the open. Our schedule and process is extremely effective. We have been through this many, many times. We can always modify, as long as it makes sense to do so. We are always progressively changing and open to new ideas...just needs to make sense for us.*

Conversations We Have & Reminders



- It's a short Fall (7-8 weeks)...goes by quickly
- Winter often turns into Cabin Fever. We do our best to offer up some different events
- February: "There are not going to be enough innings to do ...!!! I am nervous we won't play enough"
- March/ early April: "Why can't I get more playing time at X position? Oh, by the way, we are away on vacation the next two weeks."
- May: "I have a game with my (FILL IN THE BLANK) Team and can only make the first two games"
- June: We want to practice more...but I have to make my rec games, town travel practices and lessons."
- July: "We are playing all the time, and we are exhausted"
- Mid-July: "We need a vacation...we are playing 5x+ per week"
- August: "When do we start again? We can't wait!"
- September: "We love this place!"

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?

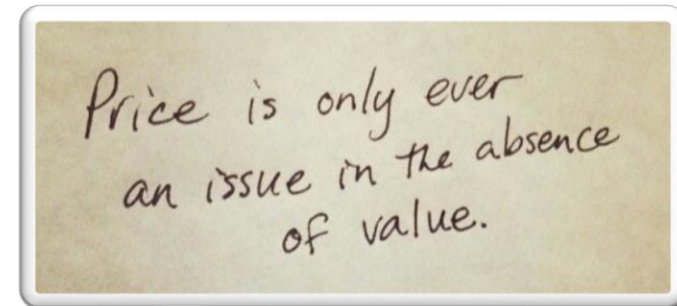
Coach, practice, compete and prepare properly; treat them well and make sure they have fun and do not ever want to leave
#lifeexperiences

Viper Fees

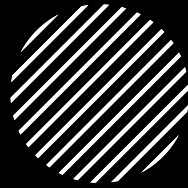
- We Deliver +1...always trying to create Raving Fans!
- We invest \$\$ back into our kids at every opportunity we can! Hence, +1!
- “Bobby, the Vipers should do FILL IN BLANK, and why don’t we do THAT?”
 - The answer is, we can do whatever we want...but what are the costs, and does it truly add value/ enhance the experience?
 - NICE to have vs NEED to have
 - Tradeoffs...do what you do but do it well. Prefer to be great at the few things we do than just ok at many things. No need for another average softball club!
- We are a Vipers Program only...not an indoor factory open to the public
- We stay true to who we are and know what we are not
- “GFE” Offer Letters with breakdowns, descriptions, etc.... No mystery. We say what we do! Program Scope on the website.
- Uniforms/ equipment shopped for cost, delivery & experience...savings passed on to families. Balance quality and price point. Uniforms change +/- every 3 years
 - ALL recent changes came from committees of players & coaches
- We obsess over keeping fees as low as possible
- Always surveying marketplace and weighing our value proposition vs. others
- Our brand and experience have tremendous value
- We avoid ongoing fundraisers yet strategically deploy a few
- Always looking for ways to offset fee increases
 - Snap! Raise
 - NERDS
 - Poker Night
 - Funky Chunky
 - Facility rental to “friends and family”
- Online payments and online store
- Payments are due when scheduled
- No refunds...remember, we go All in on our players.



Yes, we can get every team their own RV, but at what cost? Would be cool though.



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! Do not assume you know the roster availability or attendance. Need to partner with the coach!
- Viper Games Always Wins Out Over:
 - Rec games. You know our schedules months in advance
 - Town Travel. Again, you know our schedules months in advance. Parents assist required here. Younger Viper teams leave some local tournament dates open...parents need to disclose to the town coaches what their availability is.



The Club Softball Calendar: It is flawed!



11 MONTH
COMMITMENT...NO
FALL/SPRING SPLITS



SPEED DATING



JUNE-EARLY AUGUST
TRYOUTS/ TEAM
SELECTIONS.



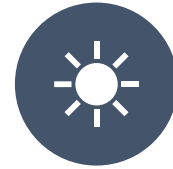
PRACTICES BEGIN
LATE AUGUST



FALL TRAINING *
GAMES INTO
DECEMBER



WINTER TRAINING
BEGINS JANUARY 2ND.



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



REPEAT

Viper Philosophy For Seasons



Fall: +/- 9/1- 11/15

- 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



Winter: +/- 1/1-3/15

- 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



Spring/Summer

+/- 3/15 – 7/31

- +/- 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
- Season ends near or at 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 & Social Media

Stay up to date on everything Viper!



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

NORTH JERSEY
VIPERS
SOFTBALL

Welcome to the
2022/23 Season!

***THE 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 vipersnj@gmail.com.



@NJVipers



@realNJVipers



@northjerseyviperssoftball

#weareeverywhere

Check social media for updates



NORTH JERSEY
VIPERS
SOFTBALL

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 (almost) everyone!

NORTH JERSEY
VIPERS
SOFTBALL

Home

News

Fac

VIPER
SOFTBALL

New Jersey State Champions

12U 2018, 12U & 14U 2017, 16U 2016

www.northjerseyvipers.com

Join The Club!

North Jersey Vipers

NORTH JERSEY
VIPER
SOFTBALL

Following ▾ Share ...

ive

Event

Offer

Job

Suggested Gr



northje

2157 posts

NorthJersey

10u-18u Clu

northjersey

Web & Social Media

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



@NJVipers



@realNJVipers



@northjerseyviperssoftball

Enhancing The Experience

- Batting Gloves
- Sports Recruits
- Multiple Field Options: Check
- Indoor Winter League (HS): Winter
- +1 Clinics & Events
- Waldwick Superdome
- Training Resources
- Org Pitching Coach
- Alumni Support



sportsRecruits



NORTH JERSEY
VIPERS
SOFTBALL

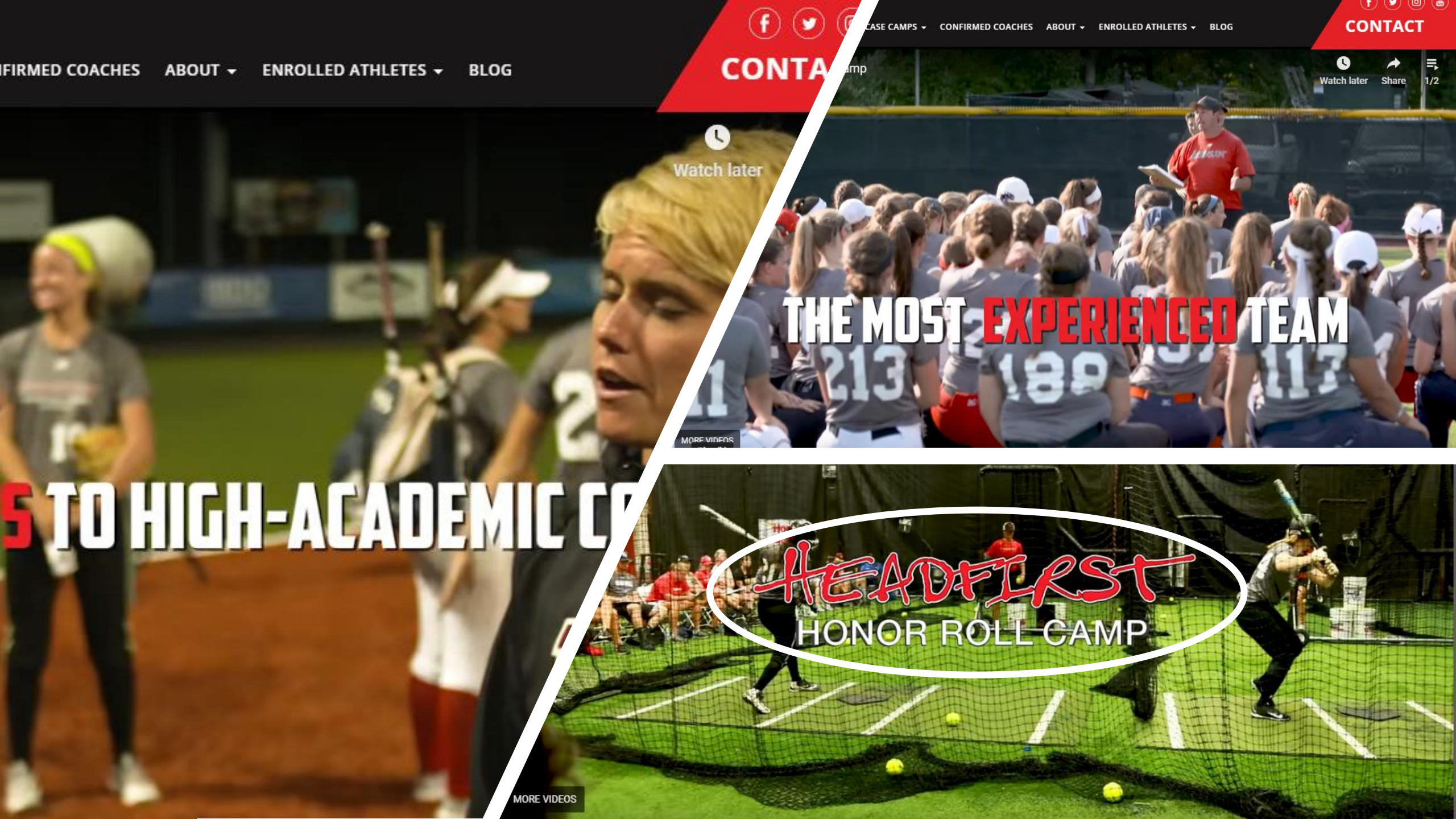


College Steps



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



[Watch later](#)

THE MOST **EXPERIENCED** TEAM

S TO HIGH-ACADEMIC COACHES

HEADFIRST
HONOR ROLL CAMP

[MORE VIDEOS](#)

[MORE VIDEOS](#)

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

MCKENNA LONT '22

CLUB TEAM: NORTH JERSEY VIPERS
RAMAPO HIGH SCHOOL FRANKLIN LAKES, NJ
POSITIONS: P/INF BATS & THROWS: RIGHT GPA: 4.0
HIGH HONOR ROLL & SUPERINTENDENT'S LIST

McKenna Lont's 2019 HS Hitting Highlights.mp4

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



D8B67114-2904-4AEB-B061-2EDBA9D42354.MOV



Ramapo College (Annette Hunt-Shepherd, Head Coach) viewed Ramapo College's video



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

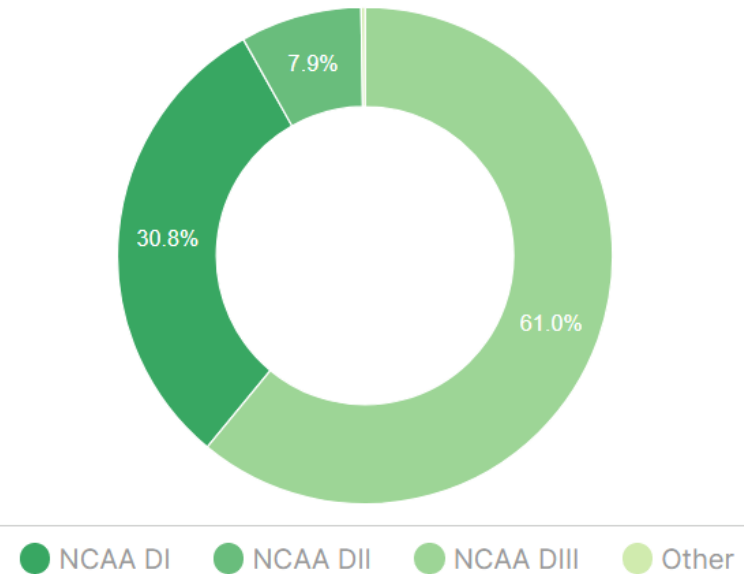


Messages Received



Sports Recruits

OVERALL ACTIVITY BY DIVISION



Sports Recruits

@ April, 2022

Portal Communication Only

Vipers Comped
this service for
2018/19

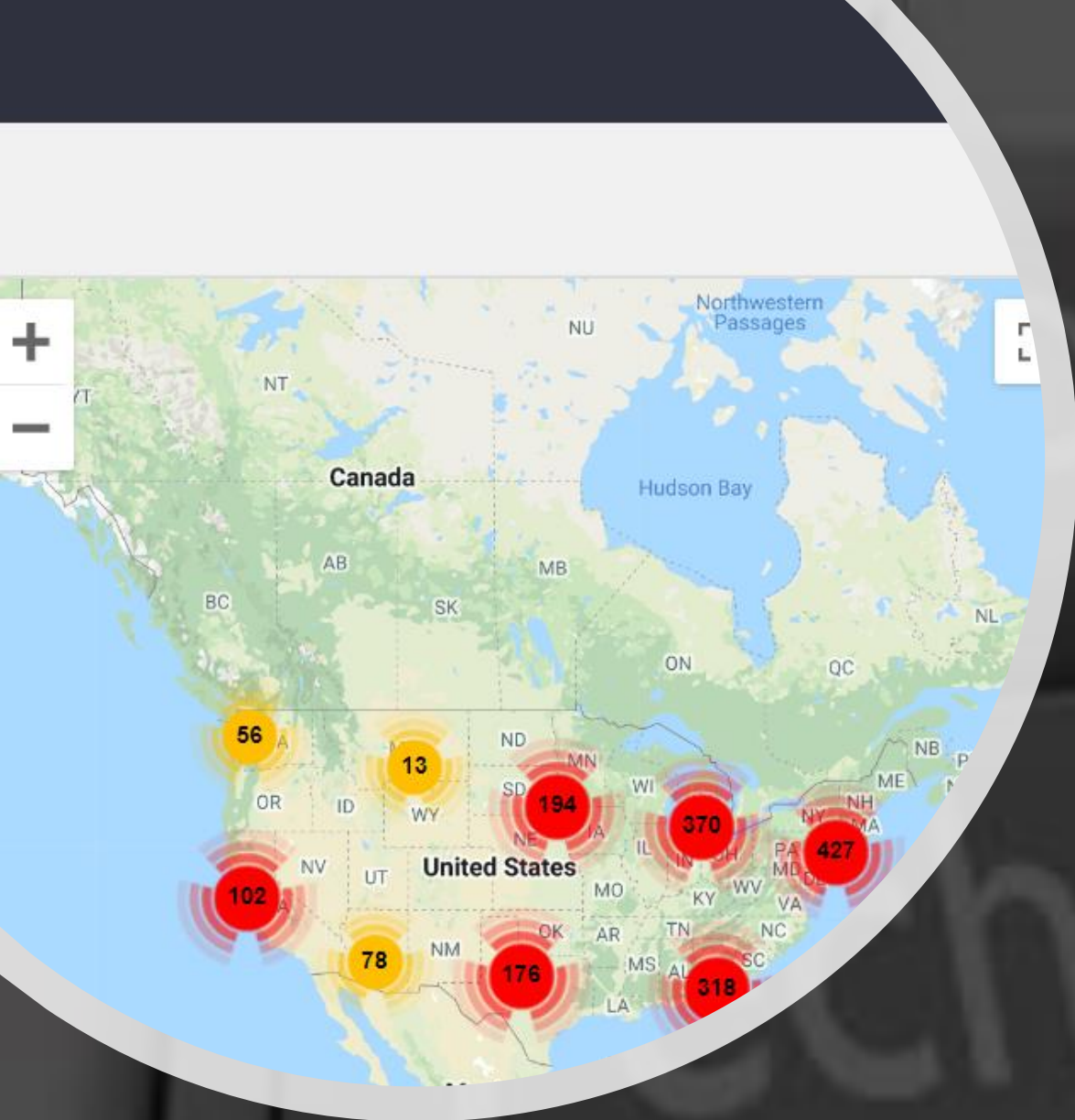
40 Athletes are
enrolled

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



Kevin Wright
Co-Owner
Cell: 845-548-8926

Email:
pipelineproductionsnj@gmail.com

Jack Loughery
Co-Owner
Cell: 551-804-1329

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.

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



Profile Video

Many Avenues To College: Is Softball For You?

- SportsRecruits
- Did you attend our Alumni night?
- 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