



BATTERS UP USA

June 2008 Newsletter

RECORD-SETTING YEAR FOR BATTERS UP USA!

We finished 2007 with 4,000 kids in recreational baseball/softball and a total of 16 new programs, which we supported with equipment grants. In the first five months of 2008 alone, we have supported 19 more programs involving another 4,000 kids! Our grand total is now 35 programs with 8,000 kids spread across the country in 18 different states.

Here's a breakdown by state and cities:

ALABAMA: Birmingham

ARKANSAS: Paris

CALIFORNIA: Santa Barbara, Burlingame, Oakland, San Bernardino

FLORIDA: Pinellas Park (2 programs)

INDIANA: Lake Station, Lebanon

MASSACHUSETTS: Fitchburg

MICHIGAN: Lansing

MISSOURI: Springfield

NEW MEXICO: Taos County (4 programs)

NORTH CAROLINA: Burlington (2 programs)

OHIO: Dayton

OKLAHOMA: Oklahoma City

PENNSYLVANIA: Lancaster (2 programs), Beaver Falls

RHODE ISLAND: Providence

TENNESSEE: Nashville (2 programs), Chattanooga (3 programs)

TEXAS: San Antonio, Dallas (2 programs)

UTAH: Salt Lake City

WASHINGTON, DC

Finally, a big thank you to those 35 program directors who made it possible for these 8,000 kids to get into a baseball/softball activity.

A SPECIAL THANKS TO OUR EQUIPMENT SUPPLIERS

All of you who received equipment grants this year owe it to the generosity of five companies: DIAMOND SPORTS, LOUISVILLE SLUGGER, RAWLINGS/WORTH, MARKWORT SPORTS, and MIZUNO SPORTS. The next time you're shopping for sporting goods equipment, please keep these generous suppliers in mind.

NEW CAMPAIGN TO FUND PARTNERSHIP WITH NRPA

The National Recreation and Park Association has given us the opportunity to establish Batters Up USA as one of NRPA's prestigious partnership programs. Since many of our readers and members are involved with local Parks & Rec departments, you are familiar with the very successful NRPA partnerships in other sports such as tennis, golf, football, and track & field. Similarly, we would become the baseball/softball partner for the NRPA.

Harnessing the strength of their marketing efforts, the growth potential for Batters Up USA is enormous. In fact, we will have to limit the number of new programs we can support in the first few years as we build the financial resource to support the anticipated demand. For the first year, we will set a limit of 50 new programs, which should involve a minimum of 10,000 kids.

Our budget to support this growth is an additional \$75,000 over our present budget. In the very near future, we will launch a fund-raising campaign to raise these monies, hopefully by the end of the year so we can launch the partnership program in time to impact the 2009 season.

WE NEED YOUR HELP!

If each of our readers and members could raise \$1,000, we would make it to our goal of \$75,000. Please consider contacting businesses or individuals in your area for a contribution -- 10 contributors of \$100 each would make the goal. And, you can send us names of prospects for us to contact. Let's work together to make this exciting opportunity happen. The support from NRPA will propel our mission far beyond what we could do on our own.

We would appreciate hearing from you if you can help. Thank you!

WELCOME NEW BOARD MEMBERS

Welcome to Mark Patterson, new business development manager for Team Express, who has been elected to fill the remaining term of Pat Cowles, former Team Express CEO. And, another welcome to Herb Markwort, CEO of Markwort Sports, who has been elected to fill the unexpired term of Art Chou, R&D executive for Rawlings Sports. Thanks to the two of you for your willingness to serve!

That's it for this time. Batters up!!

Jess Heald
Executive Director
Batters Up USA