

Dear Friends of Westwood Little League:

Please consider supporting Westwood Little League (WLL) by becoming a WLL Sponsor for the upcoming 2013 season. WLL is a non-profit organization that relies on the generosity of our sponsors to help sustain a top-notch baseball program. Sponsor donations enable us to purchase new equipment and uniforms, enhance our fields and ball parks, and provide skills training for our players and coaches.

This year, we are once again reaching out to the community for support, and we hope that you will take advantage of one of the sponsorship opportunities listed below.

Gold (\$500): Business/sponsor name appears on 2 team jerseys,
business/sponsor name or logo listed on WLL website, engraved team plaques

Silver (\$300): Business/sponsor name appears on 1 team jersey,
business/sponsor name listed on WLL website, engraved team plaque

Patron: Patron donations of any value are gratefully accepted and Patrons will be listed on WLL website

To process your sponsorship, simply access the WLL website at www.westwoodlittleleague.com, click on the "Online Forms" tab on the left, and follow the process from there. Checks can be mailed to PO Box 413, Westwood 02090.

As we prepare for the 2013 season, WLL would like to extend our sincere thanks in advance to the many families and local businesses that continuously sponsor our program. Your commitment and support directly and positively impacts the baseball experience for over 800 boys and girls in Westwood. Thank you!!!

Gary Cappuccino, 2013 Vice President & Sponsorship Director

gcapp@aol.com 617-640-1620



EVERY SEASON STARTS AT

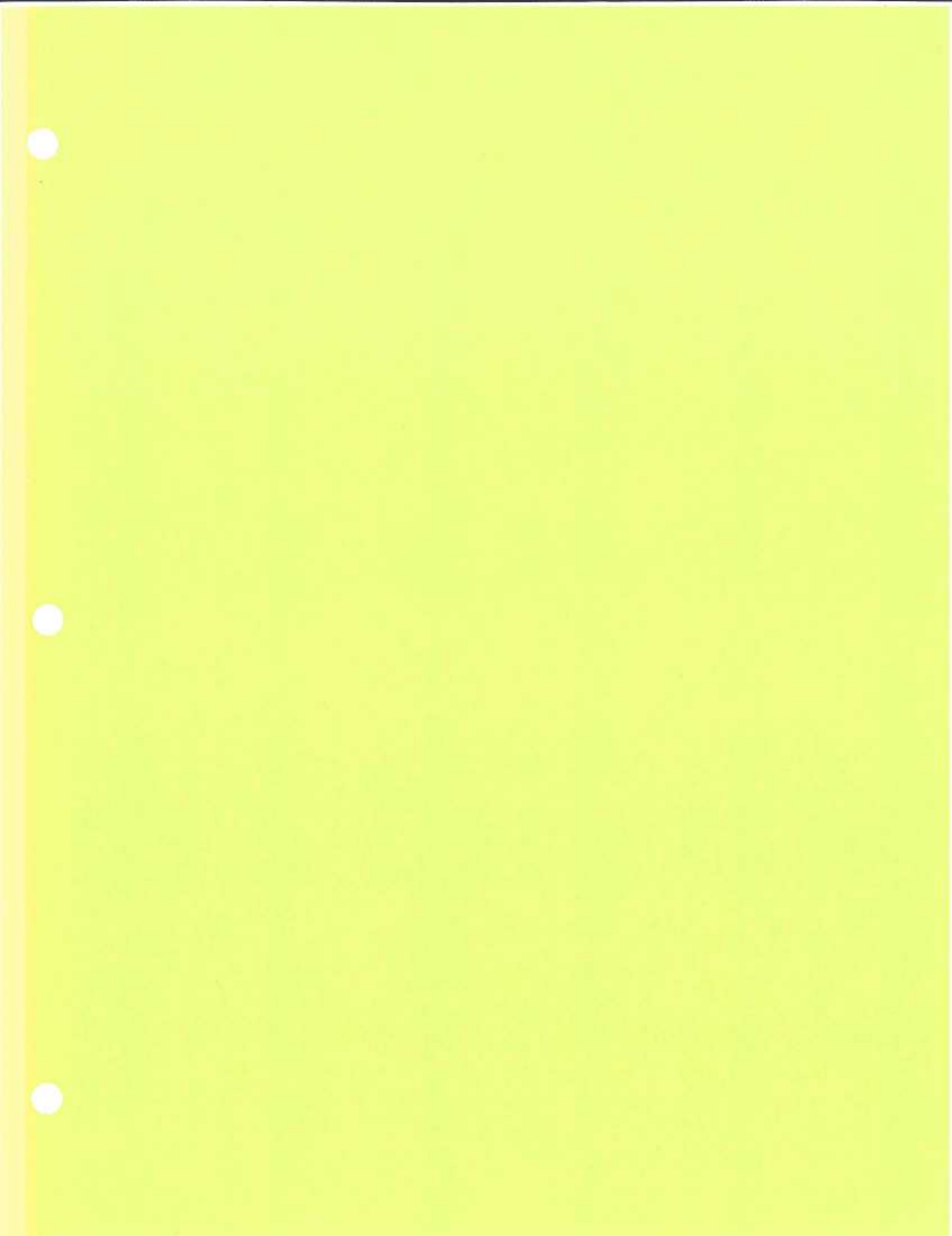


SAVE THE DATE SATURDAY MARCH 23, 2013

Westwood Little League (*WLL*) and Dick's Sporting Goods Dedham are proud to announce 2013 Dick's Customer Appreciation Day will be held in the Dedham Mall Store *SATURDAY MARCH 23, 2013* from 9:30am to 4pm!

Come into the store, visit the table staffed with knowledgeable *WLL* Board members and shop for baseball gear! This year all *WLL* families will receive a special discount at the register of 20% in addition to the 2013 Baseball/Softball Special Offers Coupon valid through 1/31/14 available at the Hot Stove Event and the *WLL* staffed table in Dick's.

That's an incredible 30% off cleats, training aids, bats, gloves and select baseball items! Mark your calendars now and visit westwoodlittleleague.com and DicksSportingGoods.com for more information on this awesome event!



Nov/DEC 2010
meets

Player & Coaching Development Committee Mission Statement

The **Player & Coaching Development Committee** is responsible for defining goals, milestones, and statuses for player and coaching development for each Westwood Little League Division. They serve as a cross divisional group to represent when and how particular information for goals are used and shared.

The **Player & Coaching Development Committee** is an arm of the Westwood Little League Board of Directors responsible for ensuring consistent implementation of goals of particular importance for players and coaches.

Keys to Success

- 1) Clinics for coaches (teach the teachers) to focus on the following areas:
 - a) Fielding
 - b) Hitting
 - c) Throwing
 - d) Pitching
- 2) Ability to ensure consistency
 - a) Establishing common drills
 - b) Volunteers to demonstrate a successful practice
 - i) Practice plan that includes objectives
 - c) Share and document visual and verbal cues (e.g. hitting – hands inside the bat or pitching - balance)
- 3) Access to teaching aides
 - a) Paddles
 - b) Pitching machine
 - c) More...

The Mercury News

The Newspaper of Silicon Valley

Winning should not be coaches' only goal

By *Phil Jackson and Doc Rivers*

Nothing could please us more than competing against each other in the NBA finals. It is especially meaningful to restore the Lakers' and Celtics' historic rivalry as the two NBA teams with the most championships.



Doc Rivers

However, there is another level of meaning to these finals. We both serve as members of the National Advisory Board for Positive Coaching Alliance (PCA), a Stanford University-based non-profit dedicated to transforming youth sports.

We both support this cause because we recognize the invaluable life lessons that sports can teach youth and high school athletes, such as resilience, empathy, teamwork, determination, confidence and the ability to overcome adversity.

We believe in PCA's model of youth sports coaching, the Double-Goal Coach, whose first goal is winning and whose second, more important goal is teaching life lessons through sports. Although the Lakers and Celtics are in the business of winning games and entertaining fans, basketball and all youth sports should emphasize life lessons.

That does not preclude an effort to win at the youth level. Perhaps the most valuable life lesson to come from youth sports is an under-

standing of competition, which children can apply throughout their lives as they strive to achieve in school and in their future careers.

However, a win-at-all-costs mentality among youth sports coaches and parents can damage the bodies and minds of even the best athletes, pressing them into physical service they cannot endure and mental duress that detracts from their childhoods. A win-at-all-costs approach also abandons lesser athletes, who are not ready to star on a winning team, and therefore fester on the sidelines and prematurely quit sports before learning their life lessons.



Phil Jackson

As much as we believe in this antidote to win-at-all-costs at the youth level, we agree that neither of us would support this cause unless we knew that Positive Coaching techniques worked even at the highest levels.

Throughout our finals matchup you will see and hear examples of both of us using these techniques. We will compete fiercely against each other. But in the end, no matter which team wins, both of us will be proud of our work as Positive Coaches on behalf of our teams, the cities we represent and the important cause we support.

June 12, 2008

PARTNER YOUR LITTLE LEAGUE WITH POSITIVE COACHING ALLIANCE



DUSTY BAKER



DOT RICHARDSON



LITTLE LEAGUE BASEBALL



KEN ERIKSEN



BRUCE BOCHY

It's a must that baseball organizations work with PCA, because they have a lot to offer. PCA is one of the greatest organizations I've ever been affiliated with.

DUSTY BAKER, MANAGER, CINCINNATI REDS

Your Little League can benefit from the support and expertise these individuals lend to Positive Coaching Alliance (PCA) as National Advisory Board Members.

PCA is a national non-profit committed to developing "Better Athletes, Better People" through training for youth and high school sports coaches, parents, student-athletes and organizational leaders.

External evaluation of the impact of PCA training and many personal testimonials reveal the effectiveness of PCA Partnerships:

- 96% of workshop attendees rate the workshop's overall quality at 4 or 5 on a 1-5 scale
- 79% of middle-school athletes who received PCA training agreed with the statement: "I treated my opponents better this season (compared to the season before PCA training)."
- "This special partnership gives our program's volunteers the tools to teach Little Leaguers much more than just the skills of hitting, throwing, and catching a ball. Positive Coaching Alliance's Double-Goal Coach® method affords Little League International the opportunity to enhance its educational material for our adult volunteers, so they can present the most well-rounded, healthy and positive experience regardless of skill level."
– Stephen D. Keener, President and CEO of Little League Baseball and Softball

A PCA PARTNERSHIP INCLUDES:

- **Research-based workshops** led by a dynamic PCA Trainer with deep coaching experience
- **Online courses** featuring video of the top coaches and athletes on PCA's National Advisory Board
- **Books for coaches, parents and athletes** by PCA Founder Jim Thompson
- **A PCA Partners website** rich in resources to help you create an optimal organizational culture in conjunction with coaches, parents and athletes
- **Year-round reinforcement of training** through the monthly *Leadership Game Plan* e-mail series and *2-Minute Drill* e-mails to share with coaches, parents and athletes.

For more information, contact **David Mahery**
David_Mahery@positivecoach.org, 781-635-9113



Positive Coaching Alliance

Developing Competitors. Developing Character.



Transforming
youth sports
so sports can
transform
youth



Organization Details:

- *National non-profit organization
- *Formed out of Stanford University's Athletic Dept in 1999
- *Industry-leading National Advisory Board
- *Educated over 500,000 coaches, athletes, parents and leaders
- *Over 10,000 group workshops conducted

Youth Sports By The Numbers:

- *40 million: Number of youth athletes in US between 5-18 yrs old
- *2.2%: Percentage of those 40 million who get a scholarship
- *20%: Percentage of the 2.2% who get a full ride to college
- *Less than 1/2 of one percent of youth athletes!

High School Athletes By The Numbers:

- *High School Athletes are 3 times more likely to graduate than non-athletes
- *92% of High School Athletes are less likely to get involved in drugs
- *80% of High School Female Athletes are less likely to get pregnant.

Developing Youth Athletes:

Among other things, PCA re-defines the term "winner" in an effort to provide a more well-rounded and productive development of young athletes. We focus on developing competitors and teaching life lessons through youth sports.

A Small Sample of Positive Coaching Alliance's National Advisory Board





Jan
2012

Westwood Little League PR Recommendations

Sub-committee: Chris, Bob, Gary, Aldo, Mike, Karl, Jeff & Michelle

Branding: New logo (design in works) to appear on all email communication, website, car decal, and new proposed field banners.

Monthly Memo: Introduce *Little League Baseline.....*, a monthly note, issued by President and VP, to all LL families to help increase program visibility, improve speed of communication and keep LL in forefront. This is **NOT** a newsletter, but a quick, easy to read reminder about upcoming events and/or important dates, such as "Registration now open until January 31", "Mark your calendar for the 1st Hot Stove Event".

Increase WLL Signage: Hang portable, 2X5, vinyl banner at each LL field April thru June. The banner would reflect new WLL logo and read "Home of the Instructional League", "Home of K-Ball". The banner would be hung at the very top right hand corner of backstop. Town's permission to hang banners during the baseball season is needed. Also, give away new WLL decal at Hot Stove Event, Parade and/or at first practice, one decal per family.

Increase Newspaper Coverage: Have Press and Hometown Weekly papers feature game photos, rotating leagues, on weekly basis.

West CAT Local Cable: Utilize West CAT cable channel and request taping of events such as the Hot Stove, Parade and a few key games. West CAT would love to include WLL to their on-air line up. They have an arrangement with a high school class where each student must video at least one event in town. That could help if they do some games. If we have someone take our own video then we simply submit it to them and they will air it. There is really no limit as to what we video. They need programming right now.

The Westwood Patch: Utilize the Patch more. The Patch is an on-line news source providing exclusive coverage to the town of Westwood and neighboring areas. Patch will feature any sporting event or highlight any news we send. Users must subscribe to westwoodpatch.com to access daily or weekly updates.

WLL Website: The website is currently being underutilized in terms of attracting hits. Currently, the site is only used for viewing schedules and standings. Putting current pictures or video on the site would be a boost to the program. Can parents upload to a repository like Shutterfly and WLL selects appropriate pictures to post on the website? Better yet, can we create a set up whereby parents post directly to the site?

Mini-Events: Additional events to generate community spirit throughout the season. Consider partnering with the Council on Aging, WHS Baseball Team and former little leaguers of college age.