



DATE: September 13, 2015

TO: Hershey Little League Community

FROM: Joshua A. Orris; HLL President

CC: File

SUBJECT: **2015 President's Annual Report**

I want to begin by extending my sincere **Thank You** to the entire HLL Community, Families, Coaches, Derry Township, the Derry Township School District, Volunteers and all of our Sponsors that supported our Coaches and Players during this 2015 Season.

When the HLL Executive Board of Directors (BOD) transitioned last October, as President I believed it was critical that the expectations were established with principles of organizational unity, integrity, a practice of consistency in strategic thinking, facilitation of deliberate and crucial debate that provided a respectful forum for multi-disciplinary perspectives that stimulated action to effectively solve challenges that exist for HLL as a foundation for this year's HLL BOD. This very foundation would serve as the platform for continuously working to improve the dynamic evolution of Hershey Little League (HLL) through the 2015 Season. It was these very principles that drove my leadership and our HLL BOD's Team towards a better understanding for our youth baseball community today in challenging the very framework of the HLL Organization towards evaluating and developing a more sustainable program for our youth baseball community tomorrow. It's that vision that will continue to be a challenge for HLL in its' continuous strive for excellence through program enhanced value creation.

With the 2015 Administrative term concluding this Sunday, September 13, 2015, I wish to acknowledge several members that not only they; in addition to their families that have given of their commitment over a number of years;

- **Matt Wildasin**, 2015 Vice President and Chairman of Baseball Operations. I sincerely appreciated his support, guidance and stable visionary philosophy in striving for program enhancements and operational excellence.
- **Dr. George Blackall**, 2015 Secretary. Dr. Blackall has served for a number of years providing keen insights and communal perspectives in challenging the HLL BOD's focused and crucial deliberation in assuring a very pragmatic due diligence process in search of those consistent decisions for the greater good of the program.
- **Pat Meister**, 2015 Treasurer. Pat has served for a number of years and has provided a level of consistency and continuity for HLL's fiduciary responsibilities and many financial analyses that support a continuous quality organizational fiscal diligence.

- **Myron McCurdy** - who has served as HLL's past President and most recently as the Equipment and Field Manager. Mr. McCurdy's unwavering commitment, hard work on and off the field provided for a solid framework and stable foundation upon which this HLL BOD can continue to evolve and enabled many youth of our community to be part of HLL.
- **Dr. Christopher DeFlicht** – who has served as HLL's past Vice President and Chairman of Baseball Operations. Dr. DeFlicht has been a cornerstone of HLL's program history that I have appreciated his leadership guidance, insights and deliberate conversations in support of shaping a more sustainable HLL.

In addition, the HLL Board will continue with active members; Mark Snyder, Chris Painter, Doug Hummer, Jeff Schmidt, Vince Pasquini, Kathy Crowley-Shea, Mike Miller and Dan Schauble; to whom is a TEAM that will be challenged in this 2016 season to continue building the momentum that the 2015 HLL BODs has amassed in its continual strive for excellence.

The 2015 Season was one of *Traditional Innovation* that undertook a number of strategic initiatives in an effort to better understand our HLL community today in support of building an enhanced and more sustainable organization for tomorrow. The success of the 2015 Season was largely due in part to the collaboration of numerous initiatives, and community support and insights gained that have resulted in the following:

- Increase in overall player registration to 422 players among all levels of play from T-Ball through Sr. Teeners and an additional 117 players for the Fall Ball programs.
- The Fall Ball program was expanded to include 13/14 year old Teener's that are playing in the Hamden Township League and a Competitive 8/9 year old level with four teams.
- HLL launched a new website, hosted by SportNGIN. The integration of the website technology was a challenge this year with developing a User-Friendly working understanding; however the technology of the website provides several advantages that HLL will be leveraged in the years to come:
 - Enhanced Communication Tools & Social Media (Team pages, Team Texting & Scheduling RSVPs)
 - Mobile Ready-Apps
 - Mobile responsible design
 - Live Scoring
 - Enhanced data/information management
 - Enhanced financial management and reporting
 - Enhanced advertising, event marketing and registration functionality
- HLL provided the first annual Colt's clinic with the Hershey High School Baseball Team which was successfully attended by Colt's players and parents.
- HLL provided a Teener's clinic this year as we look to enhance for the transition from Majors to the larger size Teener's fields.
- HLL sponsor's program, led by Jeff Schmidt, which was enhanced with a formal Sponsorship Campaign, resulting in enhanced sponsorship donations in the amount of \$13,700.
- HLL does not mandate a fundraising program; however HLL offered several community-wide fundraising events in support of enhancing our Baseball Community's communal interconnectivity and supporting our local businesses.
- The Legion program also underwent a transition with a deliberate and transparent coach selection process, led by Chris Painter. HLL's commitment to the Legion program as the pinnacle of our recreation baseball program is an area of continued significant emphasis in an effort to provide a competitively stable program. Such a team demands not only coaching excellence but also a player-family commitment that is aligned for the greater Team's success on and off the field.

- HLL sought a Community-based committee think-tank in support of Opening Ceremony innovations. An Opening Ceremony Committee, led by Kristen Argento, formulated the first Annual Opening Weekend that was a huge success focusing on the HLL Community and Family experience.
- HLL Concession's quality of service was improved and thanks to Hershey Youth Football Association for their support during the Regular season, All-Stars and other HLL events. The partnership of the Concessions Team led by Harry Strawser and David Lloyd was greatly appreciated.
- Memorial Field Dugouts were painted by the Stan Sullivan family.
- HLL Events Summary
 - 1st Annual Father's Day Invitational 11U All-Star Tournament
 - Summer Slam Tournament, increase in number of teams and solidified Tournament Sponsor
 - HAPs Boyer All-Star Tournament Opening Ceremonies
- HLL Coaching Fraternity – HLL will continue its partnership with Positive Coaching Alliance (PCA) through next year. PCA provides not only our Coaches, but our Parents with a standard level of care through workshop training and available tools for coaching and player/parent interconnectivity.
 - PCA has enhanced HLL's overall Coaching performance. HLL directly seeks our HLL Community's feedback on Coaches and overall HLL organization. Watch for an upcoming survey later in September from HLL in review of the 2015 Season.

HLL's fiscal health is currently stable. However, with a decrease in volunteers resulting in escalating field maintenance costs, lost concession revenue and a culture of non-fundraising; HLL's strategic innovations over the next two years will be critical in generating alternative revenue for major capital investments for field conditions and maintenance, renovations and program investments that will provide enhanced player development opportunities.

A sustainable future for our baseball community relies not only with an agile organizational framework, strong leadership, integrity and transparency; but also requires a broader Community participation collaborating to design enhanced value that drives HLL's program sustainability through growth in an ever competitive youth sports environment.