



Bob Morgan Athletics
13116 Tollway Drive
Baton Rouge, LA 70816
www.bobmorganathletics.com

To Our Friends and Customers:

When Bob Morgan ran his first program (baseball) in Lafayette in 1967, he set out to create an environment where *all* children could learn and play team sports without the pressures of making a team, winning a league championship, or living up to adult expectations. For more than 40 years, he built on that idea, adapting to the changing times without compromising the program. He used team sports to develop *all* children socially, emotionally, and morally, first in Lafayette and then in Baton Rouge. “Confidence through athletics” was more than a slogan to Bob; it was a single, focused mission and his core value was always doing what was in the best interest of *all* children.

Bob is gone now, but his vision does not have to die with him. We-- Randy Maum, Bob’s colleague for more than 20 years, and Pat Morgan, Bob’s wife and business partner -- believe that Bob Morgan Athletics still offers children the experience of sports as it can be and instruction as it should be (as Bob saw it and taught it and instilled it in both of us over the years)! Parents and former players have urged us to continue Bob’s work, and we are ready.

We are confident that we can operate a program that carries on Bob’s philosophy and utilizes his unique approach to teaching sports. As Bob did, we will continue to review the program and improve it without compromising the vision and the quality. We will maintain open communication with parents, valuing your input and suggestions and answering your questions in a timely and professional manner.

Bob’s concern for children and his focus on their experience were unquestioned. While we want the program to continue, we are realistic about the challenges created by Bob’s absence. Throughout the next year, we will continuously evaluate the programs to make sure that we are maintaining the philosophy as well as operating a viable business.

Now that Randy and I have made the commitment to continue the program, we are ready to take the next step and hire the coaching staff and train them in the “Bob Morgan Way.” However, we need your help; quite frankly, BMA cannot financially survive without it.

What You Can Do:

First, we need your help in maintaining a stable enrollment. Bob was a full-time and year round promoter, and his failing health limited his work this past year. To run this program effectively, we need a minimum of 150 players. Your ability to tell the BMA story is the key to effective recruiting. Speaking to new families, we are perceived as salespeople; you, however, are parents, and your testimony to friends and relatives will convey the BMA message far better than our ads and explanations. Download extra forms off the website and share them with your friends. We often hear that former players are on the school team to be with their friends; we are asking you to help us turn that attitude around to make BMA the program where friends come together. New families often tell us that we are the best kept secret in Baton Rouge. We need you to help us get that secret out!

Second, we need your help to keep BMA an affordable program. You don’t need us to review all of the ways that costs are rising, yet we want to remain affordable. We will continue the “Spread the Word Special” as a thank you for all of you who do introduce friends and family to our program; the \$20 credit for each new family you introduce to BMA is also a way for you to defray program costs.

You can help in other ways, too. Donations of any amount are appreciated. We are a 501C-3, non-profit corporation, so donations are tax-deductible. You may know persons or businesses that support programs like BMA that serve the community of Baton Rouge. On-going support and one-time donations allow us to replace uniform shirts and upgrade equipment without passing these additional costs on to you. In exchange for such donations, we offer sponsor recognition in various forms—on the shirts, on field banners, on our website, on other program materials.

We can also use donations of items to replace equipment like portable tents and folding tables for shirts and registration, coolers for drinks, and basic first aid supplies. Providing services such as copying schedules or other materials for distribution will also help to control expenses.

A broader need for BMA is the formation of a board. We need a group of BMA supporters to make sure that we are accountable for our decisions, and that we maintain the quality and the philosophy of the program. In addition, the board can also help to build a stronger financial base through fund-raising activities.

If you can help in any way described above, please do not hesitate to contact either of us. It is very important to the long term success of the Bob Morgan program that you engage in the process in some way at this time.

We are gearing up for the 2008 Instructional Tackle Football program, set to open September 15. The fields at Family Christian Academy have been secured, and we are in the process of hiring and training instructors. Registration materials are available on the website (www.bobmorganathletics.com) and will be mailed out on request.

The 2008 Tackle Football Program is a significant first step in preserving a special program for the children of this area. Please let us know what you will do to help.

Pat Morgan
755-2192

Randy Maum
291-8730

"Confidence through Athletics"

2008 Instructional Tackle Football Kicks Off Sept. 15!

Registration is now open

When: September 15- October 25

Where: Family Christian Academy fields, off Bluebonnet

Who: Boys and Girls, 4-1/2 to 13**

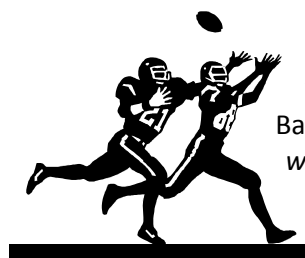
Practices: M-W-F, ages 8-13; T-Th, ages 4-1/2 -8**

Saturday Games beginning September 27

Program Fee: \$225 if received by Sept. 9 \$250 after Sept. 9

**** 13 year-olds must be evaluated before registration is accepted**

Registration information & forms available at www.bobmorganathletics.com
or by request from Pat Morgan (755-2192) or Randy Maum (291-8730)



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