



Personal Best is proud to offer our highly acclaimed Mental Toughness program to Reading Little League Baseball & Softball - Players (9-12 yrs old), Parents, and Coaches.

Personal Best has conducted this program for Players, Parents, and Coaches in past years and we have gotten such positive feedback that we want to do it again!

When **Personal Best** works with college baseball/softball teams, the players tell us that their performance is about 90% mental (vs. physical). Therefore, just as players need to work on hitting, throwing, fielding, and pitching every day, ***Mental Skills must be learned and practiced daily***, as well. We will teach Reading Little League Baseball & Softball Players, Parents, and Coaches the mental skills necessary to perform at their best, every day!

Consider this quote from Hall of Fame pitcher, Pedro Martinez,

"I have never lacked confidence about my performing or about what I want to do out there. And what I want to do out there is give 100% effort. On the field you have one goal – it is to go out and give 100% effort. If you are able to do that, you will not let the pressure get to you."

Pedro recognized that he cannot control results but he *can* control his effort and positive attitude, which led to unstoppable confidence and, ultimately, Hall of Fame performance. **Personal Best can help players overcome fear, anxiety, and underperformance, and develop the same mental skills that brought Pedro such success.**

Former RMHS Baseball coaches and **Personal Best** Owners Pete Moscariello and Scott Farris (see bios on page 2), have made over 400 presentations for businesses, youth sports teams, college and high school athletic teams, organizations, school faculties, and individuals. This spring we will bring our program to Reading LL so that:

Players and adults will learn how to:

- maintain a **Present Moment Focus** and play one pitch at a time
- use **Positive Self-Talk** to give you the best chance for success
- **Release** negative feelings and results and get back to "Green Light"
- choose to **Focus your energy** on only those things that will help you succeed
- create big, positive **Body Language** to stay positive and confident
- develop **Unstoppable Confidence** (ABC – Always Behave Confidently)
- **Focus on the Process** in order to get favorable outcomes
- **Control the control-ables** and dismiss what you cannot control
- use effective **Pre-Pitch Routines** to stay focused, calm, and positive
- vividly **Visualize** success and then bring the same feelings to game situations

Read testimonials from Personal Best's clients:

"Coach Farris and Coach Moscariello have greatly influenced my attitude, mental toughness, and ultimately my success as a high school, college, and professional baseball player. I would highly recommend Personal Best to athletes at any level."

--Steve Langone, Pro Scout, Boston Red Sox. Elected RMHS and Boston College Hall of Fame. Former professional baseball player.

"Personal Best had a profound impact on my sales career at EMC. The messaging and techniques that Personal Best teaches are exactly what I needed to better my performance as an EMC Sales Rep. In my opinion, the entire EMC community would benefit from the strategies that Personal Best promotes."

-- Jim Murphy, Director of Sales Strategy, Data Protection & Availability Division, EMC Corp; Reading resident. Elected to RMHS and Northeastern University Hall of Fame. Former professional football player.

Personal Best has worked with the following Reading organizations:

Reading Little League, RMHS Baseball, RMHS Girls Basketball, RMHS Boys Hockey, RMHS Girls Volleyball, RMHS Drama Club, Joshua Eaton School, Wood End School, Reading Rivals Baseball, Saturday Night Lights Flag Football, Reading-North Reading Chamber of Commerce, Lee Kimball, Reading Youth Soccer Coaches, Reading Babe Ruth League Baseball, North Shore Figure Skating Club

Personal Best guarantees that you will enjoy our positive energy and upbeat atmosphere. Each of you will be an active participant in the sessions, as instructors use demonstration and video clips to enhance learning. **The goal of the class is for you to learn positive and healthy skills that you can apply to softball/baseball, academics, work, and life- today!** The program is great for adults, too - ***parents have told us that they found our classes to be highly beneficial for their own careers, recreation, and parenting!***

Personal Best Instructors

Pete Moscariello

- Head Baseball Coach & Math Dept. Head at RMHS, 35 years
- Owner/Director of Reading Baseball School, 30 years
- 560 -208 career record at Reading HS
- 14 league championships; 1 state championship
- 2 times Boston Globe Coach of the Year; 8 times Middlesex League Coach of the Year
- Inducted Massachusetts Baseball Coaches Association Hall of Fame
- Inducted Reading Memorial High School Athletics Hall of Fame
- MIAA and Sportsmanship Alliance of Massachusetts Award recipient 2003, 2009
- Mass. Interscholastic Athletic Association Baseball Coach of the Year, 2011
- Eastern Mass. Baseball Umpires Association Coach of the Year, 2011
- Mass. Baseball Coaches Association President's Award, 2012
- Reading Rotary Club - Paul P. Harris Award, 2015

Scott Farris

- Owner – Launching You
 - Assistant Varsity Baseball Coach at RMHS, 20 years
 - Mental Conditioning Coach, 10 years
 - National Baseball Coaches Association Assistant Coach of the Year, 2010
 - Mass. Baseball Coaches Association Assistant Coach of the Year, 2009
 - Mass. Assistant Wrestling Coach of the Year, 2005
 - Certified Personal Trainer
 - Highly sought Life Coach for individuals, groups and families
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Personal Best Class:

***“Mental Toughness for Peak Performance” for Reading Baseball & Softball Little League
For Players ages 9-12, Parents, Coaches***

Each player MUST be accompanied by a parent who will also attend the class

Fee: \$40 per household (one \$40 fee allows up to 2 adults and 2 youngsters from same family)

Date: Monday, May 1 Time: 6:45 pm – 8:45 pm

Location: Wood End School Cafeteria

Minimum enrollment: 20 households (at least 40 people)

Please submit payment by April 26 to hold your spot

Use Venmo: @Pete-Moscariello or mail check payable to Personal Best to Pete Moscariello, 15 Woodward Ave., Reading

To register: please click on Sign Up Genius link below.

<https://www.signupgenius.com/go/9040c4baaa62da1f94-mental#/>

When you sign up, please procure one slot per household, but show parent name and total number of people. For example, “Lloyd Braun (3)”. We will contact you only if class *does not* meet minimum enrollment.