

# About Us

CEO and Founder, Dr. Barbara Torre Veltri, Associate Education Professor (Emerita) developed her unique “Teach with Sports” curriculum over 30 years ago, while teaching in a boy’s school in Greenwich, CT. During class, one student attempted a card trade for a future Hall of Famer. She knew trading for a Reggie Jackson, “Mr. October” card wasn’t a fair trade and shared the rationale, after all, she learned the game from seasoned NY sports fans, when she accompanied her dad to the ballpark. She wasn’t prepared for her student’s response: “What did you have to put your two cents in for? And, besides, “You’re a girl, what do you know about baseball?”

The next day she showed up ready to pitch... She taught all academic subjects through baseball to her elementary students by day and to graduate educators at Manhattanville College in the evening for 10 years. Leonard Coleman invited her to Major League Baseball’s NY offices. The former NL president asked, “How do we reach the kids?” Her immediate response: You reach the kids through their teachers.”

“**Powerhitter®**” seminars receive high fives from audiences of teachers hosted by Major League Baseball teams (and their sponsors), including the Braves, Mariners, Mets, Orioles, Phillies, Twins, All-Star Game Fan Fest, school districts from Seattle to Scarsdale and universities, and peer-reviewed academic conferences including ASCD (Association of Supervision and Curriculum Development) and the National Middle School Association. The program’s curriculum and training is researched-based and were recipients of 21st Century (Nita Lowey) Educational Grants in two states, Arizona and New York for over 20 years.

Manhattanville College and Arizona State University, offered **Powerhitter® Classroom: Teach with Baseball** as a graduate level course.

Dr. Veltri created: Baseball-themed student consumable materials Math 1 & 2, Language Arts 1 & 2, literacy Assessment (4-6 & Ell 7-8), Powerhitter® Classroom Teacher’s Curriculum Package with 30 thematic centers to engage students grades 3-6 to supplement Math/Literacy/Geography/teaching - especially during the months prior to Baseball’s Playoffs and World Series.

Dr. Veltri developed Curriculum Package for Football (30 cross-disciplinary centers) and Football-themed Student Activity Workbooks. Basketball-themed materials are also on the product roster!

The seven Sportsballkids® are trademarked characters (designed with the face of baseball, football, basketball, soccer, and softball faces). These kid-friendly global ambassadors of sports, appears on products, student materials, and instructional media and offer a motivational assist to primary grade students!

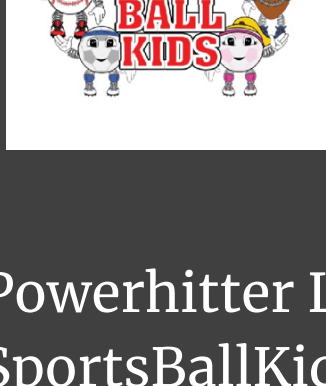
Our company’s unique Game Plan/business model recognizes that Sports offers universal appeal. Kids learn through sports-themed content and programs. Learners think, reason, communicate, team-build, and have fun as they work towards their personal best! Their teachers are the ‘managers’ and ‘coaches’ in the classroom.

Let’s touch base! !

[Baseball Classroom Products \(1\)](#)

[7th Grade student completing PH football](#)

**Dr.BarbaraVeltri.com QR CODE**



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