



# Player Participation Newsletter: 2010 Wrap-up

-- February 2011 --

Now that the 2011 NFL season has come to an end, what do we have to look forward to besides the NFL Draft and Spring Training? Did you forget the 2010 Player Participation Awards Newsletter!? There were a few changes in the Player Participation program this year, and every crew responded to these changes with great success.

We want to thank each crew and individual crew member for their fantastic effort, great communication, and ability to overcome obstacles each week. Be it treacherous weather, fan interference, or difficult camera angles, every crew showed great determination. Your commitment to your teams and to this program is truly appreciated. On to the awards!

## **2010 Crew Recognition**

This season, we will recognize the most accurate crew, the top 20 identifiers, the most improved crews, and (new for this season) the top 3 most improved identifiers. These awards were all measured by “players identified per mistake” or PPM.

### **Most Accurate Crew**

The Raiders once again topped the 2010 rankings, making it back-to-back for the members of the Oakland crew. Quite an accomplishment considering they finished 32<sup>nd</sup> (of 32 teams) in the 2008 Player Participation Rankings. The top 10 crews for 2010:

Rank	Team	# ID'd	Home Mistakes	Visitor Mistakes	Total Mistakes	Accuracy
1	OAK	30814	1	2	3	99.990%
2	DET	29962	2	3	5	99.983%
3	ARZ	29387	5	1	6	99.980%
4	BUF	28769	1	6	7	99.976%
5	BLT	28593	6	2	8	99.972%
6	HST	28417	3	6	9	99.968%
7	JAX	27959	7	4	11	99.961%
8	NYJ	29010	5	7	12	99.959%
9	NE	28837	8	6	14	99.951%
10	STL	29848	9	6	15	99.950%



The Oakland crew will receive NFL Network Carry-On Duffels for their effort this season:



Thanks to all the top teams for their extraordinary Player Participation skills and ability to work together to accomplish goals!

### Most Improved Crew

Two crews deserve mention in this category: the Tennessee Titans and the St. Louis Rams. The Titans were the most improved in two key categories: “% Improvement” and “Error Differential” from ‘09-‘10. The Titans’ .198% improvement doesn’t sound like a lot, but it turns out to be a 55-error improvement from 2009. Great work Titans!

<u>Team</u>	<u>2009 Errors</u>	<u>2009 %</u>	<u>2010 Errors</u>	<u>2010 %</u>	<u>% Improvement</u>	<u>Errors ('10-'09)</u>
TEN	83	99.707%	28	99.905%	0.198%	-55

The Rams deserve attention for improving by a whopping 18 places in the crew rankings this year, going from 28<sup>th</sup> in the league to 10<sup>th</sup>. Thanks again Rams!

<u>Team</u>	<u>2009 Rank</u>	<u>2009 %</u>	<u>2010 Rank</u>	<u>2010 %</u>	<u>% Improvement</u>	<u>Rank Improvement</u>
STL	28	99.816%	10	99.950%	0.134%	18

For their efforts, each member of the Rams’ and Titans’ crews will also be receiving NFL Network Carry-On Duffels:





## Top 20 Identifiers

A few names remain from the 2009 top identifiers list (\* next to their name), but the overall performance of the Top 20 improved from last season. With an average of 4,357 PPM among this season's Top 20 (compared to 3,526.5 last year), the top performers really stepped their game up this year. Here are the 2010 Top 20 Identifiers:

Rank	Name	Team	PPM
1	Joseph Cirri	Baltimore Ravens	9,785.0
2	David Leshner	Arizona Cardinals	8,475.5
3	Spenser Ayres*	Oakland Raiders	8,196.5
4	Keely Boren*	Detroit Lions	5,554.3
5	Scott Dietz*	New England Patriots	5,124.0
6	Bob Hyldburg	New England Patriots	4,811.0
7	Eric DeCrosta*	New York Giants	4,641.0
8	Michael Kridler	Pittsburgh Steelers	4,383.3
9	Adam Sanda*	Oakland Raiders	4,235.3
10	John Paler*	Buffalo Bills	3,628.7
11	Kelly Guzik*	Detroit Lions	3,324.8
12	Marc Sands	Chicago Bears	3,058.7
13	Connie Pollington	Cincinnati Bengals	3,012.0
14	Matt Mcgee	Houston Texans	2,858.0
15	Kevin Jenkins*	Arizona Cardinals	2,757.5
16	Vic DeNardi*	New York Jets	2,740.4
17	Brad Kennington	Jacksonville Jaguars	2,710.5
18	Art Kliszak	Buffalo Bills	2,688.5
19	Mitch Thies	Denver Broncos	2,684.0
20	Alec Leventis	Baltimore Ravens	2,656.3
21	Matt Dobbins	Cleveland Browns	2,573.8

Each member of the Top 20 will receive an NFL Adventurer Sports Duffel:



Congratulations to Joseph Cirri of the Baltimore Ravens for identifying 9,785 players without an error! Great season for everyone in the Top 20!



## Most Improved Identifiers

Not surprisingly, the top 3 identifiers were also the 3 most improved identifiers. These guys are tough to beat when they improve by over 4,500 PPM in one season!

Rank	Name	Team	PPM Improvement
1	Joseph Cirri	Baltimore Ravens	+7,757.2
2	David Leshner	Arizona Cardinals	+6,457.7
3	Spenser Ayres	Oakland Raiders	+4,539.2

For your hard-earned work, you'll also be receiving an NFL Vented Golf Umbrella:



Congratulations to the most improved identifiers, we appreciate the pride you take in your work.

## Summary

It was a great year for the Player Participation program. The new cameras and crew members assimilated quickly and easily within each crew, and the photo quality improved week-by-week. Thanks for listening to our recommendations for improvement and sending us your feedback all season. Your thoughts and opinions are vital to the success of this program.

If you ever have any questions, comments, or recommendations, please do not hesitate to contact us.

Finally, congratulations to the Green Bay Packers organization for their Super Bowl win!

All the best in 2011,  
Player Participation Project Team  
(John Cave, Nikiforos Stamatakis, Matt Reinhart, Jason Soukup, and John Fletcher)