

THE PRO APPROACH

a monthly e-publication of the georgia professional tennis association

“The Boys are Back in Town” is the message for all GPTA Members! You’ll see the GPTA enthusiasm cropping up all over town as we celebrate competition at its best and growing the game of tennis. We have an exciting month of tennis starting July 11th with the GPTA Pro-Am Tournament! I hope that you have registered your team. Thank you to Signature Tennis for sponsoring this event. The tournament is set for July 11th at Druid Hills Golf Club in Atlanta and The Standard Club in Duluth. It’s a great opportunity to spend some quality time with your favorite players while supporting the GPTA, and you’ll make \$100! You could make it to the finals at the Atlanta Tennis Championships at Atlanta Athletic Club! For complete details on our first event of this kind, see page 2 or visit GPTA.com.

Following the GPTA Pro-Am Tournament is the qualifying rounds of the ATC on the weekend of July 17th and 18th with two full days of tennis. Players will be playing to gain a spot in this year’s main draw of the Atlanta Tennis Championships, the beginning leg of the Olympus US Open Series Tennis Tournament. We are offering tickets to this weekend event to GPTA members and guests...just reserve your tickets (a maximum of 4 per member) at GPTA.com.

On Monday, July 19th, the first rounds of the main draw will begin play at 4PM for singles and doubles. Some of the best players in the world are playing for ATP points and \$600,000 in prize money. John Isner, USA newest tennis star and former UGA player will be showing his talents to Atlanta as he has moved into the top 20 on the ATP tour. Davis Cup veteran James Blake and former number NO. 1 and two-time Grand Slam winner Lleyton Hewitt are schedule to compete in the first Atlanta Tennis Championship. The month is full of special events for all that what to attend, so don’t miss out on the great tennis and fun at your tennis center. For more information go to GPTA.com or www.atlantatennischampionships.com.

We hope that you will support professional tennis at all levels this month. We look forward to seeing you all around town...at Druid Hills, The Standard Club and Atlanta Athletic Club!

Cheers!

Andrew Minnelli

Atlanta Tennis Championships Schedule of Events

7/19 Mon	4PM	Singles/Doubles First Round
	6:30PM	Singles/Doubles First Round
7/20 Tue	4PM	Singles/Doubles First Round
	6:30PM	Singles/Doubles First Round
7/21 Wed	4PM	Singles/Doubles Second Round
	6:30PM	Singles/Doubles Second Round
7/22 Thur	4PM	Singles/Doubles QF
	6:30PM	Singles/Doubles QF
7/23 Fri	Noon	Singles/Doubles QF
	7PM	Singles/Doubles QF
7/24 Sat	1PM	Singles/Doubles Semis
	7PM	Singles/Doubles Semis
7/25 Sun	Noon	Singles/Doubles Finals

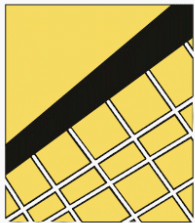
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g p t a h o s t s p r o - a m t o u r n a m e n t

GPTA Pro-Am Tournament presented by Signature Tennis Courts

GPTA will host the first-ever GPTA Pro-Am Tournament in association with the Atlanta Tennis Championships. It only seems fitting that an event for Georgia's pros take place concurrently with the return of professional tennis to Georgia! The GPTA Pro-Am Tournament will be a fun, fast-paced opportunity for GPTA members to invite their players to share in the excitement of the GPTA! Even better, each team consists of three players (two ams and the pro), so GPTA members can play with two of their players!

2 Locations:



SIGNATURE
TENNIS COURTS

Signature Tennis Courts is proud to support this all-new exciting GPTA event!

July 11th, 11AM...Finals during the Atlanta Tennis Championships at Atlanta Athletic Club!

4 divisions: Each team is made up of 2 Amateur Players and 1 GPTA teaching professional
Men's 3.5 NTRP, Men's 4.0 NTRP, Women's 3.5 NTRP, Women's 4.0 NTRP

The final two teams at each level will play the final on-site during the Atlanta Tennis Championships at the Atlanta Athletic Club (July 19 – 25) with the champions receiving 2 tickets to their choice of the ATC semi-finals or finals. Amateur Entry Fee: \$50



You could win a box seat for 4 to the ATC!

Sign up the most players for the GPTA Pro-Am Tournament,
and you could win tickets to the Wed., July 21st play at the ATC!

Questions? email GPTAtournaments@gpta.com

the GPTA Pro-Am
Tournament is powered by



www.gpta.com

july 2010



Atlanta Tennis Championships

- Tournament level: ATP World Tour 250 Event
- Dates: Main Draw: July 19-25, 2010; Qualifying: July 17-18, 2010
- Site: Atlanta Athletic Club, 1930 Bobby Jones Drive, Johns Creek, GA 30097
- Prize Money: \$600,000
- Olympus US Open Series: First tournament in eight-tournament series leading up the US Open. 2010 will be the seventh year of the Series.
- Web site: www.atlantatennischampionships.com

Tickets

- USTA Members who buy tickets for the USTA Member Appreciation Day, which is the Friday, July 23 day session, will get 20 percent off. Use code: 2010USTAATL. There is a limit of four tickets per member.
- Daily tickets for the general public are on sale now. To purchase daily tickets, call 866-840-8822.
- Premium tickets are on sale now. Only a limited number of Champagne Tables and Box Seats are available. First come-first served to select the best seats. Click here for more information on 2010 premium ticket packages.
- Ticket contact info: 678-527-2138, tickets@atlantatennischampionships.com

Atlanta ATP Tournament History

The Atlanta ATP tournament ran from 1986-2001 was played at the Atlanta Athletic Club, Johns Creek, Ga., from 1993 to 2001, in late April. From 1986 to 1999 it was called the AT&T Tennis Challenge. In 2000 it was named the Galleryfurniture.com Tennis Challenge and, in 2001, it was called the Verizon Tennis Challenge. Singles champions include former No. 1 players Andy Roddick (2001), Pete Sampras (1998) Andre Agassi (1989, 1991 and 1992) and John McEnroe (1985). In 2001 the tournament drew 75,097 fans, had a \$400,000 purse and was telecast by FOX Sports Net to 114 countries.

Olympus US Open Series

Having completed its sixth season, the Olympus US Open Series has established itself as a true regular season of hard court tennis, linking 10 summer tournaments to the US Open. In 2008, Olympus became the first title sponsor of the Series. The 2009 Olympus US Open Series set a new record with nearly 47 million viewers across the six-week season – the largest TV audience in Series history. In addition, the Olympus US Open Series received unprecedented television exposure with over 100 hours on ESPN2, more than 250 hours on Tennis Channel and two tournament finals on CBS Sports.

GPTA Tennis Leagues Coming Soon!

The GPTA has partnered with Xpoint Sports to offer league play in the Atlanta area this fall! Finally, a tennis league run by tennis professionals...those in touch with Atlanta's playing community! GPTA plans to add spark to match play and give you the opportunity to support the GPTA, offer your players cutting-edge league play and have a true say in how the league is run. Stay tuned for all the details as more information is on its way. This partnership will allow the GPTA to participate more fully in the local tennis community and to increase awareness and participation at all levels. We welcome your input as we finalize our fall league play. Please email execdir@gpta.com or post to our GPTA Facebook Fan Page. We're looking forward to a great fall season!

GEORGIA
professional tennis association



Did you know that PE Programs Influence Tennis Participation?

Physical Education programs in schools are having an impact on participation numbers for tennis, according to the Physical Activity Council (PAC). In a PAC report released at the 2010 National Health Through Fitness Day, kids who have physical education programs in their schools are 90 percent more likely to play tennis.

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first lady launches sports & fitness council

On June 23rd, First Lady Michelle Obama launched the President's Council on Fitness, Sports and Nutrition and introduced the 2010 Council co-chairs and members. In conjunction with the First Lady's Let's Move! initiative, this year President Obama has broadened the scope of the Council, formerly known as the President's Council on Physical Fitness and Sports, to include a focus on healthy eating as well as active lifestyles.

The President has named Drew Brees, quarterback for the New Orleans Saints, and Dominique Dawes, three-time Olympian and former U.S. national champion in women's gymnastics, 2010 Council Co-Chairs. Tennis legend Billy Jean King also is a member of the Council.

The President's Council on Fitness, Sports and Nutrition is a committee of volunteer citizens who advise the President through the Secretary of Health and Human Services about opportunities to develop accessible, affordable and sustainable physical activity, fitness, sports and nutrition programs for all Americans regardless of age, background or ability. The Council's mission is to engage, educate and empower all Americans to adopt a healthy lifestyle that includes regular physical activity and good nutrition. For more information about the Council and

its members, visit www.fitness.gov. The site also offers resources and information on fitness, grants and ways to motivate Americans to increase their activity and participation in sports such as tennis.

In addition to its presidential advisory role, the Council promotes and maintains the President's Challenge Physical Activity and Fitness Awards program (President's Challenge) which encourages all Americans to include physical activity – 30 minutes per day for adults and 60 minutes per day for youth – in their daily lives. For more information about the President's Challenge programs, visit www.presidentschallenge.org.



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key measures for tennis facilities released

Tennis facility owners and operators, along with others in the industry, can now get the latest trends and data for operating a tennis facility in the "Cost of Doing Business: Tennis Facilities" report from the Tennis Industry Association. The bi-annual report provides a method for facilities to measure their performance against industry averages.

The data in the CoDB report is weighted by facility size and type to match the profile of tennis facilities in the U.S. The report contains general trends as well as data pertaining to tennis programming and facility operational costs. Also included is data on facility membership, dues, court usage fees and more. "As a facility operator, you can see where your tennis facility may be outperforming the industry and where you may have challenges or can improve," says TIA Executive Director Jolyn de Boer. "Comparing your operations to industry-wide averages will help you identify opportunities to maximize growth and profitability."

For tennis facilities in 2009, the cost of doing business analysis indicates many positive results, mixed with some outcomes that reflect the nature of operating a business in a down economy. The good news for tennis facilities, though, is that average revenue per court is up 18% since 2005 and the retention rate of introductory programs for new players/beginners is high, at 65%. Other findings in the CoDB report include average membership prices, both for tennis-only and all-inclusive memberships, have decreased since 2007, down 15% and 25% respectively. In addition, 51% of facilities have a tennis-specific website, and of those, 95% publish their programming on their site.

For more information or to obtain a copy of the CoDB report, email research@TennisIndustry.org or call the TIA at 866-686-3036.



The 2010 Cost of Doing Business: Tennis Facilities

Highlights from the 28 pg. Report

Get the latest trends and data for operating a tennis facility by reviewing the 2010 Cost of Doing Business: Tennis Facilities report. Contained in this report are general facility trends from 2005, 2007, & 2009, as well as data pertaining to tennis programming at facilities and facility operational costs. Also included in this year's report is general data from 2009 regarding facility membership numbers, average annual membership dues (relative to number of courts and facility type), average next to industry-wide averages and identify opportunities for maximized growth and profitability at your tennis facility.

The Cost of Doing Business: Tennis Facilities is a bi-annual report aimed at identifying the trends at complete tennis facilities and how they affect facility operations on a macroeconomic scale.

This year's report was conducted during the period Fall 2009 to Year-end. Results were collected in complete confidentiality and only aggregate data is shown in the report. All of the data in this report has been weighted by facility size and type to match the profile of tennis facilities in the United States.

For the past decade tennis has been the fastest growing traditional sport in America, up 43% since a 30 year high, with more than 30 million people playing tennis in 2009, the industry did feel the effects of the recessionary economy. The cost of doing business analysis for tennis facilities operating in 2009 yields many positive results mixed with some outcomes that reflect the nature of operating a business during a down economy.

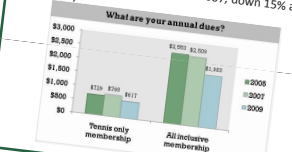
Despite the tough economic climate in 2009, there is great news for tennis facilities with average revenue per tennis court up 18% since 2005 (see pg. 3). Additionally, the retention rate of introductory programs for new players/beginners remains high at 65% (see pg. 23).

This report is provided as a method for tennis facilities to measure their performance against industry averages and identify the areas where their facility is outperforming the industry as well as indicating areas for improvement. Additionally, this report is a great tool for those looking to start a new facility, as it provides great industry data that would be beneficial in feasibility studies and business plans.

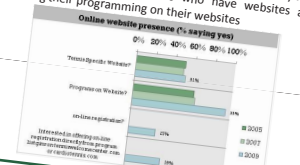
For more information - visit TennisIndustry.org or contact the TIA at info@TennisIndustry.org or call toll-free 866-686-3036.

Report Highlights

Research Measure: Average Membership Dues
Key Findings: Average membership prices (tennis only and all inclusive) have decreased since 2007, down 15% and 25%, respectively. **Pg. 7**



Research Measure: Online/ Website Presence for Facility
Key Findings: 95% of facilities who have websites are publishing their programming on their websites. **Pg. 9**



Research Measure: Expected 2009 Tennis Revenue
Key Findings: 56% of facilities expected revenues of under \$100,000 for 2009 and 7% expected \$1 Million+. **Pg. 24**

Facility Type	Revenue										
	Total	Publ.	Colleg.	Commercial	Other	3-yr	4-yr	5-yr	6-yr	7-yr	10+
Under \$100,000	56%	28%	18%	30%	6%	4%	8%	10%	5%	2%	2%
\$100,000-\$199,999	27%	16%	2%	24%	3%	2%	1%	1%	1%	1%	1%
\$200,000-\$499,999	13%	7%	2%	22%	3%	1%	1%	1%	1%	1%	1%
\$500,000-\$999,999	3%	2%	1%	12%	3%	1%	1%	1%	1%	1%	1%
\$1,000,000-\$9,999,999	4%	2%	1%	12%	3%	1%	1%	1%	1%	1%	1%
\$10 million+	7%	2%	1%	12%	3%	1%	1%	1%	1%	1%	1%

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as heard on the courts...

Professional Tennis Registry is conducting
INTERNATIONAL CERTIFICATION WORKSHOP & CERTIFICATION TESTING
at Hit Atlanta in Atlanta, Georgia
Saturday, August 21 • 9am-6pm Sunday, August 22 • 9am-6pm (includes testing)

USTA Georgia/Whole Foods: USTA Georgia is excited to announce its partnership with Harry's Farmers Market (Whole Foods)! We will be hosting a series of events at their corporate headquarter's store all summer long in hopes of raising enough money to purchase a 36' Sport Court for kids to play QuickStart tennis in the Roswell area! We will have the actual SportCourt in the parking lot of the Harry's Farmers Market in Roswell for participants to play on. Please let me know if you would like to donate some time for our upcoming weekends to represent the GPTA and support this great cause. Location: Harry's Farmers Market , 1180 Upper Hembree Road, Roswell. Dates: August 7 11AM-5PM & September 4 11AM-5PM. Please contact Paige Miller if you are interested in donating a few hours: miller@ustageorgia.com.

While first-quarter Tennis Industry Association racquet census reports showed racquet shipments flat (1.1% increase over same period '09), wholesale dollars for the quarter were up 19%, reflecting a growing trend in performance racquet demand and increasing price points. TIA Census reports also showed unit shipments of balls (6.2%) and strings (8.0%) up for the same quarter. At pro/specialty, racquets have been increasing monthly from 4% in January to a high of 18% in April compared to sales in 2009.

Do you know an outstanding tennis facility in your area? If so, nominate it for a 2010 USTA Outstanding Tennis Facility award. Award nominations must be received in the USTA office by July 19. Criteria for the awards and nomination forms are available at usta.com (under "Get Involved," click "Technical," then "Facility Awards" on the right side). Recognition will be given to outstanding tennis facilities under these jurisdictions: Parks & Recreation Departments, Educational Institutions, Non-Profit Corporations, and Private and/or Commercially Owned and Operated Facilities. Award winners will receive a wood and marble wall plaque and a large sign to display at the facility. In addition, certificates will be added to the nomination form. For questions, email facilityawards@usta.com or call Jeremiah Volkut at 914-696-7154.

Do you have some news to share? Pictures? Tips? Drills? Questions?
Please email us at editor@gpta.com today!