

THE PRO APPROACH

a monthly e-publication of the georgia professional tennis association

Why does the *fun* get pulled out of junior development? Remember that beginner player you had last summer whose parent wanted nothing but *games, games, games* so her child would like tennis? Well, that kid got the bug, has played all year, and is competing on your junior teams and in tournaments. So this summer that parent wants you to do nothing but *drills, drills, drills* because this summer, junior's got some *big tournaments* and it's *serious!*

It's great that this kid now wants to take two private lessons a week, three clinics, is registered for every one of your camps, and holds a state ranking, but don't forget why he got the tennis bug in the first place...because it's *fun!* The kid loves you, the coach, *and* the games-based approach you've taken. And, it's worked so far, improving his game. So why the sudden change? I've seen countless pros, myself included, that throw out the fun approach when we get that student with some potential and commitment. We go into *drill mode*, changing our personality from Cool Coach Ben to Angry Sergeant Hestley! So, when you're out there for hours on end this summer busting your hump developing the next Andre Agassi, remember to keep it fun! You don't have to sacrifice fun for high-intensity; the two can go hand in hand. Kids, parents and coaches all need to realize that even though the game gets more competitive, the reason we play stays the same...because it's *fun*. If all the practices leading up to competition are dreadful, how do you think that affects a player's performance in a match?

Have fun this summer!
Cool Coach Ben Hestley
GPTA President



THE PRO APPROACH

g p t a s u m m e r w o r k s h o p



GPTA Summer Workshop



Ken DeHart



Mark Kovacs



Butch Staples

June 9th

Atlanta Athletic Club

rsvp at www.gpta.com

...plus the Signature Tennis Cash Smash! GPTA Members could win \$200!

Workshop Schedule

12:30: Check-in

1PM: Speaker Presentations Begin

1PM-2PM:

Ken DeHart

10 Best On-Court Tips for Making
your Drills a Smashing Success

2PM-3PM:

Mark Kovacs

Biomechanics of Shot Making

3PM-5PM:

Butch Staples

10 and Under Tennis

5PM:

GPTA Social & Round Robin

Enjoy \$1 beer, complimentary appetizers & soft drinks.
Then join in the Round Robin!

Fee:

Members, Free

Guests, \$39 each

summer 2012

www.gpta.com

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g p t a s u m m e r w o r k s h o p s p e a k e r s

2012 Summer Workshop Presenting Speakers:

Ken DeHart



As an experienced Director and one of only ten dual Master Pros in the world, Ken has led one Northern California tennis club to achieve PTR National Club of the Year, and yet another to USPTA NorCal Club of the Year. This experience also lends itself to Ken's approach to managing a multi-use facility. He believes in a balance of court time for social matches, league play, lessons, clinics, and social events. Ken's accomplishments include USA High Performance Coach certification, two-time winner of the PTR International Pro of the Year award, PTR Master Professional certification, four-time winner of the USPTA Divisional Pro of the Year award and the position as Chairman of the PTR Education Committee/Member of the USPTA Education Committee.

Mark Kovacs



Mark Kovacs, Ph.D., joined the USTA Player Development staff as the Manager of Sport Science in 2008. Mark was an All-American and NCAA doubles champion at Auburn University. After playing professionally, he pursued his graduate work performing tennis-specific research at both Auburn University and The University of Alabama. Dr. Kovacs is also a certified strength and conditioning specialist, a certified Health/Fitness Instructor, a United States Track and Field Level II sprints coach and also a USPTA certified tennis coach as well as the chair of PTR's Sports Science Committee. He has published and presented tennis specific research in numerous top scientific journals and at national and international conferences, is the author of *Tennis Training: Enhancing On-Court Performance* and is currently an Associate Editor of the Strength and Conditioning Journal.

Butch Staples



Butch Staples is the co-owner of Tennisclub of the Low Country at Rose Hill. Staples has managed a team of 36 professionals and one of the largest Adult and Junior programs in the country as the Head Tennis Professional at Midtown Tennis Club in Chicago. Prior to that, he was the Director of Tennis at the Athletic Club at Weston in Weston, FL. From 1995 - 2002, he worked as the Director of Special Projects for Van der Meer Tennis. Butch is a USPTA Professional 1, a USPTA Specialist in Competitive Player Development, a PTR Master Professional and a Tennis Canada Certified Level 3 Coach. He holds a B.A., a B.P.E. and a M.S. in Physical Education. He was named the 2006 and 2009 USTA Recreation Coach Workshop Trainer of the Year. He is a QuickStart Master Trainer conducting workshops for both Community Tennis and Player Development.

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uspta southern award winners

USPTA Southern presented its 2012 awards in May at its annual convention at The River Club in Suwanee, Ga. Below is a listing of the awards and the winners. Congratulations to those professionals who have achieved these honors this year due to their hard work and dedication to tennis. In addition to the awards, USPTA Southern inducted Fred Burdick into its Hall of Fame.

Alan Henry Professional of the Year: Andrew Minnelli
Assistant Professional of the Year: Anthony Hiatt
Industry Excellence Award: Keith Swindoll
Charity Event of the Year: Lake D'arbonne State Park
General Manager of the Year: Marc Blouin
Tester of the Year: Ron Gwyn
College Coach of the Year: Brandon Feldman
High School Coach of the Year: Jason Allen
Rookie of the Year: Megan Falcon
Player of the Year - Mens 35: Matt Grayson
Player of the Year - Mens 45: Kevin Gillette
Player of the Year - Mens 55: Tom Smith
Player of the Year - Womens 35: Joanne Wallen
Player of the Year - Womens 45: Sue Bartlett



Andrew Minnelli, far left, and Matt Grayson, left, took home USPTA Southern awards. Both Minnelli and Grayson served on the GPTA Board of Directors.

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bb & t atlanta open

The Atlanta ATP World Tour event has a new title sponsor in BB&T...the BB&T Atlanta Open will be held at Atlantic Station July 14-22, and it is the first men's event in the Emirates Airline US Open Series. The player field is slated to include former world No. 1 Andy Roddick, current world No. 11 John Isner, rising American star Jack Sock and an international contingent including current world No. 17 Kei Nishikori, Japan's highest ranking male player in the Open Era, and current world No. 32 Kevin Anderson of South Africa.

"A solid sponsorship base is critical to the sustainable success of a professional tennis event in the Atlanta market," stated Tournament Director Bob Bryant. "In BB&T, we gained a sponsor and a true partner in supporting this event and the avid Atlanta tennis community. We could not have found a better partner and look forward to BB&T's active participation in the efforts of USTA Southern and the BB&T Atlanta Open."

The partnership terms are for a minimum of three years and include official sponsorship of the USTA Southern Section. A study by the Atlanta Convention and Visitors Bureau estimates the BB&T Atlanta Open economic impact on the city to exceed \$10.3 million. USTA Southern President and BB&T Atlanta Open Tournament Chairman Mike McNulty said, "As we grow tennis in the South, our section's partnership with BB&T is a major move forward in our nine-state section. BB&T is a major financial institution in six of those states. This is a win-win-win as the section and the tournament both get a new partner."

The BB&T Atlanta Open is moving from previous suburban Atlanta locations to the heart of Midtown Atlanta for the first year of a multi-year partnership with Atlantic Station as the new host site. The tournament will be played on three new competition courts and three new practice courts being built on the site. The 3,600-seat stadium court will be visible from I-75/I-85, offering an outstanding view of the Atlanta skyline. This is one of the few outdoor tournaments ever to be held in the middle of a city on the entire ATP World Tour. Play begins with qualifying rounds on July 14 and 15 and first round main draw matches begin July 16.



USTA Tournament Director Bob Bryant announces BB&T Atlanta Open tournament details. photo usta.com

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what member retention says about your program

The International Health, Racquet & Sportsclub Association (IHRSA) announced the release of a new quarterly publication, The IHRSA Member Retention Report. Conducted in partnership with The Retention People, this report examines membership retention formulas and initiatives. The first installment explores ways to measure and understand membership retention.

“While everyone sees the need for new membership accounts, savvy club operators understand that effective retention initiatives can significantly increase a club’s profitability,” said Jay Ablondi, IHRSA executive vice president of global products. “High retention rates also demonstrate that the club is meeting and possibly exceeding member needs.”

In efforts to help optimize retention strategies, The IHRSA Member Retention Report equips club operators with comprehensive measures to better analyze retention. Concepts such as attrition, retention rate, and lifetime value, discussed in the report, elucidate the challenge of keeping members.

“You can’t solve any problem until you understand it “ said Alister Rollins, CEO of The Retention People. “To understand membership retention we need to measure it in a way that allows us to see how specific factors or strategies are impacting it. We hope this report helps operators understand the problem of membership retention better and take a more informed and educated decision on appropriate retention strategies for their business.”

The report highlights specific marketing initiatives club operators can implement based on analysis of retention rate and lifetime value. Future installments will delve into the impact of technology, face-to-face interactions, and group exercise. For complete details, visit www.ihrsa.org.

Quick facts...



According to Sporting Goods Manufacturers Association’s *Manufacturers Sales by Category Report (2012 edition)*, sales increased 4.2 percent over 2010. “For the most part, sales in the sports and fitness industry continue to be a mirror image of the U.S. economy,” said SGMA President Tom Cove. “As the economy begins to improve, Americans are more likely to spend more money on fitness equipment, sports gear, athletic clothing, and footwear. Overall, sports participation remains strong and solid in the U.S. though there is room for growth.”

All five divisions of the sports apparel category had an uptick in sales in 2011: branded activewear (up 9.6 percent to \$14.4 billion), performance apparel (up 4.7 percent to \$1.3 billion), branded athletic apparel (up 3.3 percent to \$14.2 billion), fitness apparel (up 1.7% to \$320 million), and team uniforms (up 1.3 percent to \$1.1 billion). The athletic footwear category was solid in 2011 as sales actually increased by 4.5 percent. source: www.tennisindustry.org

THE PRO APPROACH

changes in store for cardio tennis

Cardio Tennis® has become one of the fastest growing fitness trends in the U.S., and now the program is expanding, with more benefits and services to providers so they can continue to bring a quality, fun fitness-oriented tennis workout to more consumers. As Cardio Tennis has grown in popularity to the tennis consumer base so has the structure of Cardio Tennis program delivery. The TIA is making a concerted effort to ensure consistent and quality Cardio Tennis programming is delivered at tennis facilities across the United States and internationally. Most recently, online functionality has been added to help tennis facilities and teaching pros manage their classes and increase their revenue. One of the key introductions for the Cardio Tennis program for 2012 is the transition from “Official Sites” to “Authorized Providers.” Tennis facilities and/or teaching pros will be required to maintain instructors on staff who are current with Cardio Tennis training by having completed a structured seven hour in-class and on-court Cardio Tennis training course within the past three years. To become an Authorized Provider of Cardio Tennis a tennis facility or USPTA or PTR certified tennis professional must complete a brief online application and questionnaire and submit the recurring \$100 annual payment for use of the program.



Benefits to the overall Cardio Tennis program of the new Authorized Provider structure is additional consistency and quality for the consumer experience from program to program. Authorized Providers also receive many new and expanded benefits for the Cardio Tennis program, including access to the Cardio Tennis Invitation System, which allows Authorized Providers to create prioritized digital marketing invitations to make it easier to fill classes and generate more revenue. Furthermore, the new Cardio Tennis Invitation System allows providers to process enrollments and collect class fees online directly through the CardioTennis.com website, reducing the administrative overhead associated with implementing new tennis programming. Priority listings are also given to facilities and professionals who become Authorized Providers on the CardioTennis.com consumer searches.

“As the Cardio Tennis program has grown and evolved, so has our training, delivery, and technology structure,” says TIA Executive Director Jolyn de Boer. “We want to ensure consumers get the best experience possible and that we are providing the tools and resources necessary to help our provider network grow their participation in their classes.”

Additional details regarding recent developments for Cardio Tennis and becoming an Authorized Provider can be found on the new CardioTennis.com website, which was also introduced beginning in early 2012, or by emailing info@cardiotennis.com or via phone at 843-686-3036 x. 223.

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uspta awards deadlines approaching

The USPTA wants to recognize members who are committed to excellence as tennis teachers and as ambassadors using tennis to impact people and communities. USPTA is looking for deserving tennis professionals who are growing the game of tennis as it accepts nominations for the 2012 awards program. Awards are presented in every facet of the tennis business in which USPTA members work. Nominations are due July 2, for the awards period from July 1, 2011, - June 30, 2012.



A partial list of the 2012 USPTA awards are listed below.

USPTA Stars are members who have dedicated many years to volunteering in grassroots tennis, and through initiatives incorporating multicultural and other aspects, bring the sport and sportsmanship to the players they touch.

The USPTA Industry Excellence Award is given to teaching professionals who take both an altruistic and entrepreneurial attitude toward their jobs. They use their own resources and those offered by the industry to build programs that bring tennis to more people. At the same time, they are successful in growing a tennis business.

The Alex Gordon Award for Professional of the Year recognizes a member who, over a career, has demonstrated exemplary achievement in seven areas, including: contributions to USPTA and USTA; as a teaching professional, player and coach; in education, research and publications; and with other organizations, achievements and contributions.

The USPTA Lessons for Life™ Award recognizes those USPTA members who have done the most to raise money for charities through tennis events. While the award spotlights individuals who have raised large amounts of money, it also honors those hosting the most creative, original or unique tennis event to raise money for charities.

The USPTA Tennis Across America™ Award recognizes those USPTA members who have done the most to get people to play tennis.

The USPTA Diversity Award recognizes those USPTA members who have demonstrated an outstanding ability to unite diverse populations within their community through tennis.

Nominations for the above awards may be submitted by a USPTA division or a certified USPTA member in good standing, as long as an official application form is used. Please submit any questions to pr@uspta.org. For more details, visit uspta.com.

THE PRO APPROACH

g p t a drills for summer camps

Jail

Skill Level: Beginner and advanced beginner

Number of Players: 4-20 players

Line your players up at one end of the court. Feed from the opposite side of the net.

Each participant gets a predetermined number of chances to get a forehand or backhand into the doubles court. If the player gets one in, he or she is safe. If not, the player goes to jail.

Going to Jail:

The player goes to the other end of the court where he or she will try to catch a ball hit by another player. If the "prisoner" makes a catch, he or she is free, and the player who hit the ball goes to jail.

When only one player is left, he or she tries to get three shots in that don't get caught before missing three. If the player succeeds, the player is the winner. If someone catches one of the shots, it's a jailbreak and everyone is free! A new round then begins.

Tips and Suggestions:

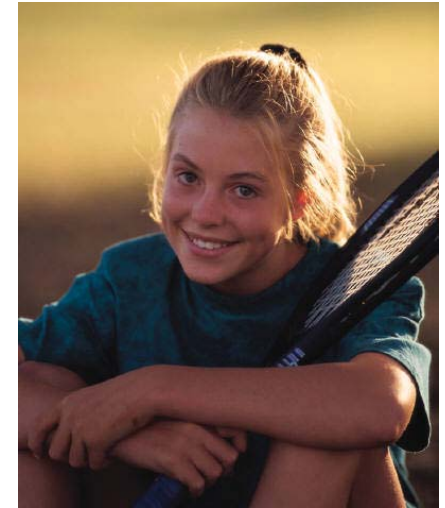
Give weaker players three chances, stronger just one, and vary the depth from which they hit according to their abilities.

Let weaker catchers catch after one bounce in jail. Very small child can simply touch a ball in the air to be freed.

If jail starts to get crowded, limit the prisoners to two steps to get to a ball. That will keep the more aggressive players from running into or in front of other players.

Keep the playing area clear of loose balls.

Good luck and have fun!



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as heard on the courts...

ALTA discount to BB&T Atlanta Open

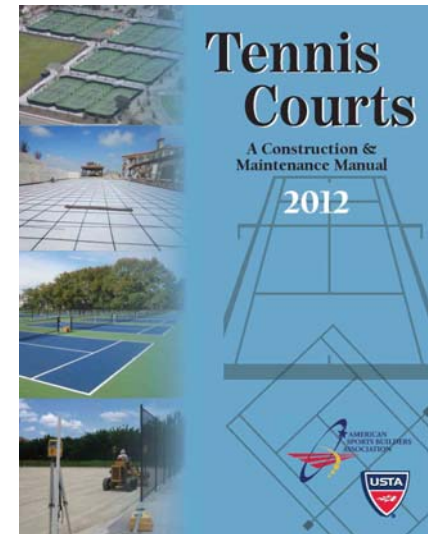
ALTA members will receive a discount on tickets to the BB&T Atlanta Open by using discount code ALTA12. You may purchase tickets at www.bbtatlantaopen.com. The dates for the BB&T Atlanta Open are July 14-22 at Atlantic Station. July 17th is ALTA Day, "A Celebration of League Play." For more details, visit www.altatennis.org.

Volunteer Opportunities at the BB&T Atlanta Open

The BB&T Atlanta Open is looking for volunteers to help with various activities throughout the tournament including ball persons, security, transportation, credentials, ushers, and the tournament office. If you are interested in participating, please visit www.bbtatlantaopen.com.

New Court Maintenance Manual available

American Sports Builders Association and USTA have published the seventh edition of *Tennis Courts: A Construction and Maintenance Manual*. The book is designed for anyone involved in building, maintaining, repairing or renovating all types of tennis courts and tennis facilities. The manual includes technical information on all aspects of tennis courts, including design, budgeting and planning, site requirements, surface selection, construction, maintenance, repair, amenities, accessories and more. In addition, it includes diagrams, photos and sources for further information. Copies of the new edition of the book are available for \$44.95 each. Books can be ordered by contacting ASBA at 866-501-ASBA (2722), or at www.sportsbuilders.org. The book is also available instantly as a download.



The Signature Tennis Cash Smash!



SIGNATURE
TENNIS COURTS

At our GPTA Events we will draw the name of one lucky member to win \$200! You must be present to win, and if the winner is NOT at the event, the pot will grow to \$250 at the next GPTA event! Will Segraves is the most-recent winner! Mark your calendar for the June 9th GPTA Summer Workshop for the next cash giveaway!