

THE PRO APPROACH

a monthly e-publication of the georgia professional tennis association

With the change in tennis for the 10 and Under kids, I am sure you have come up to some resistance by some people about the change in the sizes of the court, the ball and the racket. Most of the resistance comes from parents who have kids 7-9 years-old who have been playing with the yellow ball for the past few years.

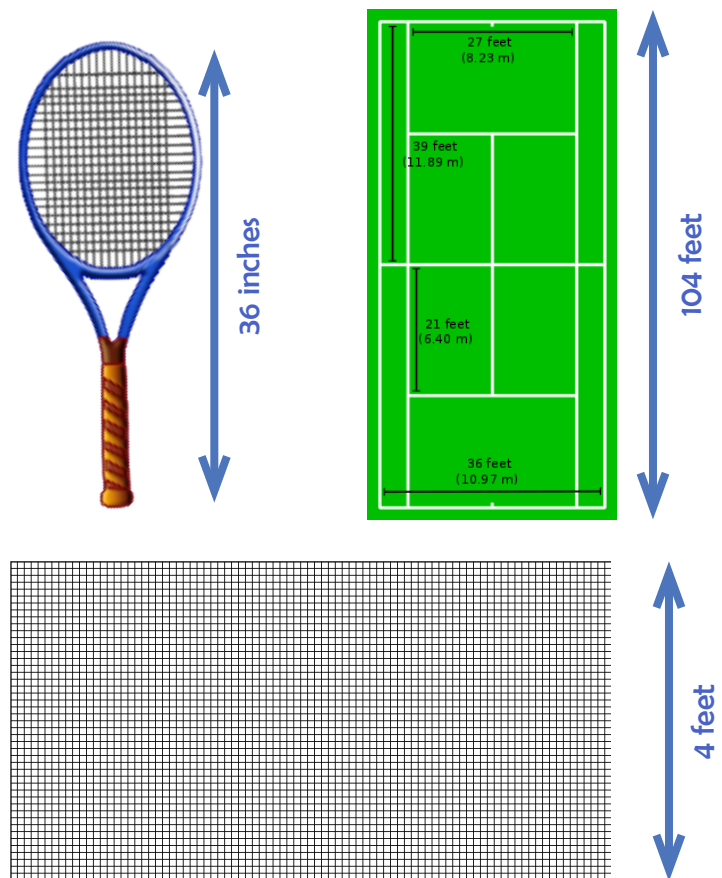
I came across an article discussing how parents want their kids to play on the “real” court or the “big” court. In this article, the author put these numbers to a parent comparing what “big” tennis is like in adult measurements. I found this to be fascinating information.

So, this is what the scale looks like from the perspective of a kid playing on the “big” court for an adult. Imagine an adult playing tennis with a 36 inch racket. Could you swing a racket that long? Imagine an adult on a tennis court 104 feet long. Could you cover that much territory? Imagine an adult playing on a tennis court with a 4-foot-high net. Could you get a serve over a 4-foot net? Imagine the feel of the ball hitting the tennis racket. The impact would feel like hitting a softball. You can check out the article for yourself at www.acecoach.com. This is how a kid feels on a 76-foot tennis court with a 26-inch racket and the yellow ball.

When I read this, I thought, “WOW! This puts “big” tennis in perspective for parents.” Some parents have made up their mind about 10U tennis and “big” tennis. You won’t convince all parents to have their kids do 10U tennis; however, this perspective might help you convince some parents to have their kids do 10U tennis.

—Tim Smith
GPTA Board of Directors

How does big tennis feel?



THE PRO APPROACH

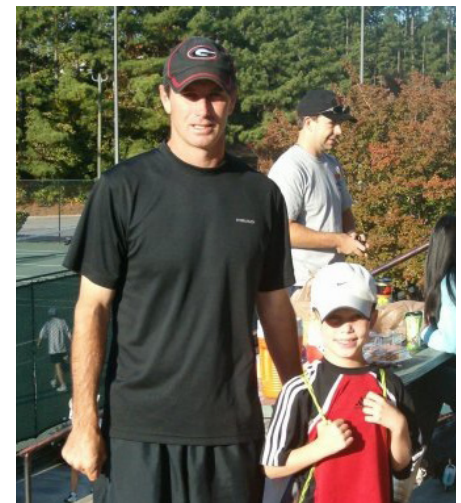
10 tips for summer camp success

I taught at Ansley Golf Club from 2004-2010, and now I am the Tennis Director at TPC Sugarloaf. In my years at Ansley I was able to develop and grow a fun and profitable summer camp, and now I am working on developing a successful Summer Camp Program at TPC Sugarloaf. Summer camps can mean sizeable profits...the Ansley camps at their height brought in as much as \$34,000 in one summer. Here are some key points that I hope help you create a successful camp at your facility:

1. Make a Schedule. Consider which and how many weeks, days and times each week.
2. Create an itinerary, complete with a theme and purposed for the camp
3. Who is this camp for? High performance tournament kids or beginner to intermediate kids looking to have fun?
4. Create a theme for each week...member/guest week, college colors week, Davis Cup week and others.
5. Make a budget considering how many kids are you hoping to have per week, how much are you going to charge for each participant, and how many pros will you need.
6. Consider other expenses, such as food and beverage, equipment, prizes/awards, field trips and miscellaneous expenditures.
7. Does the number of kids/revenue meet or exceed your expenses?
8. Make a Marketing Plan targeting your audience, create an easy way for parents to sign up their children, create and organize a flyer that can be distributed via email, your club website and personally. Consider word-of-mouth marketing as well. Talk it up during all Mens, Womens and Juniors clinics, make phone calls and have the staff remind all incoming callers of your camp.
9. Staff your with Pros who love working with kids. For the camp to be successful for more than one summer, the kids will need to have fun. Make sure that the staff enjoys being on the court with kids or else the kids will not come back the next time. A fun time is important, but the parents also will want to see improvement.
10. Follow Up. Ask the parents and kids what they liked and disliked. Ask the pros what they thought went well and what could be improved. Make adjustments for the next Summer!

There is more than one way to put together a successful camp, but hopefully you may find this to be a good starting point and you can put your own special touches that fits the needs of your program!

—Will Segraves



THE PRO APPROACH

summer camp resources

Kids Tennis Club

A Kids' Tennis Club is a program that allows kids to sample tennis through supervised play and interactive activities. This program is a great way to introduce kids to tennis in a safe, open-play setting. These "clubs" offer kids the opportunity to have fun, gain confidence and meet new friends, all while enhancing their social and physical development. For complete details and registration information, visit http://www.usta.com/Coaches-Organizers/kids_tennis_clubs/



Top 10 Games Every Coach Should Know

Complete with pdf versions that you can download.

Visit www.usta.com/Coaches-Organizers/Competition-Formats/346163_Top_Ten_Games_Every_Coach_Should_Know/

PTR Junior Development Workshop & Certification Testing

April 14-15, Sweetwater Tennis Center

For more information, visit www.ptrtennis.org

Games for Kids

Check out sites like GPTA.com, tennis4you.com, teachingtennis.com, usta.com, ultimatecampresource.com and others for games, drills and activities for kids. If you've found a great new resource, email us or post about it on our Facebook Fan Page.



GPTA Members

Reach out to GPTA members to learn what works and what doesn't. Networking and sharing of ideas is at the core of this organization. Here are some previously published tips from two former GPTA Board Members:

"Have the programs ready by [early March]. Plan the amount of time that best suits your clientele...90 minutes, 3 hours or 6 hours with swimming and games. Keep it fun!" —Mark Suiter

"Split your players up into team colors and run fun competitions throughout the week." —Heather Silvia

THE PRO APPROACH

t i a r e l e a s e s 2 0 1 1 c o n s u m e r s t u d y

The 2011 Tennis Consumer Reports, recently released by the Tennis Industry Association, which measure consumer trends among frequent tennis players (21+ play occasions per year), showed mixed results for the tennis industry. The overall sentiment among frequent tennis players in regard to their 2011 spending and projections for 2012 spending is reserved optimism. Over three-fourths of frequent tennis players have become more strategic in how they buy things, thinking more about how their purchases will fit into their lives, according to the report.

The percentage of frequent players who indicated putting off new racket purchases is up to 38% in 2011 from 32% in 2010. However, frequent tennis players do expect 2012 to be fairly similar or slightly better than 2011, leaving room for positive results for the industry in 2012. For instance, 32% of frequent players expected an increase in household expenditure in the 6 months following the survey period, which is up six percentage points versus the 2010 survey period. In addition to measuring spending data and media consumption, the tennis consumer reports also measure frequent player consumer trends with respect to tennis rackets, tennis shoes, tennis balls, tennis strings, and tennis apparel. A few top-level highlights from the 2011 report include:

The "feel" of a racket is the most important factor influencing a frequent player's buying decision of a new frame

Frequent players still prefer buying new frames from specialty stores over other outlets

Frequent [players] site shoe "comfort" as the most important determining factor when purchasing tennis shoes.

Frequent players purchase between 2 and 3 new pairs of tennis shoes each year with 31% of those players preferring to buy tennis shoes from the internet, followed by 26% who buy from chain sporting goods stores.

Frequent tennis players marginally prefer buying balls in an 8-pack format over a case (24 cans) or a single can format. Their lowest preference is for a 4-can format.

Mass merchants and chain sporting goods stores are the outlets of choice for ball purchases among frequent tennis players.

Each year frequent tennis players have approximately 5.3 restringing jobs completed.

Pro shops are the most favored outlet for frequent players to purchase tennis strings from.

Source: <http://tennisindustry.org/news/post.cfm/2012consumerreports>



THE PRO APPROACH

usta age restructuring on the horizon

The following is from a letter posted on USTA Atlanta's website in an effort to educate pros and players on the upcoming changes. The graphic to the right outlines the changes.

As most of you have already heard, the 2013 league year will bring about exciting new changes to USTA League Tennis. With the new age restructuring taking place, players will now have even more opportunities for league play. USTA Atlanta is very hopeful that the age restructure will help grow some of our smaller leagues that have struggled to pull enough teams together to form a full league season. Without a doubt, this age restructure supports USTA Atlanta's mission which is "To promote and develop the growth of tennis in Atlanta".

Since USTA Atlanta runs Early Start leagues, our 2013 league year will begin this summer for our Adult 18 and Over and our Adult Women 40 and Over. To help better understand how these changes will affect USTA Atlanta league play, we have created a document which will illustrate these changes. We have also published our 2012/2013 calendar so that you will know exactly when the changes to your leagues will take place. USTA Georgia has created a website to also aid Atlanta players in understanding the age restructure. The link to this website is www.ustageorgia.com/restructuring. This website includes an FAQ for players and will be updated periodically if new information becomes available. Please note: the only age requirement for each of these leagues is that you are at least the age listed in the title of the league (for example, if you are 40 years old, you can play in the 40 and Over league and the 18 and Over league). We hope that you are all as excited about this change as we are and will continue to support USTA Atlanta league play!

Sincerely,
Maegan Kulich, Director of Adult Leagues, USTA Atlanta

USTA League Restructuring



USTA Atlanta Format (2013 Championships League Year)

| Division | League Type | League Format | NTRP Levels | |
|----------|-------------|--------------------------------|--|-----------------------|
| Adult | 18 & Over | 2-Sing; 3-Dbl 1-Sing; 2-Dbl | 3.0; 3.5 Low*; 3.5; 4.0 Low; 4.0; 4.5 Low* (Men Only); 4.5 2.5; 5.0+ | *No state advancement |
| | 40 & over | 1-Sing; 4-Dbl | 3.0; 3.5; 4.0 Low*; 4.0; 4.5+ | *No state advancement |
| | 55 & over | 3-Dbl | 3.0; 3.5; 4.0; 9.0 | |
| | 65 & over* | 3-Dbl | 3.0; 3.5; 4.0 | *Southern Program |
| Mixed | 18 & over | 3-Dbl | 6.0; 6.5*; 7.0; 7.5*; 8.0; 8.5*; 9.0 | *No state advancement |
| | 40 & over* | 3-Dbl | 6.0; 7.0; 8.0; 9.0 | *Southern Program |
| | 55 & over* | 3-Dbl | 6.0; 7.0; 8.0 | *Local Program |



www.ustaatlanta.com



THE PRO APPROACH

uspta offers new acp classification

The United States Professional Tennis Association Accredited Professional Coach classification, its newest membership classification that includes mandatory education, provides added benefits to members with the APC designation including opportunities for career enhancement through a commitment to tennis and tennis education and demonstration of expertise, and building the image of tennis-teaching professionals and tennis as a profession overall.

The competency exam to become eligible for this classification is available to members through the USPTA's Learning Management System. In addition to being certified at the USPTA professional level, members must also take the Professional Tennis Coaches Academy I and pass a competency exam at the 80th percentile or higher. Those who have already taken the PTCA I and scored 80 percent or higher do not need to retake it.

This classification is open to Professional 1, 2 and 3 members and Master Professionals. USPTA Professional members are required to take continuing education in order to earn and maintain APC status. APC is earned by accumulating 20 APC credits within a two-year period. The designation is maintained by continuing to earn 20 APC credits over every two-year period. APC credits can be earned in a variety of ways including attending the USPTA World Conference, USPTA division conventions, USPTA specialty courses, USTA High Performance education, viewing DVD seminars, and more.

The opportunity to earn credits at USPTA World Conferences and division conventions will require members to fill out a form for credit at the beginning of the seminar or specialty course (that is collected at the end of the seminar), in order to verify attendance for credit. For more details regarding qualifying credits, e-mail education@uspta.org.

Once members achieve this distinction, their certificate and member card will have an expiration date and the designation will be added after their professional rating. The documents are available online to print from the member management area of www.uspta.com, where members can log in with name and member number.



THE PRO APPROACH

as heard on the courts...

Thomson PTR Pro of the Year in Georgia

PTR presented Ian Thomson with its Professional of the Year Award for Georgia. Ian took over as the Director of Tennis for Medlock Bridge in January 2011. Previously he worked at the Atlanta Athletic Club, where he was the Men's Coordinator. Ian currently serves on the USPTA GA Chapter Board and is the Treasurer of the GPTA. Ian is certified Professional 4A with the PTR and P-1 with the USPTA. Ian has earned a Top 10 award in the Educational Award at the USPTA World Conference and is a winner of the Industry Excellence Award from the USPTA GA workshop. Ian is Etcheberry Certified, an HPI Mental Toughness Training Coach and a USPTA Sports Science Specialist. Congratulations Ian!



Grayson moves to Ansley

Matt Grayson is the new Director at Ansley Golf Club. He previously ran the award-winning program at Country Club of Roswell. Marcus Rusche assumed the Director position at CCR. We wish them both well in their new positions.

USTA Atlanta offers Green Ball to 12U

USTA Atlanta is keeping up with the changes in 10 and Under Tennis and offering the green ball at the 12U beginner. By providing a 12U Green Ball division, beginner kids can easily transition from the orange ball on the 60' court to the green ball on the full 78' court. The green ball is quicker than the orange 10 and Under ball but not as fast as the full yellow ball. The green ball allows for kids to play on a full size tennis court at their own speed where they can hit and make shots just like the pros. For questions regarding the implementation of the green ball in Jr. Team Tennis call D'Marco or Amanda at the USTA Atlanta (770-413-4333).

The Signature Tennis Cash Smash!



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! Iztok Bombac was the first winner in January, and the chosen member was not present at our February 24th Lunch & Learn event... so the pot grows to \$250 at the next GPTA event! Mark your calendar for the May 4th GPTA Lunch & Learn on Summer Camps and Programs. Details coming soon!