



Game, Set, News

USTA Community Tennis Association Quarterly Newsletter

Spring 2011 Edition

Tennis and the Secret to Success

There is one special ingredient that successful tennis players possess, and that is the same secret that successful athletes, business people, and others have learned.

Yes, some are born with natural talent, but in truth that talent alone does not bring success. It is that one ingredient, which can be described in one word, and that separates those who do well from those who excel and spiral to the top of the heap.

That special ingredient, -- that one word to describe success, is "Tenacity." All the great tennis players are tenacious people who simply do not give up. They keep learning, and adjusting, and because there is no "quit" in them, they reach the highest pinnacle of success that is possible for them.

The road is always easier when you have the necessary tools, or even the natural talents, to cope with the obstacles you will encounter on your road to success. While these tools or talents will surely help, it is he or she with tenacity and the persistent nature that ultimately succeeds. You must outline your dreams and goals, then pursue them, and never give up. They say that you only fail when you stop trying. Those who ultimately succeed have learned not to let temporary failures stop them, but to keep on trying. Each failure is a lesson and another tool to use to cope with future obstacles. It is also said that we often learn more from our failures than we do from our success.

Tennis is no different. Those with tenacity understand it will take a lot of practice. They understand that changes may be needed in their game, and that at times, they will lose in spite of their best effort. The tenacious ones take that loss as a lesson as to what needs improving, and they adjust for success.

There will always be barriers before you. You must learn to go around them, over them or through them to reach your goal. Welcome the occasional failure as a new lesson in life. Welcome the obstacles as a challenge to your endurance and your will to succeed. Nobody said it would be easy, and that is why only those with tenacity ultimately rise to the top.

Learn to brush aside the negative, and with the power of your experience and tenacity, push through the barriers before you without fear. Our greatest fear is our fear of failure, and that too can be overcome, one challenge at a time. You become stronger and stronger as you continue to master the small failures that give you the wisdom, the strength, and the courage to succeed.

Remember too that life is not just reaching your destination, but enjoying the journey and learning along the way. And, once you have reached your goal or destination, immediately set your course toward a new goal and a new destination. Remember too, to help those along your path.

Tenacity -- the secret and the road to success.

Article written by Howard Wand, President of the Rogue River Oregon CTA



Cache Valley CTA Brings Tennis to the Deaf

In partnership with the Utah Tennis Association, Cache Valley Community Tennis Association (Wellsville, Utah), and Logan Parks & Recreation, an inaugural outreach event that brought tennis to the Deaf and Hard of Hearing community was initiated. Servicing kids ages 3 - 12, the goal of this outreach is to provide tennis exposure for this community, and to develop

junior players who may aspire to play tennis in college.

Stephanie Dolence, a community tennis advocate and interpreter, reached out to the Utah Tennis Association and TSR Jane Waterstradt to learn how the sport of tennis can provide an outlet of support and fun for the deaf and

hard of hearing. Stephanie is a long time volunteer who began playing tennis at the age of thirty. Some of her tennis background includes working in the Ramey Tennis School in Owensboro, Kentucky, as well as functioning as a tennis umpire.

Connecting Players to Adaptive Tennis Programs

The USTA would like to promote and develop recreational tennis opportunities for players with differing abilities and circumstances. By identifying adaptive tennis programs in your area, we hope to connect players with special circumstances to the programs designed for those players through our USTA web network. In order to be included in this effort, please visit <http://vovici.com/wsb.dll/s/3374g42046> and tell us more about your Adaptive Tennis program.

Adaptive tennis includes programs that work with individuals with developmental, psychiatric, physical or environmental disabilities. The USTA supports these programs, providing grants, equipment and resources for specifically tailored programs that provide fun, fitness and a positive social experience for participants. Visit <http://www.usta.com/Play-Tennis/Adaptive-Tennis/Adaptive/> for more information.

Touch of Tennis Wins USTA Adaptive Tennis Award

Youth and adults of all ages arrive at the Gwynedd-Mercy College campus in Gwynedd Valley, Pennsylvania, with a variety of physical and intellectual disabilities: among them, Cerebral Palsy, Down Syndrome, Spina Bifida, Fragile X Syndrome, Autism, Asperger's Syndrome. But when they enter the courts for their Touch of Tennis Clinics each summer, they all have the same thing in common: they're all tennis players.

The USTA recently presented its 2010 Adaptive Tennis Community Service Award to Touch of Tennis director Jim Holt in recognition for his twelve years of serving up tennis to this very special population. For Jim and his many volunteers, the object of the six-week sessions is to achieve



success by hitting a ball over a net and to enjoy doing so. Success at many levels of performance is celebrated, and the reward is a physical fitness activity that results in elevated self-esteem, social interaction, improved coordination, and a whole lot of fun. And they get all this, along with a T-shirt and a video, absolutely free.

Jim began the program because, as a Special Ed teacher himself, he knew there was a lack of athletic activities available for those with disabilities. As the part-time tennis coach for the Gwynedd-Mercy College, he also knew he had access to a facility and students. With courts and potential volunteers, he felt he could provide a tennis as a solution to fulfill a long-time need and make a difference in the lives of many people. Because the excitement is contagious, there is

never a shortage of volunteers of all ages. On any given evening, there may be over 100 people on the courts, 70+ athletes to 30+ volunteers. Jim and a few key instructors have recently undergone additional training in QuickStart methods and have received foam balls and smaller nets to enhance what they can offer the participants, especially the young and the novice players. With Touch of Tennis, Jim Holt has successfully channeled his enthusiasm and love of tennis with a commitment to those with special needs— an award-winning combination!

Visit <http://www.usta.com/videos/2010-adaptive-tennis-award-touch-of-tennis/> to view an inspiring video about the Touch of Tennis Program.

STA Growing by Leaps and Bounds

Seattle Tennis Alliance (STA) has grown by leaps and bounds since the tennis group was founded in 1986 by a group of lesbian and gay friends. Now, with 200 members, this LGBT and allied tennis club offers a wide variety of programming for members and the public in the Seattle area: adult recreational team tennis, tournaments, USTA Adult Leagues, clinics, happy hours, tennis watching parties and more. To put on these programs, STA partners with local

businesses, parks departments and other CTAs.

A banner event for the CTA each year is the International Seattle Classic tournament which draws over 100 players with varied skill levels from all across the United States and Canada. All of the tournament's proceeds are donated to a charity selected by the STA membership.



The annual STA Herb Milro Tennis Tournament is held each January in honor of the CTA's founder, Herb Milro.

SCTC Grows a Bumper Crop of New Beginners!

San Carlos Tennis Club (SCTC) in Redwood City, California is known for extending open arms to all newcomers to join its USTA League teams at all levels. SCTC put together an aggressive outreach for new players to jump into tennis via its new 2.5 Mixed team for the 2011 season. With the incentive of a "significant other" starting to learn tennis, SCTC's outgoing President for the past two years (Jeff Peterson) offered to coach this new team with free weekly clinics. This was all that was needed to get many more players motivated to join in the fun of learning this wonderful new lifelong sport!

The new players have engaged with such gusto that Jeff, with the support of several other club volunteers, has been providing clinics twice a week, and an added night of team practice! Although no other 2.5 Mixed teams were close enough to organize a traditional season of local matches, the SCTC 2.5 Mixed team has already organized an entire season of simulated USTA matches being played within the large team that they have assembled. They are looking forward to engaging with other USTA Northern California teams in May, when they will meet them in District Championships for the first time!

Aside from the new members infused into SCTC and the USTA, the real rewards of this effort have been in the infectious fun

and enthusiasm that has rapidly grown and now overflows from this terrific group of new players! They have demonstrated a winning attitude in embracing the fun of a newly discovered sport and friends, and they are already known for the peals of laughter and the mutual support they show for each other on the courts! After just weeks of clinics and initial practice, this band of fun-seekers jumped into their first tennis event, as USTA NorCal hosted a Beginner Grand Slam event (simultaneous with the Australian Open) down on the mid-peninsula in response to this terrific team-building effort by SCTC! The Grand Slam was a huge success, and helped to identify several more new players who have now joined the clinics and the team.



With the Grand Slam barely behind them, a large contingent of the new 2.5 players jumped into SCTC's first switch-partner mixed tournament of the year (with SAP Open tix as prizes) and two of the newbies made it into the winners

circle for the lower division of play! For President's Day, they were out in force again at SCTC's first Fun Day of the year, representing 10% of the players that filled up 11 courts of play! This has been a journey of tremendous satisfaction for every volunteer and new player involved, bringing new players into the game, new members into the USTA, and a delightful new wave of enthusiastic new blood into SCTC's hyper-active schedule of socially-oriented tennis events!

New Partnership Spawns GATE Program

Last year the Savannah Area Tennis Association (SATA) NJTL formed an alliance with the Georgia After School Investment Council and the USTA to bring tennis to elementary schools in Savannah. SATA has just been advised that this partnership will continue to grow, resulting in approval of Georgia After School Tennis and Education (GATE) programs in eight elementary schools.

SATA is providing top quality tennis programs to Savannah children, stressing life skill lessons such as

healthy and active recreational choices, sound nutrition, discipline, hard work and sportsmanship. At a time when childhood obesity and resultant health issues are at an all time high in Georgia, these programs are just what the doctor ordered – demonstrating the joy of physical exertion and regular exercise. Following the lead of USTA's 10 and Under Tennis Initiative, SATA instructors use short courts, age appropriate equipment, and a play format to engage the children from when they first hit the ball.

SATA's partnership in the "GATE" program will offer children a pathway to a lifelong commitment to tennis. An interested student will be offered the chance to enter other programming from Jr Team Tennis to neighborhood oriented play to sanctioned and unsanctioned tournaments. The goal is to have a lasting, important impact on each child served. In tough economic times, tennis presents itself as an inexpensive, lasting sport that contributes to a lifetime of good health and recreation.



Miami Valley CTA Introduces Youth to Tennis

Bud Schroeder's leadership with the Miami Valley Community Tennis Association in Tipp City, Ohio has helped teach 250 kids tennis through four different Midwest Youth Team Tennis Leagues. Schroeder said, "I thought it was a great idea to do the program in the parks. I saw the potential of getting more kids to play tennis."

The CTA has developed these programs, and also a support system of volunteers that includes local community members, tennis professionals, and staff from Schroeder's facility. Schroeder conducted educational sessions to train the community volunteers that run these programs. Some of the CTA volunteers are tennis players,

but many are moms and community members looking to get involved and give back to their community. Schroeder said, "You see sixty kids playing tennis and having a great time, and the volunteers see it, and it just puts a smile on your face."



In addition, Schroeder and the CTA formed and strengthened partnerships with local parks and schools in the community. Schroeder organized and led over 25 assemblies and trainings during physical education classes at local elementary schools. He built relationships with the schools and helped physical education instructors integrate tennis into their curriculum and introduce students to the benefits of tennis.

As the Miami Valley Community Tennis Association expands, the CTA and Schroeder are bringing the community together through tennis.

DGT Teaches Tennis and So Much More!

Danbury Grassroots Tennis (DGT), a CTA/NJTL located in Connecticut, teaches the city's youth about the game of tennis, but it's also in the learning business. Since its inception in 2006, DGT has evolved into an organization that improves on the quality of a child's life through confidence-building, physical fitness, nutrition and education.

The results have been outstanding for the USTA New England-affiliated CTA/NJTL. "In our programs, we encourage kids to always be on the move, to be physically active and we teach them about proper nutrition," Director Lauren Dalton said. "We're fortunate enough to have great volunteers and partners in the area to help with that."

DGT arranges for children in its programs - who must be Danbury residents between the ages of 8-18 and maintain at least a "C" average

in school - to be part of tennis programming and tutoring sessions. Students visit DGT's office Monday through Thursday, where they are tutored by local high school and college students and volunteers from the community. After they complete their homework, DGT students are required to read for a half-hour and work on extra math.



"I've spent a lot of time researching successful charter schools and other institutions that face some of the same challenges that we find here in Danbury," Dalton said. "We want to create an atmosphere of accountability and expectation that

will allow the kids to succeed." Dalton recently traveled with DGT president Carl Bailey to Las Vegas to visit the Andre Agassi College Preparatory Academy. "These kids need to know that they can and will go to college," Dalton said, noting that DGT students will begin to tour area colleges to see what college life entails.

While DGT's tennis component has produced some talented players, Dalton and the organization's volunteers have also used other sports to challenge the children. "During the spring and summer seasons, we'll spend about a half-hour a day doing some other form of physical activity, in addition to tennis," Dalton said. "In Danbury, we're fighting against the childhood obesity epidemic, so to keep them engaged in physical activity is vitally important."

Set Point Tennis Serves Life Lessons

The children participating in the Set Point Tennis program, a Police Athletic League (PAL) program and a CTA/NJTL in Reading, PA, are learning more than how to play the sport of tennis. As part of the program, the young tennis players are given the opportunity to listen to exciting speakers before practice begins each week. The speakers offer life lessons and advice on career choices.

Michael Murphy, President of Set Point Tennis and local tennis coach, has put together an impressive schedule of speakers for the 16-week program. The list boasts

people from various job fields including finance, legal, medicine, government, and education. Having these speakers serve as role models is part of helping these children move along the right paths. "We try to use tennis to make positive choices in life," Murphy said.



Now in its third year, the free program teaches children ages 8 to 12 tennis skills and self-confidence. "Tennis isn't something that they're exposed to, being in the inner city," said Unit Director Christine Barlet. "Our kids really look forward to it."

Excerpts for this article have been taken from a larger article written by Erin Negley and featured on readingeagle.com.

Nominate Now for USTA Outstanding Facility Awards

Do you know an outstanding tennis facility in your area, one that you feel should be recognized for its contributions to tennis in your community? Nominate it for a 2011 USTA Outstanding Facility Award.

Nominations are now being accepted for the 30th Annual USTA Outstanding Facility Award program, administered by the USTA and the USTA Technical Committee. Go to www.usta.com/facilityawards for more information and for an application/nomination form. All nominations are due in the USTA National office by June 29.

Need Tennis Equipment?

The USTA has some very exciting news to share! In addition to our current equipment sponsors, which includes Gamma, HEAD/Penn, and Prince, we now have Wilson Racquet Sports as a supplier for tennis equipment. All four companies will be official suppliers for all USTA Community Tennis programs effective immediately!

Take advantage of these great discounts by using the discount sheet located at www.usta.com/equipmentdiscounts



Budgeting for 2011? Don't Forget Insurance! Protect Yourself and Your Community Tennis Association

The USTA offers Community Tennis Associations valuable insurance benefits. Liability insurance is available for your organization through the USTA and Eagle Risk Management Services, Inc. Offered at special reduced rates, the insurance protects your CTA when claims are made and provides legal help to investigate and defend those claims.

If you are covered by another insurance plan, you may wish to review the benefits of the USTA/Eagle plan at this time. If your Community Tennis Association is not covered by any plan and administers on-court programs or training, we urge you to seriously consider including this as an item in your 2011 budget. Since the insurance programs are provided on a calendar year basis, the best time to enroll is at the beginning of 2011.

In order to acquire or maintain your organization's participation in the program for the upcoming 12/31/10 – 12/31/11 policy year, your CTA registration and USTA membership must be current. If you have not completed your on-line renewal, you must do so by visiting <http://ct.usta.com/ctanjtl>. To create or renew your USTA membership, visit www.usta.com/membership.

Downloadable brochures are available for the USTA Master Liability and Accident Insurance Program and for a separate insurance policy with Directors and Officers Coverage and Employment Practices Liability Coverage. For additional information on eligibility or further information on the insurance, please contact our insurance consultant Eagle Risk Management at 1-888-654-USTA or visit www.usta.com/cta



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The next edition of *Game, Set, News* will be released in June. Thank you for your continued commitment to growing and developing tennis!

Questions? Email us at cta@usta.com