

# THE PRO APPROACH

a monthly e-publication of the georgia professional tennis association

In the upcoming year, we hope that you have set some goals, made a few resolutions, and plan to improve and grow your business. The GPTA is here to help in many ways...

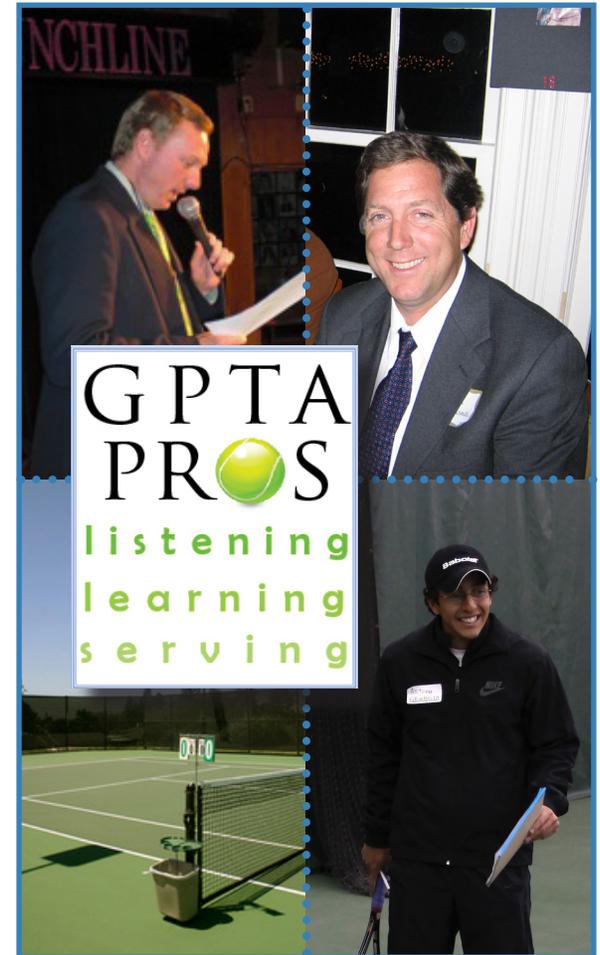
1. You can pick up some new drills at the January 21st Workshop with Bill Riddle, "Drills to Get You Going in 2011." Bill is the Director of Tennis at Bluegrass Yacht and Country Club in Hendersonville, Tenn. He has been involved in tennis for more than 20 years. He is sure to share wisdom that you can use both on and off the court.

2. Share your knowledge and expertise with your colleagues by signing up to participate in the GPTA's "Best of..." Drill Session Series. This year we will host Drill Sessions at a variety of facilities with the focus on that facility's specialty in an ongoing effort learn what is going on...what works, how it's done and how you can adapt a program or service for use at your facility. We have had several entries so far, but we are still looking. If you have a specialty to share, please email [execdir@gpta.com](mailto:execdir@gpta.com) today!

3. Visit the GPTA Website often. You can now visit our photo gallery page and add your own images! We are adding more drills and information that you can use. And don't forget to post your employment and volunteer opportunities with the GPTA. Is there something that you would like to see on the GPTA site? Please email [editor@gpta.com](mailto:editor@gpta.com) with any suggestions.

Finally, please connect with a GPTA Board member if you have any questions or would like to help. We are always looking for eager members to get involved and share. The 2011 Board of Directors looks forward to a fantastic year and wishes you the best!

See you on the courts!  
GPTA Board of Directors  
[execdir@gpta.com](mailto:execdir@gpta.com)



january 2011

# THE PRO APPROACH

uspta adds new apc classification

The United States Professional Tennis Association has announced the launch of its Accredited Professional Coach classification, a new membership classification that includes mandatory education, and became effective this month. The 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.

The benefits of APC designation include 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 APC is earned by accumulating 20 APC continuing education 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.

Two hours of qualifying education will constitute one CEU. 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](mailto:education@uspta.org).

Once members achieve this distinction, they will be issued a special certificate with an expiration date and the designation will be added after their professional rating. The certificate will be available online to print from the member management area of [www.uspta.com](http://www.uspta.com), where members can log in with name and member number.

While the APC classification is not effective until January 2011, those members who attended specialty courses at the World Conference in September and completed the forms for credit, will have those credits count toward the APC classification.

To apply for this new membership classification, 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.

Source: [www.uspta.com](http://www.uspta.com)



# THE PRO APPROACH

p t r w h e e l c h a i r t e n n i s w o r k s h o p



## Instructing Wheelchair Tennis Workshop

Midtown Athletic Club at Windy Hill  
Sunday, January 23 • 10am - 2pm



This 4 hour course is for tennis teachers and recreation instructors who want to learn to teach tennis to people in wheelchairs. Attendees will learn the special skills required to maneuver the wheelchair and to hit from a modified elevation. Mobility, stroke production and general wheelchair basics are all covered in the curriculum. Participants will understand the components of wheelchair construction, and degrees of disability that vary with each wheelchair athlete. Demo chairs provided. (\$50)

Scholarships may be available. Contact [ptr@ptrtennis.org](mailto:ptr@ptrtennis.org)  
Held in conjunction with the Southern Tennis Association Annual Meeting  
Midtown Athletic Club at Windy Hill, 135 Interstate North Pkwy, Atlanta, GA 30339

**PTR - Setting the Standard for Tennis Teaching Excellence**  
To Register call 800-421-6289

Professional Tennis Registry (PTR) and Southern Tennis Association (STA) are pleased to present an Instructing Wheelchair Tennis Workshop at the Midtown Athletic Club at Windy Hill from 10am-2pm on Sunday, January 23, 2011. The Instructing Wheelchair Tennis Workshop is open to all tennis teachers and recreation instructors who want to learn how to teach tennis to people in wheelchairs.

The course will be taught by nationally ranked wheelchair player and PTR Clinician, Harlon Matthews. Participants will actually use wheelchairs that will be provided at the workshop, in order to understand the special skills required to maneuver the chair and to hit from a modified elevation. **Mobility, stroke production, and general wheelchair tennis basics are covered in the curriculum.** Participants will understand the components of chair construction and learn the degree of disability that will vary with each wheelchair athlete.

The cost of the workshop is \$50. Participants who are PTR members will receive their certification in wheelchair tennis. To register, call PTR Headquarters Monday-Friday at 8-6pm EST at 800-421-6289 or visit [www.ptrtennis.org](http://www.ptrtennis.org). For directions to Windy Hill, call 770-953-1100.

Also from PTR...

Professional Tennis Registry is conducting an  
**INTERNATIONAL CERTIFICATION WORKSHOP & CERTIFICATION TESTING**

at Sweetwater Tennis Center in Atlanta, GA

Saturday, January 15 • 1pm-6pm

Sunday, January 16 • 1pm-6pm (includes testing)

# THE PRO APPROACH

r c s t o h o s t 2 0 1 1 a t c i n j u l y

The Atlanta Tennis Championships announced its 2011 tournament will be held at the Racquet Club of the South, July 18-24, 2011. While the site has changed from the Atlanta Athletic Club, the tournament is scheduled for the same week in the ATP World Tour calendar year and will once again launch the Olympus US Open Series season. Reigning singles champion Mardy Fish and finalist John Isner have committed to return to Atlanta to play in 2011. Both players finished in the top 20 in year-end South African Airways 2010 ATP World Tour Rankings.

The Racquet Club of the South hosted the 1990 Fed Cup and a men's World Championship Tennis tournament during the 1980s. A USTA Regional Training Center, the facility is the home club of one of the U.S. top players, Melanie Oudin, of Marietta, Ga. RCS features a permanent outdoor stadium along with 26 outdoor courts, eight indoor courts and two platform tennis courts.

"We're extremely pleased to bring the Atlanta Tennis Championships to the Racquet Club of the South. The club's extensive experience in hosting professional tournaments over many years makes it a very desirable location to showcase the top players in the world," said Rex Maynard, Tournament Chairman. "We know our new host will provide our partners, spectators and players with spacious and comfortable indoor facilities along with an attractive outdoor area with numerous courts," said Bill Oakes, Tournament Director. "Some people think we were in Atlanta for just one year, but nothing could be further from the truth -- we are here for the long haul."

"It is very exciting that the USTA and ATP chose RCS as the new site for the tournament," said RCS President Steve Gareleck. "Things have really changed here over the past two years. With the junior tennis academy getting incredible results over the past 18 months (run by Grant Stafford, who played on the ATP tour for 11 years), along with the wonderful upgrades to the facility, it a perfect place for the event. We are excited to help make this the absolutely best location and facility for the tournament." The facility is run by Gareleck, Stafford and Remington Reynolds.

The ATP formally awarded the ATP 250 sanction Atlanta Tennis Championships to the USTA Southern Section in December 2009. The tournament field and schedule will be similar to 2010 with a 28-player singles draw and a 16-team doubles draw. Four of the singles players will come from a two-day qualifying tournament on July 16-17.

Source: [www.USTAsouthern.com](http://www.USTAsouthern.com)



# THE PRO APPROACH

madej joins tia technology panel

Viola Madej, GPTA member and the Director of Tennis at Seven Oaks Tennis Club in Alpharetta, Ga., is the newest member of the Tennis Industry Association's Technology Panel. Madej, a former member of the Polish National Tennis Team, earned a bachelor's degree in CIS Management and Internet Programming from Lodz University. She currently uses TennisConnect, the TIA's premier software tool for tennis providers, at two sites in the Atlanta area.



On the TIA Technology Panel, Madej joins Lance Andersen of the Longfellow Club, Wayland, Mass.; Robin Bateman of John Drew Smith/Tattnall Tennis Centers, Macon, Ga.; Billy Power of Texarkana Country Club, Texarkana, Ark.; and Charlie Ruddy of TennisConnect, along with the TIA tech team of Matt Allen and Ryan Melton.

Goals for the Technology Panel include:

- How to get current industry "players" to embrace new technology.
- Effective means of distributing messaging regarding new technology and tools and resources available for tennis providers.
- Determining the effectiveness and usability of current technology tools and resources.
- Finding ways to bring the latest technology to tennis providers at an affordable price so more players can be engaged.
- Provide webinar topics and user-friendly online tools and resources.

Source: [www.tennisindustry.org](http://www.tennisindustry.org)



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# THE PRO APPROACH

t i a c o m b a t s c o u n t e r f e i t r a c q u e t s

The Tennis Industry Association—the non-profit group representing the tennis trade including the major racquet manufacturers—is pulling together its forces to help combat the growing counterfeit business. Tennis has become more popular in recent years in the U.S. and around the world. But with that good news comes some bad: sales of counterfeit racquets have been increasing. “Tennis has been growing in popularity with more than 30 million players in the U.S., but this has given rise to a more unsavory side—companies that make and sell counterfeit racquets to this growth market,” says Jolyn de Boer, executive director of the TIA. “There is a proliferation of internet shopping sites popping up, offering discounts and amazing deals, and these sites are illegal. They hurt the industry, the manufacturers, retailers and the unknowing consumers who buy counterfeit equipment and product.”

Counterfeit products in all industries are estimated to account for up to 7% of global trade, costing legitimate rights-holders around the world billions of dollars annually. In the tennis industry, estimates are that legitimate racquet manufacturers currently lose \$30 million a year to sales of fake tennis racquets, de Boer says. “But it’s not just manufacturers who suffer,” she adds. “Tennis retailers are losing hundreds or thousands of dollars in sales, and consumers are getting an inferior product that may well turn them off to playing tennis. In a down economy, consumers often are looking for lower-priced bargains, and they may not be as diligent in researching a product or sales outlet.”

“If the deal sounds too good to be true, it usually is,” adds Jon Muir, worldwide general manager of Wilson Racquet Sports and president of the TIA. “Consumers may think they’re getting a good deal on a new or used racquet, but if the racquet they’re purchasing is counterfeit, chances are they’ll spend more in the long run. If they’re avid players, the fake frame probably will break soon, or it just won’t feel right so the player will end up junking it. Then they’ll have to buy a new, legitimate racquet in the end.” Counterfeit racquets, in fact, can be dangerous for consumers to use, say manufacturers, who spend millions in research and development to find ways to dampen vibration that can affect the arm and body when the racquet strikes the ball. “These knockoff racquets just aren’t going to work the same way as the real frames,” notes Eric Babolat of Babolat. “The inferior product and construction can cause harm to a player, and can definitely affect his or her enjoyment of the game. Also, the fake racquet won’t have the durability that legitimate manufacturers build into their products.”

The TIA has set up a website where retailers and consumers can report counterfeit frames and websites that appear to be selling fake products and provide tips to help identify bogus sites and equipment. The site also has a list of reputable sites and dealers to buy from. Visit [www.tennisindustry.org](http://www.tennisindustry.org). “All of us in this industry are pulling together to shut down this kind of illegal activity that hurts everyone—manufacturers, retailers, consumers and players,” says de Boer. “We all have a stake in cleaning up this kind of abuse.”

Source: [www.tennisindustrynews.com](http://www.tennisindustrynews.com)

# THE PRO APPROACH

as heard on the courts...

## PTR Adds 10-and-Under Tennis to Certification

Professional Tennis Registry (PTR) has created three basic certifications to fit the needs of tennis teaching professionals worldwide. Beginning in 2011, PTR's education and certification pathway will be geared toward three distinct areas: Junior Development, Adult Development and Performance. In addition, PTR has a Master of Tennis Program in these three areas for teaching professionals who want to further their education. "With the ITF's historic rule change that will have a positive effect on 10 and under play around the world, PTR is taking a leading position in supporting this initiative. We have totally restructured our education and certification pathway to meet the needs of teaching professionals, their employers, their students and our sport," said Dan Santorum, PTR CEO. "The pathway will initially be piloted in the United States. So, PTR board members/staff will be visiting USTA Sections and Districts to answer questions and explain how our new pathway can help facilitate the growth of the game." "I've been involved with PTR from the very beginning," said Jean Mills, PTR President, "This is the most progressive change PTR has ever made. For the first time, teaching professionals will have choices as to which area they want to be certified to teach tennis."

## Celebrate youth and grow tennis in your community

When you plan your early spring calendar, consider participating in Tennis Night by hosting a Youth Registration event to put tennis on center stage and use this as an opportunity to further educate your players and parents on the new 10-and-under tennis rules (find complete details at [www.10andundertennis.com](http://www.10andundertennis.com)). You'll jump start tennis signups for spring and summer programs and get parents involved. Register at [www.tennisnight.com](http://www.tennisnight.com) to partner with the USTA and bring a Youth Registration event to your community.

- Host your event anytime during March
- Event packs for the first 700 facilities signed up by January 31, 2011
- National marketing plan promoting events throughout March
- Revised turnkey marketing materials for local use



Do you have some news to share? Pictures? Tips? Drills? Please email us at [editor@gpta.com](mailto:editor@gpta.com) today!