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The International Magazine for PTR Tennis Teachers and Coaches

October/November 2023



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February 3rd to 11th 2024

The Technology Issue

- Benefits of Continuing Education
- Becoming a coach of the future
- The Digital Revolution
- Constant Improvement for a Professional Level Coach
- ...and more



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For the Record

As part of our commitment to enhancing professional development opportunities and recognizing the diverse skill levels within our community, we have diligently worked with the USTA to introduce the newly launched Levels 1, 2, 3, and 4 certification tiers.

Expanding our certification levels is a strategic move to provide a more comprehensive and tailored approach to recognizing the expertise and contributions of our members to the sport we all love. These new levels have been designed to accommodate various skills and experience, from entry-level professionals to International Master Professionals.

PTR has long had a level-based approach from our involvement and external recognition of PTR certifications through NCACE. To provide clarity, the following highlights will showcase where PTR education has been since 2009, where it is now, and how this will impact the PTR members moving forward.

Most countries use the Level system for certification.

When you make a change, there are some who have difficulty adjusting, but to quote PTR Hall of Fame member, Billie Jean King, "Champions Adjust."

I would like to thank PTR COO, Brian Parkkonen, and USTA National Staff for their efforts to transfer our previous certification ratings into Levels moving forward.

As a member, you don't have to do anything and there is no cost involved. Just like the previous rating system, if you want to upgrade then you can choose to do so.

We understand that many PTR members hold legacy certifications under our previous structure. To ensure a smooth transition, we have worked with the USTA on a mapping process to convert existing certifications to new levels.

View the legacy certification levels, new certification levels, and the process for converting existing certifications...

[Click Here to see the certifications](#)

As the only USTA fully accredited organization, PTR's aim is to ensure our members continue to benefit from their certification while staying current with evolving standards and practices.



Dan Santorum
CEO/Executive Director

Dan Santorum

We are excited about the educational opportunities these new certification levels offer PTR members. This education/certification provide an opportunity to enhance your professional growth and industry recognition while recognizing the previous commitments and achievements made through our legacy certification workshops.

We are planning to conduct 300 Level 1 certification workshops in the USA and 100 outside the USA. We are doing so in part to help alleviate the current short of tennis coaches around the world. We appreciate your continued support and thanks for Making a World of Difference!



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Member News

Scholarship Recipient - Julie Mathson

Earlier this year, in the PTR newsletter, Julie Mathson learned about a scholarship for athletes and coaches affected by Type 1 Diabetes created by Diane Donnelly Stone, Tracey Donnelly Maltby, and Billie Jean King. The scholarship has been offered to college tennis players for 20 years and this is the first year they have included coaches. She applied for it and was selected to receive the Donnelly Award! Funds from the scholarship will go to the high school team where she is an assistant coach to purchase new uniforms. On August 29th, they hosted an award



ceremony at the US Open. She was there with many of the sponsors of the scholarship as well as the two national student recipients.

Julie is a Level 2 Certified-PTR member. She is an Assistant Girls Varsity Tennis Coach for Air Academy High School in Colorado Springs, CO.



DELAINE MAST

PTR Board Vice Chair and PTR International Master Professional, Delaine Mast spent Labor Day with her NJTL Chapter on court at the Open!

Member News



COACH OF THE YEAR: DAVE HAYDEN

The Intercollegiate Tennis Association (ITA) recently announced the winners of its regional awards, and Dave Hayden was recognized as the Wilson/ITA Men's Tennis Central Regional Coach of the Year.

It's a significant honor for Hayden, as the ITA's Central Region boasts this year's national champion from Case Western Reserve University and three of the top 10 teams in the final edition of the Division III national rankings.

After winning Presidents' Athletic Conference (PAC) championships in 2022-23, Hayden swept both of the conference's Coach of the Year accolades. In addition, the Professional Tennis Registry (PTR) named Hayden its Pennsylvania Coach of the Year in April.

On the men's side, Hayden led the Gators to their first PAC championship in 41 years and the fifth in program history. Allegheny was 17-5 overall with a perfect 8-0 record against conference opponents. The Gators qualified for the NCAA Division III Championships for the first time and faced Christopher Newport University in the first round on May 5.

Individually, Anton Hedlund (Hovas, Sweden/Katrinelundsgymnasiet) was tabbed the PAC Player of the Year and finished the season as the 24th-ranked singles player in the Central Region. In addition, Ethan Carr (King of Prussia, Pa./Harrington) garnered PAC Newcomer of the Year honors and was one of seven Gators to receive All-PAC recognition.



ARIELLE SHUREN

Arielle Shuren is the new Head Coach for the Men's Team at Hofstra. Read more...

<https://gohofstra.com/sports/mens-tennis>



GARY MELILLO NAMED HEAD BOYS TENNIS COACH

Gary Melillo (Broomfield, Colorado) has been named Head Boys Tennis Coach at Broomfield (Colorado) High School. Gary served as Assistant Varsity Coach for the Eagles during the 2022 season.

Gary has been a PTR member since 2003. He also serves as a tennis teaching professional at the Apex Tennis Center (Arvada, Colorado) where he has been on staff since 2010.

Member News



USTA NATIONAL L1 INDOOR CHAMPS

Amy Ankeny and longtime PTR Member Shirish Deshpande are USTA National L1 Indoor Champions in 40s (3rd) and 50s (1st) staff since 2010.



ROB TUCKER RECEIVES AWARD AS HOMETOWN HERO!

Watch the video <https://www.fox5dc.com/video/1269466>



ADVANTAGE KIDS FUNDRAISING

Pictured from left to right: Bob Bryan, Dawn, Dragon, Scott McDougald, PTR, instructor, and Mike Bryan. This was a fundraising event for the Advantage Kids program, which teaches tennis and yoga while helping kids discover the love and joy of the wonderful sport of tennis. Scott McDougald has been running the Nashua program for the Advantage Kids for the last three years. Bob and Mike Brian gave their enormous support with a fun filled day at the Winchester Tennis Club in Winchester Massachusetts. Scott got to play with Mike Bryan; part of the Bryan

Brothers all-time doubles champions. After getting to play with them, they put on another fun filled event with an exhibition match in Windham, New Hampshire at a private home in a beautiful indoor tennis court, which Chris Everett stated was the most beautiful private tennis court she had ever been to. Dawn Dragon has made it possible through the Advantage Kids program for kids in over 17 towns and cities in New Hampshire to enjoy this wonderful sport and thanks to the Bryan Brothers, They were able to raise money for the continued support of this wonderful program.

Member News



THE WORLD IS SMALLER WITH PTR

Akiko Tohmatsu ran into Mitch Case in Goshen, CT. "How small our world becomes when you belong to PTR" she said.



FROM OREGON TO ALASKA

Colin Gillam, of Mountain Park Racquet Club in Lake Oswego, Oregon joined the Kathleen Sheppard Foundation to offer free camps before the high school season started. He worked with 108 Varsity and JV Level Players.

I went to Anchorage and Palmer, Alaska, July 22-25 and offered free High School camps before the High School Season started. I had the chance to work with 108 Varsity and JV Level Players.



FATHER AND DAUGHTER DUO

Tomas Catar and his daughter Claudia Catar won Gold Ball at Father/Daughter National Grass Courts earlier this year.

Industry Spotlight

SYNOPSIS

PTR Member, Jackie Joseph

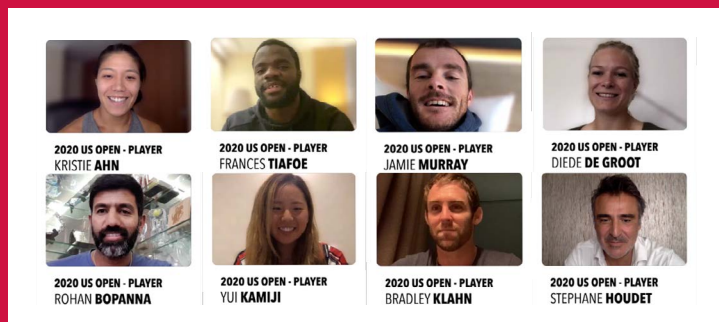
A story of hope about athletes from all over the world who came to NYC to compete on the global stage at the 2020 US Open, using their racquets and voices to unite people and help lead NYC and the world forward during unprecedented times.

A captivating players' eye view inside the "secure bubble" at the first live international event held during the Pandemic, the groundbreaking 2020 US Open, which "changed the game" on, and off, the court. Players from the US, Europe and Asia share their journeys competing at the most activist tennis tournament ever in New York, the epicenter of the global Pandemic and where some of the biggest protests in the world took place. A unique global lens through which to explore the role and power of sports to lead, inspire, unite and spark change in society. A moment in tennis, sports and world history unlike any other. A once-in-a-lifetime story set in New York, but international

in spirit and impact.

Featuring **Frances Tiafoe (USA)**, career high #10 in 2023, 2022 US Open semifinalist – upsetting Rafael Nadal en route to becoming the first Black American to reach the semis since Arthur Ashe, 2019 Australian Open quarterfinalist and 2020 ATP Tour Arthur Ashe Humanitarian Award recipient; **Kristie Ahn (USA)**, 2022 WTA Tour Board member who reached the round of 16 at the 2019 US Open; **Bradley Klahn (USA)**, former #63 and

#3 doubles player, 24 titles and 2017 French Open Mixed Doubles Champion; **Diede de Groot (NETHERLANDS)** #1 wheelchair tennis player, 36 Grand Slam titles and winner of a "Golden Grand Slam" in 2021 (Australian Open, French Open, Wimbledon, US Open and Tokyo Paralympic Gold Medal) and a Grand Slam in 2022; **Yui Kamiji (JAPAN)**, #2 wheelchair tennis player, 27 Grand Slam titles and Tokyo Paralympic Silver Medalist; **Stephane Houdet (FRANCE)** former #1 wheelchair tennis player, 23 Grand Slam titles, 3-time Paralympic Gold Medalist and recipient of La Légion d'Honneur and L'Ordre National du Mérite from French President Macron.



2010 NCAA Champion; **Jamie Murray (GREAT BRITAIN)**, former #1 doubles player, 7-time doubles/mixed Grand Slam Champion, 2020 ATP Tour Fan Favorite Doubles team and 2021 US Open Doubles finalist; **Rohan Bopanna (INDIA)**, former

The film also includes interviews with Stacey Allaster, Chief Executive, Professional Tennis and US Open Tournament Director and Katrina Adams, former President USTA.

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Benefits of Continuing Education

By Brian Perry

As a coach one of my main responsibilities is to provide an enjoyable environment for all students no matter their ability level. This is achieved through fun drills, challenging games, professional feedback and instruction. In order to achieve these goals an emphasis must be put on continuing education. Let's take a look at some reasons why you should make continuing education a priority.

1.) You make valuable connections within the coaching industry. It also allows you to widen your contacts. These contacts are peers within the tennis industry from all over the United States and the world. This network can provide a wealth of information related to drills, social events, tournaments,

pro shop operations, career advancement, etc.

2.) You gain more confidence on and off the court. The more you know the more you grow. Running the same drills or the same event over and over can cause your students to lose enthusiasm. You can instead draw on your knowledge and change the drill or add a twist to an existing event and have confidence that the change will help improve the student's ability and increase their fun on the court.

3.) You get more creative. By experimenting and exploring new ideas through trial and error you can get outside of your comfort zone. Perhaps you coach in an academy



and all you work with is high performance juniors. By attending an adult drill exchange workshop or a class that teaches how to run a green ball class you can take those ideas and use some of them for your high performance juniors.

I personally enjoy participating in conventions, workshops and drill exchanges.

It makes me a better coach and when I get back to the club I am energized and excited to present to all of my students what I have learned. My students see that energy and it makes their time on the court with me much more enjoyable. I encourage all coaches to get involved in continuing education because it is an investment in you that you will not regret.



Brian Perry is currently on the professional coaching staff at Fort Sanders Health & Fitness Center in Knoxville, Tennessee and certified with the PTR and the USPTA, Brian has coached tennis for 20 years. Some notable achievements are the 2015 Georgia Professional Tennis Association Adult Head Professional of the Year and 2018 United States Professional Tennis Association Mississippi Director of the Year. He obtained a Bachelor of Science in Physical Education and Health from Union University in Jackson, Tennessee and also has a Master of Arts in Business Leadership from Shorter University in Rome, Georgia.



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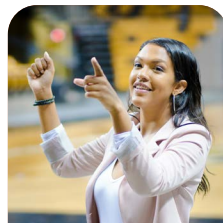
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Mary Pierce



Ivo Karlovic



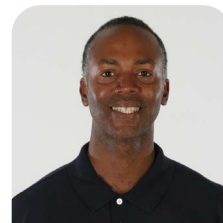
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- How to stay up to date with industry trends for the DOR
- How to hire a world class staff in the private club industry, and then how to insure success. Then how to organize your staffing model to today's best practices.
- How to best allocate funds for your racquet department.
- What a General Manager wishes the DOR would never forget! (with guest Gm, Scott Fairbairn, CCM, CCE)

Becoming a coach of the future

SenseArena Team

By Carlos Salum

Imagine if you were resistant to change on court. Your serve would be the same as it was years ago, your forehand may have too much of a backswing, and you would potentially still be volleying with incorrect form. You most likely wouldn't continue playing tennis if you were in this mindset because it would be incredibly difficult to achieve positive results.

Now, let's compare these adaptations and

adjustments to technology and data. We've gotten used to purchasing new cell phones, computers, and headphones as soon as the latest updates come out. We enjoy the benefits of the improvements with each release.

Even though technology is not a real necessity or a true life saver, it has undoubtedly made our lives easier and changed the way we go about our routines.



So, what does this have to do with tennis?

Slow-motion video analysis, smart court software, real-time data, line calls and replays, and even wearables that monitor and track your health and performance - these are just a few examples of the innovation that we've seen in tennis in recent years. It's not just the technology that produces positive results, however. The effective use of new technology and data leads to visible and measurable results, including improved training regimens, fewer injuries, and a greater competitive advantage, to name a few.

If you want to stay ahead of the enhancements and to become 'a coach of the future,' you may have seen or heard about virtual reality (VR) making its way into the tennis space. VR has been used for years in countless other fields, including medicine, military, aerospace, and even other sports like ski jumping, baseball, and hockey.

According to Carlos Salum, Head of Performance at ATP Tour Sense Arena and PTR Pro since 1981, "VR is an excellent tool to refine key performance factors that improve brain speed and efficiency, which can be applied on court to develop more versatile and efficient players."

What exactly does that mean?

A peak performer in tennis is a flexible, versatile, creative, and a situational thinker who can design successful solutions that produce exceptional results. Players constantly need to quickly adapt to situations, and VR can help with that.

"Virtual reality helps isolate mental training factors such as cognitive skills (focus, reaction and anticipation), without an expensive set-up or infrastructure," Salum said. "It can also segment aspects of tactical training that help players invest their focus, reaction and anticipation into precision and consistency, better understanding how to build the point and win it. VR also helps train visualization skills by rehearsing set plays and winning patterns that can improve recognition during practice and competition, so players can win more points with confidence."

Because VR is truly immersive, it complements what you are already working on during your practice sessions. VR technology is available to help specifically with progressions, challenging drills, and isolated match situations in a very specific way. Players become more confident about winning matches when they can handle competitive pressure and performance factors better than their opponent.

As a coach, having access to an effective VR training tool not only prepares players better and more effectively, but it can also increase your revenue and overall knowledge of technology and tennis.

You may be wondering how you can integrate virtual reality into your existing program and structure. Research shows that sessions as short as 20 minutes transfer skills practiced in VR to on-court performance. With ATP Tour Sense Arena, both players and coaches have access to a product that provides this exact model.

"The frequency and efficiency of VR, supported by performance data dashboards,



The frequency and efficiency of VR, supported by performance data dashboards, keeps coaches and parents informed and involved.

-Carlos Salum

keeps coaches and parents informed and involved," Salum said. "Parents can monitor the engagement and improvement of the players and discuss their evolution and engagement throughout the year. What once was reserved to private sessions with sport psychologists can now be trained and monitored in short, useful sessions in VR, based on micro-tasking, gamification, tutorials, guidance, leaderboard and rewards."

Although it can be difficult to introduce new training methods into your program, coaches and players must constantly evolve. We must take advantage of new technology

to accelerate players' progress and keep them engaged. Players and parents can seamlessly integrate virtual reality into their existing routine. Simply having a VR headset like the Meta Quest, Wi-Fi, a 12x12 ft space, and an ATP Tour Sense Arena license are all you need to enhance your training and make it more engaging, appealing, and fun.

Integrating VR into your structure is a key differentiator that positions you for success at every level - for players as smarter competitors, for parents as better fans and supporters, and for coaches to have the ability to teach those "intangible" skills that separate the good from the great.



Carlos Salum

Head of Peak Performance, ATP Tour Sense Arena Mental Training for Tennis
Web site: <https://www.saluminternational.com>

Carlos Salum is the founder of Salum International Resources, Inc., a Leadership Performance Strategy consultancy in Charlotte, NC. He advises senior leaders from multinational corporations and is the author of the book "The Glass is Full and a Half." As a Peak Performance and Mental Training expert, he worked with Grand Slam tennis champions Gabriela Sabatini and Sergi Bruguera, ATP and WTA ranked players, FIA F1/F2/F4 Formula Racing drivers and Olympians. He's a mentor at the leAD Sports & Health Tech Academy, the co-founder of the Tennis Innovation Conference and an international Keynote Speaker.



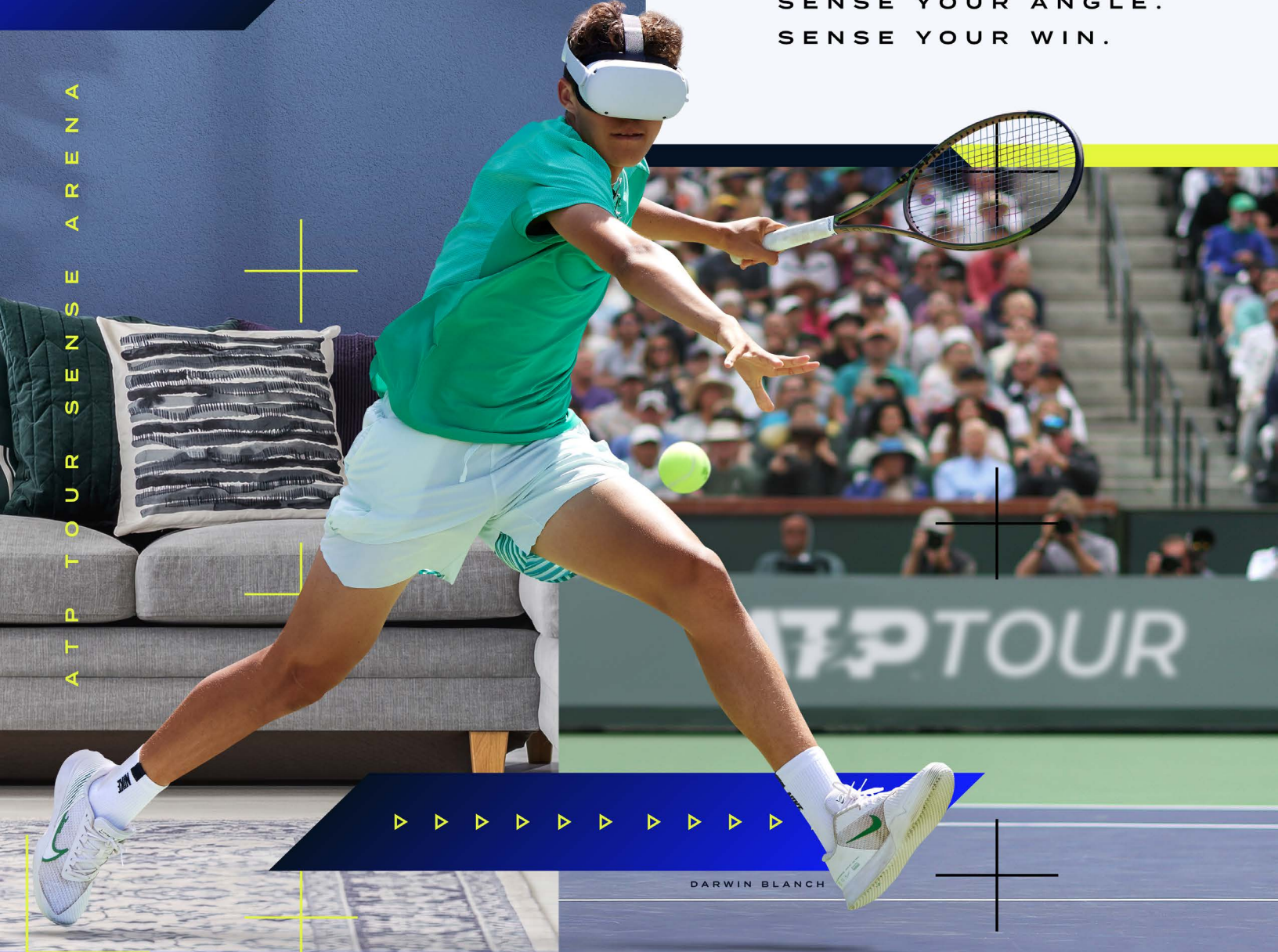
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Constant Improvement for a Professional Level Coach

by Doug Cash

In the ever-evolving world of professional tennis coaching, the quest for improvement is a relentless journey. Each day, each year, and indeed, over the decades, there's a profound yearning to enhance oneself. This introspective question often lingers in my mind: Have I become a better version of myself today compared to yesterday? This quest for growth spans across all facets of life - nurturing family relationships, advancing in my career, improving health,

and achieving financial stability. Attaining such multifaceted growth isn't accidental; it demands a meticulously crafted strategy, steadfast discipline, and relentless hard work.

My career philosophy has always been anchored in the belief of being a lifelong learner. This philosophy is encapsulated in a simple yet profound mantra: "Everyone needs practical knowledge."



But what does this mean?

Education

This is a broad spectrum that includes formal academic pursuits, participation in conferences and seminars, and the ever-growing realm of online learning. These educational experiences are pivotal in shaping one's philosophy of teaching and coaching. I have always found immense value in attending educational conferences. My approach often involves engaging with speakers, inviting them for in-depth discussions over meals. This practice has not only broadened my knowledge base but has also paved the way for forming enduring professional relationships and friendships.

Experiences

With a rich tapestry of about 50 years in the tennis coaching field, my journey has been marked by a diverse range of experiences - the triumphs, the challenges, and the outright failures. Each of these experiences has served as a pivotal learning moment. They have been instrumental in helping me distinguish between what decisions were effective and which ones missed the mark. One insightful approach I've adopted is to involve the least experienced managers in decision-making processes during meetings. By soliciting their input first, it circumvents the natural tendency to align with the views of more senior figures, thereby fostering a culture of independent thinking and proactive problem-solving.



Results and Failures

The journey through successes and failures is inherently educational. Each achievement and each setback carry valuable lessons. The objective is to meticulously analyze these outcomes, identifying patterns and strategies that lead to success, and equally important, recognizing and rectifying the missteps.

Mentors

The role of mentors in my professional growth has been immeasurable. Learning from luminaries such as Dennis Van der Meer, Vic Braden, Peter Burwash, Nick Bollettieri, and Alan Schwartz has been a cornerstone of my development. My interactions with Alan Schwartz, spanning over 35 years, have been particularly influential. I made it a practice to engage with him through four probing questions about my daily performance and areas for improvement. This not only garnered invaluable feedback but also cultivated an environment where constructive feedback

is valued and sought after.

Additionally, I am a strong proponent of investing in oneself. I recommend dedicating at least 2% of your annual income to furthering your education and professional knowledge. This commitment to self-investment is a key driver for sustained improvement and success.

Also, you must embrace new technologies and methodologies in coaching. This is crucial. Staying on top of the latest trends, techniques, and tools in tennis coaching not only enhances one's skill set but also ensures that the coaching methods remain relevant and effective.

Networking and collaboration with other professionals in the field also play a significant role. Sharing experiences, challenges, and insights with peers can lead to new perspectives and innovative approaches to coaching.

Don't forget personal well-being and self-care: two vital components of a successful



coaching career. Balancing work with personal life, engaging in regular physical activity, and ensuring mental health are essential for maintaining the energy and enthusiasm required in this demanding profession.

The journey to excellence in tennis coaching is multifaceted, involving a deep commitment to ongoing education, gaining

diverse experiences, learning from both successes and failures, seeking mentorship, investing in personal development, embracing new technologies, networking, and maintaining personal well-being. As a tennis coaching professional you can expect a career marked by continuous growth, improvement, and fulfillment.



Doug Cash retired in 2005 after a 35-year career as COO of the US Tennis Corporation of America (TCA), managing up to 42 clubs and over 2,700 employees. He now owns CashFlowTennis, a consulting firm that aids tennis clubs and professionals in increasing membership, enhancing programs, and training staff for greater success. His current focus is on growing the number of new tennis players in the U.S. through innovative programs and marketing. A recognized expert in the tennis industry, Doug frequently speaks at conventions in the US and Canada and has trained more Directors of Tennis and Club Managers than anyone in the field. He is a PTR International Master Professional, USPTA certified, and has received numerous awards, including induction into the Midwest USPTA Hall of Fame and Tennis Industry Magazine's Tennis Industry Service Award.

PTR & GRSA UNITE, PROVIDING THE TOOLS TO IMPROVE YOUR FUTURE

It's no secret that **PTR** has been taking care of coaches across the globe with initiatives and incentives that provide education, support, and continuous innovation in order to give their members the best tools for success. For this reason, the union with **GRSA International** as global certification and education partner is a step forward in helping coaches not just know more about the stringing process, product knowledge and science behind stringing, it's also possibly provide a new income stream.

We all know that seasons change, business goes up and down and it's always good to have other options to help us earn a living. Knowing more about stringing, the tech behind the service and how it benefits players, will essentially help provide an even more in-depth service to your clients. Knowing why a ball reacts differently with certain strings, tensions, combinations of string, string patterns and more just adds to your professional all-round service, if we add to the fact that you can also re-string rackets, then you're definitely on to a winner.

In this first stage of the partnership, **GRSA** are offering a very special introductory offer to all **PTR** members. As an active **PTR** member, you can sign up to **GRSA's** business membership for €99 and receive 2 online courses absolutely free. You'll be able to start from the beginning, getting the base knowledge of how to string a racket and move up to a more advanced level.

These courses are online and valued at over **€300**, this also includes a certification exam.

If this weren't enough, until Sep 15th, 2023 and exclusive to **PTR** members in the US, the first 500 to sign up for this amazing offer will also benefit from a special string and accessory pack from **HEAD** valued at over \$80! If you'd like more information about this great deal, you can contact **PTR** through normal channels, or you can visit the **GRSA** website and click on the **PTR** banner.



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USTA SoCal and PTR partner for Women & Girls Who Ace 2023

by Sarah McQuade

Getting more women into the teaching profession is perhaps the biggest reason why the USTA Southern California section led by Director of Engagement & Industry Relations Nancy Abrams have worked tirelessly to host the second annual Women & Girls Who Ace Summit and Awards.

The event was offered by USTA SoCal in partnership with the Professional Tennis Registry (PTR) and hosted by the University of San Diego Campus on their stunning campus.

The three-day festivities kicked off on Saturday, August 5, with a Women In Sports panel followed by NWSL action as the San Diego Wave FC face Angel City FC.

The multi-day event was created to celebrate the contributions of female sports leaders in Southern California and designed to provide unique learning opportunities for coaches and athletes. The event was run in parallel with the USTA Billie Jean King Girls' 16 & 18 National Championships which this year and in honor of the 50th anniversary of



equal prize money at the US Open, offers the best American juniors the chance to compete for a spot in the 2023 US Open!

e.t.c coaching consultants (Linda Low and Sarah McQuade) were thrilled to work with the PTR (Milena Vidos, Director of Education and Diversity, and Marley Woods, Senior Coach Developer) to support the entire weekend of workshops for High School Coaches, High School Girls and Intercollegiate Tennis Association (ITA) Coaches.

The High School Coaches and ITA Coaches were introduced to the PTR-W Because We Can professional development pathway. This program has been created to give female coaches the opportunity and the tools for them to believe they can, the workshops to build their skills, and the networking for them to connect and be a part of something bigger.

Key learning focused on connection, communication and confidence. HS Coaches were given the opportunity to reflect on and share their values and ITA coaches explored the power of storytelling as an additional concept.

The HS girls were invited to a day-long workshop themed 'Engage. Effort. Elevate.' This unique program designed specifically for this event mixed on-court tennis activities, with observation of the Girls U16 and U18 National Championships and an off-court session which did a deep dive into the concept and application of GRIT.

GRIT assumes a passion and perseverance towards a long term goal. In this workshop the girls were given the opportunity to consider their 'ultimate concern' through a vision boarding exercise. They reflected on those performance attributes essential

on court, off court, in school and in life that will help them achieve their goals. Using their observations from the Girls Nats they explored the key workshop themes of Engage, Effort and Elevate. They established that Effort counts twice!

Perhaps the highlight of the workshop was the opportunity for the HS Girls to meet Shae Yanez and Giovanna DeMarco from

San Diego Wave F.C and listen to their stories about their long term goals, their effort and how they remain relentlessly gritty!

Many thanks to USTA SoCal and the PTR for trusting e.t.c to lead such a dynamic, engaging, thoughtful and developmental weekend.



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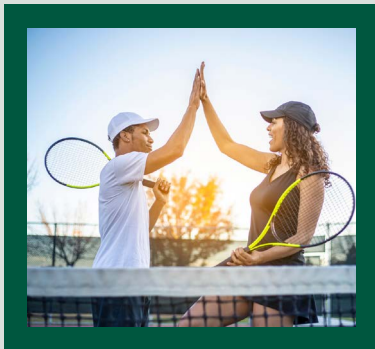
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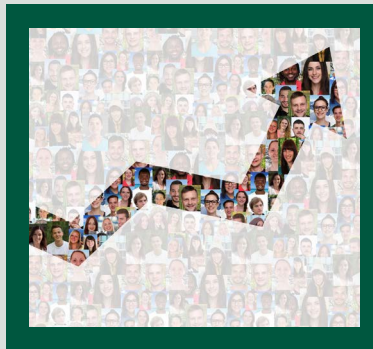
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The Digital Revolution in Racquet Sports Management

by Ashley Owens; Co-Founder of CourtReserve

In the ever-evolving world of racquet sports, from the classic allure of tennis to the rising popularity of pickleball, there's a silent revolution underway. It's not just about the techniques, equipment, or even the athletes. It's about the transformative power of technology in managing and

expanding racquet sports facilities. As clubs burgeon and franchise, the challenges of managing multiple facilities efficiently become more pronounced. However, with the right technological tools in place you can redefine the way you envision - and operate - your racquet sports facility.

1. The Player-Centric Approach

At the heart of any club and facility are the members and patrons. Their satisfaction, engagement, and loyalty form the bedrock of a club's success. In the digital age, a top-tier software solution is no longer a luxury but a necessity. It guarantees that members have a seamless, user-friendly experience, from booking courts to signing up for events. This intuitive process not only eliminates potential points of friction but also ensures that players are eager to return time and time again.

Imagine a world where members can, with a few taps on their smartphones, reserve their favorite court, sign up for an upcoming tournament, or even check the availability of their preferred instructor. Such convenience not only enhances their overall experience but also fosters a sense of belonging and loyalty to the club.

2. The Power of Centralized Administration

For any club owner or manager, the logistics of running multiple locations can be a daunting task. The myriad of schedules, memberships, events, and more can quickly become overwhelming. When you choose the right software to help you, you will have a unified admin portal. With all club data accessible from a single point, administrators can effortlessly coordinate and manage their facilities. This centralized approach not only streamlines operations but also ensures consistency in the member experience across all locations.

3. Embracing Data-Driven Insights

In today's competitive landscape, intuition or gut-feeling is no longer enough. Club

owners and managers need actionable insights to make informed decisions. Advanced reporting and financial tools, powered by technology, allow for a deep dive into various metrics - from revenue and memberships to court bookings and event participation.

Such granular data provides a clear picture of a club's performance, highlighting areas of success and pinpointing potential opportunities for improvement. This level of transparency and oversight is invaluable, ensuring that every decision, big or small, is strategic and data-backed.

4. Scalability and Customization:

A Balancing Act

As clubs grow and evolve, so do their needs. The best technological platforms offer scalable architecture, allowing for the seamless addition of new locations or features. But scalability shouldn't come at the cost of uniqueness. Each club, even within a franchise, has its own identity, its own flavor. Tailored software solutions ensure that while there's consistency in operations and member experience, each club's unique branding and ethos shine through.

5. The Art of Member Engagement

While acquiring new members is a sign of growth, retaining existing ones is an art. Automated communication, event reminders, loyalty programs, and more, powered by technology, can significantly enhance member engagement. Such tools not only keep members informed but also foster a sense of community, ensuring they remain committed and involved.



6. Empowering the Educators: Instructors in the Digital Age

Beyond club management, technology plays a pivotal role in enhancing the quality of instruction. Simplified lesson scheduling, progress tracking, and communication tools ensure that every lesson is tailored to individual player needs. Instructors, often the unsung heroes of any club, find themselves empowered, able to focus on what they do best - teaching and nurturing talent.

7. Marketing in the Digital Era

In the age of social media and digital communication, traditional marketing methods are rapidly becoming obsolete. Integrated marketing tools, from

personalized email campaigns to social media integration, help clubs expand their reach, attract new members, and engage with their community in meaningful ways.

8. Streamlining Inventory and Pro Shop Management

For clubs with Pro Shops, efficient inventory management is crucial. Advanced software solutions offer capabilities to monitor stock levels, optimize revenue, and even predict trends, ensuring smooth operations and satisfied customers.

9. Mobile-First: The New Normal

In our hyper-connected world, instant access is not just desired; it's expected. Mobile apps that allow players to engage

with clubs on-the-go are rapidly becoming the gold standard. Whether it's booking a court, checking event schedules, or even watching instructional videos, the world of racquet sports is literally at members' fingertips.

10. Security in the Digital Age

With the convenience of digital solutions comes the responsibility of ensuring data security. Protecting member data and financial information is paramount. The best platforms prioritize security, employing the latest encryption and protocols to ensure data safety.

11. Seamless Integration and Futureproofing

The digital landscape is ever evolving. As technology advances, clubs need software solutions that not only integrate with existing systems but also adapt to future innovations. Regular updates, integration

capabilities, and adaptability ensure that clubs are always at the forefront of the digital revolution.

12. The Human Touch: Support and Training

Despite the many advantages of technology, the human touch remains irreplaceable. Top-tier software solutions recognize this, offering unwavering customer support and training. This ensures a smooth onboarding process, with real humans just a call or click away to assist, guide, and support.

The world of racquet sports is undergoing a digital metamorphosis. As clubs look to expand and evolve, embracing the right technological tools can be the game-changer they need. With a focus on enhancing player experiences, simplifying administrative tasks, and providing data-driven insights, the future of racquet sports club management is not just promising; it's exhilarating.



Ashley Owens is the co-founder of CourtReserve (www.courtreserve.com) a web-based software platform with a concentrated focus on court management/utilization, program/event management, pro scheduling, member management, and more. CourtReserve is being used in over 19 countries. Ashley and her team have built a company culture based on excellent customer service and growing their product by empowering their clients and being innovators in the field. They enjoy tennis and pickleball near their home in St. Augustine Florida.

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