

# THE PRO APPROACH

a monthly e-publication of the georgia professional tennis association

Dear Members,

The fall is finally here and that lesson book is filling up fast; ALTA teams, kids' clinics, junior academy, cardio tennis, private lessons, group lessons, match warm-ups...plus all the round robins and tournaments you're running! The list goes on and on and the hours keep piling up. Just remember that (hopefully) this is not your last season of being a tennis professional. This is a career; it's a marathon, not a sprint. I encourage each of you to mark some time off this fall to invest in your career. Attend workshops and conferences, watch another pro's lesson at your club, and read your newsletters and weekly tips.

There are several upcoming conferences and workshops that provide valuable information for your career growth; the USPTA World Conference September 16<sup>th</sup> - 21<sup>st</sup>, PTR Directors of Tennis Conference October 16<sup>th</sup> - 18<sup>th</sup>, USTA Community Tennis Development Workshop October 13<sup>th</sup> - 14<sup>th</sup>, and USPTA Georgia Winter Workshop December 7<sup>th</sup>. I want to take this moment to also mention PTR's new certification classes; Adult Development, Junior Development, and Performance. See [www.ptrtennis.org](http://www.ptrtennis.org) for workshop and testing dates near you. I've recently completed both the Junior Development and Performance certifications (the Adult Development comes "automatic" if you already have PTR's basic certification), and I can tell you first-hand that it's more than worth the money. PTR's new certifications fill you with specific knowledge you need to conduct programs for the various demographics of students we have. And, in coming years don't think employers won't be looking for those different certification categories on resumes. As an added bonus, PTR Certified GPTA pros will receive MAP (merit achievement points) points for attending GPTA workshops and educational meetings.

Please make efforts to attend our next GPTA "Lunch & Learn" on Friday, October 5<sup>th</sup> from 12:30PM-2PM. Longtime GPTA member and 2011 GPTA Independent Professional of the Year Michael Popienko will be our keynote speaker. Michael's plan is to give us "creative sound bites and one-liners" that put pictures in the minds of our students to make them perform at a higher level when it counts! The meeting will take place at Atlanta Athletic Club and as always, FREE LUNCH! Lastly, please be sure to support the many companies that support the GPTA!



Sincerely,

*Ben Hestley*  
GPTA President

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CELEBRATING 2012

## GPTA

### Annual Awards

The GPTA Independent Awards Committee is currently accepting nominations for the awards listed below. Select the link following each award description to make your nomination. The Independent Awards Committee will contact each nominee via email with any follow-up questions. For each nomination, please be sure to include the member's name, email, employer and information describing why you find this individual deserving of an award. Thank you for your participation. **The deadline for nominations in November 1st.**

### 2012 Awards\*

Director of Year  
Head Pro of the Year  
Assistant Pro of the Year  
Independent Pro of the Year  
Most Creative Event of the Year  
Rookie of the Year  
and the Georgia Peach Award

\*Please note: Each award category must receive a minimum of three nominations. If fewer than three nominations are received in a category, the Awards Committee will not select a winner in that category. The party is set for November 28th, at Druid Hills Golf Club. We look forward to seeing you!

*More details coming soon!*

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## Lincoln Partners with GPTA

We are excited to announce that GPTA has a new sponsor; Lincoln Automotive. This partnership will be focused on year-round support of our GPTA meetings, holiday party and other opportunities that may arise. Lincoln has long been a supporter of tennis and they find great value in partnering with the people that drive the business; the tennis professionals. Lincoln is currently running a promotion and needs our help. In their September test drive promotion, Lincoln will give away \$500 to the first three GPTA pros that get five (5) of their teams to register and complete test drives (minimum of 10 test drives per team)! The coolest part is the test drives come to you! You can have them come to your club, home, neighborhood park, anywhere! Lincoln is dedicated to making this test drive promotion as convenient to the consumer as possible.

Lincoln will be giving away a 3 day/2 night tennis getaway to Sea Island Resort (with tennis instruction from Murphy or Luke Jensen) to one ALTA team that successfully completes a test drive by at least 10 of their team members. Additionally, Lincoln is giving away a two-year lease on the 2013 MKX to one ALTA member that completes a registered test drive. Just have your teams email [SEMALINC@LINCOLN.COM](mailto:SEMALINC@LINCOLN.COM) to set up a test drive date and venue. Be sure to mention you as their GPTA professional.

### Here are the details of the Tennis Getaway/Test Drive promotion...

- The first three (3) Professionals to have a minimum of five (5) ALTA teams register and complete Lincoln test drive (minimum of 10 test drives per team) will receive \$500.00 dollars.
- Team captains must submit rosters and team members must complete a minimum of 10 test drives.
- Group test drives consist of completing test drives at the team's practice, match, home, work, etc.
- Lincoln will provide the vehicles for the test drive at the team's choice of location (tennis courts, home, work, etc.)
- Registration and Test Drives must be completed by September 30, 2012.

Attention ALTA Captains,

WIN A TEAM GETAWAY TO SEA ISLAND!



**ALTA Captains**, have any 10 members of your team test-drive a new Lincoln from home or work, and if your team is one of the first 100 teams entered, we'll enter your squad for a chance to win a three-day/two-night stay at The Cloister at Sea Island. Lincoln will even provide five new Lincoln vehicles to use on the trip and toss in a group lesson by Murphy or Luke Jensen.

Plus, all participants will be entered into a drawing for a chance to win a two-year lease for a 2013 Lincoln MKX.

**Register your team** for this luxurious trip by emailing [SEMALINC@Lincoln.com](mailto:SEMALINC@Lincoln.com) and we'll send you all the details. One ALTA team is going to Sea Island courtesy of Lincoln — it might as well be yours!



Murphy and Luke Jensen  
Sea Island Director of Tennis  
and Touring Pro

Sea Island

LINCOLN

No purchase necessary. A purchase will not increase your chances of winning. Sweepstakes began 7/1/12 and ends 9/30/12. Open to residents of the state of Georgia, 18 years or older, with valid driver's license at the time of entry. Void where prohibited. Sponsored by Ford Motor Company; see complete rules at [www.lincolntennisvacationsweepstakes.com](http://www.lincolntennisvacationsweepstakes.com) and [www.lincolntennisMKXsweepstakes.com](http://www.lincolntennisMKXsweepstakes.com). Sea Island accommodations subject to availability; some conditions may apply.

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u p c o m i n g   g p t a   l u n c h   &   l e a r n

## Mark Your Calendar for our Next Lunch & Learn

Friday, October 5th 12:30PM-2PM

Atlanta Athletic Club

Featured Speaker: 2011 GPTA Independent Pro of the Year Michael Popienko

*As our keynote speaker, Michael Popienko will show us clever ways to maximize your potential as a tennis professional in any facility!*

### Topics

#### The Off-Court Presentation:

Ch-ch-ch-ch- Changes

My evolution as a tennis pro and what I've learned

Independent Pro and Club Pro Survival strategies in this new economy

Your tennis image and perceptions

Coach/Student connection

What's the real competition, and why is it so fierce?

Ways of making more money effectively

Wellness Coaching ... keeping your eyes wide open

#### The On-Court Teaching Tips:

Teaching, Instructing, and Coaching : My league level ALTA Doubles take after studying the playoffs and finals

21 year of the Ball Machine: The students and its real secret for success!

The power of words

My best tips on Groundies, Serve, Overheads, Volleys and Poaching

Odds and ends coaching tips

The two hardest things to teach in tennis

*plus...*

My best one liners for good laughs!

# THE PRO APPROACH

u p c o m i n g e v e n t s

## Tennis Against Breast Cancer: September 14 & October 26

Two Northside Hospital Tennis Against Breast Cancer Events are in need of Tennis Pros. Forty pros are needed on Friday, September 14th, and another 40 pros on Friday, October 26th, from 9:00AM to 11:30AM. Pros will run drills for the participants at one of the following facilities: Atlanta Athletic Club, Country Club of the South, The Falls of Autry Mill, St. Ives Country Club, or the Standard Club. Each pro will receive lunch and a nice gift for participating, and pros that participate in both events get an extra 'bonus' gift. To take part in these wonderful events contact Paige O'Neill: 404-819-5056

## USPTA World Conference on Tennis: September 16-21

The speakers this year include Nick Bollettieri, Vic Braden, Barbara Fackel, Rod Heckelman, Jose Higuera, Michele Krause, Jim Loehr, Rick Macci, Patrick McEnroe, Hank Pfister, Lynne Rolley and Paula Scheb. For more details about the conference, including registration information and to see a complete lineup of speakers, seminars and activities, visit [www.usptaworldconference.com](http://www.usptaworldconference.com) or call USPTA at 800-877-8248.

## GPTA Lunch & Learn: October 5, Atlanta Athletic Club

Join us for one-liners and sounds bites by Michael Popienko! These tips will put pictures in the minds of your students to make them perform at a higher level when it counts. Plus...you could win the Signature Tennis Cash Smash!

We look forward to seeing you on Oct. 5th at Atlanta Athletic Club.

Visit [www.gpta.com](http://www.gpta.com) to RSVP.

## USTA Georgia Community Tennis Development Workshop: October 13-14

The annual USTA Georgia Community Tennis Development Workshop will be held at the Atlanta Marriott Perimeter Center. The workshop reaches out to CTA members, park and recreation professionals, teaching pros, facility personnel, and all other tennis movers and shakers. Early registration at the discounted price of \$110 is available for registrations that are submitted on or before October 3, 2012. Registrations submitted after October 3, 2012 are \$140.00.

## PTR Directors of Tennis Conference: October 16-18

An exciting event and very valuable opportunity for tennis directors, head professionals and those that aspire to be. The PTR Director of Tennis Conference October 16th - 18th will be the only one of its kind in the country. Directors of Tennis will be able to really share, interact and learn from some of the top Tennis Directors, Managers, and Leaders in the tennis industry.

Detailed information can be found at <http://www.prttennis.org>.

## 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! Will Segraves is the most-recent winner! Mark your calendar for the June 9th GPTA Summer Workshop for the next cash giveaway!**

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national youth tennis retail promotion

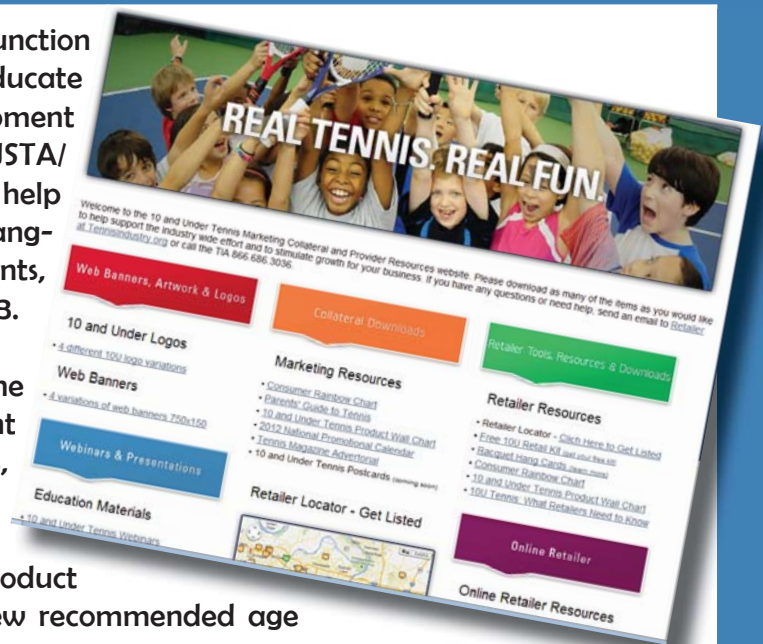
The Tennis Industry Association continues to work closely with manufacturers, in conjunction with the USTA, to create a National Youth Tennis Retail Promotion, which helps educate both consumers and retailers in all channels on age-appropriate youth tennis equipment that consumers should be purchasing for their young players. According to the latest USTA/TIA Participation Study, there are 3.2 million tennis players ages 6-11 in the U.S. To help ensure young players are using the right equipment, more than a million racquet hang-cards displaying youth tennis messaging will appear on youth racquets at mass merchants, chain sporting goods, and tennis specialty stores throughout the U.S. beginning in 2013.

The TIA has worked closely with manufacturers and the USTA to host and program the order forms necessary for the USTA External Discount Community Tennis Equipment Program. The 2012-2013 program allows USTA Organizational Member schools, parks & rec., CTA's, NJTLs, etc. to purchase discounted youth tennis equipment at suggested pricing levels from one of seven participating manufacturers at EquipmentTennisIndustry.org. TIA has been working with online tennis retailers to ensure product placement and messaging of 10 and Under Tennis products are consistent with new recommended age guidelines/categorizations for equipment.

To help keep the industry more informed about youth tennis, the TIA created a new 10 and Under Tennis bi-monthly newsletter, which is distributed to more than 18,000 tennis-industry-specific contacts.

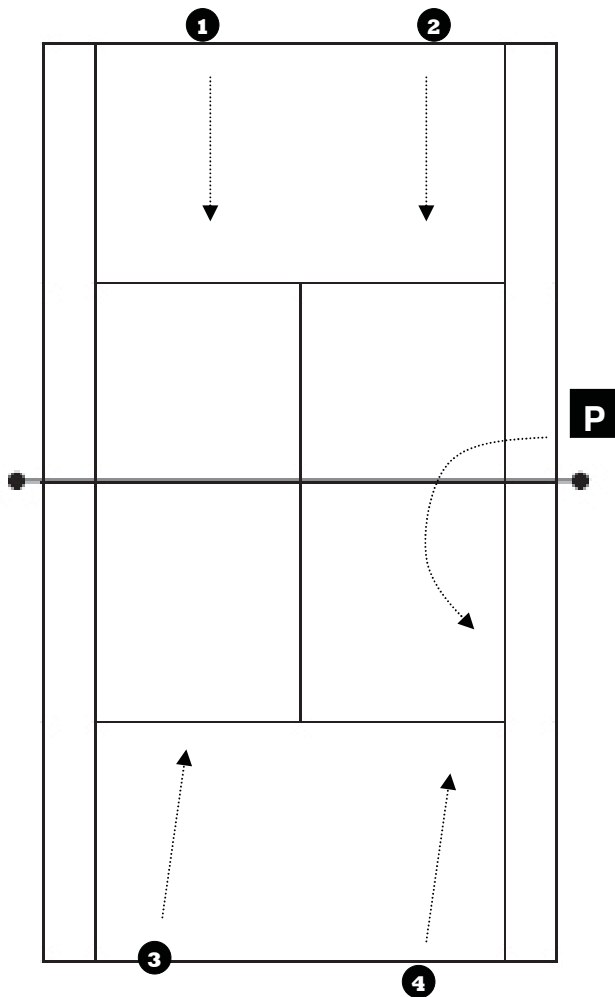
Additionally, the TIA continues to monitor market trends for youth tennis through its various research reports. The quarterly census reports measure the wholesale distribution of red, orange, and green tennis balls, as well as youth tennis racquets. The Early and Late Season Court Activity Monitor measures facility involvement with youth tennis (10 and Under Tennis programming) and whether or not participation in the programming is increasing or decreasing. Youth tennis' impact on tennis retailers is also measured in "quick pulse" surveys that are distributed to speciality tennis retail outlets throughout the country.

Source: <https://www.tennisindustry.org/news/post.cfm/tautplansupdate>



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## doubles drill



### Crafty Doubles

This drill make players react to a number of various situations that might occur in a doubles match.

Level: 2.5 and higher

Ball 1: Pro feeds a drop-shot to player 3 or 4 and then the point is played out to completion. Players 1 & 2 should probably move forward to defend against a drop-shot from the other team.

Ball 2: Pro feeds a lob over the heads of player 3 and 4 and they must let it bounce and run it down. Then the point is played out to completion again. After 2 points, the players all re-set to the baseline and the pro repeats the sequence with this time hitting the feeds to players 1 & 2.

The main lesson to be learned in this drill is not to close too tight to the net when you have successfully lobbed an opposing team. This is because they are likely to lob the ball anyway.

Submitted by Mike Woody

# THE PRO APPROACH

as heard on the courts...

## PTR Wins APEX Award

Professional Tennis Registry announced that its *TennisPro* Magazine was presented with three 2012 APEX Awards (Awards for Publishing Excellence) for writing. *TennisPro* is the official publication of PTR tennis teachers and coaches. This is the 24th Annual APEX Awards, a competition for writers, editors, publications staff and business and nonprofit communicators. The selection of the 2012 APEX award recipients was based on excellence in graphic design, editorial content and the success of the entry in achieving overall communications effectiveness and excellence. The APEX awarded *TennisPro* were for the January/February 2011 issue in the category of Education & Training Writing, the September/October 2011 issue for Sports Writing, and the January/February 2012 issue in the category of Magazine & Journal Writing. "PTR feels strongly about providing our members with the very best educational materials, including *TennisPro*," said Dan Santorum, PTR CEO. "That all three awards are for writing is an affirmation that we are providing our members with information of the highest caliber."



## USPTA announces new pro logo

The USPTA is pleased to announce the logo program for all professional-level members in good standing, which will provide access to the USPTA certified professional logo as an added member benefit. The goal is to help members promote themselves as a USPTA professional, promote their events and build the USPTA brand. Once the logo agreement is signed and accepted, members immediately have access to the logo in various formats and sizes to use in many ways. Members are encouraged to use the logos on email signatures, promotional fliers for their club/facility, to promote their tennis programs, on social media platforms, such as their Facebook, Twitter, and LinkedIn pages, etc. For more information, visit [www.uspta.com](http://www.uspta.com).

## USTA Free Tennis Play Days

The USTA is leveraging its partnership with Nickelodeon, one of the largest cable TV networks capable of reaching children and their families, to promote and bring USTA Free Tennis Play Days to tennis sites across the country. Tennis facilities across the country are encouraged to sign up at [YouthTennis.com](http://YouthTennis.com) to host a Free Tennis Play Day any day from September 1 to October 6, 2012. These events are for all ages and skill levels, and even parents are encouraged to participate. For more information, visit [youthtennis.com](http://youthtennis.com).

