COMMUNITY TENNIS DEVELOPMENT WORKSHOP

Hyatt Regency Crystal City
Arlington, Virginia
February 11 – 13, 2011

2011 CTDW SCHOLARSHIP APPLICATIONS AVAILABLE

All applications must be submitted online to USTA National by Monday, November 8, 2010 at 5:00 pm EST. To apply, visit www.usta.com/cta.

Got a Question About the rules of tennis?

Click Here to visit the USTA's Final Word page to ask the expert or check the archives about rule-related questions submitted by tennis fans all over the world.

The expert, Richard Kaufman, has been a USTA Certified Official since 1977. He’s served as Director of Officials for the USTA and Chief Umpire of the US Open. He is currently an ITF Certified Gold Badge Chief Umpire and an ITF Certified Silver Badge Referee.

CTAs are encouraged to incorporate this logo and link into their web sites. You can see one example at www.richmondtennis.org. If interested, contact cta@usta.com.

Upcoming Regional CTDW

USTA Intermountain
November 6-7, 2010 Denver, Colorado
Contact: Terry Walters, Executive Director
USTA Offers FREE Website for CTAs

One of the many benefits offered to registered CTAs is the USTA’s assistance with website development. This program is a FREE service. If you are interested in developing a website for your CTA, please visit this website to fill out a registration form. A USTA staff member will contact you within five (5) business days of receiving your application to start the process. This entire process takes 30-45 business days.

What is the USTA.com Network?

- Our network mirrors the USTA’s system of delivering tennis in the community. By doing this, we hope to create a unified presence on the internet for the United States Tennis Association and its affiliated organizations. The network consists of:
  - USTA.com, the national website of the USTA
  - All 17 Section websites and District websites
  - Community Tennis Association and NJTL websites

Why join?

- No cost to your organization for basic services. By sharing resources, the USTA can make this “digital suite” of services available to your group.

- Consistent branding. Being part of a network of web sites reinforces your affiliation with the USTA – and vice versa!

- USTA needs you. Your participation can make the USTA.com Network a source of regional or local tennis information and news.

- The USTA Advanced Media Group makes the same core tools used to power USTA.com available to CTAs and NJTLs. This includes:
  - Hosting
  - A template-based design
  - Content management system (CMS)
  - Training on the CMS tools (on a weekly basis)
  - Help desk (for 1-2 hours per day)

What can you do with our content management system to build your website?

Among the features offered:

- Create and manage web pages
- Create and manage your own navigation menu.
- Create news stories and manage the headlines on your home page.
- Create and manage photo and video galleries.
- Gather non-sensitive information using forms.

How It Works?

You do not have to be an internet expert to do this.

- Think of this as “desktop publishing for the web.”
- Log on to the content management system via the web from anywhere. All you need is a Microsoft Internet Explorer browser.
- Your log-in is secure and password protected.
- Using this template-based CMS, you fill in fields with text and upload/place images onto pages. The system generates the web pages.
- You can use the USTA.com domain for a local web address (example - http://www.siouxfalls.usta.com). This saves you even more money. OR, you can pay to maintain your own domain name (example www.charlottetennisassociation.com) and direct users to a site powered through our system.

Centralized Resources, Local Management

- The USTA Advanced Media Group provides you with the publishing tools and support to create and maintain a website.
- Just as the USTA relies on your CTA as a means of delivering tennis to your community, this website system only works with a committed publisher on the community level.
- This is YOUR website.
Adopt-A-Unit Pilot Kicked-off

In a show of appreciation and support from a grateful nation, the United States Tennis Association has partnered with Community Tennis Associations to `adopt' deployed military units of 100 service members in Afghanistan and Iraq. In addition to sending needed items overseas in the form of care packages, the goal of the program is to introduce deployed service members to a recreational, therapeutic, and social means for reintegrating with family, friends and community upon return from conflict.

Each unit of approximately 75-100 deployed soldiers will be identified by personal tennis community contacts and with the assistance of the Department of Defense. The USTA plans to partner with the National Recreation Foundation to provide portable tennis equipment to the adopted units. The equipment will provide deployed military personnel with the opportunity for a low cost diversionary recreational opportunity that can be continued in their communities when they return home. The portable tennis equipment can be set up in short order and used as a way to keep physically fit.

CTAs, NJTL's and other tennis organizations have the opportunity to adopt units in time for the holidays by filling out an Adopt-A-Unit Application online at the CTA website.

The USTA's goal is to adopt 250 units over the first 12 to 18 months of the program impacting up to 250,000 service members in theatre. Anticipated initial shipping of tennis equipment will begin January 31, 2011. For more information, visit the CTA webpage and click on 'Adopt-A-Unit'.

CREATE wrapping up exciting inaugural year

The Capital Region Education And Tennis Experience (CREATE Tennis, Inc.), a Washington DC based CTA NJTL was certainly busy in its inaugural year! In May, CREATE hosted an NJTL Kid’s Day at a local high school in conjunction with the USTA for support of Michelle Obama’s Battle Against Obesity initiative.

Over 100 kids and parents participated on eight tennis courts that featured QuickStart drills, fun obstacle courses and creative competitions to win prizes.

CREATE students also participated in several field trips, attended the Washington Kastles’ “Family Day”, participated in the USTA's NJTL Presidents Challenge, and was proudly represented at the White House during a Let's Move event that showcased the QuickStart play format.
Utah Volunteer Helps ‘Make a Racket for Kids’

For most kids, summer is defined by hot, lazy days playing by pools, catching up on reading or vegging out to bad television. For the kids at The Road Home, the Salt Lake City homeless shelter, summer isn’t so fun.

This summer, one local man decided to change that. David Jones started the “Make a Racket for Kids” program at The Road Home. Once a week for eight weeks he practiced with kids at the shelter, teaching them the basics of tennis.

The program got off to a rocky start, as gaining the trust of the kids at The Road Home took time. But by the end of the eight-week program, Jones had a group of 10 or more dedicated players showing up for practice each week.

The kids have come to love picking up the racket and learning tennis. Each received a brand new racket, T-shirt and gift card for a pair of tennis shoes at the end of the summer.

Funds for this great activity were provided by the Utah Tennis Foundation, a local CTA in Utah.

One CTA’s Success Breeds Another Nearby

Morgan Hill Tennis Club is the model of how a grassroots group of players can partner with a city to grow tennis in their community. Five years ago, Morgan Hill had the foresight to use redevelopment money to resurface their existing four courts and build four new ones. To steal a famous phrase, “if you build it, they will come” could not have more true.

Soon after the city of Morgan Hill opened the courts, a group of local players, most of whom were members of the Gilroy Tennis Club, chose to model their own club in Morgan Hill after the success they had seen at Gilroy.

Former Morgan Hill Tennis Club president and founding member, Edward Taylor said, “With an initial roster of nearly 200 tennis players, we shared our goals with the city of growing tennis in the community, fostering competitive play and promoting health and fitness. The city was only too happy to form a partnership with us.”

From their dues, the club provides bleachers, nets, wind screens and court benches. In exchange, the city now gives the club reduced court fees and is very accommodating in scheduling all of the league matches.

With the success of the Men’s 3.5 team and the Women’s 3.0 Senior team, both advancing to sectionals, the community is starting to pay even more attention. The clubs once male dominated roster has grown to over 350 and now favors more

ADAPTIVE TENNIS CHALLENGE GRANTS FOR PARTNERS

QuickStart Tennis and Train-the-Trainer Community Funding

The Adaptive Tennis Committee of the United States Tennis Association is pleased to award over $22,000 in Challenge Grants for Partners to twenty adaptive tennis programs representing sixteen states. These grants were provided as a committee initiative to create teaching/training opportunities for adaptive programs utilizing QuickStart Tennis and/or train-the-trainer strategies in their developmental modules.

Nine programs were awarded monetary matching grants, and eleven programs were awarded QuickStart Tennis equipment grants. The organizations represent categorically and demographically diverse adaptive tennis populations; including players of all ages that are amputees, developmentally and/or physically disabled, hearing and/or visually impaired, and breast cancer survivors, among others.

The Challenge Grants for Partners initiative aligns with the Adaptive Committee’s charge: to promote and develop recreational tennis opportunities for individuals with differing abilities and circumstances through inclusion, knowledge, and support. Each grant recipient has identified strategies for outreach and for the implementation of QuickStart Tennis and/or train-the-trainer models to the community outside of its current influence. Additionally, the initiative is generating new USTA partnerships and an increase in adaptive tennis awareness and participation.
**InnerCity Sports Ministries hosts an evening of summer fun**

InnerCity Sports Ministries (ISM), a CTA serving underprivileged youth in the Portland, Ore. area, always thinks outside of the box, or in this case, outside of the tennis court.

On a light and airy summer evening this past August, families enjoyed a night out sponsored by ISM, complete with a movie shown on a giant blow-up screen, barbeque, cotton candy and tennis! Sport courts were set up, serving up tennis fun in the QuickStart Tennis format. Everyone had fun and the CTA signed up new players on the spot for its after-school programming.

---

**FACILITY INSPIRES NEW CTA IN WYOMING**

Magnificent is the word for the new Campbell County Recreation Center in Gillette, Wyoming. Built through the partnering of Campbell County Parks and Recreation, the City of Gillette and Campbell County School District, the $55 million 190,000 square-foot unique state of the art facility combines a full-service recreation center with a multi-use competitive sports and training facility. The 81,000 square-foot field house boasts five indoor tennis courts.

The challenge: to bring a full menu of tennis programming to these courts that serve the entire community. The answer: a CTA with dynamic leadership and support from USTA Intermountain - Wyoming District. The Gillette Tennis Association was born. A tribute to the power of enthusiastic guidance, QuickStart and tennis-playing families, this leadership group already has plans to develop young players through QST and USTA Jr. Team Tennis, as well as to run four USTA sanctioned tournaments in 2011.

---

**Wilmington CTA Introduces Hundreds of Youth to Sport of a Lifetime**

Junior tennis in Wilmington, Ohio, has grown beyond what the Wilmington Area Tennis Association (WATA) expected this past summer. The WATA was able to service over 250 youth players through USTA Jr. Team Tennis and Midwest Youth Team Tennis implementing the QuickStart Tennis format this past summer. The WATA’s numbers have grown in each of the three years they have offered these programs. The WATA programs have no paid instructors. Committed parents, high school players, and WATA board members volunteer their time for USTA Jr. Team Tennis and Midwest Youth Team Tennis.

The WATA tapped into the schools this year, and the local middle school and high school are now part of the USTA Schools program. The physical education instructors attended an in-service training, and 190 high school students and 70 middle school students received tennis instruction in their physical education classes. The elementary schools will also offer tennis instruction in the physical education classes, and more than 1,000 youth will be introduced to tennis.
**Instructor Honored with Midwest JTT Award**

Steven Reed from the Wilmington Area Tennis Association in Wilmington, Ohio has just been selected as the 2010 USTA Jr. Team Tennis Midwest Organizer of the Year. Reed will be presented with a special award during a USTA Jr. Team Tennis Workshop on December 3 in Indianapolis, Ind. Steve Reed will also be the USTA/Midwest Section nominee for the National USTA Jr. Team Tennis Organizer of the Year. Reed started with a Midwest Youth Team Tennis pilot program for kids aged 10 and under in 2008. He has quickly grown his 10 and under league to include 172 participants. This year Reed included additional age divisions (12’s, 14’s, and 18’s) to his program. He has developed a foundation in Wilmington that will continue to grow tennis and support the community for years to come. Reed has also been instrumental in sharing ideas and helping other areas start Midwest Youth Team Tennis programs.

**New CTA Offers Full Summer of Tennis Programs for All Ages**

The Waterford Tennis Association in Waterford, Wis., hit the ground running earlier this year with a Tennis Block Party held during Tennis Month in May. This first time event brought out more than 50 individuals, and the CTA used the event to promote its summer programming and sign up participants. During its first year of existence in 2010, the Waterford Tennis Association offered the following programs: Midwest Youth Team Tennis using the QuickStart format, USTA Jr. Team Tennis, junior rally class, high school prep class, adult beginner/refresher class, and USTA League.

This summer’s USTA League consisted of three teams, and the 2.5 women’s team advanced all the way to the USTA/Midwest Section Adult League Championships in Indianapolis during August.

Over 125 children and adults participated in the summer programs. The entire Waterford community has a

**Priceless Rewards of Giving Back to Tennis**

The game of tennis has offered Kansas Special Olympics tennis coach, Sid Kanter, much more than victories and defeats. It has given the former member of the University of Kansas tennis team a chance to give back to young adults and their families in the best way he knows how: through tennis!

Sid is one of many who strive to continue the long tradition of the Special Olympics organization. Special Olympics gives those with intellectual disabilities the opportunity to train and compete in athletic competition. Sid Kanter has given the Special Olympics athletes of Kansas a chance to do what most of us have never been able to accomplish: compete in the Olympics.

Kanter’s experience as the Kansas coach takes on more meaning because his own son, Michael, is a special needs athlete who plays for Team Kansas. This summer, Michael Kanter had the opportunity to compete in the Special Olympics USA National Games in Lincoln, Nebraska. For a coach and for a father, such rewards are priceless!
Harvard Tennis Club Mourns the Loss of Tennis Hero

The members of Harvard Tennis Club in Los Angeles are mourning the loss of Pete Brown. Pete was a long-standing junior development coach for Harvard, a former tennis coach at Fremont High and a tennis coach at Los Angeles Trade-Tech College (LATTC), among many other positions held throughout his tremendous tennis career. His Fremont Tennis team won the Southern League title in 1971. In 1977, the LATTC Team won the school’s first conference title for any sport. His teams developed a reputation for competitiveness and sportsmanship.

Sometimes called “the Santa Clause of Tennis”, tennis was his passion. He was very thankful that his wife of 56 years and two daughters shared him with the tennis community. Rarely did he miss a tennis convention. Even within the past two years as his health was declining, he would still make it to Harvard Tennis Park to attend tournaments, put up new tennis nets on the courts or just watching players hit balls.

Throughout his life, Pete was committed to exposing, sharing, teaching, and spreading his love for the game of tennis to inner-city youths in South Central Los Angeles. He provided racquets, shoes, food, and transportation to the courts and tennis tournaments, often times across the country. For such dedication, he received numerous tennis awards, certifications, and notable roles. He was most recently honored by the Harvard Tennis Club with a luncheon establishing a scholarship fund in his name.

USTA Southern California Executive Director Henry Talbert said it best when describing Pete, “I like to think Pete Brown is an angel who has done many things through tennis for some terrific kids and young adults for over half a century in South Los Angeles. What a super legacy to own.”

Harvard Tennis Club Mourns the Loss of Tennis Hero

The members of Harvard Tennis Club in Los Angeles are mourning the loss of Pete Brown. Pete was a long-standing junior development coach for Harvard, a former tennis coach at Fremont High and a tennis coach at Los Angeles Trade-Tech College (LATTC), among many other positions held throughout his tremendous tennis career. His Fremont Tennis team won the Southern League title in 1971. In 1977, the LATTC Team won the school’s first conference title for any sport. His teams developed a reputation for competitiveness and sportsmanship.

Sometimes called “the Santa Clause of Tennis”, tennis was his passion. He was very thankful that his wife of 56 years and two daughters shared him with the tennis community. Rarely did he miss a tennis convention. Even within the past two years as his health was declining, he would still make it to Harvard Tennis Park to attend tournaments, put up new tennis nets on the courts or just watching players hit balls.

Throughout his life, Pete was committed to exposing, sharing, teaching, and spreading his love for the game of tennis to inner-city youths in South Central Los Angeles. He provided racquets, shoes, food, and transportation to the courts and tennis tournaments, often times across the country. For such dedication, he received numerous tennis awards, certifications, and notable roles. He was most recently honored by the Harvard Tennis Club with a luncheon establishing a scholarship fund in his name.

USTA Southern California Executive Director Henry Talbert said it best when describing Pete, “I like to think Pete Brown is an angel who has done many things through tennis for some terrific kids and young adults for over half a century in South Los Angeles. What a super legacy to own.”

CTAs at the 2010 US Open

Hundreds of grassroots community tennis leaders from across the country attended the 2010 US Open.

A feature story and picture gallery was hosted on the Open’s website of each CTA represented. Click on the links below and enjoy!


WANT A FREE T-SHIRT?

Simply email cta@usta.com by November 2, 2010 to accept this offer for a 2009 US Open T-shirt. Please include how many shirts you would like (maximum 20), name of shipment addressee, address, and contact phone number.

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