



Game, Set, News

USTA Community Tennis Association Quarterly Newsletter

Winter 2010 Edition



2011 COMMUNITY TENNIS DEVELOPMENT WORKSHOP



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

Save 10% on Workshop Fee by Registering before January 11, 2011

Grow your tennis community and your business with excellent educational and networking opportunities provided by industry leaders. Focus on marketing / communications, organizational management, facilities, fundraising and tennis programming. Discover opportunities for your business within the USTA's 10 and Under Tennis initiative. Find out why tennis is a whole new ballgame!

For further information or to register, visit www.usta.com/ctdw.

Eastern Adult Tennis Foundation Holds Fifth Annual Luncheon



Sharon Weiner & Mary Carillo

Emmy Award-winning sportscaster Mary Carillo was the keynote speaker at the Eastern Adult Tennis Foundation's (EATF) Annual Luncheon on September 13, where over

\$11,000 in grants were given out to programs in New York and New Jersey that benefit a wide range of tennis players – from underserved seniors to developmentally disabled adults.

The grants, which totaled \$11,930, went to 16 deserving member organizations of the USTA's Eastern Section. This was an historic year for the EATF: they

increased their funding over 31 percent from last year and increased the number of programs receiving grants by more than 45 percent.

"Tennis can benefit people of all ages and abilities," EATF Chair Sharon Weiner said. "These grants are designed to help open doors for people who would not otherwise have a chance to enjoy this lifelong sport."

Long Beach Hosts Pacific Coast Championships

The 2010 Pacific Coast Championships (PCC) welcomed 174 players to its 89th PCC Championships at El Dorado Park in Long Beach, CA on Labor Day weekend. Players included entrants from San Diego, Stockton/Berkley, Las Vegas and Baltimore.

This year's event was good tennis, combined with personal/visitor friendly touches added, including: A Pizza and Pool Party for Juniors on Friday

evening, A Hospitality/Welcome Center, Welcome Gifts (Daily Survival Kits) for Participants, Lunch & afternoon snacks both Saturday and Sunday (provided by SCTA & Mountain View Sports & Racquet Club), plus the usual big screen TV on site to watch the US Open between matches in the air conditioned pro shop!



5th Annual Sartor Fun Doubles Tennis Tournament

Memorial Tennis Event at Harvard Park

Harvard Tennis Club's Luther Sartor Scholarship Committee welcomed over a 100 junior and adult tennis players, as well as another 100 spectators to its 5th Annual Sartor Fun Doubles Tennis Tournament at Harvard Park in Los Angeles.

This year's event was a smashing success; combining competitive round robin tennis with fun activities, on and off court games, smooth jazz and complimentary food. A good time was had by all!



Honoring a Legacy: New CTA a Tribute to Role Model



She could have tried to fill smaller shoes or no shoes at all, but Sheri Slobin Shea isn't the type to keep her passion to herself.

Shea, the daughter of late USTA New England Hall of Famer Gerald Slobin, is strengthening the tennis community of West Hartford, CT and introducing the game to a new generation of

players. "My dad was a real visionary in terms of tennis," said Shea. He set a great example for me as a teacher and as someone who wants to promote the game. I want to pass that along to others and make my mark in my town."

Shea, a teaching pro with a passion for community tennis and grassroots programs has formed a community tennis association that is off to a tremendous start in building a tennis community and has set solid foundations for youth and adult programming.

This fall, Shea, with the help of the West Hartford Parks and Recreation Department, ran a six-week tennis program including beginner lessons. More than 180 children and adults

jumped at the opportunity to play.

Shea also has a desire to increase tennis participation within the schools and has taken selfless steps to make that happen. Last year, Shea volunteered her time to teach a week's worth of tennis with a physical education teacher at a local Elementary School. The school purchased QuickStart Tennis equipment and the trial was successful enough that it will happen again this year and expand to other schools in the area.

Southern California Tennis Association Holds RCW & CDW

The SCTA held a two-day Recreational Coach Workshop (RCW) and Community Development Workshop (CDW) in October at the Indian Wells Tennis Garden. It was a very busy and successful weekend that included great information sessions and a fun-filled round robin.

Workshop attendees learned how to

teach large groups of kids and learned about 10 & under tennis using the QuickStart play format. Once they completed the workshop, they were eligible for the USPTA/PTR Developmental Coach Certificate. Parents, coaches, parks& recreation staff, volunteers, players - anyone that was interested in attending was welcome.

The CDW itinerary included speakers discussing non-profits, sportsmanship, fundraising, tennis facilities, and local tennis programming. It was a great weekend of on-court tennis and tennis information sharing as well.



ICTC: A sanctuary for at-risk youth of Cleveland

Many of the once-new courts built during the golden age of tennis that swept through Cleveland, Ohio, in the 1960's and 1970's have today fallen into disrepair and disuse. Because they're dilapidated and full of weeds, the city had plans to demolish these courts. But, the newly organized Inner City Tennis Clinic (ICTC) convinced the city to hold off on their plans to tear out the courts with promises to build tennis programming for the area's inner-city youth.

ICTC Executive Director Brian Smallwood said, "Let us create a demand for tennis again. These kids need us. They need programming. Their childhood has been taken from them by their



surroundings. This is a sanctuary for them."

This sanctuary is the Inner City Tennis Clinic, with the mission to serve at-risk youth of Cleveland. ICTC plans to provide local youth with tennis instruction, promote wellness, and offer academic support. ICTC gives the urban youth of Cleveland the opportunity to cultivate healthy relationships with peers, mentors, and also improve their physical and mental well-being. Through collaboration with The Cleveland Clinic, City of Cleveland Parks & Recreation Department, A.C.E. Tennis, The Forest City Club, and other groups, ICTC offers a safe environment for recreation, leadership, tutoring, and fitness.

Budgeting for 2011? Don't forget Insurance!



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

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

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

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

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

Happy Holidays and Happy New Year!