



Game, Set, News

USTA Community Tennis Association Quarterly Newsletter

Spring 2013 Edition

USTA Pilot Program Kicks Off At Fort Bragg

In 2013, the USTA will host 20 pilot programs at Boys & Girls Clubs-affiliated youth centers on military bases in the United States and abroad. The USTA plans to grow the game by bringing this lifelong sport to those organizations that currently provide services for large groups of children, teens, and families, but do not yet include tennis. This effort benefits from its new relationship with Boys & Girls Clubs and continues to deepen and further the USTA's commitment to all branches of the US Military.

Each of the 20 pilot sites will deliver two, six-week seasons of Kids Tennis Clubs, culminate in a Tennis Play Day, receive a four hour USTA Training, and deliver activities using 10 and Under Tennis equipment and a new Kids Tennis Club Playbook that integrates character traits.

The Fort Bragg training engaged more than 40 delivery staff who, similar to the Utah event, acquired skills ranging from large group management, to basic tennis skills, to pilot-specific activities. National and local support were also on-hand to work with Patti J. Turner, Chief, Youth & School Ages Services, including: China Fanning, National Manager, USTA; Kelly Gaines, Executive Director, USTA North Carolina; Tyson Thompson, Community Program & Training Coordinator, USTA North Carolina; Kevin Caccia, Director of Tennis, Cape Fear Regional Tennis Association; Francie Barragan, Women's Tennis Coach, Methodist University.



Busy and Productive Start for Mansfield Area Tennis Association

The [Mansfield Area Tennis Association](#), newly formed in October 2012, is now a USTA Texas Certified Tennis Association (CTA) that focuses on bringing more tennis to elementary students and promotes tennis in the Mansfield area.

Not satisfied with just forming a CTA, their future goals include: Middle school coaches meetings; training for the City of Mansfield; assisting MAC and Crossroads with Play Days; planning another MATA Play Day in April; help coordinate high school Play Days and working to expand the board with members with diverse backgrounds.

The current board includes Trina Gibbs – President; Scott Kissinger – Vice President; Tracie Alexander– Treasurer; Michelle Grizzle – Secretary; and Bobby Hart – Parliamentarian.

Since October 2012, the below timeline shows that the organization is moving at a rapid pace to connect the dots in tennis with a growing community that is struggling with how to get tennis in the hands of 10 and Under children. They began with meetings with the USTA Texas staff about the forming and operation of a CTA.

In November, the board met a mixture of tennis past and present concerned residents who know Mansfield well and the history of tennis in the community. An advisory board with strong tennis connections was formed and met periodically, the organization became a USTA Texas registered CTA, website was purchased, www.mansfieldareatennisassociation.com, and a MATA Facebook page was made.

Board members with community connections to the Chamber of Commerce and Kiwanis helped tremendously with exposure and financial support. The board president, with a district teaching background, feels comfortable talking to district officials and has a passion for tennis and working with children. She also did not mind doing some of the hard paper work and loves organization.

In December, they set up short term goals -example: participation in community events like Hometown Holiday to form a board bond and use the event to promote the Play Day! Board members started feeling comfortable with their expertise like writing two grants and getting Kiwanis on board with financial support, taking the lead on bylaws, distributing minutes and organizing a Play Day. Also members donated money for T-shirts, a Start Up Grant was received, bank account opened and MATA joined the Chamber of Commerce.

In January, two board members attended 10 and Under training at Boswell and Los Colinas and met with Dr. Morrison to discuss how to help MISD expand tennis. A proposal sent to Mansfield After School Care and the children' Club will start March 4. A partnership was announced and a grant awarded and the Chamber of Commerce held their Ribbon Cutting Ceremony at the first MATA Play Day at APEX. The Play Day was a big success with over 30 youth participating.

This month (February) we met with Mansfield ISD administrators to work on implementing tennis into school curricula and with high school coaches and start planning summer Play Days. We even had an interview with Now Magazine.



USTA Northern Supports Troops In Afghanistan

Quarterly, the [USTA Northern](#) staff sets down its tennis racquets and rolls up its sleeves by giving back to the community through assorted service projects. The office has worked with organizations like People Serving People, the Salvation Army, Feed My Starving Children and local churches doing everything from making lunches and fleece blankets to mopping floors and washing windows to ensure cleaner living conditions for the organization's residents.

So when deciding what to do for its next service project, the Northern staff was looking for something their members could also participate in during its annual Community Tennis Workshop November 16-17, at the Fred Wells Tennis & Education Center in St. Paul. At the same time, the USTA National office was actively looking for groups to support a new initiative within the organization supporting military troops overseas ... and a partnership was formed.

The [USTA Adopt-A-Unit](#) effort is designed to guide tennis organizations and players to 'adopt' a military unit of anywhere between 25-100 service members deployed to Afghanistan by sending care packages of necessities. In turn, USTA Serves, the National Charitable Foundation of the USTA, sends portable tennis equipment to the adopted unit on the organization's behalf with instructions and educational information on tennis. The effort allows the tennis community to show support of the troops and the U.S. military effort, while introducing tennis to the soldiers as a recreational outlet when overseas. The USTA also hopes tennis will help when reintegrating the soldiers with family, friends and community upon their return from conflict.

The Section invited its organizational members to join in the cause asking for anything from product to monetary donations of any kind. USTA Northern could not believe the response as it raised over \$1,200 through many generous donations from those who participated in the Community Tennis Workshop, members who attended a doubles strategy session presented by ATP touring professional **Eric Butorac** and organizational members like the **Shakopee Tennis Association** in Shakopee, Minn.

"When we first heard about the Adopt-A-Unit initiative through USTA Serves, I think it struck a chord with us as something we could do together with our membership as a whole," **Christine Nickels**, USTA Northern Director of Community Tennis said. "With the Community Tennis Workshop as our platform, we received such a wonderful response from attendees wanting to support our troops in any way possible. It was a true win-win for all of us to come together and give back to those serving our country."

USTA Northern's Director of Marketing and Communications **Lisa Mushett** made initial contact with its assigned troop, IJC CJ6, who, under the direction of **Major Jason "Cueball" Simmons** of the U.S. Army, is stationed in a very dangerous area within Kabul, Afghanistan, and is often offline for weeks at a time. The men and women work 14-hour days (sometimes more) and only get a half day off on Fridays for the Muslim Sabbath.

In addition to the cash donations, USTA Northern reached out to its corporate partners including **Life Time Fitness** and **Watkins'** as skin care products, protein powder and weightlifting supplements were among the specific requests of Major Simmons and the servicemen and women. The corporate partners did not disappoint as Watkins' donated lotion and lip balm in bulk and Life Time Fitness donated 1,500 canisters of protein powder to the troops. USTA Northern also received honey packets from **KFC** and protein bars from **Clif**, while **Tom's Food Pride** in Glenwood, Minn., provided at cost a number of different products including Power Bars, hot sauce, air freshener and dried fruit. The Section also sent handwritten letters and drawings from a first-grade class at **Glacier Hills Elementary School** in Eagan, Minn., and provided t-shirts, books, magazines and tennis balls for the unit.

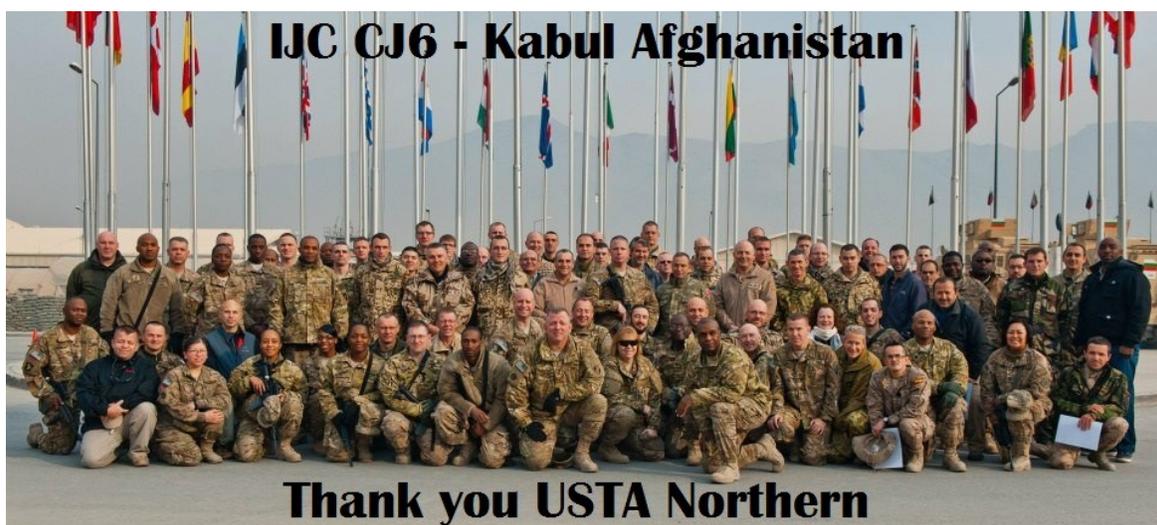
The care packages and protein powder arrived in early February and the troops could not have been more pleased with the packages. The troop has started using the Wilson tennis equipment, which includes racquets, portable nets and balls, by introducing tennis to the Afghan children. They also are planning a tournament for the troops and the children once the weather cooperates.

"I have a racket, but haven't played for about eight years when my Lieutenant roommate and I would play," Major Simmons e-mailed. "We are looking forward to playing and putting on a tournament once the weather clears."

The troops also were thrilled with the protein powder provided by Life Time Fitness with one soldier asking, "Permission to hug you, sir!?" after receiving he received three bottles.

"I haven't seen more happily surprised faces on fellas than when I gave them the protein powder," Major Simmons said. "I explained to my soldiers that, 'it is from Americans back home that are proud of what you are doing and is their way of saying 'thank you!'"

Major Simmons went on to say, "You have really brightened the day for some troops up in the mountains of Afghanistan. With the cold, snow, rain and mud, running has been tough, so we're working on core and full-body strength in our fitness tents. The protein powder and other materials will help us get through this winter with a few extra pounds ... OF MUSCLE!"



Register Your Adaptive Tennis Program

The USTA has developed a database of Adaptive Tennis Programs with the purpose of connecting tennis players with the programs available to meet their tennis needs. [Register your Adaptive Tennis program](#) and stay informed about grants, events, awards, and more. It is free to register your program.

The charge of USTA Adaptive Tennis is to promote and develop recreational tennis opportunities for individuals with varying abilities and circumstances through inclusion, knowledge, and support. The USTA continues to support programming for individuals with physical, developmental, and situational challenges. Visit the [Adaptive Tennis](#) page of the USTA website for more information.

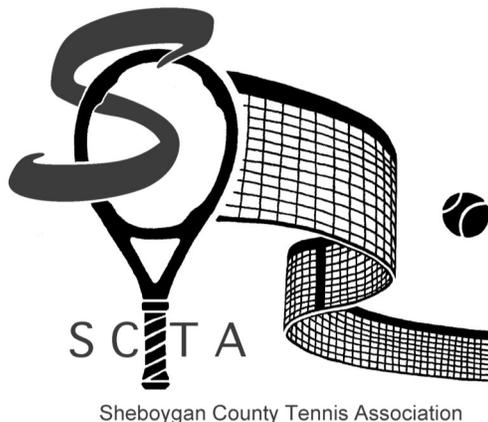


Family Challenge Cup Tennis Fundraiser

The Sheboygan County Tennis Association held the 11th Annual SCTA Family Challenge Cup Saturday, March 2nd from 8:30 AM - 12:30 PM at the Sports Core in Kohler. The Family Challenge Cup consisted of round robin doubles play with teams made up of family members – Mother/Son, Father/Daughter, Brother/Sister, Husband/Wife, etc. – and tennis trivia as well as raffle prizes. This year, 20 teams were competing for the traveling Family Challenge Cup trophy. Fun was had by all!

The SCTA would like to thank their partners, sponsors, and donors who helped make the event a huge success and who support youth tennis in Sheboygan County: The Sports Core, the Midwest Section/USTA, USBank, and Classical Strings.

The mission of the SCTA is to promote tennis, to encourage sportsmanship, and to provide low cost tennis opportunities for the youth of Sheboygan County. Proceeds from this fundraiser event go directly towards offsetting the costs and fees associated with junior tennis programs in Sheboygan County—SCTA Circuit Series, SCTA Tennis Drill Sessions, Sheboygan County Junior Team Tennis (tennis for ages 10yo & over), Sheboygan County Midwest Youth Team Tennis (tennis for ages 10yo & under), Sheboygan County Futures (11 & 12yo), and the Sports Core "Let's Make Some Racquet" summer tennis program. For more information on any of these programs or on how to get involved with the SCTA, go to the SCTA web site at sheboygantennis.weebly.com or contact Darren Opel at 453-9695 or SCTA@live.com.



NJTL Regional Training—Palo Alto

NJTL hosted its first Regional Training on March 9-10 at Piedmont Park in Atlanta, GA. Toni Wiley, STEC Executive Director, stated "the turn-out for the conference, on a beautiful nearly-spring weekend, was amazing, and the energy in the room was palpable." This training included 110 attendees from NJTLs, five CTA scholarship recipients, plus USTA staff from four Sections.

NJTL Regional Training in Palo Alto, CA will take place on Saturday, June 1st and Sunday, June 2nd at Stanford University. The two-day training combines tennis, education/life skills, org development and features experts and partners from NJTL National Staff, USTA Serves, USTA Player Development, and USTA Section Staff.

The 2013 NJTL Regional Training registration costs \$49 per person (flat rate), which includes all workshops, materials, breakfast and lunch on both days, and a networking dinner. All other expenses associated with travel and lodging must be covered by the attendee. A discounted hotel at the Westin Palo Alto is available booking the room here:

<https://www.starwoodmeeting.com/StarGroupsWeb/res?id=1302264768&key=C2E10>

All attendees are welcome to attend the sessions, regardless of their role and background. This training is comprehensive in that it provides the opportunity for experienced individuals to expand and deepen their knowledge and skills, and the opportunity for those less experienced, to learn more and sample something new. Organizations are encouraged and welcome to bring numerous attendees from their staff, leadership, and even community.

- The ACE Curriculum Workshop: program delivery staff, tennis coaches, educators, school administrators, board members, grant writers, and those in development and leadership roles
- Organizational Development Workshop: program delivery staff, administrative staff, board members, grant writers, and those in development and leadership roles
- USTA Player Development Workshop: open to all coaches and volunteers who coach and teach youth players. Attendees should bring their own tennis racquet and be dressed in casual tennis attire.

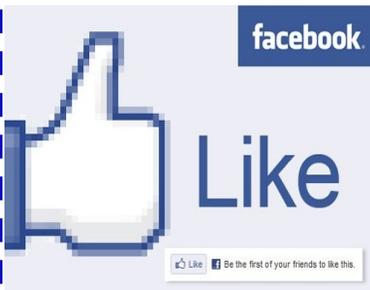
How To Register

Online registration can be completed (deadline 5/24) at <http://www.regonline.com/njtlregionaltrainingnorcal>



Nominate Your Outstanding Facility Today!

Do you know an outstanding tennis facility in your local area? One that has great programs and even better courts? The USTA Outstanding Facility Award is a great way for a facility to receive national recognition and help achieve local funding! [Nominate today.](#)



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Browse through photos and videos!
Be up to date with community tennis news!
Connect with other CTAs!
Do all this by visiting our CTA Facebook page at <http://www.facebook.com/USTACTA>

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

Questions? Email us at cta@usta.com