TENNIS ON CAMPUS

1. Alanna Broderick was Tournament Manager for the Tennis on Campus National Championships in Cary, North Carolina and Avi Parida and Shell Wood got invited to be tournament staff.
2. Shell & Avi ran the regional Battle of the Sections Event at the National Tennis Center in September with 16 teams in participation.
3. University of Virginia came 2nd at the 2012 TOC Nationals.
4. University of Maryland won 2011 TOC Team of the Year.
5. 15 Teams played at MAS sectionals in February giving us four bids for 2013 TOC Nationals.

FACILITY LINE GRANTS

1. The MAS section has increased the execution of promoting it’s grant program for blended lines to local facilities and clubs by 72%. In 2011 there were a total of 65 courts with blended lines. As of October 2012 MAS had a total of 241 courts with blended lines. We saw three facilities build permanent 36 foot courts in Reston, VA at the Hook Rood Courts. In Richmond at the Steward school and in Charlottesville, VA at the Crozet Park. We are ranked 6th out of 17 sections in the amount of facilities that have blended lines.

RCW/10U WORKSHOPS

1. 24 10 and Under Workshops and 8 Recreational Coaches Workshops were hosted in Mid-Atlantic.

SCHOOL TENNIS

1. Section initiated a new school workshop trainer program where over 50 district chosen tennis providers/volunteers were trained by Schools National Manager, Jason Jamison in February. This new team of trainers allows MAS to deliver more quality workshops in more areas and enhanced the knowledge of veteran trainers on staff. All apprentice trainers have to co-shadow a workshop before they can deliver on their own.
2. Over 437 Mid-Atlantic schools in the national school registry database
3. Over 150 No-Cut School programs in the national school registry database
4. 424 registered kids club in school registry

DIVERSITY & INCLUSION

1. Partnered with USTA/MD to execute the 3rd Annual “Battle against Obesity,” Tennis Month event. Event took place at the Patterson Park in Baltimore, MD. Over 120 kids and their families participated in the one day event that offered many tennis activities and games for all levels.
2. MAS had a presence at the following festivals and events to increase the awareness of the USTA brand and to reach out to new groups of people:
   o June- Pride Festival, Washington DC
- March - Tennis Night in America Watch party at Redline Sports Bar, Washington D.C.
- September - US Open Watch Party at Nellies, Washington DC
- August - Mid-Atlantic Cup Championship by the Capital Tennis Association (GLBT Association)

3. MAS continued to offer funding for organizations that grow tennis in diverse communities and gave out over $27,000 in monetary grants.
4. D&I committee continued Art and Essay contest and received over 100 entries.

- CITI-OPEN PLAY DAY CIRCUIT
  1. Implemented the 1st annual play day circuit with legs at the Washington Kastles USTA Family Day, Citi Open Family Day, ACAC Richmond, Montgomery County, Washington D.C. Mega- Play Day. Over 300 kids in total got to participate in this play day circuit presented by the Citi Open that accumulated to the final championships at the Citi Open. All events took place on 36 foot courts using red felt balls and were non-elimination team based. These events were used as an introduction to competition for kids eight and under.

- PROFESSIONAL EVENTS
  1. Had booth presence at Washington Kastles stadium where staff and volunteers handed out promotional materials and gifts for members. Also facilitated the 36 foot court for the Kastles and member appreciation day promotions.
  2. Had booth presence at the Citi Open where staff and volunteers handed out promotional materials and gifts for members and member appreciation day promotions.
  3. Helped coordinate staff and volunteers for Family Day and Military Tennis Day promotions at the Citi Open.
  4. Over 200 JTT District champions were recognized on court and received complimentary tickets for team members and captains at the Citi-Open.

- JR. TEAM TENNIS
  1. After having an overall decrease in participation from 2010 to 2011 of 11%, Jr. Team Tennis in the Mid-Atlantic Section grew 31% from 2011 to 2012 by reaching a section high of 5000 participants. This growth can be attributed to not only the hard work of district and local coordinators but with new regulations such as non-gender specific 10 and under divisions, allowing teams in those divisions to only have four players and also implementing a pilot JTT Wildcard Invitational, as well as staff focused areas in the TMI Markets resulted in MAS reaching an all-time high of JTT participation.
  2. Sectionals had an all-time high 407 participants and 53 teams competing
  3. Three teams placed in the top ten at Nationals with the DTA Grinders from Virginia Beach taking advantage of their wildcard and placed 3rd in 14 ADV while Team Eclipse came 5th out of 16 teams. In the 18’s division we saw the Ridgetop Rebels from Richmond place 7th out of 16 teams.

COMMUNITY TENNIS UPDATE

1. 26 CTA and/or NJTLs in the district of Maryland
2. 62 CTA and/or NJTLs in the district of Virginia
3. 19 active CTA and/or NJTLs in the District of Columbia
4. 4 active CTA and/or NJTLs in West Virginia region
5. The Grants committee gave out over $15,000 in monetary grants to non-profit organizations or agencies that are committed to: increase tennis participation, support tennis programming, and foster diversity with both participation and programming. Awards were given to selected organizations that presented a clear vision for establishing community based programs that are manageable, identifiable and measurable. The following organizations received funding in 2012:
   • Washington Area Chinese Tennis Assoc.
   • Lynchburg Tennis Patrons Association
   • Coptic Tennis Association
   • Metro Richmond Tennis Club
   • Southeast Tennis and Learning Center
   • MCPARC Community Tennis Assoc.
   • Morgan County Tennis Association
   • Maryland Senior Olympics
   • 3H Foundation
   • Reston Tennis Association
   • Roanoke Valley Tennis Association
   • Scott County Recreation Department
   • Western Tidewater Tennis Association
   • Montgomery County Tennis & Education Foundation

TENNIS MARKET INITIATIVES

The section, along with the help of relative districts, continues to oversee 3 Tennis Market Initiatives (TMI) in the Mid-Atlantic. Montgomery County and Charlottesville are going into their final year of funding and Richmond is entering into year 2 of the 3 year project. All three markets entail the management of a $100,000 budget, metric reports, goals, programming and events.

NJTL

1. MAS partnered with SETLC and USTA/DC to host the first regional NJTL Nation’s Capital Cup in Washington, DC in June. Over 130 kids from 12 different NJTLS across the northeast region came to DC to experience a weekend of cultural activities, tennis programming and education. This event was a best practice at the USTA Semi-Annual awards meeting.