



PACIFIC NORTHWEST



Newsletter of the USPTA/PNW Division

FALL 2009

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DATES THAT RATE

TESTING 2009

Forest Crest, Seattle, Wash.
October 10

2009 USPTA World
Conference on Tennis
Marco Island, Fla.
September 21-26



Top tennis speakers headline USPTA's World Conference

September event features 45 seminars and courses

Many of tennis' most interesting and renowned speakers will be at the United States Professional Tennis Association's World Conference on Tennis, to be held Sept. 21-26 at the Marco Island Marriott Resort, Golf Club and Spa on Marco Island, Fla. Nick Bollettieri, Tom Gorman, Brett Hobden, Rick Macci, Luis Mediero, Emilio Sanchez Vicario and Anne Smith, Ph.D., are among the featured speakers who will be sharing their insights on various topics from tennis teaching to technology to business.

Forty-five seminars and four-hour specialty courses will be offered during the conference, which is attended by nearly 1,500 tennis professionals and coaches, manufacturer representatives and media. USPTA members and nonmembers are welcome. The conference includes several other events as well. At right is a key list of dates and events.

For a detailed agenda, complete list of speakers and registration information, visit www.uspta.com.

Founded in 1927, USPTA strives to raise the standards of the tennis profession while promoting greater awareness of the sport. USPTA offers more than 60 professional benefits to its more than 15,000



Key List of Dates/Events

- Sept. 21-25 *International Championships*
- Sept. 22-26 *Education seminars and courses*
- Sept. 22 *USPTA division parties*
- Sept. 23 *Welcome party*
- Sept. 24 *Awards breakfast, buying show, silent auction*
- Sept. 25 *National Cardio Tennis Feeding Shootout finals*

members worldwide, including certification and professional development. With more than 300 days of educational opportunities throughout the year, USPTA offers the most comprehensive continuing education program in the tennis industry. For more information, call 800-877-8248 or visit www.uspta.com. ●

President's Message

By **Hunter Lipscomb**
USPTA/PNW President

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Despite economic downs, tennis is looking up



I hope this newsletter finds you in the midst of a very busy summer. I know that in my area, tennis participation has been up since the economic downturn began. Hopefully, as an industry we can harness

that momentum and create a tennis boom once the economic climate gets better.

As a trade association, USPTA tries to offer many opportunities on the divisional and national levels to bring your professional knowledge to the next level. From the feedback we received from our June convention in Tri-Cities, we're doing a good job in our section of bringing high-quality, relevant speakers to topics we can all use in our daily jobs. Our convention attendees ranged in experience from newly certified pros, to first-time attendees who have been USPTA members for a while, to seasoned veterans who attend each year. The message was clear – bring the best speakers to the Pacific Northwest and we will take advantage. So if you haven't been to our division convention in a while, keep us in mind next year. Don't let the lack of famous faces fool you, either. I don't think many folks were familiar with Mark Bey before June, but I guarantee

you that nobody who saw his presentations will forget him. Just know that your Board is always hard at work trying to bring in the best speakers from around the country for your education. If you have any suggestions about how we can make our conference better, please don't hesitate to contact any of us.

On a similar note, I know many of us are looking forward to the national USPTA convention in Marco Island, Florida, September 21-26. I know that I was surprised how inexpensive plane fares were when I booked my trip (in the \$250 range for a round-trip ticket). This makes it a good opportunity to get away and see some of the most accomplished and innovative pros in the business, sharing their secrets to success. I hope to see many of you there.

As we continue to work hard as a country to fight our way out of a recession, I am encouraged by what I see locally in our industry. Specifically, looking at our new crop of applicants and upgrade candidates at our convention's certification test in June, I saw a good number of prepared, committed pros who had good ideas and positive energy that they'll bring to the front lines in creating our next generation of passionate tennis players. That's what we need in these times, and That's who we are. ●

Cultured Yourself Lately?

By **Bill Fletcher**
Eastern Washington District Rep

In this time of reported recession one of the buzz words I am hearing from several business owners, consultants and top industry leaders is culture. There are many definitions for the word culture but the one that stands out to me is, "development or improvement of the mind by education or training." defined by Webster's dictionary. In these tough economic times clubs are looking for ways to spend wisely and in some cases are cutting budgets.

I have been fortunate to attend several club industry conferences this year. There are two things that have stood out to me from those conferences: what a great organization the USPTA is and what a great value the USPTA conference is.

I have grown and have been able to improve my own career by being around others who have been there and done that before. We on the board are working hard to build a culture for you to develop and improve your career.

The USPTA conference is a great resource for networking and continuing education. One of the most favorable times for networking is the Saturday night awards dinner. Another thing gained from the conference is new games and drills. I always walk away from the Sunday drill session with 2 or 3 new drills that I am able to bring back to my students. Thanks to all of those who attended this year's conference and we look forward to seeing you next year! ●

USPTA launches Tennisresources.com

Site is the world's premier search engine for all things tennis

The United States Professional Tennis Association launched tennisresources.com, an extensive tennis search engine that allows users to find all things tennis from exclusive educational and instructional videos to articles and drill diagrams, all conveniently located at one site. Tennisresources.com targets tennis-teaching professionals and coaches and tennis players of all levels.

The site provides teaching professionals with all the tools they need to enhance their lessons and programs from the convenience of their own homes/offices, whether they teach competitive juniors and adults or Little Tennis players. It allows teaching professionals to enhance their knowledge and skills and stay on top of teaching methods, drills and techniques. Tennis players will also find the site useful with access to numerous instructional videos, one-minute video tips and drills from top tennis-teaching professionals to help improve their game.

Tennisresources.com offers thousands of high-quality educational tennis materials, including technical, tactical and strategic instruction, tips on physical and mental development of players and information on business and facility management.

"We now live in a technology-driven society that thrives upon instant gratification, and the tennis industry is no different. Tennisresources.com was created in order to cater to that sense of immediacy and provide tennis-teaching professionals with a comprehensive tennis resource that would meet any and all of their needs," said USPTA CEO Tim Heckler. "It has many functions similar to YouTube and we feel this will really resonate with users as far as its appeal and the ease of use."

Tennisresources.com is a subscription-based site and paid subscribers have unlimited

access to the highest quality educational tennis material available in the industry. Other benefits available to subscribers include rating media, the opportunity to leave comments about media, sharing content with others by sending it via e-mail and saving media to a

Below is just a sampling of the materials that you will find at tennisresources.com:

Thousands of on-court teaching clips of the world's leading professional tennis coaches

Thousands of additional tennis videos and more including:

- ***Slow-motion video footage of professional players' strokes***
- ***One-minute video tips by USPTA Professionals and Master Professionals***
- ***Drills that will improve your game***
- ***Interviews with the world's top professional coaches***
- ***Tennis seminars from past USPTA World Conferences***
- ***Hundreds of informative teaching articles***
- ***Hundreds of audio seminars***
- ***Ready-to-use drill diagrams***
- ***Templates for draws, match charts, drills and more***
- ***Easy lesson planner for teachers and coaches***
- ***Access to Tennis Resource Forum to exchange ideas, post questions about tennis***

list of personal "Favorites" so that you may quickly find the content that is most useful to you. USPTA members will receive a complimentary basic subscription. There are several subscription rates available to fit any budget.

Visit tennisresources.com today for more information and to view sample clips. ●

Welcome, New Members!

<i>Charles A. Brenner</i>	<i>Seattle, WA</i>
<i>Lewie A. DeGeneault</i>	<i>Eugene, OR</i>
<i>Robert J. Haydock</i>	<i>Eugene, OR</i>
<i>Teresa Longmire</i>	<i>Medford, OR</i>
<i>Michael J. McDonnell</i>	<i>Tacoma, WA</i>
<i>Matthew T. Patterson</i>	<i>Mukilteo, WA</i>
<i>Marco A. Pineda</i>	<i>Spokane, WA</i>
<i>Nick J. Ruess</i>	<i>Portland, OR</i>
<i>Wyatt Russell</i>	<i>Bothell, WA</i>
<i>Simon C. Shelton</i>	<i>The Dalles, OR</i>



USPTA's Tennis Buying Show to be held at Marco Island Marriott Beach Resort

USPTA will host silent auction during buying show

The United States Professional Tennis Association's Tennis Buying Show will be held Sept. 24 at the Marco Island Marriott Beach Resort, Golf Club and Spa on Marco Island, Fla., during the World Conference on Tennis. Booth space is still available for the largest national tennis-only buying show.

The buying show is part of the larger World Conference, which begins Sept. 21. More than 1,500 tennis-teaching professionals, industry leaders and representatives, media and manufacturer representatives are expected to attend. Manufacturers are encouraged to submit booth registrations early to guarantee their space since the buying show sells out each year. To obtain booth reservation forms, visit www.uspta.com and click on the World Confer-

ence link.

Exhibitors include tennis equipment, apparel and footwear companies, marketers and wholesalers of hard and soft goods, video-analysis, Web-based programs and software, teaching aids, court surfacing and lighting, awards, educational materials, nutrition bars and vitamins, and more.

In addition, the USPTA Silent Auction will be held during the buying show. Attendees will have the opportunity to bid on a variety of exciting items. The auction benefits the USPTA foundation, and is a USPTA Lessons for Life™ event. Anyone interested in donating an item for the auction can visit www.uspta.com and click on the World Conference link to obtain a donation form or call John Dettor at 713-978-7782. All donations are greatly appreciated. ●

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- 2. Your Additional Benefit (Cross Strings):** Power, Control, Durability or Touch

MAIN STRINGS				
1 CHOOSE YOUR PRIMARY BENEFIT				2 CHOOSE YOUR ADDITIONAL BENEFIT
POWER	CONTROL	DURABILITY	SPIN	
	FXP FXP POWER	SONIC PRO FXP POWER	NATURAL GUT FXP POWER	POWER
FXP POWER FXP		SONIC PRO FXP	NATURAL GUT FXP	CONTROL
FXP POWER SONIC PRO	FXP SONIC PRO		NATURAL GUT SONIC PRO	DURABILITY
FXP POWER NATURAL GUT	FXP NATURAL GUT	SONIC PRO NATURAL GUT		TOUCH

CROSS STRINGS

2009 PNW Division Convention Attendees

Name	City, State
Abang, Darrell	Bellevue, WA
Annett, Jon	Renton, WA
Bennett, Lindsay	Lk Oswego, OR
Bergman, Mark	Mill Creek, WA
Bey, Mark	Libertyville, IL
Blanchard, Earl	Spokane, WA
Brandt, Chris	New Castle, WA
Brichfield, Kim	Vancouver, WA
Brightful, Lamont	Richland, WA
Bunting, Banni	Bend, OR
Burwash, Peter	Carmel, CA
Calechman, David	Spokane, WA
Cochrane, Charles	Ashland, OR
Cox, Nancy	Salem, OR
Davis, Coleen	Tualatin, OR
Delaney, Glenn	Mill Creek, WA
Dibbins, Sam	Lk Oswego, OR
Dieveney, James	Mercer Is, WA
Doar, Amina	Petaluma, CA
Eaton, Ross	Bainbridge Island, WA
Fairchilds, Mark	Modesto, CA
Fletcher, Bill	Richland, WA
Fraser, Shannon	Salem, OR
Freitas, Marcos	Duram, OK
Gaca, Geffery	Richland, WA
Gellner, Tom	Vancouver, WA
Goyette, Kathleen	Yakima, WA
Hall, Brett	Salem, OR
Hastings, Jim	West Linn, OR
Hein, John	Walla Walla, WA
Hussa, Erik	Richland, WA
Inn, Frank	Medford, OR
Jones, Rose	Verdale, WA
Khounnala, T	Richland, WA
Kirch, Patti	Richland, WA
Kischel, Rudolf	Woodinville, WA
Knox, Rob	Richland, WA
Laing, Barry	Bend, OR

2009 USPTA/PNW Division Award Winners

Pro of the Year
Roger McKee
Lake Oswego, OR

Assistant Pro of the Year
Carol Sandoz
Portland, OR

Partnership Award
Barry Laing and Kevin Collier
Bend, OR

Industry Excellence Award
Steve Vaughan
Sunriver, OR

Star Award
Ted Sayrahder
Renton, WA

Men's Senior Player of the Year Award
Chris Hefter
Richland, WA

Coach of the Year
Kevin Collier
Bend, OR

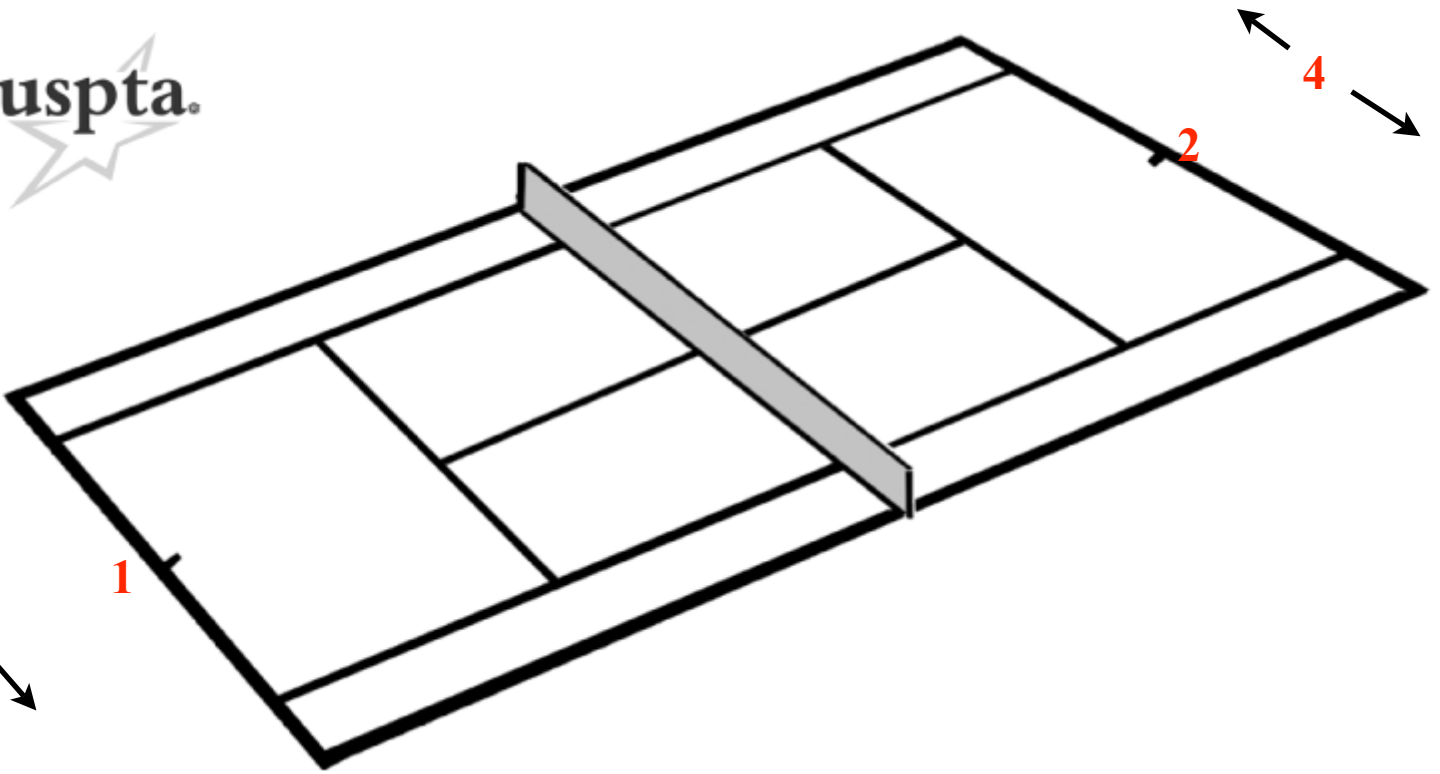
Facility Manager of the Year Award
Scott Coleman
Bremerton, WA

Women's Senior Player of the Year Award
Amy Closs Miller
Portland, OR

Men's Player of the Year Award
Angelo Niculescu
Lake Oswego, OR

Lange, Eric	Portland, OR	Santiago, Alejandro	Renton, WA
Lenker, Dick	Portland, OR	Santiago, Mrs.	Renton, WA
Leong, Bill	Portland, OR	Sayrahder, Ted	Renton, WA
Lipscomb, Hunter	Corvallis, OR	Sayrahder, Carla	Renton, WA
Lorrain, Kay	Auburn, WA	Schouten, Jesse	Mill Creek, WA
Markin, Jim	Portland, OR	Seidel, Walter	Portland, OR
McElroy, Brad	Salem, OR	Smith, Chad	Woodenville, WA
McKee, Roger	Lk Oswego, OR	Smith, Eddie	Richland, WA
Moldrem, Lisa	Redmond, WA	Spencer, Len	Salem, OR
Mon, Michael	Vancouver, WA	Stanley, Brian	Kenmore, WA
Northam, Patsy	Pasco, WA	Stark, Jonathan	Seattle, WA
Park, Sunny	Bellevue, WA	Thompson, Blair	Portland, OR
Patch, Don	Forest Grove, OR	Turner, Ruth	Portland, OR
Pickard, Wayne	Portland, OR	Twain, Holly	Portland, OR
Pineda, Marco	Spokane, WA	Urie, Jeff	Spokane, WA
Reed, Nicholas	Mtlake Terrace, WA	Vaughan, Steve	Bend, OR
Robbins, Eric	Yakima, WA	Vaughan, Dorothy	Bend, OR
Rood, Travis	Vancouver, WA	Whiteside, Jacob	Yakima, WA
Russell, Wyatt	Kenmore, WA	Young, Kevin	Vancouver, WA
Sandoz, Carol	Portland, OR		

1st Place 2009



Pro

Mayday!!!

By: Jeff Urie

Objective/Skill/s Trained: To recognize when a partner added into play can save or ensure winning a point.

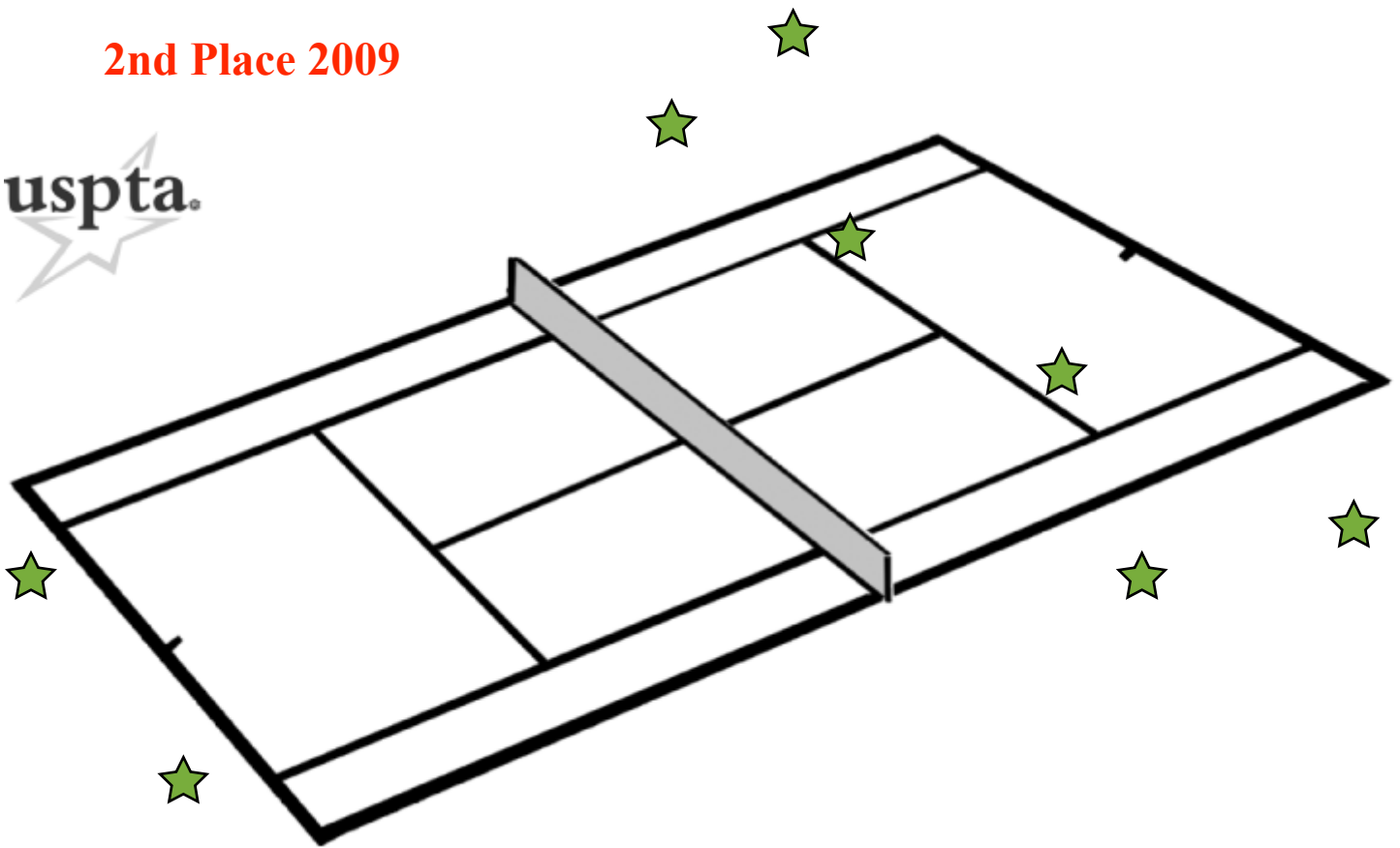
Description:

* 4-6 players

* Pro feeds a neutral ball and 2 players begin playing a singles point. If singles players need help during a point, they yell MAYDAY and both teams' partners enter and point turns into doubles. One point awarded for singles, two points awarded once MAYDAY has been called and a doubles point is won. Players recognize defense/offense and need for a partner.

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2nd Place 2009



Seek Kill Destroy

By: Bill Fletcher

Objective/Skill/s Trained: To work on volley from mid court, closing the net, and playing aggressively.

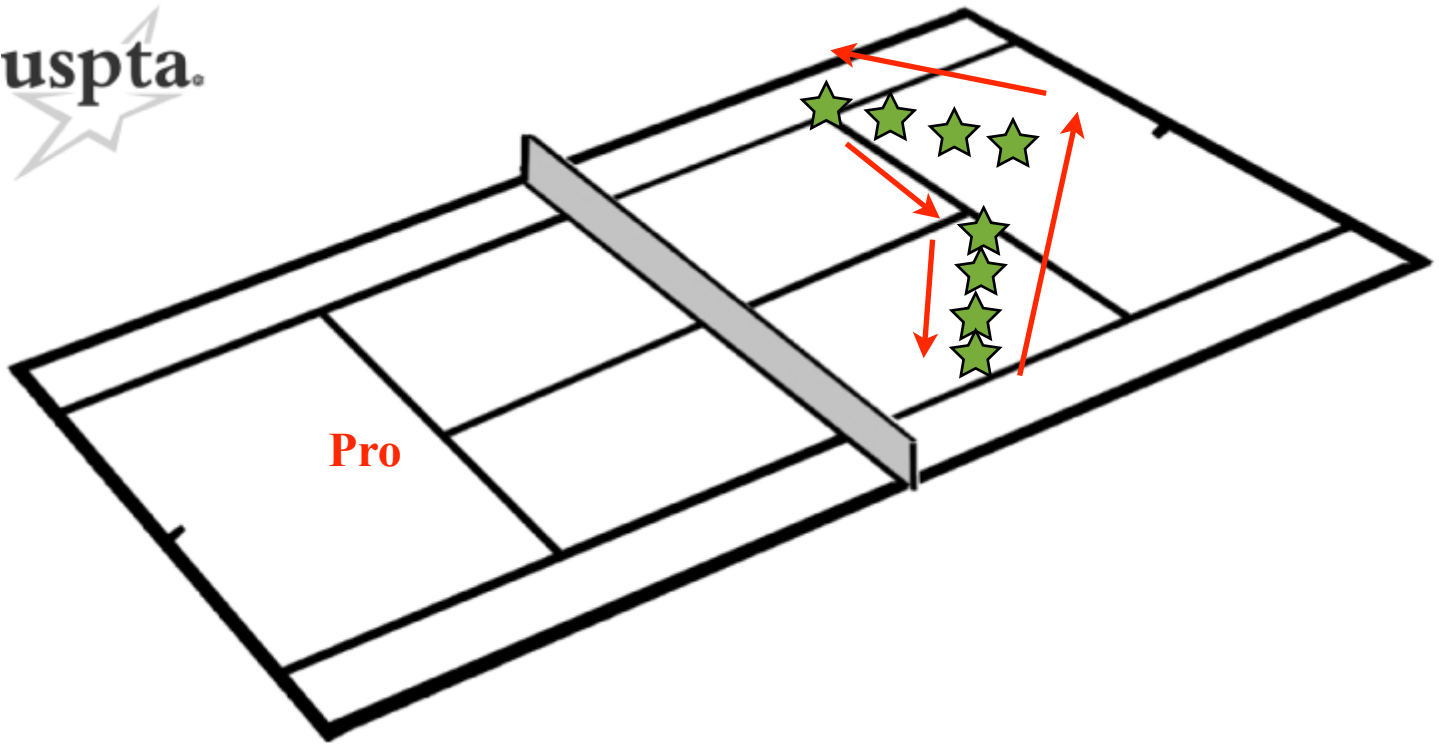
This allows working on both offensive & defensive playing styles. This is a fast-paced drill which allows player to work on playing out points in a doubles format. This also works on anticipation fo overhead and aggressive shots.

Description:

- * up to 12 players (works best with even numbers)
- * 3.0 & above
- * Challengers start on the opposite side of the pro. Challengers start in mid court and move forward to receive a volley. The other players are waiting outside of the court (not behind). This allows for challengers to move freely. There are two ways to become a superstar: the first is to win two points in a row, the second is to hit a clean winner.
- * Once the superstars are replaced, a countdown from five starts and the challengers move over to the pro side. As the countdown ends, a lob is fed to the new challenging team. If a clean winner is hit, that team has a countdown of five to get into position.

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3rd Place 2009



Bench Volleys

By: Walter Seidel

Objective/Skill/s Trained: Learning to hit penetrating volleys by staying low and pushing through the court while stepping in appropriately.

Description:

- * 6 is ideal (any number will work)
- * all skill levels
- * Players slide/move along a bench into the volley, forcing them to stay low & push through ball. Pro feeds one ball first to the forehand side then to the other bench backhand side. Then increase difficulty by feeding two balls to each side. Players move from one bench to the other quickly. Each player gets three lives. Once three lives are lost, then that player is out and starts picking up balls until there is a winner.

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Tennis – for the health of it!SM featured in The Physician and Sportsmedicine journal

Tennis – for the health of it!, the United States Professional Tennis Association's initiative that promotes the health benefits of tennis, is the subject of an article in the June issue of The Physician and Sportsmedicine journal. The article was co-authored by Jack Groppel, Ph.D., co-chair of the Tennis – for the health of it! advisory council, USPTA Master Professional and vice president, co-founder of Human Performance Institute, and Nick DiNubile, M.D., member of the Tennis – for the health of it! advisory council for 2009-10 and orthopaedic surgeon specializing in sports medicine in a private practice in Havertown, Pa.

The article, "Tennis: For the Health of It!" is part of the clinical features, and delves into research about the specific physical and psychological benefits of playing tennis. The article is currently available for a free viewing at <http://www.physsportsmed.com>. Go to "Current Issue" in the left column and click on June 2009, scroll down under "Clinical Articles" and click on the first link that says "Tennis."

"This article in The Physician and Sportsmedicine journal gives the game of tennis tremendous credibility in the medical and science community," said USPTA CEO Tim Heckler. "We hope this will help enhance relationships with the American College of Sports Medicine and other groups in the medical community."


Tennis – for the health of it! is an initiative started by the USPTA in

2008 to make the general public aware of the tremendous health, fitness and psychological benefits of tennis and encourage people to get out and play the sport as a part of their regular fitness regimens.

The sport of tennis is also social and fun, and can be a welcome change to routine gym workouts or as an additional activity in a fitness routine as part of a healthy lifestyle. The USPTA and its members are the front-line delivery force through which the public can receive these benefits through lessons and other tennis activities.

Founded in 1927, USPTA strives to raise the standards of the tennis profession while promoting greater awareness of the sport. USPTA offers more than 60 professional benefits to its more than 15,000 members worldwide, including certification and professional development. With more than 300 days of educational opportunities throughout the year, USPTA offers the most comprehensive continuing education program in the tennis industry. For more information, call 800-877-8248 or visit www.uspta.com. ●




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The Lessons for Life program is open to all recognized charities, which allows members to raise money for charities at work and in their communities. Beginning on 1/1/2009 and ending on 12/31/2009, we would like to keep track of all the fund-raisers that USPTA/PNW Professionals are involved with.

Please fill out the form below and mail or email to:
Nancy Cox-460 Washington Street South, Salem, OR 97302 or
coxjnmcc@comcast.net

The goal of the USPTA is \$ 5,000,000 ---

NAME _____

ADDRESS _____ ZIP _____

CLUB _____

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NAME OF CHARITY _____

DATE OF EVENT _____

AMOUNT RAISED/DONATED _____



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Vectorscope digital test data 2/01



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