

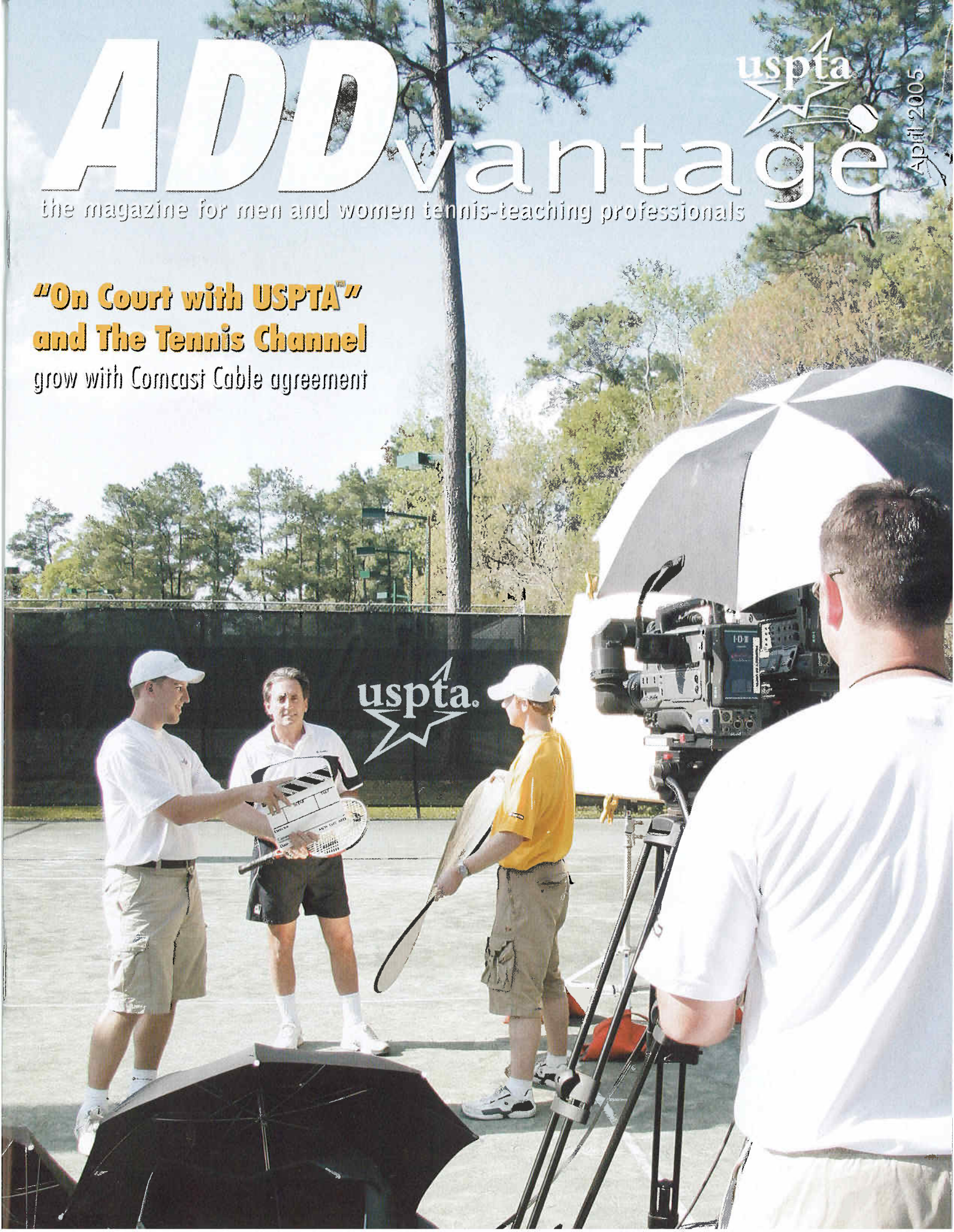
ADDvantage

the magazine for men and women tennis-teaching professionals



April 2005

**"On Court with USPTA™"
and The Tennis Channel**
grow with Comcast Cable agreement



FLEXPOINT™

POWER. IN CONTROL.

Official Racquet 

HEAD's newest technology features two precisely engineered control holes in the racquet's head. This creates a new "flexpoint", which cups the ball and offers players of all levels the ultimate in control.

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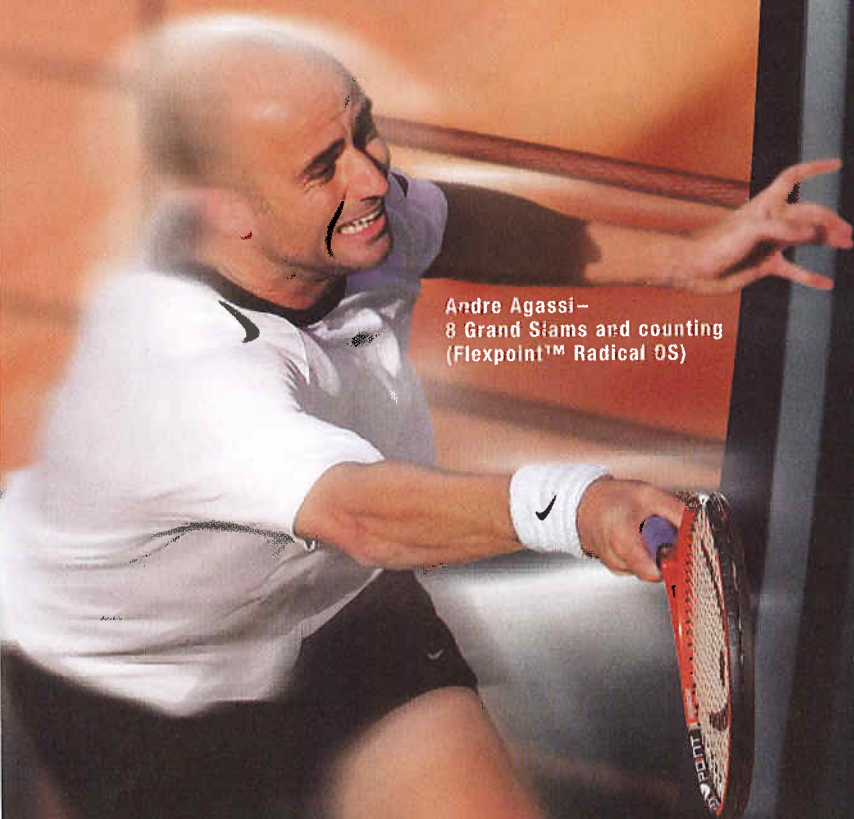
Conventional Racquet:
Lack of Control.

Racquet with patented
HEAD Flexpoint™
technology:
Power. In Control.

Juan Carlos Ferrero—
Grand Slam winner
(Flexpoint™ Radical
MP Tour)



Andre Agassi—
8 Grand Slams and counting
(Flexpoint™ Radical OS)




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the total professional - enhancing your career

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On the cover ... USPTA's staff prepares to shoot another episode of "On Court with USPTA™."

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Summer is coming -

Add excitement and enthusiasm for a successful season

Summer is just around the corner. As you begin planning for a successful season, adding new twists to existing events may not be enough to liven up the schedule. If you have been at your facility for a while, it may be time to spice up the summer with aggressive changes or a complete overhaul. After 14 years at one club, I realized that, in some ways, I had one-year experiences 14 times. Each year, changes were necessary to keep the participants interested and to raise my level of enthusiasm. Here are a few ideas and tips to re-energize for summer.

Attend your divisional convention

First and foremost, attend your divisional conventions. Most of our divisions have their annual conventions during the spring or early summer. If your division convention is coming up, make every effort to be there. The quality of divisional conventions is outstanding. The seminars and speakers have improved drastically in recent years and are a great resource for new ideas.

Divisional conventions are also a tremendous opportunity to get together with fellow pros and discuss important topics. Networking with your colleagues is one of the best ways to sustain your enthusiasm. Get together, share ideas, and ask a lot of questions. It will be very stimulating and will help you be more successful throughout the season.

Solicit input

Your students and players come to you for the "fun" of the sport. Solicit their thoughts on what would make an event or program more exciting and fun for them. If possible, consider forming committees to help with planning and promoting your pro-

grams. Also, include staff members in developing new ideas. Getting everyone involved can create powerful enthusiasm.

Reading and research

The last issue of *ADDvantage* magazine included the resource list from the Player Development Program. It is the best resource for our membership to improve their skills in so many different areas from attitude to Zen. The list of books, tapes, CDs, and DVDs currently available is a tremendous resource that most of us do not take full advantage of.

Rather than reading novels about what someone else is doing, I much prefer to read about something that

I want to do. Find reading that will fit your interest or need. Whether it's motivation,

personal or spiritual development, or skill development, it can greatly increase your enthusiasm for the things you want to do. Reading can be helpful for you to focus on desired goals and the means to reach them.

There are a number of books I try to reread once a year. One particular favorite is *How To Win Friends and Influence People* by Dale Carnegie. If you have read it, you know what I'm talking about. If you haven't, you don't know what you have missed. It should be on every one of our members' book list.

Look for ways to improve and be better

There are so many little things that go into building a successful program. Take each component of an event and analyze it thoroughly and in greater detail. Look for ways to significantly improve your



Randy Mattingley

The enthusiasm that caused you to dedicate so much of your life to tennis will help you succeed in the coming season.

continued next page

