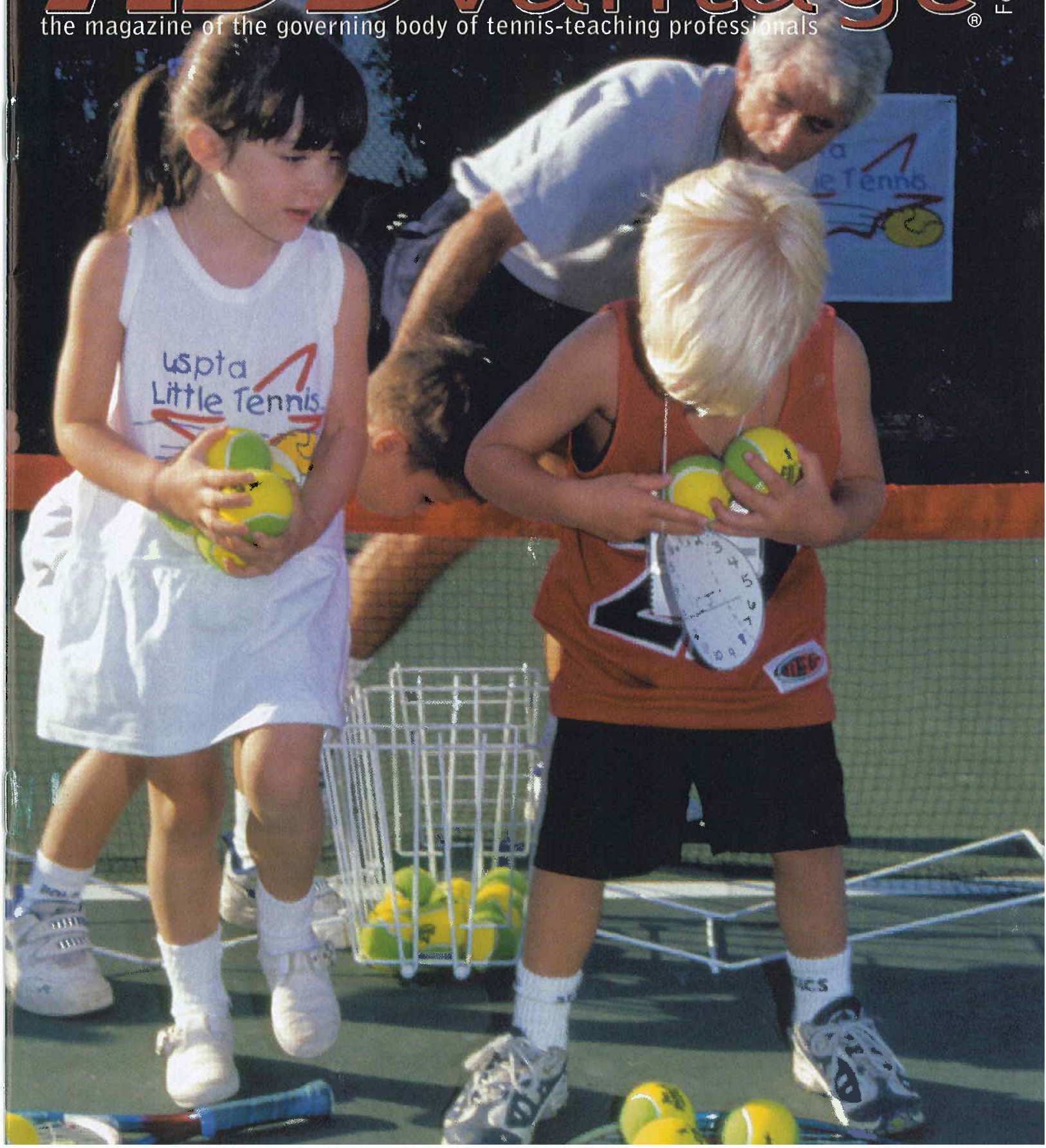


ADDvantage

the magazine of the governing body of tennis-teaching professionals



February 2004



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the total professional - enhancing your career

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- 8 The little things, and then some** - by Bunny Bruning, USPTA - *Discover how attention to detail is the key to retaining members.*

news

- 16 Graduated equipment provides step-by-step success for children's program**



On the cover ... Children enjoy USPTA Little Tennis® - a great start to a lifetime of tennis.

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President's message



Making 2004 your best year yet

Five principles of order

Few things in this life happen by chance. They are, rather, a direct result of our choices. Eleanor Roosevelt made the case plainly:

“One’s philosophy is not best expressed in words; it is expressed in the choices one makes. In the long run, we shape our lives and we shape ourselves. The process never ends until we die. And, the choices we make are ultimately our own responsibility.”

The law of entropy basically proposes that “left unattended,” things move toward chaos. Order in our lives, our families, our professions, is the consequence of choosing and then following correct principles. Making the wrong choices will lead to chaos, failure, or in the case of physical health, death.

A few personal examples are my garage, my son’s room, and my yard (especially during the collegiate season). Each of these, left unattended, moves toward chaos in a big hurry.

I would suggest five principles, which if applied can move our lives and our professions toward greater order.

Principle one: Nourishment

The cells which make up our body are constantly dying off and being replaced. What we put into our bodies becomes the raw material from which new cells are formed. We are, in fact, what we eat. This principle also applies to what we put into our minds. The type of books we read, the movies and television programs we choose to watch, the amount and quality of Internet use, and the music we listen to impact how we think and therefore what we become. David O. McKay once said, “Tell me what a man thinks about when he doesn’t have to think and I will tell you what kind of man he is.”

Principle two: Exercise

Exercise challenges body systems. As we overload muscle groups they become stronger. This concept

of challenge and overload produces results whether the muscle challenged is in our musculoskeletal system, our cardiorespiratory system, or part of our cognitive processing apparatus in the brain. There is much truth in the axiom, “If you don’t use it, you lose it.”

Principle three: Attitude

Vernon Law once said that “Attitude determines Altitude.” This is not only true with our bodies, which we can read about in Norman Cousins’ *Anatomy of an Illness*, but also in our approach to life itself (read Viktor Frankl’s *Man’s Search for Meaning*). Every day we have a choice. We can choose to be happy and grateful for what we have, or less happy and focus on what we seem to be without.

Principle four: Rest

Perhaps the most overlooked and misunderstood principle is that of rest. We often think that we are resting when we lie down or when we are sleeping. The fact is that when we are asleep our bod-

ies are working at magnificent speeds to repair all the damage we did to them while we were awake. Rest is simply change. When you run down the beach and begin to become exhausted, jumping in the ocean to swim seems relaxing. However, swimming may be even more strenuous than jogging. It is the change that gives us rest. Most of us have experienced this principle in school when we would become exhausted from studying one subject and find that changing to another subject was both restful and energizing. We should provide time for our bodies, our minds, and our spirits to recover.

Principle five: Consistency

People often ask me, “What is the best fitness program?” My response is always the same. “The one you will keep doing every day.” Herschel Walker became a world-class sprinter and a Heisman Trophy winner without lifting weights. How did he do it?



David T. Porter

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