

ADDvantage

the magazine for men and women tennis-teaching professionals

uspta



March 2006



Inside:
Tennis Across America
poster

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.

Powered by Liquidmetal®, patented HEAD Flexpoint™ technology is breaking rules of conventional racquet design by not making racquets stiffer and stiffer, but designing them to flex in a new and revolutionary way.

Experience a new world of control with no loss of power. Real Technology. Real Benefit.



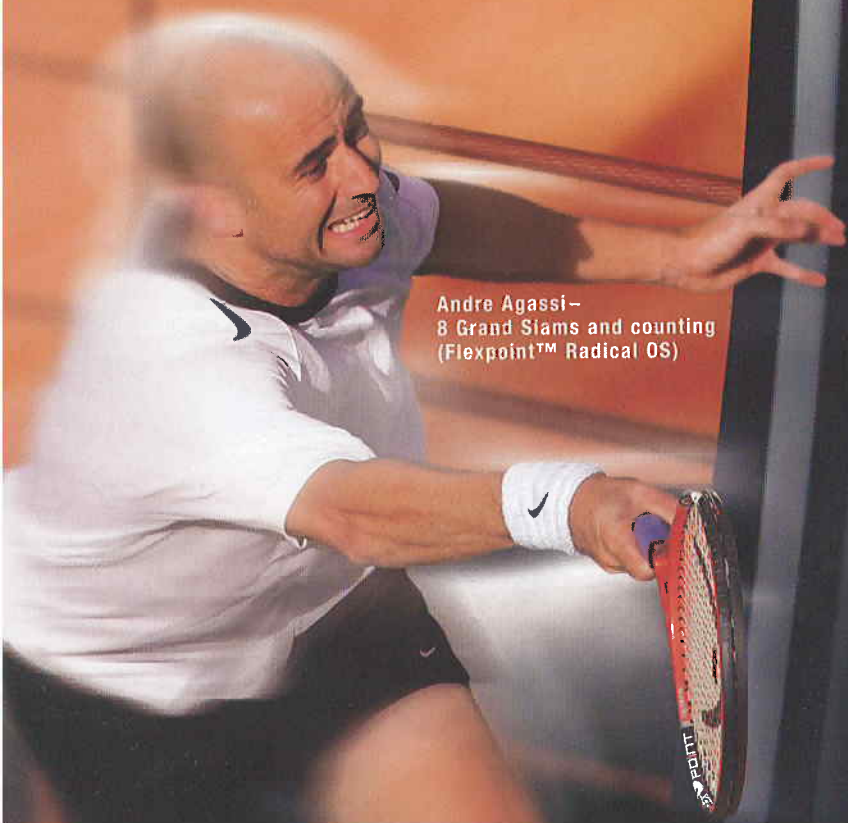
Conventional Racquet:
Lack of Control.

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)




HEAD
head.com

the total professional – enhancing your career

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special insert



This issue of **ADDvantage** includes a colorful poster that can be used to promote your **Tennis Across America** event. Also, view a program guide online at www.uspta.com.



On the cover ... Patriotic fans attend the Davis Cup match between the United States and Romania in February at the La Jolla Beach and Tennis Club in La Jolla, Calif. The U.S. team advanced with a win over Romania. Photo by Paul Gallegos/Photorazzi.

www.ADDvantageUSPTA.com

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ADDvantage magazine editorial offices
 USPTA World Headquarters
 3535 Briarpark Drive, Suite One
 Houston, TX 77042
 Phone – (713) 978-7782
 (800) USPTA-4U
 Fax – (713) 978-7780
 e-mail – magazine@uspta.org

Editor Shawna Riley
 Managing editor Kimberly Forrester
 Circulation Kathy Buchanan
 Advertising John Dettor

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USPTA's Har-Tru/ clay court maintenance

workshop and specialty course

What: A course for tennis professionals, maintenance supervisors, club managers and owners of facilities with Har-Tru courts or facilities considering their installation. Through classroom and on-court demonstrations, participants will learn about Har-Tru, how it works, and discover proper maintenance procedures and time-saving tools and techniques. The course also will address court evaluation and long-term planning. Students will gain valuable, hands-on experience by working on USPTA's own HydroCourt.

When: Sunday, April 9, 1 – 5:30 p.m.
Monday, April 10, 8 a.m. – noon

Where: USPTA World Headquarters
3535 Briarpark Drive
Houston, TX 77042

Who: Presented by Lee Tennis

Cost: \$75 per person or \$125 for two people from the same facility

Hotels: Candlewood Suites
4033 W. Sam Houston Parkway S.
Houston, TX 77042
(713) 780-7881

Marriott Westchase
2900 Briarpark Drive
Houston, TX 77042
(713) 978-7400 (800) 452-5110

Agenda

Sunday, April 9

| | | |
|------------------|-------------------------------------|-----------|
| 1 – 1:20 p.m. | Introductions | Classroom |
| 1:20 – 1:40 p.m. | What is Har-Tru? | Classroom |
| 1:40 – 2:15 p.m. | Annual reconditioning, Parts I & II | Classroom |
| 2:15 – 2:30 p.m. | Break | |
| 2:30 – 3:50 p.m. | Annual reconditioning, Parts I & II | On court |
| 3:50 – 4:15 p.m. | Break | |
| 4:15 – 5:15 p.m. | Facility evaluation | Classroom |
| 5:15 – 5:30 p.m. | Wrap-up session | Classroom |

Monday, April 10

| | | |
|-------------------|---------------------------------|-----------|
| 8 a.m. | Continental breakfast | Classroom |
| 8:30 – 9 a.m. | HydroCourt | Classroom |
| 9 – 11 a.m. | Annual reconditioning, Part III | On court |
| 11 – 11:30 a.m. | Daily maintenance | On court |
| 11:30 a.m. – noon | Wrap-up session | Classroom |

Vice president's message



USPTA membership really is worth the renewal

Let me count the ways ...

I recently received a phone call from a friend of mine who posed a very interesting question to me. This tennis professional is someone who is accomplished in the tennis industry and someone for whom I have a great deal of respect. The question was, "I am considering not renewing my USPTA annual dues this year and am wondering, why should I renew my membership when I already have a solid education and a good job, and I receive all of my personal tennis equipment from another tennis manufacturer?"

This question really hit home with me, because I view this person as an industry leader and was surprised that this tennis professional would consider not renewing. As I analyzed and searched for reasons, the main rationale I kept coming up with is the perception of USPTA membership value. I am sure that this same question has been in the minds of more than one tennis professional, so my quandary was to objectively respond to this question and demonstrate the significance of being a member of the USPTA.

Therefore, the remainder of this article will deal with relative answers to the question, USPTA Membership – Is it really worth the renewal?

The USPTA is a nonprofit trade organization and as such, there are commonalities with nonprofit trade organizations around the country. Author Alan J. Zell's 2002 publication, *Ambassador of Selling*, gives the following reasons for belonging to an industry trade organization:

a. "One hears lots of excuses why people and firms do not want to join professional or trade associations. Some feel that they do not have the necessary time to attend meetings or continuing

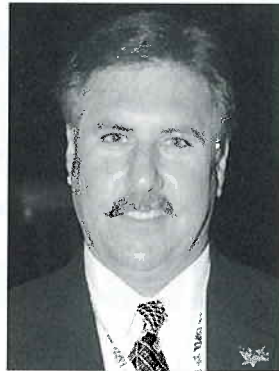
education while others believe that the association has little to offer."

b. "These attitudes are not attitudes of successful business people. Successful business people derive maximum use of their memberships. Memberships are seen as "inventory" or assets rather than expenses. Joining and not participating in association activities is passing up opportunities to be better at one's business. It is tantamount to leaving one's inventory sitting idle on the back shelf. Idle money does no one any good."

c. "There are four benefits professional and trade associations offer. Availing oneself of these benefits helps get maximum value for the dollar."

1. "Local level: Rather than thinking that competitors will discover 'our/my secret formula,' a member will learn that others have similar attitudes and problems. An association acts as a forum to bring people together. The purpose is to raise the level of expertise and quality of service for the good of the industry and, more important, for the good of each business's customers and clients."

2. "Attending regional and national meetings: Here one can talk about business problems without the fear of letting secrets out of the bag. In some cases, successful business people set regularly scheduled discussions with their counterparts from other cities to discuss problems and ideas without hurting their local advantages. Because there is no threat to one's business, each is more open to talk about their successes and failures."



Tom Daglis

continued Page 13

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For information, write the USPTA World Headquarters
3535 Briarpark Drive, Suite One
Houston, TX 77042
Phone (713) 97-USPTA
(800) USPTA-4U
Fax (713) 978-7780
e-mail - uspta@uspta.org
Internet - www.uspta.com

Office hours: 8:30 a.m. - 5 p.m.
Central time

USPTA ends Rewards Program

Deadline to redeem Rewards Program points is June 30

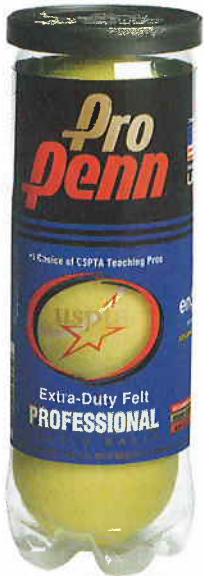
USPTA will suspend the incentive-based Rewards Program originally created to reward members for participating in professional development and membership recruitment activities. Effective immediately, members are not able to earn additional points, and the deadline to redeem previously earned points for merchandise is June 30.

The program is being eliminated based on the limited number of ways members could earn points and limited participation by members. If there is more interest in the future, the program may be revived.

Members who currently have points in the Rewards Program are encouraged to apply points toward merchandise in the catalog available at www.USPTA.com. Choices include racquets, balls, string and bags. If members do not have enough points for a particular item, additional points may be purchased for 25 cents per point to make up the difference in the required point total.

Orders will be filled on a first-come, first-served basis. Quantities of product are limited to currently available inventory.

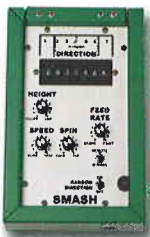
For more information about the Rewards Program and redeeming points, please contact the USPTA Marketing Department at marketing@uspta.org.



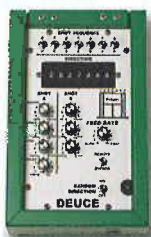
If it's upgradeable... It's a PLAYMATE!

Just as easily as a chameleon changes its colors, you can change a PLAYMATE ball machine to match any practice situation.

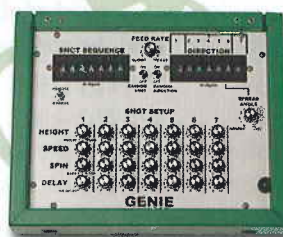
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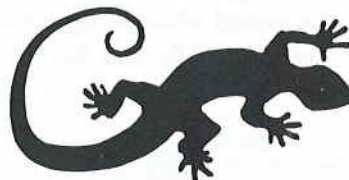
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