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May 2004

Daisy Fuentes

VJ, News Anchor,
Talk Show Host,
Model, Actress,
Tennis Player

"Juggling a career is a workout, but playing an hour of tennis can burn more calories. Even more than hiking, riding a stationary bike, doing low-impact aerobics or running to meetings"

— Daisy Fuentes

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the total professional - enhancing your career

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On the cover ... Daisy Fuentes promotes tennis. On a recent stop in Houston, she autographed a mock-up cover of ADDvantage for USPTA staffer Tim Beyer.

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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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Get education credit at home

Technology makes getting education credit simpler

Getting education credit just got easier.

It used to require attending an educational event. Now, there's a high-tech way for USPTA members to earn continuing education credit that doesn't require leaving work and home – reviewing new specially encoded DVDs of seminars and four-hour specialty courses from the USPTA World Conference on Tennis.

While DVDs of World Conference seminars and specialty courses have been available for a couple of years, the technology to encode the DVDs is a new advancement in the USPTA Career Development Program.

Members may apply their credits toward achieving the Master Professional rating or specialist degrees, or may receive other membership incentives.

"The World Conference has always been the premier event for tennis-teaching education," said USPTA President David T. Porter, Ed.D. "When members can't attend the conference, or want to experience the courses they missed there, they can still attain the education they want with this new technology.

"We also believe that members who take advantage of this opportunity will recognize the high quality of the seminars offered at the World Conference and USPTA division events and be inspired to attend more often," said Porter, professor and men's and women's tennis coach at BYU-Hawaii.

The new DVDs include a specific menu for those who wish to receive credit for reviewing the seminar or specialty course. In this mode, it is not possible to fast forward or skip chapters, only to pause and begin play again at the same point. At the end of the disc, a verification code is displayed for a short time. (Specialty courses, which are on two discs, have a verification code for each disc.) Once a member reviews a DVD and receives the verification code, he or she will contact USPTA by completing a form in the "Education" section of the Association Web site at www.uspta.com or by sending an e-mail with a name, member number and code to the Career Development Department at education@uspta.com. USPTA will confirm the purchase of the DVD and the verification code before issuing the credit.



"We hope the availability of these DVDs will make it easier for members to earn the education credit they need to achieve their goals related to their jobs, their USPTA rating or Master Professional status."

The DVDs are available in the USPTA Pro Shop at www.usprotennisshop.com or by calling (800) 877-8248.

"There are several advantages to attending a seminar or specialty course in person, but it's not always possible for members to attend all the educational events they would like," said Fred Viancos, director of professional development. "We hope the availability of these DVDs will make it easier for members to earn the education credit they need to achieve their goals related to their jobs, their USPTA rating or Master Professional status."

USPTA members receive education credit for attending division conventions and workshops, the World Conference and a variety of other educational events, such as those offered by groups including CMAA, IHRSA and USTA.

The capability to produce the encoded DVDs is a result of the multimedia advancements USPTA has made since it began producing "On Court with USPTA" for The Tennis Channel. The 30-minute instructional show features USPTA members coaching students through a variety of strokes, strategies and tactics, and promotes USPTA members as leaders in the industry. ↗

CEO's message

The evolution of tennis

Teaching and playing skills naturally change with time

No matter how you slice it – no pun intended – there are particular ways to stroke the tennis ball and advanced players always show a consistency in the styles in which they hit their shots. Take, for example, today's forehand, which is hit in an open stance with a semiwestern grip and with force from a heavily loaded outside leg and a kinetic motion that ultimately explodes through the contact zone with body and feet leaving the ground. This example would lead one to think that teachers should have students adopt a progression based on modern styles right off the bat when beginning to teach a new player.

While traditionalists will argue that strokes should be taught and executed the same way they themselves learned them, they can hardly claim that tennis has remained a static game since it was introduced in its earliest form back in the 13th century.

Teachers of the modern game say it's only natural for the game and its predominant shots, grips, tactics and strategies to change over time. After all, the 13th century game that started it all had players batting the ball back and forth with their palms! While changes in today's game are more subtle to the layman's eye, in the context of real competition they have changed the way the game looks.

And where do USPTA teaching professionals fit into this mix? The Association has always prided itself in *not* recommending one particular teaching method over another. Instead, we've promoted the independent nature of our members and their numerous and successful teaching techniques. But with most of today's competitors using modern playing styles, there may be a debate brewing between two distinct teaching philosophies: those who propose every student should start out learning modern tennis techniques and those who believe in teaching the fundamental tennis skills the conventional way.

During a recent revision of material used by applicants to prepare for the USPTA Certification Exam, we discovered just how difficult it is to produce a manual describing the broad spectrum of tennis shots and the respective teaching concepts without offending at least

some tennis teachers.

Camps such as Rick Macci's, Nick Bollettieri's and others are training competitive players with drastically different techniques than they used just 10 to 20 years ago. All of the current role models on the tours use these techniques and children will learn them from example if nothing else. Yet, perhaps a majority of club pros believe teaching beginners and seniors still requires traditional methods.

The problem is that most people don't often see the changes in a day-to-day context, even though today's game is drastically different than it was a decade ago. Interestingly, if you examine the history of tennis more closely, you see definite changes in playing and equipment trends that have affected the all-around game.

Five generations of player development are listed below to explain tennis transformations over more than 50 years.



Tim Heckler

Five generations of player development

1. The Old-fashioned Age: (1950s and '60s):

Sportsman's age (wood racquets, natural gut strings, all white clothing, thin, nonprotective shoes), played by aristocrats and the wealthy

- An art form – smoothly controlled flow of movement
- Both feet firmly planted in a closed or square stance
- Placement, rallying and consistency in tactics and strategies
- Classic net-rushing playing style
- Classic groundstrokes depending on court surfaces
- Grips: predominantly eastern or continental on groundstrokes

2. The Conventional Age: (1970s)

Neo-professional age (aluminum/metal racquets, introduction of synthetic strings, colored clothing, slight improvement of shoe quality, enormous player and facility growth due to "tennis boom")

continued next page

Editor's note: Tim Heckler competed on the international tennis circuit, including Wimbledon in 1959 and 1961 and the U.S. Open in 1960. He also has coached nationally ranked juniors, including the country's No. 1 player in both the 12s and 14s.

