

# ADD

the magazine for modern tennis

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Oct./Nov. 2005



**Rick Macchi**  
*2005 USPTA Professional  
of the Year*

**Special insert** – Vol. 1, No. 6/2005  
**USPTA Player Development Program**  
**Footwork in Modern Tennis**

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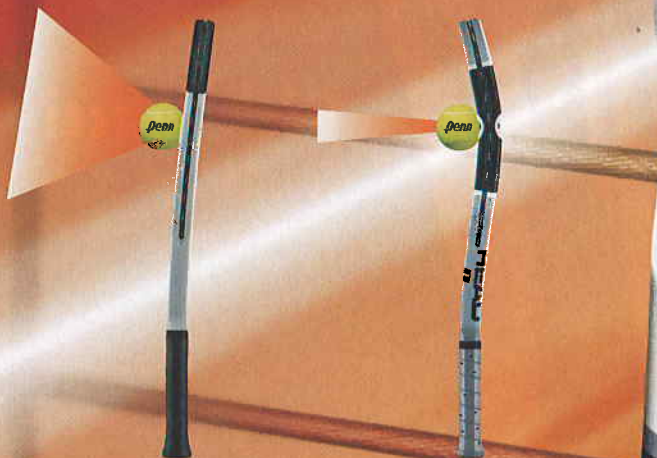
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## the total professional - enhancing your career

- 18 Tennis is now on the right "path" in Tucson ... and going national! - by Jim Reffkin, USPTA Master Professional -**  
*Randolph Tennis Center has laid out a participation path to keep juniors competing.*

## news

- 9 USPTA doubles team inducted into Texas Tennis Hall of Fame**
- 10 Lessons for Life™ lives on - It's not too late to get involved**



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## special insert - Vol. 1, No. 6 / 2005

**USPTA Player Development Program** - *This insert delves into the hitting phase of a shot, and most specifically studies footwork patterns for the modern, open-stance forehand.*



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*On the cover ... Rick Macci, 2005 USPTA Professional of the Year, with his mother, Norma Unland. Photo by Don Jackson.*

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# President's message



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## As a matter of fact, USPTA is the best tennis-teaching body

**J**ust the facts ma'am" was a famous quote used by detective Joe Friday on "Dragnet," a popular television show back in the 1950s.

I am dating myself, but it was in the late '50s as a youngster that I started playing tennis and as I became a part of the tennis-teaching profession later on in life, I wanted to become involved with the best tennis-teaching organization I could be a part of to increase my knowledge of teaching and running a tennis business. I chose the United States Professional Tennis Association and have never regretted my decision.

What are the real facts that make the USPTA stand out as the premier tennis-teaching Association in America and the world?



**Ron Woods**

- Is it the fact that although about 85 percent of our members live and work in the United States, we have members in more than 60 countries around the globe?
- Is it the fact that the testing and certification standards far exceed those of any other tennis-pro group in the United States?
- Is it the fact that USPTA Professionals receive the best communication in the tennis industry through national and divisional Web sites, newsletters, fliers, postcards and e-mail blasts?
- Is it the fact that each of the 17 divisions hosts educational and tennis industry activities including conventions, workshops, meetings, specialty courses, full-blown trade shows or vendor exhibits?
- Is it the fact that the USPTA has the longest-running endorsement in the history of tennis and all of sports with the Pro Penn tennis ball?
- Is it the fact that each member has the opportunity to receive free or discounted goods from HEAD/Penn Racquet Sports and Lotto shoes and clothing?
- Is it the fact that the USPTA is the only tennis-teaching organization that provides programs to help grow the game such as USPTA Tennis Across America™, USPTA Adult Tennis League™, and the USPTA Junior Circuit™?
- Is it the fact that USPTA Professionals are recognized as caring and thoughtful individuals by participating in USPTA's Lessons for Life™ charitable causes and raising more than \$3.1 million last year?
- Is it the fact that this culturally diverse group of teachers and coaches is the only teaching organization in the United States that is self-governed with an *elected* president and board of directors?
- Is it the fact that it is the only tennis-pro organization that has 17 U.S. divisions, which also have elected officials and numerous committees, state, regional, district officers and executive administrators as well?
- Is it the fact that it is the only teaching organization with its divisional leaders included on a 47-member Executive Committee, which meets twice a year to determine the direction of the Association?
- Is it the fact that the USPTA has the longest-tenured CEO in the tennis industry, which adds to the stability of our Association?
- Is it the fact that 35 percent of USPTA dues goes back to the divisions to run their programs and administration?

*continued next page*

## from previous page

- Is it the fact that the USPTA has developed a comprehensive player development program that encompasses all levels of play with information on instruction, conditioning, mental toughness, diet/nutrition and player environment, including the most recent techniques of coaching along with traditional teachings?
- Is it the fact that the USPTA is the only teaching organization that has two successful, award-winning productions on The Tennis Channel with "On Court with USPTA™" and "Sweet Spots"?
- Is it the fact that the USPTA is the only tennis-teaching organization that has a comprehensive Web site that offers a personal Web site for each member, divisional Web sites, and distance learning with video streaming of tennis lessons including wheelchair tennis, PDF files of the USPTA Player Development Program, which is designed to serve as an educational resource center for the modern game and help all tennis teachers introduce modern teaching techniques to their players, and USPTA Little Tennis curriculums and games – all at the touch of your keyboard?
- Is it the fact that the USPTA owns its own building and has a professional staff of 29 taking care of the daily business of the Association?
- Is it the fact the USPTA has its own film and editing crew to develop educational DVDs, conference presentations, and television shows for The Tennis Channel?

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*The fact is that the USPTA has more benefits, services, programs and offerings for its membership and potential members than any other tennis-teaching association in America.*

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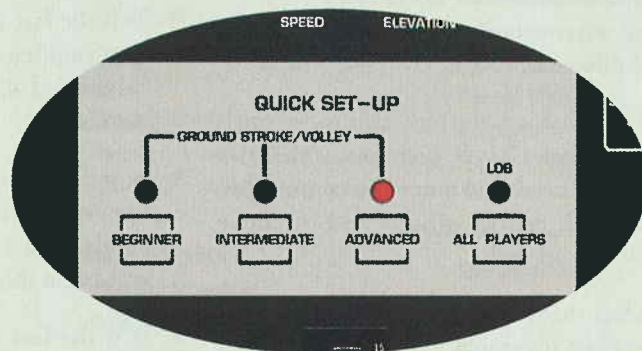
- Is it the fact that the USPTA offers a \$9 million liability package for U.S. and Canadian members that is included in membership versus an optional \$6 million feature with another organization?
- Is it the fact that the USPTA is associated with Ferris State University, Hampton University and Tyler Junior College Professional Tennis Management programs as an accreditation body?
- Is it the fact that the USPTA has the tennis industry's only rewards program designed to increase member participation in education and involvement with membership recruitment?

"Just the facts ma'am" – The fact is that the USPTA has more benefits, services, programs and offerings for its membership and potential members than any other tennis-teaching association in America. It sometimes saddens me to see that other tennis-pro organizations are put on the same level as the USPTA. There is no tennis-teaching organization that does more for the game than the USPTA. From being self-governed by its membership to offering programs, to dues splits, to education, there is no other organization that is comparable. ☞



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