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the total professional - enhancing your career

15 Have wheelchairs, will travel - *by Jill Phipps,*
USPTA staff writer

20 The evolution of the club industry

special insert

This issue of **ADDvantage** features the annual **USPTA Tennis Across America** guide. It includes promotional tips, press information, a colorful poster and an outline for running a 90-minute clinic.



On the cover ... Tennis teachers and students gear up to celebrate the 15th annual Tennis Across America this May.

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departments

2 USPTA mailbox

3 CEO's message

5 Vice president's message

8 USPTA drills

24 Industry action

30 Career development

31 Classifieds

USPTA mailbox



Dear USPTA,

Tennis is at a crossroads. The sport is still growing, but the competition against the "sport of a lifetime" is eroding its basic principles. The game of tennis develops respect, honesty, self-discipline, self-esteem, fair competition, good sportsmanship and many more great qualities. These qualities help one get through tough times in a match and to keep trying until you achieve your results. One "hangs in there" by never giving up. Recently, I was involved in a national championship match where I was down 10 match points, but somehow won the match. Tennis creates a good, strong character that carries into other

aspects in life. Tennis is a classic sport that needs to be supported by today's generation of parents so their children grow up with solid, basic fundamentals.

The competition against tennis comes from extreme sports such as skateboarding, BMX biking, rock climbing and countless other X games. While these sports are great in developing artistic and imaginative thinking, they do not develop the true spirit of competition which young adults need to succeed in this world. And the other type of competition facing tennis is the computer world. Each year, children become better experts in mastering the com-

puter; however, computers take children away from being "outside" and developing the importance of "sticking it out" when situations are tough in mastering a sport. The simple process of stroke repetition is so important in becoming better at a sport. One of the most important aspects of tennis is to know how to be gracious in winning *and know how to accept losses*. To become a winner, you must go through losses to reach new levels. Parents must let their children make mistakes so they can learn. Children opt for the quick, simple gratification of computer games that work short term, but could be

disastrous for the long term.

I am not discouraging children from competing in extreme sports or having fun with computer games, but children need to have a very good balance. Use tennis as a vehicle and use extreme sports and computers as tools to help the vehicle. Encourage your children and grandchildren to play tennis for a reason. *It is the sport of a lifetime that should be cherished. Tennis produces a wonderful camaraderie that is priceless.*

Sincerely,

Stefan Laporte, USPTA
Hillsboro Beach, Fla.

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CEO's message

Taking your 'game' to next level

Keys to business and promotional success

Taking your game to the next level doesn't mean improving your strokes in this case. It means getting serious about using the tools you have to promote yourself and your business.

For USPTA, creating enough positive publicity for the Association and its members is always challenging, especially when it comes to communicating the same message over the more than 3,000 miles that make up the United States. Like many nonprofit organizations, we have to search for innovative ways to gain the maximum exposure for USPTA and its members. This limits our ability to buy into national campaigns or advertising in mainstream consumer magazines or on network TV. Instead, USPTA develops programs that provide more direct benefits for members, and when it comes to generating publicity, we count on our most valuable resource – you!

There's one USPTA member who has achieved great success and used his USPTA membership to promote himself. That member is Dave Kozlowski, known to many of his peers as "the Koz."

A 33-year member of USPTA, Dave has taken every opportunity presented to him and made the most of it. He's been an active member in every sense of the word "active." He has participated in Association programs, worked within his division, applied for and won awards and used his credentials as a certified professional to stand out from the crowd. In other words, he's taken the tools provided by USPTA and used them to promote his talents as a tennis teacher, speaker, commentator and tennis talk show host.

Although many of our members have similar abilities, Dave consistently takes his "game" to the next level by combining his talent with a vision, a clear comprehension of his subject, an unstoppable energy and the ability to honestly judge himself. He's one of those members others look

up to; someone many wish they could emulate. It's important to remember that his high profile can be a positive thing for all USPTA-certified teachers.

I was watching The Tennis Channel recently and caught an episode of Dave's show, "Inside Tennis with the Koz." He uses the show to meet specific goals, only one of which is to delve into some tennis-specific subjects. He has great TV presence and never misses a chance to plug his membership or achievements with USPTA. On The Tennis Channel, he promotes his USPTA Master Professional status and his 2001 USPTA Professional of the Year award. When Dave creates celebrity for himself, he's also giving USPTA and other USPTA members valuable publicity. When he takes his "game" to the next level, you can bet he will take USPTA along for the ride.

You might be saying that The Tennis Channel is truly a great outlet for someone like Dave but that it won't work for the average teacher because he doesn't have the same chance to host a show. But, whether it's Dave, Rick Macci or Jack Groppe, their successes only enhance the positive image of all USPTA professionals.

Taking your game (business) to the next level means promoting your services to customers and linking yourself to USPTA and its successful members who are receiving regional and national publicity. You might start by telling students about The Tennis Channel and promoting USPTA's show – "On Court with USPTA" – as if it were your own. During the show and on numerous other occasions during a broadcast day, viewers see "USPTA Sweet Spots," one-minute tips presented by USPTA professionals. The public will begin to make a connection between the shows on The Tennis Channel and all USPTA teaching professionals. Just the expression, "If you need help with your



Tim Heckler

Taking your game (business) to the next level means promoting your services to customers and linking yourself to USPTA and its successful members who are receiving regional and national publicity.

continued next page

from previous page

If you promote your certification and use USPTA's name, you can boost your professionalism in the eyes of your students.

game, contact your local USPTA professional" is heard hundreds of times each month.

USPTA also advertises its certification, education and sports marketing programs in tennis magazines. If you build an association with these, you can increase awareness of your programs among players and potential students. If you promote your certification and use USPTA's name, you can boost your professionalism in the eyes of your students. Better yet, if you've got a talent and a program, you should publicize it. We can gain valuable publicity by being associated with our members just as our members can gain exposure through USPTA.

All the tools USPTA provides are great, but they won't result in any advancement for us or you without the promotion of your own talent, a vision of your goals, an understanding of your business, the energy to implement a plan and the honesty to view the outcome objectively. If you can combine these traits, you can build a positive image for USPTA, its programs and yourself.

Congratulations, Dave, and the rest of you out there for taking your game to the next level and helping USPTA do the same. ☺

Calling all writers ...

Writing for ADDvantage magazine offers USPTA members numerous benefits. They can share knowledge from their field of expertise, such as coaching, pro shop management, sport science and club management. Having an article published can enhance a pro's career or add to a resume. Also, being published in ADDvantage is worth 25 points toward USPTA Master Professional certification (a maximum of 50 is allowed).

- Articles should be approximately 2,000 words long.
- Article should cover some aspect of a teaching professional's job.
- Articles must be typed in a narrative form. The article should not be an outline or written as notes.
- Contributions will be edited for magazine format and focus, and a copy will be sent to the author to review.
- Please send good quality, in-focus photos related to the topic, if available.
- Articles submitted to ADDvantage are forwarded with the name of the author removed to the USPTA Technical Review Committee for approval.
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