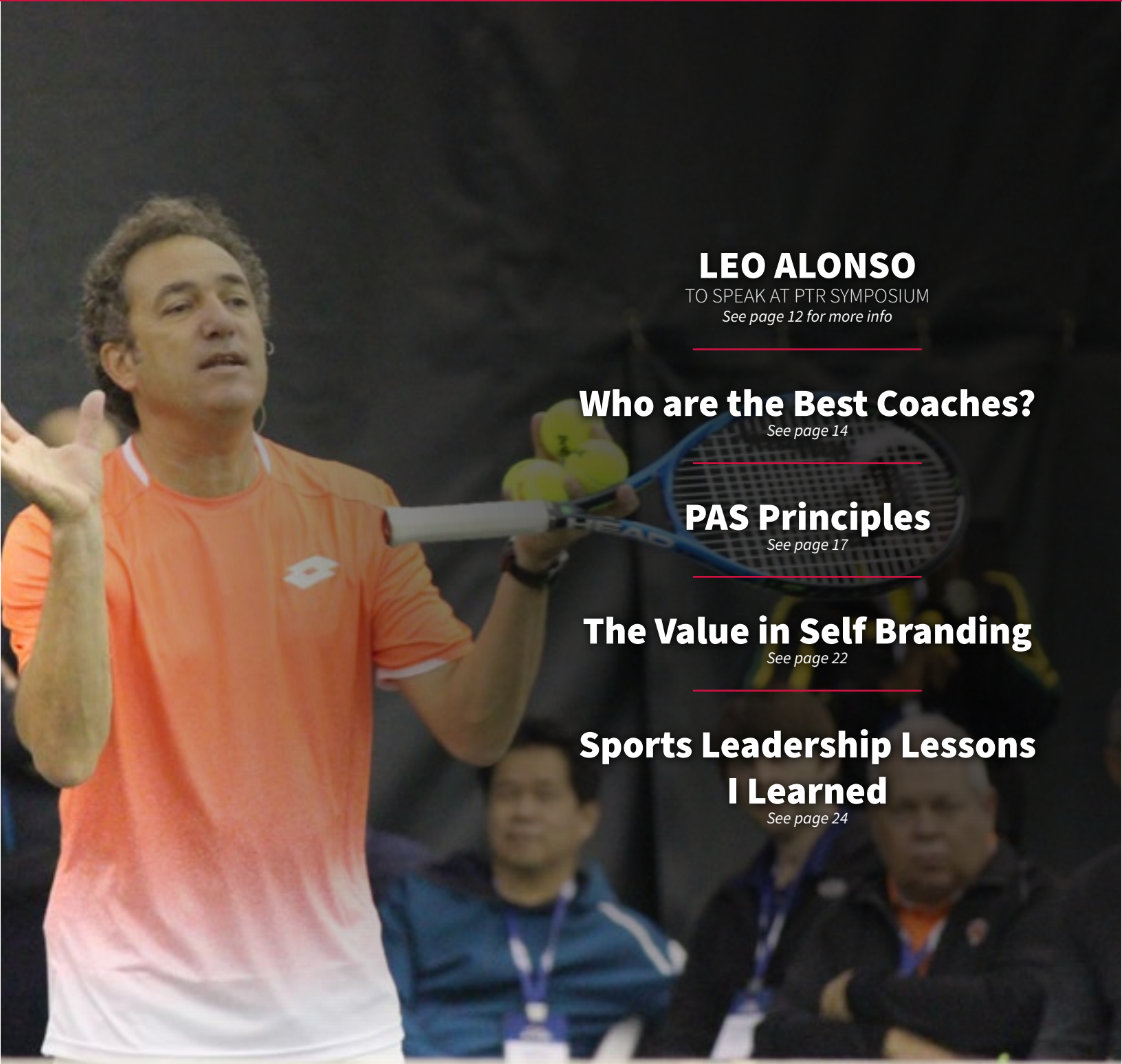


TennisPro®



The International Magazine for PTR Tennis Teachers and Coaches

November 2021



LEO ALONSO

TO SPEAK AT PTR SYMPOSIUM

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Dan Santorum

Dan Santorum
CEO/Executive Director

Hard to believe that it's been almost two years since we last held the PTR Symposium in person. So, we are definitely looking forward to seeing you at one or more of our upcoming face-to-face educational events! Here's your chance to finish 2021 on a high note by attending:

PTR W Workshop – December 9th
Director's Conference - December 10 – 11th
PPR West Coast Pickleball Conference – December 12th

All three are in sunny, Indian Wells, CA, at the same time as the USA Pickleball Nationals. How about 2022? There is no better way to jump-start your 2022 than by attending the

PTR International Symposium – February 8 - 10 **East Coast PPR Pickleball Conference – February 10 - 11**

You will enjoy three days of fabulous presentations, social events, plus an industry trade show with more than 40 exhibitors. The PTR Symposium, without a doubt, is one of the best networking opportunities of the entire year, which is crucial with the current shortage of coaches.

Following the PTR Symposium is the PPR Pickleball Conference from February 10 & 11th. The PPR Conference is ideal for those who have been teaching pickleball or those who want to start. If the later is the case, and you want to add PPR certification to become Dual Impact members, we have

PPR certification workshops set for FEB 6th and 9th.

All of these world-class educational events are certain to provide you with the tools to:

- Increase business of racquets**
- Teach better lessons from juniors to adults**
- Run more successful programs**
- Successfully leading your team/staff**
- Improve your customer service**
- Enhance your coaching skills**

The final piece of good news regarding coach education is that after more than a year of not being able to conduct face-to-face Level 1 PTR certification workshops, we are back at it! If you have any staff or colleagues that you know want to get certified, please check our website for the most up-to-date list of facility hosting workshops. There's more good news, Level 2 workshops will become available in early 2022!

As I mentioned in my last For the Record, PSR (Professional Sports Registry) debuted on September 1st. The ad in this issue of Tennis-Pro that features the Original 100 Triple Threats who are certified in PTR, PPR, and PPTR. This list is also appearing in Racquet Sports Industry Magazine. There are another 100 Triple Threat members who are waiting to add at least one more certification. This in addition to the 750 Dual Impact members all of whom are helping fuel the growth of tennis, pickleball, and platform tennis as we continue to . . . Make a World of Difference.



• EAST COAST •
**PICKLEBALL
CONFERENCE**

Feb. 10-11, 2021 • Hilton Head Island, SC

Industry News

PTR, USTA, USPTA, and GPTA, and the Atlanta Athletic Club recently collaborated to host a Tennis Industry United (TIU) event for regional tennis professionals. The TIU reception was well attended with over 50 tennis directors, owners, tennis leaders and industry representatives. The following day, TIU hosted a Tennis Professionals Development Day, which included on-court interactive sessions for teaching pros led by PTR and USPTA professionals. Some 80 pros attended and received continuing education credits.

TIU is a partnership with USTA, PTR, USPTA, Intercollegiate Tennis Association (ITA), Tennis Industry Association (TIA) and American Tennis Association (ATA) which serves to grow the game of tennis. TIU develops downloadable and customizable resources and information to help local tennis advocates promote the benefits of tennis, attract new players, re-engage past players and helps to drive greater diversity and inclusion in tennis participation.

Visit <http://www.tennisindustryunited.com> to keep up to date on the tennis industry.



Did you know that Metaltek, manufacturer of Playmate Tennis Machines, also makes the Playmate Pickleball Machine? The Playmate Pickleball Machine can throw all the necessary shots, including the Dink Shot, at a very fast frequency to five positions on the court including programmable random. User friendly, the Pickleball Machine has a 2-function remote control, holds 150 balls and is commercial grade. Call 800-776-6770 or visit our website www.playmatepickleball.com to get your Free Demo today!

HEAD launched a new Prestige Series November 18th. An innovative upgrade of a classic, the Prestige series continues to supply players with control and precision it has offered on the tour since the 1980s. Along with the new Auxetic construction for a sensational feel, the Prestige has a new and distinctive see-through carbon element in the frame. HEAD is offering the new series in 3 models - Pro, Tour and MP. Head.com/prestige

Your Serve

Dear PTR,

Thank you so much for such a great tournament. (PTR Wheelchair Championships). Of course, I always love being in Hilton Head, however the fact that we always have such an amazing tournament to come to is the best. We can always count on this one being such a hit. Please give my best to the volunteers and know that we see all your hard work. It is so greatly appreciated. It was so great to see you again, and I hope to be back next year!

Lauren Hopps, USA

Dear PTR,

Thank you so much for the adorable PTR Onesie for my newborn son, Jaxson. We can't wait to get him on the court with some QuickStart Tennis! Hopefully we can make a family trip down to Hilton Head Island soon. I really miss my regular visits during PTR Spring Tennis Fest with my college team.

Thanks again,

Nick DeFalco, USA

Dear PTR,

Thanks much for the extremely efficient help with my subscription to Bob Larson Daily Tennis News and Weekly Tennis News!! Following our exchange of e-mails, the two daily editions arrived that same day and every day since. Again, thanks; you're the best!

Chuck Collier, USA

Dear PTR,

I really wanted to thank you for putting the PTRW program together, it definitely inspired my experiences as a private and high school coach. I think this is what women's sports needs, and I'm really happy that PTR is taking the initiative.

Monique Paris, USA

Member News



NEW POSITIONS



Dan Root is now coaching at Catalina Foothills High School in Tucson, AZ. His varsity girls team won their 16th State Division II team title. His #1 singles player, Emily Flowers, won her second individual Arizona State title, and doubles team was also in the state finals. Dan was also nominated for Coach of the Year in his first season as coach.

Geoff Browne left his long-time position at Dunwoody Country Club and serving GPTA to move to Franklin, TN. Geoff has taken the job of Director of Racquet Sports at The Grove Club. This exciting club has 5 hard courts, 4 pickleball courts, Golf Course, Spa, Pools and an Equestrian Center.

NOTABLE

Mukul Karthikeyan, of India received his Master of Tennis designation. Mukul completed his 18 months of extensive training and tutorship under Dr. Anne Pankhurst to receive his PTR Master of Tennis – Performance. Mukul is one of just over 50 pros worldwide who have completed this comprehensive Performance training and one of only 3 in the country of India with a Master of Tennis designation.



In the photo, Mukul (in blue) is recognized by the Chief Minister as well as the Minister of Sports and the Minister of Education.

Ken DeHart won the group's coveted George Bacso Lifetime Achievement Award. DeHart heads the tennis program at Portola Valley's venerable Alpine Hills Tennis and Swimming Club.

PTR 30-year Professional, **Ernie Quarles**, got a gift from his Saturday morning Adult Intermediates class. They surprised him at the beginning of class and presented him with a plaque for his dedication to their Lake Arbor community in providing tennis programs. Ernie notes that this is a special bunch of folks who didn't know one another initially but now play several times a week together. Ernie also has 10 children in his Beginners class who are kids of his Adult Group. The game is now a part of their family. Thanks Ernie for Making a World of Difference through sport!



Congratulations to **Steve Behmlander** who has retired from Lawrence Tech University in Michigan. Steve was such a positive influence - both on the court and off the court. His Men's and Women's Tennis Programs achieved Top 5 ranked academically out of all 25+ varsity teams at LTU each year since the beginning of the program...graduation rate 95%...ITA and NAIA recognized Academic All-American team status each year. He was the winningest coach in LTU history. But Steve's proudest accomplishment was that his teams were named NAIA Champions of Character each year since the program began. Steve is a PTR Coach who Makes a World of Difference.

Jorge Andrew, PTR International Master Professional and Clinician, is being inducted into the Southern Tennis Hall of Fame in January. The ceremony will be held at the Southern Tennis Association annual meeting. Jorge is the former Chairman of the PTR Board and has served PTR throughout his 30 years as a member. The Andrew family is PTR Proud as both his wife, Ana and his son Rodrigo are certified with PTR.



Dr. Louie Cap, PTR International Master Professional and Hall of Fame inductee, recently completed his 46th consecutive Boston Marathon at 5.28 hours. Louie notes that running has kept him healthy and on the court for the past 46 years!



PTR PUBLISHERS

Roy Barth, former PTR Board President and one of the original founders of the ATP, recently wrote a book, *Point of Impact*. Roy's book was just accepted into the permanent collection of the library at the International Tennis Hall of Fame in Newport, Rhode Island.

The new book is now available for purchase at Barnes & Noble or Amazon. Signed copies are available at the Kiawah Island Resort and at kiawahresort.com.



PTR HILTON HEAD ISLAND

\$6,000 Wheelchair Championships



Men's Open Singles:	Venos, Thomas def. Williams, David(2) 6-1, 6-4
Men's Open Doubles:	Williams, David/Wingate, Taylor def. Boyd, Jeremy/Venos, Thomas 6-4, 6-3
Men's Open Singles 3rd:	Gomez, Manuel(1) Walkover (injury)
Coed A Singles:	Kelley, Chris def. Wooten, Cole 6-2, 6-1
Coed A Doubles:	Kegler, Jeff/Townsend, Jeff def. Kelley, Chris/Heslop, Spencer (Walkover)
Coed A 3rd:	Popelka, Robt def. Downing, Avery 6-4, 6-4
Coed B Singles:	Wilson, Michelle def. Leblanc, Rocky 6-2, 6-2
Coed B Doubles:	Vaughan, Jerry/Maddox, Lisa def. Young, Harold/Goode, David 6-4,4-6 (10-3)
Coed B 3rd:	LeBlanc, Rocky def Johnston, Michael 6-2, 6-3
Coed C Singles:	Hartman, Tim def. Bennett, Michael 6-2, 6-4
Coed C Doubles:	Lowery, Walter/Bennett, M (2) def Vaughn, Victor/Gates, Tommy
Coed C 3rd:	Barbier, Max def Vaughn, Victor Walkover (injury)
18 & Under Jr. Singles:	Goodwin, Zane def Castro, Jonathan 6-3, 6-0
18 & Under Jr. 3rd:	Pfankuch, Emmy def. Woodhead, McKenna 6-0, 6-2
18 & Under Jr. Doubles:	Goodwin, Zane/Woodhead, McKenna def. Castro, Jon/Pfankuch, Emmy 6-4,4-6 (10-5)
Masters Doubles:	Maddox, Lisa/Kegler, Jeff def. Shapiro, Donald/Patton, Bruce 8-6





USING GAMES TO KEEP PRACTICE
FRESH & FUN

by Mitch Case

Steal

Pressure is such an important piece of competition and performance, so it's important to constantly brainstorm new ways to challenge our players. Steal creates pressure by putting large chunks of a match up for grabs - players can "steal" points, games, or even a set.

Here's how we play it:

Before standard matchplay begins, players should be given the rules of the steal

- 1 - how many steals per set or match
- 2 - how to activate a steal
- 3 - how to complete the steal
- 4 - the value of a steal (game, or set)
- 5 - the consequence for losing during a steal (if any)

Example 1

- 1 - each opponent is allowed 2 steals per set
- 2 - a steal can only be activated after winning a point
- 3 - a steal is completed by winning the next point
- 4 - a successful steal takes the current game
- 5 - no consequence for losing the steal (aside from that 1 point)

Example 2

- 1 - each opponent is allowed 1 steal per match
- 2 - a steal can be activated after winning a game
- 3 - a steal is completed by winning the next game
- 4 - a successful steal is worth 2 games
- 5 - a failed steal costs 1 game

We'd love to hear how you'd modify any of these rules for your players! Let us know by sharing on social media and tagging @ptrtennis!

Mitch is the Director of Tennis at Woodridge Lake in Goshen, CT. Mitch wears many hats as he is also a Staff Pro at Farmington Valley Racquet Club; Head Coach of the Northwestern Regional 7 High School Boys Tennis Team; a Coach Developer for the PTR; a certification tester for the USRSA; and a member of Tennis Magazine's Playtester Panel.

Mitch achieved his Master of Tennis in Junior Development from the PTR in 2020, and is a certified iTPA Tennis Performance Trainer and Kovacs Institute certified Tennis Serve Specialist.



SCHEDULE

SATURDAY, FEBRUARY 7 - SUNDAY, FEBRUARY 13

Topics Include

- Athlete Centered Coaching • Dynamic Doubles Clinics for 4-16 students
- Multi-Sport Approach to Improve Tennis Performance • Optimizing Serve & Return Practice
- College Tennis for Everyone! Turning juniors into college players
- Working with Public Municipalities • Recovery Tools to Enhance Performance
- ...and more!

Masterclasses & Certification Courses incur extra fee. All other events included with registration.

Sat · Feb 7	Mon · Feb 7	Tues · Feb 8	Wed · Feb 9	Thurs · Feb 10	Fri · Feb 11	Sat · Feb 12
<p>1-6PM Evolution Kids Conf. Mike Barrell</p>	<p>8:30AM-6PM Registration & Checkin</p>	<p>7:30AM-4PM Registration & Checkin</p>	<p>8AM-4PM Registration & Checkin</p>	<p>8AM-5PM Registration & Checkin</p>	<p>8AM PPR Awards Breakfast</p>	<p>PPR Pickleball Championships Register at PickleballTournaments.com</p>
<p>Sun · Feb 8</p>	<p>9AM-Noon The New Way to Teach Doubles Leo Alonso Masterclass</p>	<p>8AM Recognition Breakfast & Membership Meeting</p>	<p>9AM-5:30PM Symposium Presentations Oncourt & Classroom</p>	<p>9AM-6PM Symposium Presentations Oncourt & Classroom</p>	<p>9AM-6PM PPR Pickleball Conference Oncourt & Classroom</p>	<p>Sun · Feb 13</p>
<p>8AM-5PM Adaptive Tennis Course Nancy Hoekstra & Craig Pippert (includes Lunch)</p>	<p>1-4PM Helping Your Players Succeed Edgar Giffenig Masterclass</p>	<p>9AM-5:30PM Symposium Presentations Oncourt & Classroom</p>	<p>9:45AM-2:45PM Tradeshaw</p>	<p>11AM-6PM PPR Pickleball Conference Oncourt & Classroom</p>	<p>8:30AM-5:30PM FSR Har-Tru Clay Court Maintenance Certification Course Ed Montecalvo, Ron Manilla & Dom Manilla</p>	<p>PPR Pickleball Championships Register at PickleballTournaments.com</p>
<p>Noon-5PM PPR Pickleball Certification Sarah Ansboury (PPR Membership Required)</p>	<p>4:15-7:15PM Improving Technical Skills on Groundstrokes when Rallying, Attacking & Defending Simon Wheatley Masterclass</p>	<p>1:15PM Opening Ceremony</p>	<p>Noon-5PM PPR Pickleball Certification Sarah Ansboury (PPR Membership Required)</p>	<p>4-7PM FSR Har-Tru Clay Court Maintenance Certification Course Ed Montecalvo, Ron Manilla & Dom Manilla Continues Friday 8:30AM-5:30PM</p>	<p>4-7PM Pickleball Drills for All Levels Sarah Ansboury Masterclass</p>	
<p>Noon-6PM Registration & Checkin</p>	<p>5:30-6:15PM First Timers Orientation</p>	<p>6:45PM Awards Banquet</p>	<p>3:45-6PM Demo Courts</p>	<p>6PM PTR Social Hotel Lobby</p>	<p>4:30-7:30PM Pickleball Referee Clinic Laura Patterson, USA Pickleball</p>	
	<p>6:30PM PTR Social Trivia, Prizes Bill Riddle Hotel Lobby</p>		<p>6-8PM Cardio Triples Tournament Michele Krause</p>	<p>7-10PM HEAD Penn Dinner Party</p>		

ACCOMMODATIONS



Great rates at the beautiful Sonesta Resort (\$139 per night) right on the pristine beach and out the side door to the Van der Meer Center. Arrive early to take advantage of Master Classes on February 6 & 7th. Extend your stay to enjoy the PPR Pickleball Conference on February 10 & 11th.



WHO ARE THE
BEST COACHES
IN THE WORLD?

by Edgar Giffenig

If you ask any tennis-enthusiast who the best coaches in the world are, you will hear names such as: Paul Annacone, Brad Gilbert or Tony Nadal. They are coaches associated with some of the best players in the world.

But, what does the term “best coaches in the world” really mean? Are they the most knowledgeable coaches? Are they the ones responsible for the high level of play of top players? What about all the coaches that worked with these top players through the development process? Was their work not important or not as important?

Maybe, the coach responsible for Federer’s greatness was the grass-roots coach who made Roger fall in love with the game - without him/her there may be no Roger. Or maybe it was one of his developmental coaches who helped him navigate the junior circuit successfully. The bottom line is that the tour coach is only the last coach in a long process, where success at every step is essential.

*Every stage requires great coaches
with very specific skills and objectives.*

Every stage requires great coaches with very specific skills and objectives. The tour coach’s job is to detect and fine-tune very particular aspects of a player’s game. The junior development coach has to be able to organize small groups of talented players and help them each develop the necessary skills to compete successfully. A grass-roots coach’s main goal is to introduce young children to the game and hook them for life by providing an ideal combination of instruction, fun and social interaction.

In reality, it is impossible to throw all coaches into one basket. How do you compare a top tour coach to a top junior development coach or to a mini tennis coaching-star? They are all excellent at what they do. How do you choose the best?

For top players, coaches like Tony Nadal, Mouratoglou, Gilbert, etc. may be the best because they have a tremendous understanding of the tour and the skills to fine tune top players’ games. However, they may or may not be ideally suited to introduce players to the game or to develop juniors.

Moreover, if one interprets the term “best coaches in the world” more broadly and takes into account the social impact of a coach as a pre-requisite for consideration, tour coaches may not be at the top of the list because they only work with a few players during their careers.

On the other hand, top grass-root coaches touch thousands of children, enhancing the young player’s health and well-being for the rest of their lives.

So, in terms of social benefit, my vote for the best coaches in the world goes to the thousands of talented grass-root coaches who remain anonymous despite their tremendous positive impact on society through the players they touch.

Here’s, to all grass root coaches out there whose job is seldom recognized. Keep up the good work and know that you are responsible for the health of the tennis industry. Without you, there are no players, tournaments or champions. You are truly, **THE BEST COACHES IN THE WORLD!**



Edgar Giffenig was a highly ranked junior in Mexico and played for the University of Texas where he completed an undergraduate degree in business and a graduate degree in exercise physiology.

Starting as an assistant coach in his alma mater, Edgar has been coaching high performance players for the last 25 years. He was a national coach for the USA, Germany and Mexico. He has been a speaker at many national and international coaches conventions (ITF, PTR, ITA, USTA, DTB, FMT) and is a partner in TennisGate, a player development media company. See Edgar present at the PTR Intl. Tennis Symposium.

Accepting Applications

PTR Board of Directors

Your PTR Board of Directors is now accepting applications for open board seats.

PTR has an active and transparent Board on which any PTR Member who is in good standing with Safe Play Approval may serve.

Responsibilities include...

- Attend 2 In-Person meetings per year plus 2 or more virtual meetings
- Work with PTR Board and Staff to propel the organization and it’s mission
- Set policy, budget and governance for the organization

If you are interested and have time to serve on the PTR Board, please complete the online application by Dec. 1, 2021.

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THE **P.A.S. PRINCIPLES**

by Wayne Elderton

Over the years, I have had the privilege to train and certify thousands of coaches in our Canadian Coaching Certification System. The experience has allowed me to see which elements 'stick' and what coaches find the most useful.

By far, the element that has risen to the top of almost every coach's list of things that practically help them be a more effective coach are the P.A.S. Principles. They are the core of how we coach technique. Let's take a look at the details of this 'gold nugget' of technical coaching.

However, before we get into this technical element, we need to see where it fits our overall methodology. One of the most important concepts we have is the connection between tactics and technique. All game sports require tactics to win. Technique only exists as a means to accomplish tactics whether in hockey, boxing, tennis, etc.

A Coaching Hierarchy

There is a hierarchy of tactical-technical principles that a coach needs to be mindful of to make their coaching the most effective. The P.A.S. Principles are the core of the hierarchy:

- 1 Tactics come first to win.
- 2 The ball must be controlled to accomplish the tactic. What to do with the ball (e.g. hit it higher, lower, left, right, etc.) becomes the main intention a player has during play.
- 3 The P.A.S. Principles are the physics that control the ball and allow the player to achieve their intention.
- 4 All the other movements of racquet work, footwork and bodywork players must learn are only to ensure the appropriate P.A.S. is performed for the shot. If the P.A.S. is incorrect, the other movements don't add up to success.

Coaches should avoid 'isolated technical coaching' that doesn't maintain these critical connections.

A Critical Link

Ball control is the bridge that links tactics and a player's mechanics. Without it, players are handicapped trying to solve ball control problems with their mechanics. This leads to ineffective solutions like 'bend your knees more' to get height. 'Line your body up' to control direction, 'turn your hips' for more power, etc.

None of these body and footwork movements actually control what the ball does. If a coach provides this type of indirect feedback, it often leads to players being frustrated as they can do exactly what the coach said and not have the desired result.

The physics of what makes the ball do what it does is required to make the ball do what is necessary to perform a tactic. In the Canadian methodology, being able to control the ball is called 'Effectiveness' and is an

"Ball Control is the bridge that links tactics and a player's mechanics."

essential part of technique. Not being technically effective just makes you a 'stylish loser' in tennis.

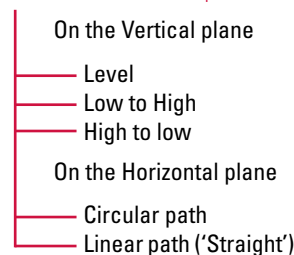
The Key Elements

The first step to successfully manipulate the ball is to imagine a 3-dimensional 'Ball Control Box' surrounding your impact of the ball. Whether groundstroke, volley or serve, every shot in tennis requires the racquet to 'pass' through that box. I created the acronym P.A.S. to remember the key elements.

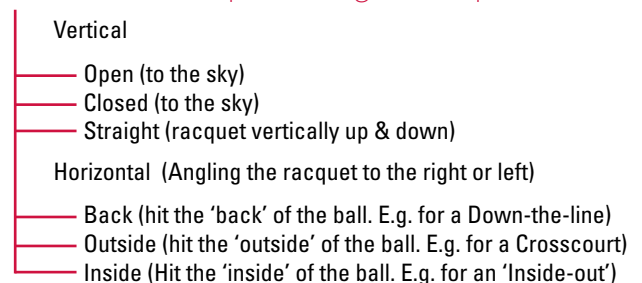
To maximize the effectiveness of using P.A.S. as a practical tool, coaches need to understand the specific characteristics of each element. These concepts and language become useful in describing the details and providing precise feedback.

Let's take a look at each one:

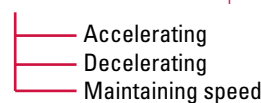
PATH of the racquet through the impact



ANGLE of the racquet through the impact



SPEED of the racquet through the impact



The P.A.S. Principles are a technical coaching 'power tool' because they are based on the physics of the ball and racquet interaction. They directly determine what the ball does (or doesn't) do. If one centres the ball on the strings, no shot can go where intended if the P.A.S. is incorrect, and no ball can do something unintended if the P.A.S. is correct.

Every shot in tennis is a 'recipe' combining varying degrees of each P.A.S. Principles. Even a complex ball control like spin is simply a combination of the appropriate amounts P.A.S. For example, 'topspin' would result if the racquet path was low to high, the angle was vertical (or slightly 'closed'), and the speed was fast (With the same racquet path & angle, more speed increases the amount of spin, less speed decreases it).

PROBLEM-SOLVING DURING PLAY

Coaches should help players gain a basic understanding of the P.A.S. Principles and how to use them for themselves. For players, the P.A.S. Principles become one of the key problem-solving tools they need for successful tennis. For example, suppose an opponent is on one side of the court, and the player wants to direct the ball to the other side (control direction). In that case, they need to know that the angle of their racquet at impact is a critical determining factor (and not all sorts of other movements they could make).

One of the reasons many players have 'funky' technique is because of their misunderstandings about how they are manipulating the ball. They solve their problems through the application of misconceptions. When coaches facilitate learning what really makes the ball do things, it often simplifies their technique.

INTERNAL vs EXTERNAL FEEDBACK

One of the reasons the P.A.S. Principles are effective feedback is because they don't fixate a player on how to move their body (called 'Internal' feedback)—using the P.A.S. Principles allows a coach to tap into the power of 'External' feedback, which research shows leads to improved learning. (For an article about Internal vs External Feedback, [click here](#))

CONCLUSION

The P.A.S. Principles are an essential element in the connection between tactics and technique. They provide a direct way to control the ball and a simple way for players to solve tactical problems effectively on court.



Wayne Elderton is the Head Coach Developer for Tennis Canada coaching certification in BC. He is the Tennis Director at the North Vancouver Tennis Centre. Wayne holds the highest certifications in Canada, being a Level 4 Coach and a Club Professional 3. He has won numerous coaching awards and is a popular speaker at coaching conferences worldwide. He also consults for the Midtown network of Clubs training their coaches and Tennis Directors. His website, acecoach.com, contains numerous free coaching resources centered around the Canadian methodology. See Wayne Elderton present at the PTR Intl. Tennis Symposium.

Jardin d'enfants Dennis Van der Meer

The Goal Isn't to Live Forever... *The Goal is to Create Something that Will*

What will your legacy be?

As the end of the year approaches, please keep the PTR Foundation in mind for your End of the Year Giving.

Please help us support Grassroots Tennis and the sport of a lifetime which can help transform lives! The PTR Foundation is a 501-C(3) organization with 5 Categories of Giving.

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ONE HUNDRED

TRIPLETHREAT

The list below is PSR members who are the first to have completed certification/training in PTR, PPR, and PPTR.

Blake Anderson	Juan Carlos Cotto	Jorge Gonzalez-Rubio	Gavin Leon	Mike Rahaley
Bill Anderson	Steve Dahm	Marco Grangeiro	Karl Levanat	Dan Regan
Bill Araneo	Brandon Day	Keith Haigh	Anton Mavrin	Faycal Rhazali
Nolan Bacchieri	Alex Dececco	Phillip Hayman	J.P. McConnell	Marcela Rodenzo
Alex Bancila	Aldrin Dinya	Blake Helminiak	Glen McMurdo	Jody Sambrick
Sydney Berens	Brad Easterbrook	Robert Herrera	Anthony McPherson	Jon Sarosiek
Peter Berka	Macie Elliott	Konrad Hsuch	Michael Mercier	Dane Schmidgall
Martin Birchmeier	Roxy Enica	Mike Insko	Patricio Misitrano	Trey Scott
Martin Bostrom	Paul Fairchild	Mikk Irdoja	Greg Morgan	Timo Siebert
Dave Broderick	Javier Ferrin	Kevin Jackson	John Moyer	Aman Singh
Mickey Brzov	Boris Fetbroyt	Geoff Jagdfeld	Ritesh Nautiyal	Scott Slobin
Abigail Burke	Costin Fink	Collin Johns	Rob Oakes	Marius Stan
Justin Campbell	Mike Franco	Matt Johnson	Steve O'Connell	Lisa Teer
Kelly Canniff	Chris Franco	Michael Jordan	Marina Ohlmuller	Victor Vidal
Kent Chalmers	Mike Friedman	Graham Kaltman	Tyler Owens	Jack Waite
Tom Chicoine	Chris Gale	Alex Kiblin	Mike Patrick	Carole Waite
Jarrett Chirico	Matt Garavaglia	Karolina Lagerquist	Mark Parsons	Harry Walsh
Tomas Christian	Scott Garcia	Kristian Larson	Amy Pazahanick	Riley Wilton
Beth Clay	Mike Gillespie	Nathan LeFevre	Rob Postma	Julian Wortelboer
Josh Cole	Guga Goncalves	Suzanne Lemery	Anton Protsenko	Daniel Yun

This list is current as of November 2021.

For an updated list or to view our 750 Dual Impact members, please visit PSRsports.org



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THE VALUE OF SELF-BRANDING

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PTR Professional and USPTA Master Professional, Len Simard is a Racquet Sports, Fitness and GM/COO Search Executive for the Nation's largest hospitality recruiting and consulting firm of KOPPLIN, KUEBLER & WALLACE. Len has been placing Racquet's professionals in the industry for more than a decade and is considered one of the Country's leading recruiter/consultants. Len continues to provide education and guidance to the private club world through comprehensive facility assessments and aiding in senior-level placements to club presidents and COO's nationwide.



Jonathan Sarosiek is certified as an Adult Development Professional by the Professional Tennis Registry (PTR), a Pickleball Coach by the Professional Pickleball Registry (PPR), a Platform Tennis Coach by the Professional Platform Tennis Registry (PPTR), and as an Elite Professional by the United States Professional Tennis Association (USPTA). A principled executive leader and business development professional, Jonathan has over 17 years of experience in the hospitality, resort industry, and private club management sectors.

When you think of the most powerful and popular brands in the world, what comes to mind? Some think of Apple and Starbucks, others Nike and Target. While their recognizable logos and catchy taglines are engaging, they embody key attributes that continually position them over their competition: innovation, focus, passion, consistency, flexibility, and distinction, among many others.

thought process of the brands you know and love to define your personal brand. Whether you are looking to become a Head Racquets Professional, Director of Racquets, or seeking a more entry level position in the industry, take time to reflect on what makes you...you! Consider the following tactics to help you better define your unique value proposition:

In the highly competitive industry of racquet sports, how do you mirror these iconic brands and stand out against the crowd? Simply put, imitation is the sincerest form of flattery -- leverage the same framework and

CONDUCT A PERSONAL SWOT ANALYSIS

To articulate your strengths, potential weaknesses (and how to better position them as focus areas for growth), opportunities and threats in the landscape (plus how you'll address them), write them down and create an action plan to get you from today's status quo to tomorrow's future state. Don't know where to start? Ask yourself the following questions:

- What do I stand for as a person? What are my passions? How would I describe my leadership style?
- What makes me stand out? What are my assets and technical skills?
- What makes me hireable? What would my current co-workers and leader say about me? How do I conduct myself in public, with members? What side projects have I worked on that add value to what I bring to an organization?
- What do I value in a company, the culture, and the environment?

SHARPEN YOUR RACQUET SPORTS SKILLS

Every one of us can continue to learn and grow. Look into becoming a certified Director of Racquets and take advantage of the new program offered by the University of Florida.

STRENGTHEN CREDIBILITY WITHIN YOUR OWN CLUB AND ACROSS THE ENTIRE INDUSTRY

Look to build relationships with your CFO, GM, Director of Membership, and other department experts at your club to learn more about the work they do. After all, the success of all departments – not just racquet sports – is contingent upon the collaboration across the entire organization. You can also connect and set up one-on-one sessions with industry leaders you see and meet at national conventions and workshops. Lastly, follow and connect with leaders on LinkedIn -- most professionals are willing to spread their knowledge and even serve as a mentor.

DIVERSIFY YOUR PERSONAL PORTFOLIO

Broaden your racquets scope and become certified as a pickleball, platform tennis or padel teaching professional. While tennis is the pillar, it's not just about that single sport any longer!

SPORTS LEADERSHIP LESSONS I LEARNED AT THE 2021 PTRW Coaching Summit

by Danielle Grenier



After many months of virtual meetings, I was delighted to be in person at the 2021 PTRW's Coaching Summit held in September in New York City. The conference was designed with a series of high-impact sessions to help us grow as coaches and leaders in our industry.

If you're looking for a typical workshop where you sit back and zone out, I'm afraid this is not for you. If you want to put your phone away, listen, actively participate in exercises that will improve your coaching and communication skills, and expand your network of female allies, keep reading!

KEY HIGHLIGHTS

- Opportunity to meet and learn from influential speakers in our industry
- Chance to improve your communication skills through practical exercises
- Expand and grow your network of female coaches and leaders in our industry

The event kicked off with Elizma Nortje, a high-performance mental coach, who teaches tennis and is a mental toughness specialist at Vandameer Tennis Academy in South Carolina. She is Namibia's most successful tennis player achieving a career high of No. 447 in singles and No. 280 in doubles. It was an honor to meet her and be exposed to her captivating and animated personality while learning about the importance of modeling! This cognitive behavior refers to learning by observation and imitation alone without comments¹. Elizma reminded us how important effective listening is to foster and strengthen bonds with clients through empathy and deep connection.

She was very practical in her teaching style and put us in role play situations so we could test out tools we just learned and receive instant feedback. What I took away most from her presentation was the discussion around 'chunking'. Often, it's covered up and down, but Elizma spent time unpacking the lateral component and shared relevant sport-specific examples. Often when players get injured, they need to adjust their training schedule – sometimes frustration and overwhelm can cause an all or nothing mindset shift. Instead, she reminded us to think about lateral chunking in this scenario and to be creative and brainstorm alternatives to implement for the time being. I was personally dealing with an ankle injury during the Summit so it was a great reminder for me to think cre-

actively and strategically about functional training exercises I can do for the time being that are still effective. The picture below shows us working through a group chunking exercise.

Next, Linda Low from Etc. Coaching Consultants and Sarah McQuade from the USTA spoke to us about the importance of partnerships, relationships, and nurturing new connections in our industry. I found it helpful to have built-in time to walk through an exercise illustrating our own



spider web of tennis contacts and connections and to reflect on who to contact to continue developing and growing our networks. Here we were working on a group exercise at our table.

An overarching theme throughout the summit was how to become a more effective listener to help build trust and strengthen relationships. As someone who didn't know any other participants before the event, it was refreshing to be amongst so many female players – especially since I work with predominately male coaches!

I would encourage anyone to check out the next PTRW event as a great way to connect and grow with new or familiar faces. I ran into one pro I used to coach with, had several meaningful conversations with pros in and new to the area and loved hearing everyone's story and sharing tennis challenges and coaching tips. It was an awesome surprise to be



able to meet Laura Puryear, a PTR Instructor, who I had just learned from while completing my Level 1 Instructor Course in August 2021!

I would highly recommend any interested coaches to attend future events so we can grow our network of female coaches and leaders. I look forward to staying abreast of group updates and meeting new coaches next time.



Danielle N. Grenier is a PTR certified tennis coach and fitness enthusiast living in New York City. She was a nationally ranked junior in Canada and played Division 1 collegiate tennis in the U.S. captaining the women's tennis team at Niagara University. Danielle has enjoyed coaching athletes of all ages in Canada, Australia, and the U.S and currently coaches at Sutton East Tennis Club in Manhattan. Feel free to get in touch at danielle@poweroftennis.com.

PTRW *Empowering Women*

INDIAN WELLS, CA • DECEMBER 9, 2021

Thursday, December 9, 2021 | 6-8pm

Led by Linda Low & Sarah McQuade, the session will be focused on:

Communication skills, Negotiating skills,
Developing networks,

Ticket price is \$77



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Thursday, February 10
4-7PM

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- Complete refurbishing of a clay court
- Prep the court for top dressing
- Remove dead material
- Leveling any low spots
- Learn how to patch a hole
- Put down top dressing
- Review watering and rolling



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International Memb

ITALY



A Junior Development Workshop was held in September in Rezzato, Italy. The workshop was led by PTR Italy Executive Director Carlo Alberto Massaro. Participants were assisted by PTR Professional and 2020 PTR Pro of the Year, Massimo Ognà.



An Adult Tennis Certification Workshop was held in October in C. Maggiore, Italy. The Certification was directed by PTR Workshop Leader and Intl. Master Professional, Herbert Schnaubelt. The participants were assisted by PTR Professional and PTR Italy Women Committee Member Roberta Frisiero.

Germany



PTR International Master Professional and Workshop Leader, Herbert Schnaubelt, recently conducted a 10 & Under workshop in Neudörfel, Germany.

The PTR Tennis 10 & Under certification was held for participants of the club, who are now certified to run the camps for the following season.

er News



SLOVAKIA



PTR Master Professional and Key Clinician, Louie Cap's first stop was Madunice, Slovakia where he conducted the first PTR U10 Certification workshop Nov.2-4th. The workshop was held in Tennis Klub Madunice with beautiful indoor red clay. PTR Official Provider for Slovakia, Patricia Markova-Rogulski (far left beside Louie), organized the trip for the group who had very high playing skills and did excellent job with the 10 & under curriculum.



HUNGARY



Next was Budapest, Hungary with a 10 & Under Certification workshop at the Hungarian National Training Center. Thanks to PTR Provider for Hungary, Sandor Papp of the Hungarian Tennis Association for sponsoring the visit. PTR gained 26 new members.

International Member News



POLAND



Dr. Louie conducted an 11-17 Certification workshop in Warsaw, Poland Nov.11-13th. The workshop was held at new, very modern Akademia Tenisa Ziemnego Tennispoint and was organized by Marcin Maciocha, PTR Poland Provider.



Louie also conducted successful Memorable Drills Specialty workshop Nov.10. Special thanks to Basia Maciocha for her wonderful translations and demonstrations.



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ASK THE EXPERT



Q We finally were able to replace our old ball machine. We want it to be a success. Any tips that might help us moving forward?

A Great question. I will try to break it down into three categories:

General Use

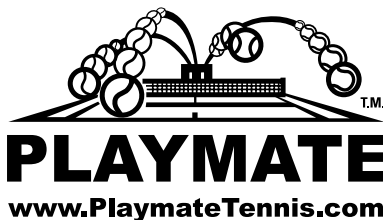
- Implement a ball machine certification program so each member is certified on how to properly use the ball machine.
- Put your extension cord on a reel. This will help protect the cord as well as speed up the set-up process.
- I highly recommend use of a remote for the best overall player experience, however a strict sign-in/ sign-out procedure should be implemented.
- Use consistent balls. I recommend an extra duty felt ball regardless of the playing surface. In a club situation, it is likely that the felt will wear down quicker than the ball will go dead. It is also not a good idea to constantly add balls from matches because the variety of balls causes inconsistency in pitches.
- Put the machine on a visible court to enhance marketing and limit any potential abuse.
- After Hours/Unsupervised use is not recommended.
- Minors should have adult supervision.

Profitability

- A Ball Machine Club can generate immediate revenue. Members pay an annual fee to gain unlimited usage of the ball machine. Get 30 members to pay \$200.00 and you have \$6000.00. Continue to market the machine annually and you will bring in at least \$6000.00 plus hourly rentals each year.
- Implement the ball machine as part of the pros' Post Lesson Curriculum. Share the revenue with the pros as part of this program.
- Do a demo day to promote the different ways the ball machine can be used for training to help promote the Ball Machine Club.
- Make the ball machine part of a video lesson program.
- Incorporate the ball machine as part of the Cardio Tennis Program.

Care - Maintenance:

- If the ball machine is used more than 20 hours a week you should do the required Preventative Maintenance every week and the machine should receive professional Preventative Maintenance once or twice a year. If the ball machine is used less than 20 hours a week you should do the required Preventative Maintenance every other week and the machine should receive professional Preventative Maintenance once a year.
- Make sure the machine has a cover for sudden showers and is stored in a water-proof shed with a floor.





AWARD NOMINATIONS

The 2022 PTR Awards will be presented during
PTR's International Tennis Symposium.
Please click the button below to nominate PTR member(s)
you believe most deserving of a specific honor.
You may nominate more than one person in a category.
You may nominate yourself.

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PRO TIPS

Career strategist, Michelle Riklan, on contact info, key skills, value proposition and more...[\[watch\]](#)

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Spring TennisFest
HILTON HEAD ISLAND, SC

Top 10 Reasons to Bring Your College or High School Team to PTR Spring TennisFest on Hilton Head Island

- 1 The BEST rates for registration and accommodations - all located on the island and close to the beach, restaurants, activities & practice courts
- 2 The MOST professional hard courts on Hilton Head Island with spectator viewing at the world famous Van der Meer Tennis Center, all with singles sticks, score posts, site directors and cold water
- 3 FREE Souvenir T-shirts for team members (8 per team -- a \$160 value)
- 4 FREE Team Dinner Party if you use our Accommodation Partners, each week (big savings -- one less night to feed your team) -- Great opportunity to socialize with other coaches and teams. All-U-Can-Eat Food. Music and Prizes - Beachside
- 5 Site Directors at EACH site throughout all play to assist you
- 6 ALL PTR STF facilities are located on Hilton Head Island within six miles of the Sea Pines Circle (Hilton Head's central focal point). No time spent driving to matches.
- 7 In the event of rain, we have access to indoor DecoTurf courts and outdoor covered courts at the Van der Meer Tennis Centers for an extra fee.
- 8 Year round QUALITY customer service with 12 hours of operation M-F (7am to 7pm) and hours on Saturday.
- 9 EASY Communication -- Text or email available 6 days a week, year round. Event Director on site at each venue throughout the day; and available by text or cell.
- 10 PTR is a global non-profit organization of tennis professionals and coaches dedicated to improving the sport of tennis. PTR is corporate member of ITA and a member of the ITF



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