



Mississippi COURT CONNECT

MISSISSIPPI TENNIS NEWS

Mississippi Launching Inaugural E-Newsletter

Mississippi is paving the way of the future with the development of the E-Mississippi USPTA Chapter Newsletter. It will be published quarterly and sent to our USPTA members and will be your source of communication with your local professional community.

We want your input!

The success of this newsletter is dependent on everyone's contribution. To submit articles, comments, and suggestions please email Kevin Jackson - kjackson@tupcc.com.

Mississippi was well represented at the recent USPTA Winter Convention at the Regions/Morgan Keegan Championships in Memphis



FAST FACTS

By John Lofton
Tennis Director - Reunion CC

- Tennis is the only traditional sport to have a positive participation change since 2000, according to the SGMA.
- Tennis has had a 12.2 percent increase, while other sports, including Baseball, Basketball, Swimming, and Soccer, are showing declines.
- Total players numbered 24.2 million in 2006, while figures remained steady, frequent players (5.2 million) saw a 10 percent increase since 2003.
- 6.1 million new players began playing tennis in 2006.
- Just over 65 percent of all tennis players are aged 13 to 44, and there are as many players aged 13 to 24 as there are players aged 25 to 44.

UPCOMING USPTA TEST DATES

March 13 - Jackson, MS

Northeast Courthouse Fitness & Racquet Club

March 20 - Birmingham, AL

Highland Park Racquet Club

Nashville, TN - May 1

Williamson County Indoor Sports Complex

Birmingham, AL - June 26

Highland Park Racquet Club

Jackson, MS - July 24

Courthouse Health & Fitness

MESSAGE FROM THE PRESIDENT

Kevin Jackson

Director of Tennis - Tupelo Country Club

2011 will be an exciting year for the majority of tennis professionals in the southeast. The economy is showing signs of rebounding, tennis is starting to boom, and USPTA Mississippi is the 2010 state of the year! My hat goes off to Neil Witherow and the 2010 board for all their hard work. The 9 southern states will compete again for state of the year with USPTA. It will take every one's effort for us to retain the title. I am respectfully requesting a few things from our state professionals. Please go to USPTA.com and create your own personal web page. Your webpage is already created and all everyone needs to do is go in and list your facility and contact info and save it. This site is where anyone wanting to find a teaching pro in their area would go to see a list of pros nearby. Secondly, please register any tennis across America or lessons for life events with us. The final item that will give us the edge over all the other states is attendance! The more members that attend our state convention the better our odds to get ahead of all the other states. Our board is hard at work creating new exciting events for this year.

We are already planning a social event for our members to participate in. Another change for the state will be our newsletter going online. Having our newsletter in electronic format will help us save money, which we can use towards more educational opportunities. It also will allow us to create more content and get it out much faster and more often. We are the only state in the southern section with all of our pro's email addresses! I have already been in discussions with USTA Mississippi about combining forces and offering our state convention in conjunction with their annual meeting. This should allow us to bring even more national level speakers to our convention. I would like to thank all the state professionals that have made my transition from Atlanta to Tupelo an easy one. While I was president of USPTA Georgia, I knew that it was always a 2 horse race between us and Mississippi! Hopefully we can keep our hot streak and stay ahead of Georgia and the rest of the southern states. It is a total team effort and I appreciate all our state professionals' effort! 2011 should be a great year, and we look forward to reaching out across the state to all our wonderful pros.

USPTA
Mississippi is
the 2010 State
of the Year!



TECHNOLOGY & PROS



Did You Know?

Social networking has become big business. In 2010, Facebook was the 2nd most visited site on the internet. YouTube and Twitter were also in the top 10.

In 2011, U.S. companies will spend over \$2 billion on social media marketing.



By Kevin Jackson

Director of Tennis - Tupelo Country Club

Technology can be intimidating for today's tennis professionals. For the past 10 years I have been trying to expose our industry to newer technology. It's funny to see some of our students we teach with a much better grasp of technology than the teacher. The students I am referring to are not 16 or 17 years

old. They are 7-9 years old, and have much more knowledge of technology than the average tennis professional. Social networking is the craze and we should embrace this technology and what it can do for your business. Marketing experts believe that people need to hear or see something 7 times before they actually retain it. In the world we live in, we cannot just send out 7 emails and hope that they finally get it! Most experts

believe that marketing from different avenues is the best approach. Here at Tupelo Country Club we use calling post for mass calls. We also mass email our members regarding events

"The fun part about using different technology is it actually saves time versus traditional methods."

and programs. This is where a majority of clubs stop their marketing. The next thing we do is put our events on our club website with additional information about the event. The next step is posting our event and creating a sign-up on our Facebook fan page. Where a majority of tennis professionals miss out, is in post marketing. My tennis shop has a YouTube channel where we post video of lessons, clinics, and events. This is a great way to show our members, our level of service and dedication. It does take time to learn how to use all of these different technologies; however it allows us to hit up our clientele from many different angles. In the past we had to rely on phone calls and word of mouth to market our programs. Now we mass phone call, mass email, post on websites, social posts, video post, and much more. The fun part about using different technology is it actually saves time versus traditional methods. If you can save time, reach more people, and make your job easier why wouldn't you embrace technology? Remember that you are either behind the curve or creating the curve. Don't let the future pass you by!

CARDIO CORNER



By Joseph Mahaffey

Tupelo Country Club

As this is the first “Cardio Corner” newsletter of the year, which I’m sure many great ones will follow, I’m going to take this opportunity to address any of our Mississippi pros who have not yet incorporated Cardio Tennis into the activities at their facility. Over the past several years I have led and participated in countless hours of these classes and my personal experience with Cardio Tennis has been a tremendously positive one. So, if you already have cardio classes at your facility, good for you! Hang with me and encourage a fellow pro to do the same. If not then check just a few of the many reasons to be involved in Cardio Tennis. (Note: as I know all pros in MS are avid about their own personal fitness I will include a link to download an audio version of this and all cardio corner articles for your iPod so you can listen to it during your next jog. just kidding) (note: probably not kidding. KJ will probably have us doing this shortly. Shouldn’t have mentioned it)

IMPROVES CAMARADERIE

One thing I’ve notice at my club is that Cardio Tennis brings members of all our different groups together. Regardless of age, sex, or level anyone can participate in Cardio and have a great workout and an all-around fun tennis experience. Let’s be honest, it’s quite rare for 4.5 and 3.0 level players to be on the court at the same time and really enjoy what they are doing. What if you have a new player at your club who is good friends with mostly higher level players? What better way to get them participating and having fun in your programs than to have something they all can enjoy together. Everyone has a great time and even after class you will find people socializing in a tennis environment who otherwise wouldn’t. It’s just really healthy for your program.

PEOPLE LOVE IT BECAUSE THEY FORGET THEY’RE EXERCISING

In at least three years of being involved in Cardio Tennis I don’t think I’ve ever had anyone to attend only one class. In fact, most people become regulars which is why we have at least three classes a week that run almost year round. It must be because they’re like me in that I hate to exercise just for the sake of exercising. I’m all about being healthy, but I’m also all about having fun. With all the games and the music blaring you really do forget that you’re working out. I work my groups as hard as I can and they still can’t get enough!

YOUR PLAYERS IMPROVE

This one is easy. Players get better from hitting more balls. Cardio tennis can allow a player to experience a lot of repetition and point play without any pressure on the outcome of their shot. With such a mix of hand fed drills to racquet fed dead ball drills to live ball drills all being incorporated in one session there is definite improvement on the horizon. With individual pros adding their own twists on new and existing drills you can help all levels of players improve their game through this one class which not everyone would usually take part in. This leads me to a very important topic for pros.

IT GETS EVERYONE INVOLVED

I have not taken a tennis lesson in a couple of years. Not that I don’t need one! It’s just not on the top of my priority list, but being in shape is. And I love tennis! As a result I have participated in many Cardio Tennis classes and it has most definitely improved my tennis and fitness, which as we know is one in the same.

That being said, I’m sure you have some players at your facility that don’t take lessons or involve themselves in various clinics because they are “too good” or “know everything there is to know about tennis.” But these people will take part in cardio classes. It’s because they are getting an extreme cardio workout while doing what they love, playing tennis!

YOU CAN MAKE MORE MONEY

As this pertains to our careers I would assume that it is important for us to make money. If you don’t have a cardio program then you are surely shooting yourself in the financial foot! You can get extra participation in your activities from your loyal players as well as those who may not attend weekly clinics and classes as I mentioned before. Plus this program makes you more money for having more players on the court. You can easily double what you make for a private lesson. That is assuming that other assistant pros in the state make a higher percentage for having more participants rather than just making a flat rate. Hopefully this is the case so that assistants will be encouraged to try new things and have an incentive to get more people on the court at a time. Cardio Tennis really is a great program for everyone involved and I hope you’ll make it a part of the programing at you facility.

“Everyone has a great time and even after class you will find people socializing...It’s just healthy for your program.”

HOW DO YOU COMMUNICATE WITH YOUR STUDENTS?

By Bo Gard

Director of Tennis - Laurel Country Club

In our daily job as tennis professional, there is a big challenge in how to deliver the instructional message to our students.

A lot of tennis professionals have issues delivering the information to the player, leading to ineffective communication. The problem is not always the pro; it might be the student, or both the pro and the student. Research has concluded that there are 8 different types of teaching professionals.

TYPE 1 - PRO INCREDIBLE

This pro will never admit a mistake. He also thinks that he is far more educated about the sport than he really is. He is very self-centered. When he speaks, he preaches, rather than teaches. So, you should always be ready to continue your education, be open and accept the idea of learning new things. Tennis is changing, all the time; it is different than it was 20 years ago.

TYPE 2 - PRO NEGATIVE

Most of the words and actions of this pro are very negative, almost hostile. He criticizes a lot. Think back at your interaction with your athletes. Use encouraging messages as much as possible. If you have to criticize the student, make sure you include positive comments about his strong points as well.

TYPE 3 - PRO JUDGE

This kind of pro evaluates all the time instead of instructing the students. When a player messes up, he blames the student instead of providing feedback or information about how to correct the errors. Remember to always help your student by providing them with the necessary teaching tools on how to get better.

TYPE 4 - PRO UNDECIDED

You are never sure what this pro is going to say next. One day he tells you that the

open stance forehand is the best, and the next day he tells you that the closed stance forehand is the way to go. It is good to be consistent with your messages by developing a teaching philosophy that students can follow.

TYPE 5 - PRO CHATTY

This pro talks a lot and he gives you instruction all the time. He never listens to the athletes, because he is too busy giving instructions. Here, it is important for the pro to also be a good listener. Listen to your student's concerns.

TYPE 6 - PRO COLD

This pro never shows emotions. He never smiles or encourages players and gets disappointed by his student's actions. You never know how he feels. Make sure that you smile and also show an enthusiastic state of spirit during the lesson.

TYPE 7 - THE PROFESSOR

The professor explains in a way that is above the level of understanding of his players, leaving them confused. In this case, the instructions and demonstration needs to be clear and easy.

TYPE 8 - PRO SKINNER

He does not understand the principles of reinforcement work. He gives a lot of rewards, but he reinforces the wrong behavior at the wrong time. When faced with misbehavior, he lets the infraction pass or comes down too hard. It is necessary to have a balance in both rewarding and punishing the players.

We all have our own methods of teaching and different communications skills. The question that we are confronted with everyday is: which method gives the best results? Should we adopt one type of teaching pro listed above, or create your own combination of types?

QUICKSTART QUICKIE

By Scott Pennington



Children love team games and they love to be with their friends. Team sports emphasize cooperation, teamwork, camaraderie and friendship.

Playing on a team makes tennis more fun for kids. It allows them to practice together and play together and generally will enjoy tennis more, which means they are more apt to stick with tennis into middle school, high school and beyond.

A team competition based on skill activities is a wonderful way to introduce tennis to beginning players in a fun atmosphere. This format works great for younger children and any group that is having a challenge with a rally.

"The more they enjoy it, the more they will do it, the more they do it the more they learn, and the more they learn the better they perform"

- Gary Avischious.

PASSING SHOT DRILL

By Kevin Jackson

DRILL DESCRIPTION & GOALS

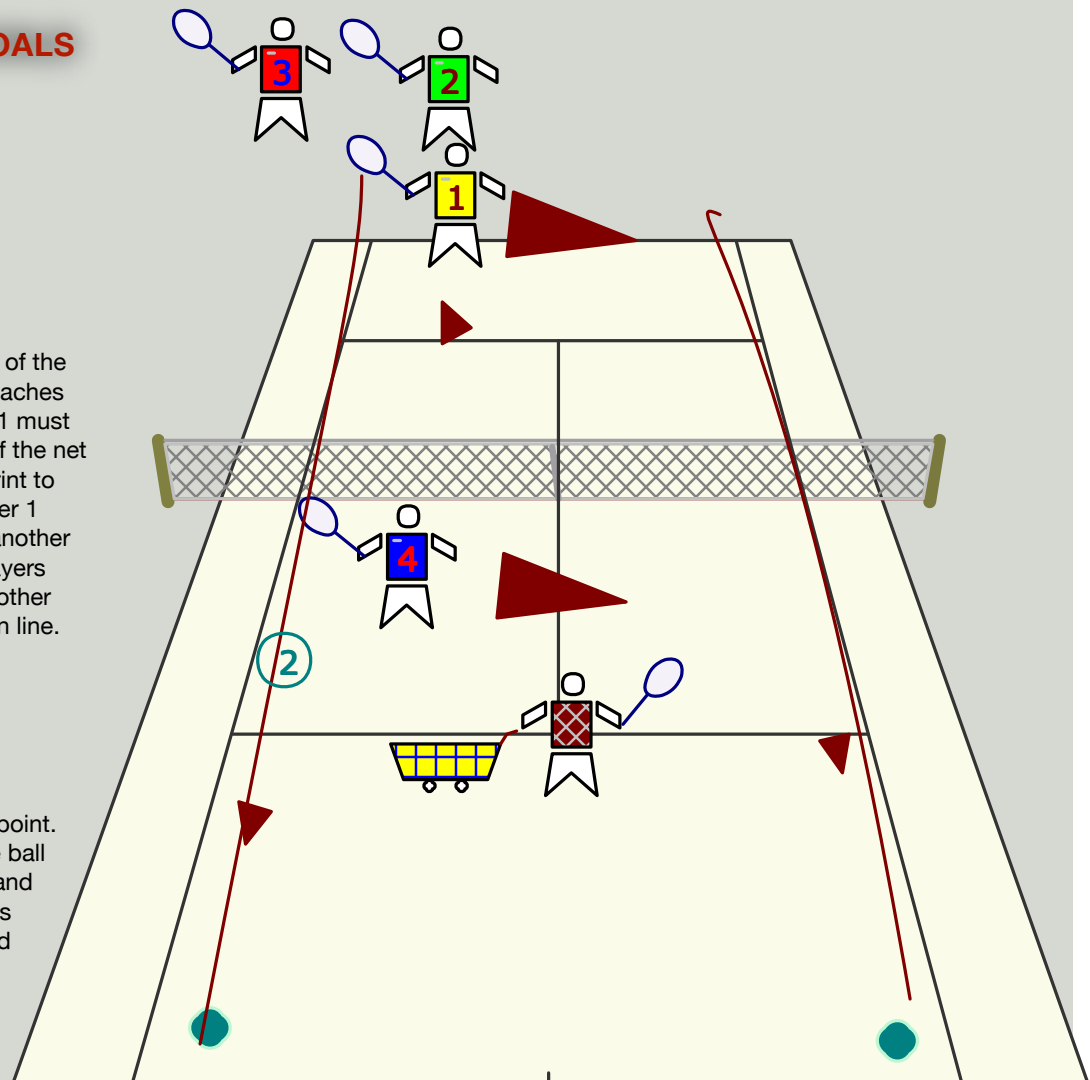
- Hitting on the Move
- Hit and Recovery Footwork
- Accurate Passing Shots

DRILL ORGANIZATION

Players line up in one line at the center of the deuce court. Player 1 tries to hit the coaches feed for a winner past player 4. Player 1 must hit half court only no lobbing allowed. If the net player 4 touches the ball they must sprint to right side of the tennis court while player 1 sprints to the ad court and tries to hit another passing shot on that side. If the net players touches that ball they recover back to other side and defend against a new player in line. This is a fast paced cardio style drill!!!!

DRILL KEY POINTS

Make sure players do not play out the point. As soon as the net players touches the ball both players must sprint to other side and attempt the drill again. NO lobbing. This is for safety and protects the coach and net player



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Chadwick Tennis LLC

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barney@chadwicktennis.com

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USPTA MS Newsletter

46 Northtown Drive

Jackson, MS 39221