

# Linking Your Community to the USTA Network

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The USTA is the national governing body for the sport of tennis in the U.S. It owns and operates the US Open, the largest annually attended sporting event in the world and, in 2004, launched the Emirates Airline US Open Series, which links 10 summer tournaments to the US Open. In addition, it owns the approximately 90 USTA Pro Circuit events throughout the U.S. and selects the teams for the Davis Cup, Fed Cup, Olympic, and Paralympic Games. A not-for-profit organization with more than 785,000 members, the USTA invests its proceeds to promote and develop the growth of tennis, from the grass roots to the professional levels.

The USTA is committed to broadening the appeal of tennis to a multicultural audience, which includes people in large cities, suburbs, and the smallest rural towns. This commitment is essential to the long-term growth of the game and can serve as a model for other organizations aspiring to a more inclusive environment.

The USTA is a model not-for-profit organization because of the strong ties it has formed with the community. These community-based relationships are fostered through CTAs, which provide local USTA members with a forum through which they can fundraise, conduct sanctioned tournaments, and develop educational workshops and seminars. (To understand more clearly how the USTA operates at the local level, visit [USTA.com/cta](http://USTA.com/cta).)

CTAs bring tennis and tennis programs to local residents. They deliver tennis programs in large cities, medium suburbs, small towns, and communities just like yours. Each CTA is vital to the health and growth of tennis in its town because that is their mission.

To link your town to the USTA:

- Form a Community Tennis Association and/or NJTL
- Incorporate as a nonprofit organization in your state
- Become an organizational member of the USTA
- Register your CTA/NJTL with the USTA
- Tap into USTA services, benefits, and funds



## HOW TO REGISTER/RENEW YOUR CTA/NJTL

1. **Visit** <http://ct.usta.com/ctanjtl/>
2. **Login:** Log in using the username (e-mail address) and password you created when you submitted your registration last year. Once you login click the pencil (edit) to update your registration form. If you forgot your password, use the “Forgot Password?” link on the login page. If this is your first year with the organization and you need the old login information, e-mail [cta@usta.com](mailto:cta@usta.com). If your organization is registering as a CTA/NJTL for the first time, go to “New Registrants” and create an account for your organization.
3. **Submit:** **In order to renew your registration you must complete all the required blank fields indicated by a red asterisk.** Complete the form with accuracy and integrity. Do not forget to “Save as Draft” periodically as you go through the form. Click “Submit” when the registration is complete. Note: Some information was pre-populated from last year’s registration form. You may update/change any information on the form, but you must update all of the blank, required fields before submitting. You will need to know up-to-date participant information when completing the form. For your convenience, you may access your registration from the previous year by clicking the magnifying glass icon in the menu of your registration, then selecting the previous year.

Your CTA and/or NJTL registration is valid for the respective calendar year (January 1 through December 31). Renewals are annual and all organizations will be asked to renew for the next year in the fall/winter.

## ADVANTAGES OF REGISTERING YOUR CTA WITH THE USTA

Registered CTAs enjoy the following benefits as USTA members:

- **Liability Insurance** — Access to a low cost liability and accident insurance plan that provides discounted coverage against allegations of negligence resulting from bodily injury or property damage.
- **Directors and Officers Insurance** — Access to low cost Directors and Officers and Employment Practices Insurance Program that offers coverage through an “A”-Rated carrier for CTAs and NJTLs nationwide.
- **USTA Sanctioned Tournaments** — Member organizations may conduct tournaments that are officially sanctioned by the USTA (subject to sanctioning requirements).
- **Tournament Data Management System (TDM)** — A tournament management software program designed to assist the tournament director and referee with player information, tournament sign-up, tournament draws, scheduling, and reporting.
- **CTA Newsletter** — A quarterly e-newsletter that provides CTA news from across the country, best practices sharing, and a calendar of CTA events.
- **Annual USTA Yearbook** — A comprehensive annual guide to the national governing body of tennis as well as the year in tennis and historical records.
- **USTA Bookstore** — Member organizations receive a 10 percent discount on USTA publications that are available from the USTA’s bookstore.
- **Certificate of Membership** — This certificate identifies your association as an official Community Tennis Association organizational member of the USTA and a supporter of tennis.

Registered CTAs also enjoy the following services:

- **Training and Educational Workshops and Seminars** — Registered CTAs receive information and special discounted rates to USTA-sponsored events, workshops, and seminars.
- **Website Development** — Registered CTAs can receive assistance with their website development.
- **USTA Tennis Program Support and Promotional Material** — Registered CTAs have access to low-cost support and promotional material through the USTA Tennis Materials Catalog.
- **“Best Practices” Sharing** — Registered CTAs have access to unique and successful ideas implemented by CTAs around the country.
- **Network Communication** — Registered CTAs receive regular communication firsthand from the USTA regarding upcoming events, workshops, seminars, grants, and programs.
- **USTA Awards** — Registered CTAs are eligible for prestigious USTA national, section, and district awards.

## THE USTA NETWORK



The USTA promotes tennis to a nationwide population of some 310 million people and serves the needs of approximately 30 million tennis players. To serve the public, the USTA operates through 17 geographic section offices. (See Appendix E for a USTA section map.) Twelve of these sections are further divided into 72 districts. All of these sections and districts have CTAs that are a vital part of the USTA’s grass-roots delivery system.

In effect, these sections, districts, and CTAs are extensions of the USTA and provide the entire U.S. with a more direct link to USTA resources and tennis programming. USTA sections and districts are empowered by the USTA and follow the policies and procedures of the organization, but sections, districts, and CTAs have considerable independence with their own boards of directors, staffs, and budgets. At all levels of the USTA, the relationship between the USTA headquarters and the USTA sections and districts is important. Understanding this relationship is critical to understanding how the USTA promotes and develops tennis nationwide.

CTAs across the country are striving to promote the benefits of the game to new players. New players can benefit by learning the game, playing the game, and increasing overall fitness levels as a result of the game. CTAs are the engine that keeps the USTA running at the local level. Increased CTA membership and participation in every community will ensure healthy growth for the USTA for years to come. Below is an illustration that represents the vast network of USTA CTAs (2012) across the country.