



# EASTERN



## SECTION NEWS



# USTA Eastern Sponsors WTT Franchise

*Sponsorship to Help Promote Eastern Programs  
at Home Matches of the New York Sportimes*

TENNIS STARS MARTINA HINGIS, John McEnroe and Kim Clijsters will not be the only ones looking to make an impact this summer with the New York Sportimes.

A team of USTA Eastern volunteers, from Albany to New York City, will be at each home match of the World TeamTennis franchise, promoting the section's

marquee community tennis programs: Jr. Team Tennis, Adult Leagues, and 10 and Under Tennis, which uses the age-appropriate QuickStart Tennis play format to introduce kids to the game.

It's all part of USTA Eastern's decision in 2011 to become a host sponsor of the Sportimes, as a way to help grow grassroots tennis in the section's Metro and

Northern Regions.

"World TeamTennis is a unique league that gives fans the rare opportunity to experience top-notch tennis up close, and get to see some of the best players compete not as individuals, but as teams, representing cities across the country," said USTA Eastern President Jeff Williams. "Our sponsorship of the WTT's NY Sportimes will give the section a unique platform to showcase our marquee programs while exposing our members and local communities to the exciting world of professional tennis."

The one-year sponsorship of the team will cost the section \$105,000. D.A. Abrams, Executive Director of USTA Eastern, said it is important to note that the sponsorship is of the team and that Eastern is one of three USTA sections, nationally, that sponsor a World TeamTennis franchise. The USTA is also a minority owner and promotional partner of World TeamTennis and is teaming up with WTT on a number of initiatives, including development of the youth market.

“With a new focus on developing the 10 and Under market, we believe that sponsoring a franchise that offers families, especially young families, the exposure to our sport was a natural fit,” said Abrams. “This sponsorship is designed to increase the awareness of USTA programs and help all program providers throughout the section grow the sport of tennis.”

Carl Summerlin, USTA Eastern Metro Region President echoed those sentiments.

“We want to let parents know that their children can enjoy that same feeling of camaraderie, competing against players of similar ages and abilities in Jr. Team Tennis,” said Summerlin. “And we want to raise awareness of the various local programs in which kids can learn and play the sport, including National Junior Tennis and Learning centers, Community Tennis Associations, private clubs, and community organizations.”

The new sponsorship will also help demonstrate the courts and equipment that will allow kids to enjoy the sport and develop their skills.

“For too long, kids have struggled to play tennis on courts that are too large, and with equipment that is too big,” said Sue Wold, President of USTA Eastern’s Northern Region. “10 and Under Tennis gives kids the opportunity to learn and enjoy the sport from their first swings. And it is our hope that by showing parents the benefits of the QuickStart Tennis format, we will be able to reach some of those who think tennis is too difficult for young kids.”

#### SPECIAL NIGHTS PLANNED

This July, the NY Sportimes will play seven home games—five of those will be played at Sportime Stadium at Randall’s Island in New York City, and two at SEFCU Arena in Albany, N.Y.

In addition to McEnroe, Hingis and Clijsters, fans will also get to see the stars of visiting teams, including Anna Kournikova, Lindsay Davenport and Bob and Mike Bryan. It’s that star power that Eastern is looking to capitalize on with special nights dedicated

to USTA programs.

One night during the season will highlight USTA League tennis, the most successful adult recreation program in the country with over 700,000 participants each year. The League provides men and women, ages 18 and up, an opportunity to compete in organized team matches culminating in local, Section, and National Championships.

Another night will promote USTA Jr. Team Tennis, which gives children the opportunity to play tennis with their friends and enjoy the camaraderie of being on a team. Teams are made up of at least three boys and three girls, of similar ages and skill levels. The emphasis is on skill development, teamwork and friendly competition, all with the possibility of advancing to the USTA National Championships.

During several of the matches, Eastern volunteers will also demonstrate 10 and Under Tennis, using the QuickStart Tennis play format. The format uses

equipment, courts and scoring all tailored to a child’s age and size.

#### HELPING USTA EASTERN MEMBER ORGANIZATIONS

To take advantage of the sponsorship, the Northern and Metro Regions of USTA Eastern will be calling on their volunteers to help hand out information and talk to spectators about local tennis programs.

If you are not currently signed up as a volunteer, visit [www.eastern.usta.com/](http://www.eastern.usta.com/) volunteers and click on “How to Get Started.” Once you have filled out the interactive form, you will be entered into Eastern’s Volunteer database, and contacted about new volunteer opportunities this summer.

Of course, you don’t have to volunteer to enjoy the matches. If you want to watch them from the stands, tickets are already on sale at [www.nysportimes.com](http://www.nysportimes.com). For more information about the sponsorship or USTA Eastern programs, check out [www.eastern.usta.com](http://www.eastern.usta.com). ●

### NY SPORTIMES 2011 HOME SCHEDULE

*(Marquee Players Subject to Change)*

Wednesday, July 6 vs. Boston Lobsters 7 PM  
(**Martina Hingis** - NYS) Sportime Stadium at Randall’s Island

Monday, July 11 vs. St. Louis Aces 7 PM (**Anna Kournikova & Lindsay Davenport** - STL, **Martina Hingis** - NYS) Sportime Stadium at Randall’s Island

Thursday, July 14 vs. Philadelphia Freedoms 7 PM  
(**John McEnroe & Martina Hingis** - NYS) Sportime Stadium at Randall’s Island

Friday, July 15 vs. Springfield Lasers 4 PM  
(**John McEnroe & Martina Hingis** - NYS) Sportime Stadium at Randall’s Island

Monday, July 18 vs. Kansas City Explorers 7:30 PM (**Bob & Mike Bryan** - KC, **Martina Hingis** - NYS) SEFCU Arena at University of Albany

Tuesday, July 19 vs. Washington Kastles 7:30 PM  
(**Kim Clijsters & Martina Hingis** - NYS) SEFCU Arena at University of Albany

Wednesday, July 20 vs. Washington Kastles 7 PM  
(**Kim Clijsters & Martina Hingis** - NYS) Sportime Stadium at Randall’s Island

# Harmon to Return to Camp A.C.E.

*Weeklong Camp to Improve Tennis Skills and Prepare Students for College*



THE 2008 US OLYMPIC COACH, RODNEY HARMON, will be returning this summer to teach at Camp A.C.E., the NJTL Regional Leadership camp run by USTA Eastern.

Camp A.C.E., which stands for Achieving through Coaching and Education, will be held July 24-30 at Ramapo College of New Jersey. The overnight camp provides players ages 14-17 a week of daily tennis instruction, college admissions counseling and community activities, geared to helping students continue their success after graduation.

Linda Mann, Managing Director of Community Tennis Development for USTA Eastern, said Harmon took the camp to a new level last year.

“Rodney is an outstanding instructor who truly cares about the campers, not just as players, but as people,” said Mann. “We are fortunate to have him return to the camp this year, and give students the tools they need to succeed on the court and throughout their lives.”

This year marks the 13th anniversary of the camp. In addition to yoga, swimming and daily tennis instruction, this year’s camp will feature classes in fitness, nutrition, business etiquette, financial literacy, and college preparation and admissions counseling.

Harmon coached the U.S. tennis team at the 2008 Olympics in Beijing. He also coached the University of Miami men’s tennis team and reached the quarterfinals of the US Open. Currently, he is the director of tennis at Deerwood Country Club in Jacksonville, Fla.

To register for the camp, visit <http://eastern.usta.com/CampACE> ●

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## Looking to Grow Membership? USTA Eastern is Here to Help

If you run a tennis facility looking to grow membership and expand programs, then USTA Eastern is here to help. Our staff can help develop customized sponsorship packages that meet your specific marketing needs. Here are just a few of our offerings:

- Website Advertising—Our website, [www.eastern.usta.com](http://www.eastern.usta.com), gets on average more than 50,000 impressions per month from over 8,000 unique visitors.
- E-Newsletters—Our bi-monthly, member e-mail newsletters provide local tennis news and information to individual members in each of our six regions. Our monthly member organization e-newsletters provide news about USTA Eastern programs to over 800 organizations.
- Official Sponsors—You can become an exclusive provider of a product or service for USTA Eastern and receive special designation for that category.
- 100% Membership Clubs—For clubs looking to enhance their existing club membership and offer members added benefits, you might want to consider becoming a 100% Membership Club. By enrolling in this program, your club will receive exclusive opportunities like advertising in USTA Magazine, which is distributed to over 41,000 households in our section; editorial/public relations support; Membership Incentives and Giveaways; and much more.

Contact [marketing@eastern.usta.com](mailto:marketing@eastern.usta.com) today to harness the power of USTA Eastern. ●



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Looking for Fun  
This Summer? Just  
Remember Three Words:

# Jr. Team Tennis

KIDS LOOKING TO PLAY TENNIS AND SPEND TIME with friends this summer need to remember only three words: Jr. Team Tennis.

The USTA Eastern program, which emphasizes skill development, teamwork and friendly competition, is open to kids of all ages and skill levels, with the season running

from June to August.

"Jr. Team Tennis is a great way for kids to stay active and enjoy the camaraderie of playing on a team," said Jenny Schnitzer, Managing Director of Competitive Tennis for USTA Eastern. "And it's also a truly fun way to spend the summer with friends."

Last year, hundreds of kids from across USTA Eastern participated in Summer Jr. Team Tennis, with the top local teams competing at the Section Championship held in Schenectady's Central Park in August. The Southern Region team (Rockland County) won the 14 and Under Section championships, beating out four other teams, while the Western team (Buffalo Niagara Community Tennis Association - Sportime) beat out five teams to win the 18 and Under Intermediate title.

Outstanding sportsmanship awards went to Adam Super of the Old Chatham Tennis Club Wolves, Danielle Lapiere of the Hicksville Smash and Francesca DeMarco of the 14 and Under Sun and Surf team.

This summer, the Section Championships are set for Aug. 20-21, 2011. To sign up for a local League, just visit [www.eastern.usta.com/jrteamtennis](http://www.eastern.usta.com/jrteamtennis) and click on "Contact a Coordinator." ●

# SEASON OF #1'S

McEnroe, Connors, Clijsters  
Hingis, Davenport, Bryan Brothers, Kournikova



## 2011 HOME SCHEDULE

Don't miss out on this Summer's hottest sporting event. Enjoy 7 nights of star-studded World TeamTennis action at SPORTIME Randall's Island and Sefcu Arena, and bring your friends and family.

WED. JULY 6	7PM	MARTINA HINGIS
MON. JULY 11	7PM	MARTINA HINGIS, ANNA KOURNIKOVA, LINDSAY DAVENPORT
THU. JULY 14	7PM	JOHN MCENROE VS. JIMMY CONNORS, MARTINA HINGIS
FRI. JULY 15	4PM	JOHN MCENROE, MARTINA HINGIS
*MON. JULY 18	7:30PM	BRYAN BROTHERS
*TUE. JULY 19	7:30PM	KIM CLIJSTERS
MON. JULY 20	7PM	KIM CLIJSTERS, MARTINA HINGIS

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## COPELAND CORNER

Welcome to Copeland Corner, a new feature with our official sponsor, Copeland Coating Co., Inc. Copeland, whose roots date back to 1945, both manufactures and installs court surfaces. As a one-stop shop, they are uniquely positioned to help tennis facilities looking for affordable ways to renovate their courts. In this installment, we talk with Michael Edgerton, a senior project manager with Copeland and a Certified Tennis Court Builder.



## Q&A with Michael Edgerton

Certified Tennis Court Builder with Copeland Coating Co., Inc.

**Q:** You are one of two Certified Tennis Court Builders with Copeland Coating. What is a Certified Tennis Court Builder? What did you have to do to get that certification?

**A:** The Certified Tennis Court Builder program was developed by the American Sports Builders Association (ASBA) to help raise professional standards and improve the practice of tennis court construction. To become a CTCB, you need to pass a comprehensive exam on tennis court construction and maintenance, and also fulfill specific standards of experience in the day-to-day process of court construction.

**Q:** Copeland Coating Co. uses its own Action-Pave coating to surface tennis courts. What is the coating made of? How does the coating affect match play?

**A:** Our Action Pave Tennis Court Surfaces are 100% acrylic emulsions, mineral fillers, and special reinforcing pigments that are mixed with pure silica sand. These surfaces provide added durability and protect the new surface against the sun's damaging ultraviolet rays. The coatings, when mixed with the specific amounts of silica sand, create the proper surface texture, which affects the speed of play. Generally, acrylic color coating systems are rated at a medium to medium-fast pace.

**Q:** How does Copeland's coating compare with others on the market? Why should someone choose Copeland over other companies?

**A:** Our Action Pave Acrylic Systems are equal in comparison to any of the other better known brand-name systems on the market. The system is only as good as the contractor that is installing it. Copeland Coating Co. is an anomaly in the athletic surfacing industry, as we are both a manufacturer and an installer of our own products. Our years of experience in the industry and our attention to customer service and quality make us very knowledgeable and a valuable source of information for any new customer.

**Q:** How is a coating installed? How long does it take?

**A:** Tennis court coatings are mixed and applied by hand with rubber squeegees in multiple layers. The tennis lines are laid out with a special line-stripping machine and then painted by hand. Generally, the resurfacing of one single court could take three to five days to complete, depending on the specifications and weather conditions.

**Q:** What are some of the biggest problems seen in coatings that are poorly installed?

**A:** Some of the biggest problems seen in the

coatings when improperly installed are bubbles in the paint, or peeling of the new surface due to poor bonding. Also, the surface could show ridges, drips, tool marks, footprints, and bucket marks due to poor workmanship. Over-diluting the products will cause the finished surface to look uneven and wear out prematurely.

**Q:** How often should a tennis court be resurfaced? What happens if it is not resurfaced?

**A:** It depends how much the court is used. Generally, a public tennis court should be resurfaced every three to five years and a private court should be resurfaced every five to seven years. If a court is not resurfaced, the surface will fade and show signs of wear, mainly at the base and service lines.

**Q:** If someone is looking to build new courts, what steps do they need to take first? Can you help them with the process?

**A:** The first step in building a new tennis court is to contact your town building department to see if you have the proper space and zoning for a new court. Second, you should contact either an architect or a tennis court contractor that specializes in this type of construction to help design the project. As a CTCB, I would be happy to guide any potential customers in this process to get them started in the right direction.

**Q:** The USTA's new 10 and Under Tennis initiative calls for smaller courts to introduce children to the sport. Are you able to create those lines for 10 and Under Tennis on an existing court? How do they look?

**A:** Copeland Coating Co. is able to design, lay out, and install the new QuickStart lines. These lines can be installed on any existing regulation sized tennis court with minimum impact to the play of the adult tennis game. They have a smaller width and a darker color, which helps them blend into the court surface. ●

Did you know the average public tennis court needs to be resurfaced every five to seven years?

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