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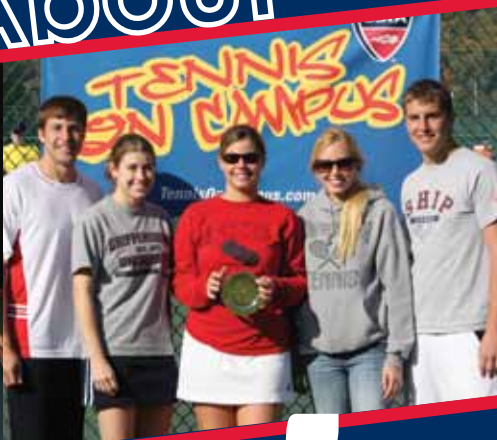


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Summer 2009 • Volume IV • Issue 1



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8 Cover Story

There is no "I" in "team" and Andy Findlay proves everyone, good and bad attributes aside, has a special role on his or her team. Read along as he profiles twelve charismatic characters who combine to create a successful and memorable team.

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Joy Riley of Lebanon, Pa., is profiled in the first-ever USTA Member Spotlight presented by Cruise Control®. Riley, a hardworking wife and mother of two, is making a difference in her community and yours...one block at a time.

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Thanks to a unique partnership between a CTA, school district and tennis club hundreds of children have been provided a pathway to tennis.

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- A talented PATD junior is making a name for herself on the national stage

Additional stories
and photos are
available on:
**middlestates.
usta.com**





Marlynn Orlando and Jeffrey Harrison

A message from the President and Executive Director

If we were to ask you for a list of sports that are not team sports you might answer golf, swimming and tennis. But would this be accurate? Some people say a golfer is only as good as her/his caddie. Swimmers often compete in relays with team members. And we could give you example after example of the reasons why tennis is not an individual sport.

Our adult and junior league programs are built on the framework of team competition. The Tennis On Campus program is modeled after the World TeamTennis format – a coed team event. Even our junior players who travel from tournament to tournament don't go alone. They have the support of their parents, coaches, teachers and friends; in essence their own "team" who helps them prepare and play their best match after match. The same is true for the adult competitive players. Does anyone really get on the court all alone? Don't they practice with someone? Weren't there trainers and pros along the way that helped improve their game?

We believe that tennis is a team sport with individual accountability.

Therefore, it makes profound sense that Lucy Garvin, USTA President and Chairman of the Board, has chosen "teamwork" as her theme for her two-year term. It is an excellent way to emphasize the importance teamwork plays in tennis. It also helps highlight what propels the USTA and each section to achieve our mission: To promote and develop the growth of tennis. Each USTA section is made up of a team of staff, volunteers, coaches, pros, league coordinators, captains, tournament directors, players and many more, who work together to bring tennis to our communities. Without each "player" on this team we wouldn't be able to offer the variety of programs and services the USTA provides throughout each section.

This issue of NetPlay talks about the importance of teamwork in tennis, while highlighting several programs and individuals who because of their individual accountability, excel in their team commitment. We invite each of you to join our team as a player or volunteer. The time is right to become a coordinator of a Jr. Team Tennis league so that your children, nieces, nephews or grandkids can enjoy the benefits of team tennis. Or if you're new to tennis, become captain of a new 2.5 adult league team and find out what 325,000 league players nationwide already know about the fun of league play. Or maybe you would like to volunteer at a Pro Circuit event in your area, or at a USTA event. Anyway you decide, pick up your racquet and become part of our team – the USTA team – because you can't play tennis alone.

All the best from your team captains,

Jeffrey Harrison Marlynn Orlando
President *Executive Director*

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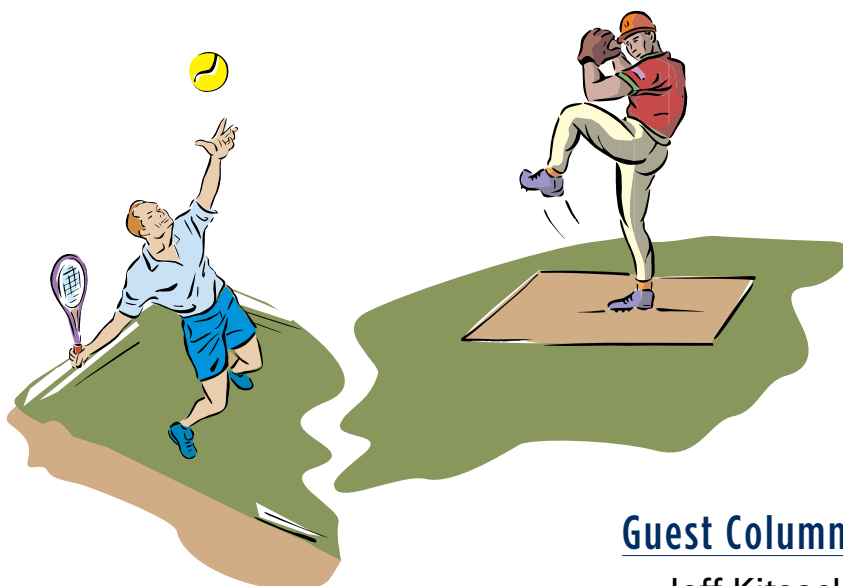
New Jersey

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Philadelphia

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Guest Columnist

Jeff Kitsock

Baseball and tennis — *more in common than you think!*



Over the course of my career as a teaching professional, I have found relating tennis to other sports can be a very effective instructional tool. The sport of baseball comes to mind when I teach the serve because a server is very similar to a pitcher. The initial motion for both server and pitcher is referred to as the “wind-up.” The actual delivery of the serve is almost identical to throwing a ball. The contact point for a serve can be compared to the release point for a pitch. If a server has an inaccurate ball toss, his contact point suffers and a fault results. If a pitcher has a bad release point, he fails to throw a strike.

How we grip the racket is analogous to how a pitcher grips the baseball.

If we venture a little beyond the continental grip toward the Eastern backhand grip and match it to the correct contact point, we can produce an effective topspin or “kick” serve. In a similar fashion, a pitcher will utilize a special grip to throw a curveball. The server who rotates his grip in the opposite direction in order to hit a flatter, more powerful serve, has much in common with the pitcher who relies on his fastball to overpower a batter. Finally, the server who has mastered the slice serve has a weapon that is similar in movement to a pitcher’s slider.

A server must look at the service box the way a pitcher looks at a batter’s strike zone. He must move his serve around the way a pitcher works the inside and outside corner of home plate. A server can also jam a returner with an “into the body” serve the way a pitcher can jam a hitter.

Ultimately, the keys to being a successful server are the same as the keys to being an effective pitcher. The server must keep the returner off-balance as the pitcher must keep the batter off-balance. The goal is to throw off the opponent’s timing. The crafty left-hander, Jamie Moyer, helped the Philadelphia Phillies win a world championship in 2008 because of his ability to change speeds and mix locations with a variety of pitches. Moyer proved that a pitcher does not need to overpower hitters with a 100 mph fastball. He showed that you can top out at 85 mph if you just keep those hitters guessing.

In the same way, we do not have to have Andy Roddick’s 150 mph boomer to be a good server, having a relatively flat serve, a “kick” serve, and a slice serve is the equivalent of having a fastball, a curveball, and a slider. Hitting different types of serves to different areas of the service box can get the job done very nicely.

The next time you step on the court, take a page out of Jamie Moyer’s book and keep that returner guessing. Your serve might just make you a champion.

Jeff Kitsock has been a teaching professional for 25 years. He received certification from the Professional Tennis Registry in 1988 and gives instruction at Racquet Club West in Lancaster, Pa. Kitsock is on the Board and serves as a Program Director for the Lancaster Tennis Patrons Association. He has coached tennis at the collegiate level at Penn State University’s Schuylkill campus; and is also a writer and stay-at-home dad.



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Allegheny Mountain

Hank and Jackie Hughes certainly are used to being on court together. The father and daughter from McKeesport, Pa., have spent countless hours together on court honing their craft. However, at the 2009 Competition Training Center (CTC) Jamboree in Allentown, Pa., the duo were both on court as coaches not players leading their Allegheny Mountain District (AMD) CTC teams to a 1-2 finish at the annual year-end tournament. It marks the first time the district finished first and second. Jackie, a former Duquesne University and CTC standout, was a player on the victorious AMD CTC team exactly ten years ago.



New Jersey

Princeton University head women's tennis coach Kathy Sell, a former top Middle States junior and Duke University stalwart, has been chosen as one of two coaches for the USTA women's summer collegiate team, an elite training program for the top American collegiate tennis players that began in 1996 and is funded by the USTA. It is designed to provide players with valuable exposure to the USTA Pro Circuit in a team-oriented environment during the summer months. Sell, in her fifth year at Princeton, will lead the team, which consists of 12 women from across the collegiate landscape who have performed well in the NCAA Championships as well as national ITA events during the season. *Photo courtesy of Princeton University Athletic Communications.*



Philadelphia

The Tennis Zone & Fitness Center in Quakertown, Pa., recently celebrated its grand opening with a day of free clinics, QuickStart Tennis demos, live entertainment and a challenge match featuring local media personalities. The facility, which formerly was the Upper Bucks YMCA, opened its doors in December and offers numerous USTA programs to its membership including USTA League, Jr. Team Tennis and USTA tournament play. The Tennis Zone has undergone a number of renovations since former Davis Cup player Fernando Perez took the reigns as owner and now boasts state-of-the-art facilities including six completely revamped tennis courts, fitness center, exercise classrooms and childcare. *Photo courtesy of Kelly Planer.*



Central PA

Hershey Racquet Club (HRC) in Hershey, Pa., was named the Tennis Industry Association's Tennis Welcome Center of the Month for March 2009. Not only has their membership practically doubled to 1,000 members since becoming a Tennis Welcome Center in 2004 but they've also managed to develop a system that keeps all eight of their indoor courts occupied year-round. The facility plays host to numerous USTA programs including USTA League, Jr. Team Tennis, Tennis On Campus as well as USTA tournaments. HRC also hosts the PIAA Boy's and Girl's Tennis Championships presented by USTA Middle States.



Eastern PA

Tennis balls were flying in all directions on April 15 at the Hillcrest Racquet Club in Reading, Pa., at the first ever Reading Tennis Jam. Nearly one hundred students from five elementary schools located in the "Pretzel City," participated in a day of tennis featuring drills, fitness training and a whole lot of fun. The students who were all first introduced to tennis in Phys. Ed. class as a part of the USTA School Tennis program receive instruction before and after school through the city parks and recreation department. The event which was sponsored by the Berks County Tennis Association, City of Reading Park & Rec., Fromuth Tennis, Hillcrest Racquet Club, Parisi Speed School and Wal-Mart used the QuickStart Tennis format of play.

Delaware

The state of Delaware is commonly referred to as the "First State," as being the first member of the Union to ratify the Constitution. You can add another first to the list as Delaware recently became the first district to host USTA one-day tournaments in back to back weekends in May. The Wilmington Country Club welcomed players from all over the section for a junior doubles and adult doubles one-day tournament. These events are a fun diversion to both meet new players and compress a weekend's worth of play into one day. Players can accumulate valuable rankings points while participating in a time-friendly one day event. While the facilities benefits by allocating one-day usage of courts to tournament competition leaving the rest of the weekend available for other programs.



For more news
and notes from around
the section visit
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EVERY team has ONE!

There are all types of teams – professional sports teams, intramural and recreational sports teams, teams of students working on projects and teams of professionals working towards a common goal. No matter what team you are on, we all know collaborating as a team has amazing, positive and lifetime benefits.

As a USTA Middle States (USTA MS) member you are more often than not a part of a tennis team. Whether it is a Jr. Team Tennis team, a Tennis On Campus team, a USTA League team, or you are a member of a club, school or college team, your team tennis journey is part of a treasured search for courts, competition and camaraderie. Along the way you will likely cross paths with a variety of common personalities who perform predictably on and off the court. In the spirit of friendly tennis fellowship, you are sure to recognize up to a dozen of your team members as we take an in-depth look at some prototypical characters who join forces to make-up a team; after all... 'Every Team Has One!'

Leader of the Pack

The team captain is the natural leader of the pack and is always inspired to make good, democratic decisions. He/she is always punctual and manages to know the running score on all courts during every match. Most importantly, this pack leader ushers the team to a favorite restaurant after orchestrating a successful event.

Hotshot

The Hotshot understands how important it is to look elegant, unique and feel absolutely beautiful. As a result of being a shopaholic, checking tenniswarehouse.com and HolabirdSports.com daily, this player is always 'dressed to kill' with the latest Nike, Fila, and Tail gear. The Hotshot is also known to attempt 'teeners' and 'look-away' drop shots on big points.

Laugh Coach

The Laugh Coach's behavior ranges from court jester to buffoon, from satire to wit. Teammates and opponents are imitated, there's always a running commentary, and the crowd is played! The Laugh Coach is the team's best asset to perk everyone up after a tough loss.

Out There

The Out There's T-shirts are outrageous and his/her clothes just don't match. The Out There enjoys being goofy while representing another planet. Also, it's public knowledge that some of his/her tennis shots were not groomed or recognized at the Bollettieri, Evert, or Saddlebrook Academies.

Drama King/Queen

The Drama King/Queen always finds a way to make routine shots theatrical. He/she shows a lot of anger about the littlest of things. The Drama King/Queen always blows things out of proportion and is generally overdramatic. Can you imagine a tennis match between Lindsay Lohan and Terrell Owens?

Clutch One

The Clutch One thrives on being the one on whom the match depends and has a track record of raising the tennis bar when called upon to do so. He/she has been known to create the clutch moment so as to draw attention to the competitiveness of his/her court.

Invisible One

Simply put, this team member is just there. He/she is very quiet on and off the court. The Invisible One never complains, compliments, or even offers an opinion. He/she doesn't openly display a desire to improve, but that's probably just a manner of

expression. The Invisible One rarely speaks up, but, rightfully expects equal treatment.

Prima Donna

The Prima Donna is often regarded as egotistical or opinionated. He/she is regularly late for matches and is not a good practice player, yet still expects special privileges. He/she is difficult to warm-up with and often complains of opponents being too weak. The Prima Donna can be abrasive and impatient, yet industrious and clever.

Statistician

The Statistician collects, analyzes, and interprets team data; and always informs teammates of their stats. He/she often seems to rate high on self-designed statistical charts. Before each match, the Statistician informs the team of the potential implications of today's results.

Enthusiastic Rookie

The Enthusiastic Rookie is a workaholic on court and a captain's favorite. He/she arrives early, leaves late, is unquestionably loyal, and regularly solicits refueling advice. The Enthusiastic Rookie offers young legs, eco-friendliness, and fresh, green ideas and is the future of the team.

Animal

This 'Bad Boy' or gal, plays like he/she has horns, hits guerilla-like shots, and chases all balls down regardless of fencing or outdoor furniture. Though winning is definitely a priority, this warrior or henchman gets a rush from serious court destruction just like John McEnroe used to.

Hardcore

The Hardcore wears a Rafa-style vest even on cool days. Odds are he/she boasts a Mark Philippoussis style Alexander the Great tattoo and other flashy body art and piercings. He/she prefers black clothing and footwear and even wears sunglasses despite the challenges of seeing the ball. The Hardcore is known to listen to hardcore music on their iPod during changeovers.

Hopefully, among these profiles, you recognize



some of your teammates and accept that teamwork, on any team, is the fuel that allows a group of common people to attain uncommon results. Ideally, you

should be obsessively crazy about all of your teammates along with both their redeeming strengths and their quirks so that your team can enjoy and prosper each other along whatever journey it may be on. After all, a successful team beats with one heart!

Andy Findlay is a USTA Tennis Service Representative (TSR) in the Allegheny Mountain District (AMD) of Pa., and is the Head Pro at Pennbriar Athletic Club in Erie Pa. He operates www.IntenseTennisCamps.com, and coaches the USTA Middle States Boys' 18 National Team. •

-Andy Findlay



USTA embraces theme of teamwork

2009 not only brought with it a new President of the United States, but also, a new President of the USTA. Lucy S. Garvin (Greenville, S.C.) accepted the position of President and Chairman of the Board, replacing Middle States' own Jane Brown Grimes (Chadds Ford, Pa.) who served from 2007-2008. Garvin's strategic vision for her two-year term as President embraces the theme of teamwork and the catchphrase: One Team. One Goal. The "goal" Garvin is focused on is the mission of the USTA: To promote and develop the growth of tennis.

The USTA and its team of 17 section associations works to reach the mission by focusing on seven strategic priorities, some of which include: Community Tennis, Diversity, Professional Tennis and Player Development.

Garvin, who eloquently said, "Alone, you can impact a few...together, we can impact millions," is a board member of USTA Serves, the philanthropic entity of the USTA. USTA Middle States (USTA MS) has its own philanthropic organization – Middle States Tennis Patrons' Foundation – which provides grants and scholarships, and through tennis, helps underserved youth improve academics, build character and strive for excellence.

The Patrons' Foundation exemplifies teamwork as it takes a cadre of individuals to facilitate and support its cause.

"USTA is a volunteer-run organization," said Marlynn Orlando, USTA MS Executive Director. "Without the support and time of our members, captains, junior and adult league coordinators, parents, coaches, tennis pros, tournament directors, officials, club owners and a multitude of other volunteers, USTA MS would not be a cohesive, successful place to play tennis."

The "teamwork" in USTA MS is already apparent this year and you can read more about it throughout the pages of this magazine. On page 18 we feature two New Jersey junior players, Kevin Lam and Ryan Dickerson, who are showcasing their teamwork on court. The boys won the USTA Boys 12 National Open in February and the USTA MS Level 4 Section Championship in March; and the duo isn't stopping there. Also, on page 23 you'll read about Baptist Bible College tennis coach Kelly Arp and her team of student-athletes who are working together to provide after-school programs for local elementary school students.

As Henry Ford once said, "Coming together is a beginning, keeping together is progress, and working together is success." Thanks to the strategic vision of Garvin, USTA and USTA Middle States will continue to focus its efforts to grow the game as a team.

USTA Middle States Member Spotlight

Presented by:



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Making an impact – *one block at a time*

Joy Riley equates her tennis journey to building blocks, saying “It’s not necessarily what you know; it’s who you know. Throughout time, every where you go you pick up a new piece of information and build upon your knowledge. And the next thing you know you have the whole pile.”

In just eight short years Riley has amassed the whole pile. The 50-year-old mother of two, and wife of Pat, has dedicated much of her life to tennis.

“Tennis has become my business, it’s my recreation, it’s my friends, it’s my identity,” Riley said. “It’s my whole world.”

Raised in Lebanon, Pa., Riley grew up playing tennis recreationally with her family. She played one year of tennis at Cedar Crest

High School, but stopped due to a lack of playing time. It wasn’t until her thirties, and after her children were both in school full time, that Riley started playing tennis again. Better late than never – Riley was hooked.

Riley who had taught aerobics since 1983, got her National Exercise Trainers Association (NETA) certification in 2000, and shortly after got her Professional Tennis Registry (PTR) certification in 2001. Already fostering a love of health and fitness, she combined her old love with her new love and became a Cardio Tennis instructor leading Cardio Tennis classes at Lebanon Valley College, Hempfield Recreation Center and Annville-Cleona High School.

“Finding Cardio Tennis was really exciting,

I was trying to figure out where I fit as a pro and it was hard for me,” Riley said. “I don’t have an impressive tennis resume as far as competitive play, I don’t stack up against the top pros. But Cardio Tennis was the right fit; the perfect fit.”

Through her involvement in Cardio Tennis she met Colette Eckert a former USTA Middle States Tennis Service Representative (TSR). According to Riley, Eckert “saw something in me she liked,” and recommended her to the USTA for consideration as a USTA National Trainer.

Riley’s journey blossomed. In 2005, she went to Los Angeles with 100 other tennis enthusiasts and went through a rigorous, but fun, training.

“It was so exciting to be in LA with all of these wonderful people, many of whom I admired,” Riley said. “I just thought to myself, ‘Wow, do I even belong here?’ But I told myself I was going to soak up as much information as I can and take it home with me.”

Now a USTA National Trainer, Riley leads USTA Recreational Coach Workshops and QuickStart Tennis (QST) Workshops all over the section. Becoming a trainer has been the keystone in Riley’s pile, which has allowed her the opportunity to do so much. In 2008, she traveled to the ESPN Zone in Orlando and the Sony Ericsson Open in Miami to assist the USTA with the launch of QST. She’s conducted Cardio Tennis clinics at several events including World TeamTennis matches. She’s worked on-court with Mary Joe Fernandez at Arthur Ashe Kids’ Day and has even traveled to the



Riley introduces a youngster to QuickStart Tennis at the ESPN Zone in Orlando

Philippines to teach tennis to children and help instruct native coaches.

"I've done so much wonderful traveling and have met so many wonderful people – just because of tennis," Riley said. "Anyone can have the same opportunities if they're willing to get involved."

Riley's sister, Cathy Shaak, a TSR in the Central PA District says her sister "is great for the sport; she's involved in so many different aspects of the game and has really worked to grow the game of tennis in Lebanon County. She's really sparked an interest in tennis among so many."

In addition to being a National Trainer and a Cardio Tennis instructor, Riley fills her days coaching the Annville-Cleona High

School boy's tennis team, teaching Physical Education at Harrisburg Area Community College, leading aerobics classes at the Annville Fitness Center and playing USTA League tennis. In fact, in 2007 her team, a 3.5 women's team, reached the USTA League National Championship in Las Vegas, Nev. Riley and Shaak played doubles together.

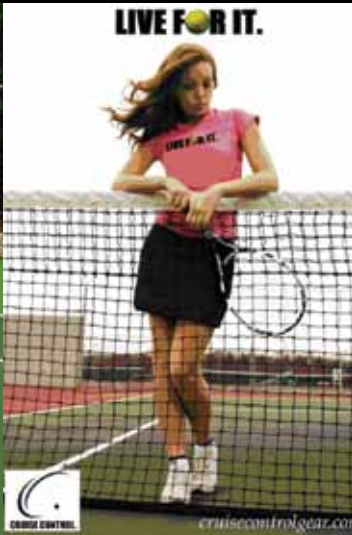
A simple passion for the game of tennis turned Riley's world upside down; it can be an inspiration for anyone looking to get involved. As Riley has proven, there's a spot in the tennis world for all; and it is never too late to start building your pile. •

-Carrie Rupp



Riley was a member of the 3.5 team from Central PA District that traveled to the USTA League National Championships in 2007

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Promotions and Special Events

- July 6 "Guys Night Out" with Anna Kournikova Advanta Jr. Racquet giveaway to kids 14 and under *
- July 8 "Meet the Team" with Venus Williams. First 500 fans get a can of tennis balls complimentary of Beneficial Bank
- July 10 Charity Event with Andre Agassi
- July 13 "Girls Night Out" with Serena Williams
- July 14 First 500 fans receive a Freedoms rally towel compliments of Lincoln Mercury
- July 20 "Philadelphia Inquirer Billie Jean King Kids Day", with Billie Jean King and Martina Navratilova Advanta Jr. Racquet giveaway to kids 14 and under *
- July 22 USTA members get a chance to meet Kim Clijsters prior to the match Advanta Jr. Racquet giveaway to kids 14 and under *

* While supplies last

For all the latest news and happenings check out www.philadelphiafreedoms.com

Cortes (center) leads participants of the 2009 Reading Tennis Jam in warm-up exercises.



Giving Back

Tennis isn't for everyone. At least that's what Daniel Cortes, 19, thought, "I never really saw anyone play it and I never saw it on TV. It just wasn't a part of my environment."

That all changed five summers ago when Daniel and his brother Juan stumbled across tennis when they received fliers at school offering a free clinic.

"Free summer tennis clinics at Hampden Park in Reading," Cortes said. "I didn't take it seriously at first, just something fun to occupy my time. It was just my summer activity."

But summer after summer, Daniel and Juan returned to the courts at Hampden Park. Each summer, their interest level, commitment level and skill level increased. Through the clinics Daniel met Russ Moore, the Reading High School tennis coach, who convinced him to join the team.

"I wasn't really that good, but I wanted to get better," Cortes said. "Coach Moore introduced me to Larry Zerbe. When Larry came into the picture he really opened doors for us and showed us the path where tennis could take us. He motivated me to stick with it and helped me get better."

While Zerbe, Director of Tennis for the City of Reading, certainly saw a budding young tennis player in Cortes, what impressed him most was his personality and his sincerity.

"I have witnessed a young man, who brought an incredible value system born from his parents, and a sense of what is right and wrong, grow in his ability to inspire others to act accordingly," Zerbe said. "Decision making for our city's kids is plentiful in various directions, but Daniel has the innate ability to get the people in his life, including myself, to look at things simplistically and positively."

Zerbe, along with Moore and Matt Lubas, City of Reading Recreation Supervisor, have truly spearheaded the tennis outreach efforts for children in the City of Reading. A big part of their programs focus on "giving back". Giving back is certainly a concept Cortes has embraced. He has volunteered his time as a tennis instructor for the City of Reading for several years. Most recently he helped run the City of Reading's first-ever "Reading Tennis Jam" at Hillcrest Racquet Club (see page 7). Volunteering his time has motivated Cortes to do even more.

"Larry and I have established our own Community Tennis Association – Vibe Tennis," Cortes said. "We're starting by reaching out to the adaptive community, but our ultimate goal is to reach out to all populations that may not think they have the opportunity to play tennis."

"I really want to open the door for them, just like Matt, Russ and Larry opened the door for me," Cortes said. "I never thought tennis was an option for me, but they showed me it was."

A freshman at Kutztown University, Cortes is studying Business, and hopes to combine his academic focus with his passion for teaching and mentoring.

"Tennis has done so much for me," Cortes said. "It's helped me create so many relationships and make so many connections. I really want to work in the community and help kids, I never thought it'd be an option, but tennis has showed me that it is." •

- Carrie Rupp

You may have noticed your local club or neighborhood tennis court is more crowded these days, and there's certainly a good reason why. Participation in tennis is higher than it has been in 15 years. In the U.S. alone, nearly 27 million recreational players took to the courts last year. That represents a 7 percent increase in play in 2008 according to an annual research survey conducted for the USTA and Tennis Industry Association by the Taylor Research Group. The survey also showed increases in both racquet and tennis ball sales in this same time period, especially equipment designed for youth.

Although the studies show there are 25 million plus tennis players in the country, the USTA has just recently reached 700,000 members. It is this gap between total players and actual members that was the impetus for USTA Middle States' (USTA MS) new initiative – "Building a Tennis Community" (BTC). Driven by USTA MS Strategic Plan priorities, this campaign was developed to promote community tennis, diversity, customer service and membership.

BTC targets all of these priorities while reaching out to clubs, Community Tennis Associations, park and recreation agencies, schools and other program providers.

Partnerships with tennis clubs have been a natural fit, as they have goals that are very much aligned with those of the USTA. Clubs look to increase participation in order to maximize revenue. They want to increase their membership for the same reason, while the USTA strives to achieve the same goals of participation and membership.

BTC allows USTA MS to collaborate with sites so that they will incorporate the cost of a USTA membership in to their

annual dues or in to specific program fees. Through the sale of USTA membership, BTC re-allocates funds back to a specific facility through customized benefits to the organization or its individual members.

These benefits include communication and marketing support on www.middlestates.usta.com, inclusion in e-newsletter and e-mail blasts as well as advertorials in NetPlay magazine. Additional support provided by USTA MS to participants includes program support by providing equipment and/or providing discounted or free registration to USTA sponsored conferences.

BTC is certainly not a "one-size fits all" concept because each club has different

priorities and current conditions that need to be considered. Partnership packages are "tailor made" for each facility based on the number of memberships that have been purchased and the length of the commitment.

USTA MS piloted the program in 2007 reaching out to a test market of facilities and the results have been outstanding. Through the first two years of the initiative, the section has received commitments from ten facilities, totaling more than 700 memberships.

One organization that has been on board since the beginning is Courtside Racquet Club in Lebanon, N.J. The club's committed more than 250 junior



BUILDING A TENNIS COMMUNITY

memberships in its three years as a participant and is the section's largest BTC partner.

"Building a Tennis Community has set us apart from other clubs in our area and given us added credibility," said Bruce Levine, General Manager, Courtside Racquet Club. "I also believe that partnering with USTA Middle States keeps Courtside informed with what events and programs are occurring in our area and allows us to stay on the cutting edge of developmental and instructional programs in tennis, and provide our members with the latest and greatest opportunities that one of the game's premier organization has to offer."

Another significant outcome from BTC has been enhancing existing relationships with

participating organizations by initiating new program offerings into these facilities such as Jr. Team Tennis, QuickStart Tennis and USTA tournament play.

"This initiative has the potential of bringing our customers together and solidifying a long-lasting partnership by providing exceptional customer service that will benefit all participating organizations," said Ben Zislis, Director of Community Development for USTA Middle States, the brainchild of Building a Tennis Community.

According to Zislis it is customer service and relationship building that truly are the keys to the implementation and sustainability of the initiative. "In order for any partnership to grow the lines of communication must be open. With BTC we must be flexible

and creative but most importantly we must listen to the needs of our program leaders because they are always changing." •

-Nathaniel Harrison

For more information on "Building a Tennis Community," visit middlestates.usta.com or contact Ben Zislis at zislis@ms.usta.com



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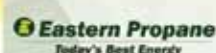
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Tennis can improve your overall health, including your mental and physical fitness, according to world-renowned scientists from a variety of disciplines. Here are the facts:

- People who play tennis three hours per week at a moderately vigorous intensity cut in half their risk of death from any cause.
- Tennis players scored higher in vigor, optimism and self-esteem while scoring lower in depression, anger, confusion, anxiety and tension than other athletes and nonathletes.
- Since tennis requires alertness and tactical thinking, it may generate new connections between nerves in the brain and promote a lifetime of continuing brain development.
- Tennis outperforms golf and most other sports in developing positive personality characteristics.
- Competitive tennis burns more calories than aerobics or cycling.



With these facts in mind, review the 34 specific reasons why you should consider playing regularly!

Health, fitness, fun make sport excellent choice

Physical reasons to play tennis – Tennis enhances your:

1. **aerobic fitness** by burning fat and improving your cardiovascular fitness and maintaining higher energy levels.
2. **anaerobic fitness** by offering short, intense bursts of activity during a point followed by rest, which helps muscles use oxygen efficiently.
3. **ability to accelerate** by providing practice in sprinting, jumping and lunging quickly.
4. **powerful first step** by requiring anticipation, quick reaction time and explosion into action.
5. **speed** through a series of side-to-side and up and back sprints to chase the ball.
6. **leg strength** through hundreds of starts and stops that build stronger leg muscles.
7. **general body coordination** since you have to move into position and then adjust your upper body to hit the ball successfully.
8. **gross motor control** through movement and ball-striking skills that require control of your large muscle groups.
9. **fine motor control** by use of touch shots like angled volleys, drop shots and lobs.
10. **agility** by forcing you to change direction as many as five times in 10 seconds during a typical point.
11. **dynamic balance** through hundreds of starts, stops, changes of direction and hitting on the run.
12. **cross-training** through a physically demanding sport that's fun for athletes who specialize in other sports.
13. **bone strength and density** by strengthening bones of young players and helping prevent osteoporosis in older ones.
14. **immune system** through its conditioning effects, which promotes overall health, fitness and resistance to disease.
15. **nutritional habits** by eating appropriately before competition to enhance energy production and after competition to practice proper recovery methods.
16. **hand-eye coordination** because you constantly judge the timing between the oncoming ball and the proper contact point.
17. **flexibility** due to the constant stretching and maneuvering to return the ball to your opponent.

Summary and reason No. 34

Is it any wonder that scientists and physicians around the world view tennis as the most healthful activity in which you can participate? While other sports can provide health benefits and some can promote mental and emotional growth, none can compete with tennis in delivering overall physical, mental and emotional gains to those who play.

All these benefits make tennis the ideal sport for kids to learn early in life. And, it's never too late for adults of all ages to take up the game. The human system can be trained and improved at any stage of life. The key is to start playing now to get the most out of these benefits throughout your lifetime.

And, that brings us to reason No. 34: **Tennis is truly the sport for a lifetime! The proof is in the playing.**

Psychological reasons to play tennis – Tennis helps you:

18. **develop a work ethic** because improvement through lessons or practice reinforces the value of hard work.
19. **develop discipline** since you learn to work on your skills in practice and control the pace of play in competition.
20. **manage mistakes** by learning to play within your abilities, and realizing that managing and minimizing mistakes in tennis or life is critical.
21. **learn to compete one-on-one** because the ability to do battle on court trains you in the ups and downs of a competitive world.
22. **accept responsibility** by practicing skills and checking your equipment before a match, and by making accurate line calls during a match.
23. **manage adversity** by learning to adjust to the elements (e.g. wind, sun) and still be able to compete tenaciously.
24. **control stress effectively** because the physical, mental and emotional stress of tennis will force you to increase your capacity for dealing with stress.
25. **learn how to recover** by adapting to the stress of a point and the recovery period between points, which is similar to the stress and recovery cycles in life.
26. **plan and implement strategies** since you naturally learn how to anticipate your opponent's moves and plan your countermoves.
27. **learn to solve problems** since tennis is a sport based on angles, geometry and physics.
28. **develop performance rituals** before serving or returning to control your rhythm of play and deal with pressure. These skills can transfer to taking exams, conducting a meeting or making an important sales presentation.
29. **learn sportsmanship** since tennis teaches you to compete fairly with opponents.
30. **learn to win graciously and lose with honor.** Gloating after a win or making excuses after a loss doesn't work in tennis or in life.
31. **learn teamwork** since successful doubles play depends on the ability of you and your partner to communicate and play as a cohesive unit.
32. **develop social skills** through interaction and communication before a match, while changing sides on the court and after play.
33. **have fun** – because the healthy feelings of enjoyment, competitiveness and physical challenge are inherent in the sport.

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Providing a Pathway

Perhaps no other sport has the unifying potential than the sport of tennis. Players, parents and coaches converge from all corners of the country on a given weekend for tournament competition. Teammates get away from work, family and stress to participate on USTA League teams. Volunteers from all walks of life form Community Tennis Associations (CTAs), Boards of Directors and coaching staffs.

In this “melting pot” that is tennis; communication, collaboration, and innovation are often times the results. And of all of the USTA programs no other area may offer as much potential for collaboration as USTA School Tennis. Beginning with the in-service training in which the USTA provides Physical Education (P.E.) teachers with the tools to teach tennis in school to extracurricular opportunities through clinics and leagues, school tennis certainly embraces teamwork.

“USTA School Tennis must reach beyond introducing tennis to students in physical education classes,” said Kasey Connors, USTA Middle States (USTA MS) School Tennis Coordinator. “The goal should be to establish and direct students from tennis in P.E. to organized after-school and summer programs, ideally involving the Jr. Team Tennis format.”

According to Connors creating a pathway of program options is the ideal solution but can be hard to attain, adding: “The most effective school tennis approach involves coordinating with park and recreation departments, youth organizations, CTAs and facilities in order to create this complete pathway of program options for children of all ages.”

One school district which now has a solid tennis pathway of programming for its students is the Norristown School District in Norristown, Pa. In a quest to impact more youth in the community, the Eisenhower Tennis Association (ETA), a registered CTA in Norristown, decided to sponsor the local school district’s tennis programs. ETA purchased organizational memberships for the three middle schools and one high school and used a USTA MS

program grant to help purchase equipment for each of the schools.

“Tennis has done so much for me over the years; why not give back to tennis?” said Tony Giambrone, Executive Director of the Eisenhower Tennis Association and brainchild for the partnership. “Where else are you going to find more kids to impact through tennis than in schools? It was a natural fit.”

Another natural fit was adding a third partner to the equation to complete the pathway of program opportunities, Frog Hollow Racquet Club in Lansdale, Pa., who approached Giambrone about making a difference in Norristown through tennis.

USTA MS, Frog Hollow and ETA then conducted an in-service training initiated by the USTA at Eisenhower Middle School where 17 P.E. teachers in the district received on-court training. Through a unique program, ETA and Frog Hollow kept children in Norristown swinging through a series of after-school tennis clinics three-days a week culminating with a Tennis Block Party in May. A tennis pro from Frog Hollow was paired up with a Middle School in the district through an ‘Adopt a School’ campaign to lead the extracurricular programming. From there program offerings were made available through ETA and

Frog Hollow to ensure children from Norristown had access to tennis all year round.

“This

is something we had to be involved in,” said Harold Conway, owner Frog Hollow Racquet Club. “Having tennis in

P.E. affords every student the opportunity to experience the sport we love, but most importantly we need to provide the programs to keep them playing. Everyone from the tennis pros to the children to the school benefits from such a great partnership. We couldn’t do this without Tony and his dedication to grow tennis.”

‘Adopting a school’ is nothing new to Frog Hollow, who has a similar program in place with the Methacton School District in Eagleville, Pa., through a team tennis based after-school Middle School league. Conway anticipates similar after-school programs to develop at the North Penn School District in Lansdale, Pa., and the Wissahickon School District in Ambler, Pa., two districts that already went through the in-service training. Ultimately, he envisions a Frog Hollow-based Jr. Team Tennis league featuring Middle School participants from the four school districts’ after-school program.

Thanks to a rather unique partnership between a CTA, school district and tennis club hundreds of children have been provided a pathway to tennis. •

-Nathaniel Harrison



Tony Giambrone shares a laugh with a P.E. teacher from the Norristown School District during an in-service training.

TEAM GREATS



MIDDLE STATES

Jersey duo dominating doubles scene

According to Kevin Lam, USTA Jr. Team Tennis (JTT) has become “the best thing you could ever do!” Lam of Absecon, N.J., finds it tough to contain his enthusiasm when talking about his involvement with JTT as a member of ‘Team Deuce’. As one of the top 12 and under doubles teams in the country, Lam (age 12) and doubles partner Ryan Dickerson (age 11) of Marlton, N.J., attribute a big part of their dominance to JTT.

JTT is a program for girls and boys ages 6 to 18. USTA Middle States offers teams based on age and skill levels from beginner to advanced. Values such as teamwork, sharing and friendship are the focus of the program. However, advanced players are finding out that it is also a great way to improve their skills on the court.

Dickerson, an experienced USTA tournament player, finds JTT to be a great way to have fun and improve. “It [JTT] is good practice for tournaments, you get on court coaching, and you get to play with all your friends.” In a Davis Cup like atmosphere, Dickerson and Lam thrive on fist pumps, shout-outs and constant encouragement from their surrounding teammates, coach and fans.

Not only is JTT tons of fun for kids to play, but it also gives coaches the opportunity to help their kids get through live match situations. Unlike USTA tournaments where on-court coaching is not allowed, JTT permits coaches to make mid-match adjustments that help

kids play at a higher level.

Dickerson’s father Steve Dickerson comments on JTT’s role in his son’s development by saying, “I like that coaches can coach during JTT matches so the kids are not alone out there. I think you develop more in JTT because you have a live situation and the coach can help them get through it. It’s also a

more

relaxed environment because there is not as much pressure and you don’t have to worry about rankings.”

Dickerson and Lam both proclaim that winning is their favorite part about playing tennis. Their strong desire to win has fueled them to two national championships as a doubles team, their first one coming in 2008 and their second in February of 2009. Mike Kennedy, Director of Junior Competition for USTA Middle States comments on the boys individual success and their connection to JTT, “Ryan and Kevin’s success on the national stage shows the benefits of JTT in providing more time playing advanced competition. It also gives them additional time and opportunities to practice and improve as a team.”

‘Team Deuce’ head coach Millie Sams describe Dickerson and Lam as a tremendously competitive duo. “They don’t stop until they win the match, they are gung-ho about winning and they don’t care how big the opponents are. Both of them are very aggressive at



Ryan Dickerson

Kevin Lam

the net and they are constantly encouraging each other. They are like two little old men that have been playing tennis for years.”

At the national level, winning doesn't come easy. Dickerson and Lam have been tested by some of the best doubles teams in the country. JTT practices have been just as beneficial to their doubles game as the matches have been. “We practice I-formation, serving and volleying, using hand signals, and poaching,” said Lam. The team usually practices once a week, but in the weeks leading up to JTT nationals they doubled their efforts.

When “Team Deuce” flew to Mobile, Ala., to compete at the JTT National Championship, Dickerson and Lam drew from their experience with past national

events to help their teammates see through the bright national spotlight and focus on doing what they came to do – play their best tennis! The team finished sixth in the 14 & under advanced division, but Dickerson and Lam learned what it felt like to be leaders of a team. “I noticed that there were a couple of people on our team that weren't tournament players so they were

a little bit overwhelmed. I felt I had more of a role to play to keep the others relaxed,” said Dickerson on his leadership role.

JTT has given Dickerson and Lam the opportunity to play lots of competitive tennis, improve their doubles game, travel to a national event, learn

They don't stop until they win the match, they are gung-ho about winning and they don't care how big the opponents are.

teamwork and leadership skills, make long lasting friendships, and have tons of fun doing it. Kevin's father Tony Lam finds JTT to be a very valuable experience for his son. “At this age they are learning about teamwork and sharing. This is very valuable for kids not only in sports, but for their whole lives.”

Aside from being fierce competitors on the tennis court, Dickerson and Lam are very good friends. They have fun playing football and soccer together, and have started their own rock band...good thing for the neighbors they play their songs on Xbox and not in the garage. •

- Tim Riskie

To learn more about JTT or to get your child involved visit middlestates.usta.com or contact Kasey Connors at connors@ms.usta.com

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Pat Sweny (far right) poses with the University of Pittsburgh club tennis team at the 2009 USTA National Campus Championship. Sweny and his teammates competed in the Copper Bracket at the tournament.

Pitt's Tennis On Campus leader is not standing Pat

For the first time the USTA Tennis On Campus (TOC) program honored outstanding clubs and leaders as it presented the first annual TOC Club of the Year and Leader of the Year honors in March. USTA Middle States' (USTA MS) own, Pat Sweny of the University of Pittsburgh received TOC Leader of the Year Honorable Mention recognition.

"I was excited to hear that I received this recognition; it was really cool to see that people are noticing the stuff we're doing," Sweny said. "Taking over the club, creating a vision for it and then seeing the vision come together has been extremely rewarding."

In addition to Sweny, Will Haselbauer from the University of Tennessee received

Honorable Mention recognition, while Steven Azeka from California Polytechnic State University received the Leader of the Year award.

"TOC is one of the fastest growing USTA programs," said Marlynn Orlando, USTA MS Executive Director. "What makes TOC so great is the energy and commitment from the students. People like Pat really embody the spirit of camaraderie and competitiveness that makes TOC so exciting. I think it's great that his efforts have been recognized on a national level."

Nominated by Justin DePietropaolo, a former USTA MS Tennis Service Representative as well as the section's TOC liaison, Sweny's contributions to Pitt's TOC program is undeniable.

"Pitt has developed into one of the best club tennis teams in our section, not only at the competitive level, but also as far as involvement on campus, and in the community," said DePietropaolo. "This is all a result of Pat's tireless devotion and leadership."

Sweny who grew up in Erie, Pa., started playing tennis at the age of eight. A talented high school player at Fairview High School, Sweny wasn't sure if collegiate tennis was for him.

"I went back and forth about playing college tennis," Sweny said. "But I really wanted to go to Pitt, even though they didn't have a men's program. I went there expecting to join a competitive club team, but there wasn't one."

Instead there was an intramural tennis team, which Sweny soon became involved in, and is where he met Sean Moran – another talented tennis player who also had a desire for something more.

Moran's desire for something more competitive was the impetus that got Sweny on board. After learning about the TOC program and reaching out to DePietropaolo, Moran and Sweny started Pitt's club tennis team in 2006.

While Sweny did help start the club from scratch just three years ago, his time to shine was the 2008 season when he took over as club President. He set a few goals for the program during this time – continue to grow participation, while assuring everyone can play; bring two teams to the Campus Championship – Middle States; become more involved in the community and hopefully, earn a bid to the USTA National Campus Championship.

During his tenure as President all of the goals were accomplished.

Pitt now boasts three teams, an A, B and C team. The A team competes in USTA MS top tier TOC league against other schools throughout the section. The other two teams compete more locally in central and western Pennsylvania. He did bring two teams to the section championship and secured a bid for

the national championship which was held April 16-18 in Surprise, Ariz.

As far as becoming more involved in the community, Sweny has ramped up his marketing efforts creating a newsletter and maintaining a Web site. He also joined Pitt's club sports network which helps get the club's name out to the students. In order to promote the club outside of the campus community as well as fundraise, the team ran a USTA Recreational Coach Workshop (RCW). The workshop provided the team the opportunity to spread their love for the game of tennis to others and meet members of the community.

"There is still a big group of people who don't know about our team or the TOC program," Sweny said. "The RCW was a great opportunity to meet members of the Pittsburgh community who have an interest in tennis and introduce them to our team and what TOC is all about. It was definitely a rewarding experience and something we hope to continue."

Sweny's effort to 'get their name out there' is working not only at Pitt, but also at other schools.

"In 2006, we were really the only TOC program in western Pennsylvania," Sweny said. "And honestly, we've really been the leader; I really just try to point other schools

in the right direction, put them in contact with the right people. We're kind of like the 'big brother' school, taking the other programs under our wings and making sure they have our support."

Thanks to the example Pitt has set, Slippery Rock, West Virginia and Duquesne have all started programs.

It certainly hasn't been easy, Sweny says he's devoted a great deal of his 'free' time to the program, more so than what he expects future leaders to devote to it after he graduates this spring.

"My goal for them is to just continue; to build upon the path Sean and I started," Sweny said. "I think over time it will get a lot easier. It'll be more natural each year to host more RCW's, volunteer more, maybe even mentor junior players or a USTA Jr. Team Tennis team, there is so much more we can do. The direction the club has gone the last three years has been amazing, it's grown leaps and bounds."

Thanks to you Pat, it has. Congratulations. •

- Carrie Rupp

For more information visit **tennisoncampus.com** or contact Thane Schwyer at **schwayer@ms.usta.com**



PSU section's top finisher at National Championship

The 2009 USTA National Campus Championship was held April 16-18 in sunny Surprise, Ariz. Six USTA Middle States (USTA MS) teams – Pennsylvania State University (PSU), Drexel University, University of Delaware, Lehigh University, University of Pittsburgh and Villanova University – competed in the field of 64. Despite dropping just one match PSU finished ninth – the highest finish for a USTA MS school. In the finals, Duke University defeated the University of Wisconsin – Madison 26-21 in OT. For complete results, visit: **tennisoncampus.com**.



Eileen Ebenger (center, red shirt) embraces members of the Duquesne University Tennis On Campus team. Ebenger started the team in the fall of 2008.

Nostalgia drives start of tennis team

Thanks to the dedicated efforts of senior Eileen Ebenger, Duquesne University now has a Tennis On Campus (TOC) team. Established in the fall of 2008, TOC has filled a void Ebenger says was there since her first day on campus.

"My freshman, sophomore and junior years I didn't have any friends who played tennis, so I didn't have anyone to hit with," Ebenger said. "I was going crazy; I didn't have an outlet for stress."

Ebenger's nostalgia led her to email Justin Street, USTA National Coordinator, TOC. Street put her in contact with Tennis Service Representatives (TSR) Justin DePietropaolo, Andy Findlay and Bob Ruzanic.

"I can't even say how much they helped me," Ebenger said. "They have such great enthusiasm for the game, and they are always asking how they can help."

One of the suggestions made was to apply for a TOC "Start Up" Grant provided by the National Intramural-Recreational Sports Association (NIRSA). The suggestion paid off, and Duquesne received the grant and started their team.

"The NIRSA grant helped tremendously," Ebenger said. "Our biggest obstacle is our lack of tennis courts; we have just one court on campus. We were able to use part of the grant to help pay for court time."

Ebenger said the TOC program has finally filled the void she's been dealing with since her freshman year. "The program has brought together a lot of students that I didn't know, and probably would have never known. Getting that team spirit and camaraderie back in your life that you've missed so much, there's just nothing like it."

Enrolled in Duquesne's rigorous five-year entry-level Master's Physician's Assistant program, Ebenger says she's not sure how much time she'll be able to devote to the team next year. But, thanks to the TOC program and the friends she's met through it, she'll always have a friend to hit with. •

-Carrie Rupp

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BUILDING BEYOND *championships*

Most teams unite on court. But some unite off court too. Located in Clarks Summit, Pa., the Baptist Bible College (BBC) tennis teams, led by coaches Josh and Kelly Arp, exemplified teamwork this spring as they united to host after-school tennis programs for local elementary schools.

“Building Beyond Championships,” is the BBC tennis motto. The Arp’s, both BBC graduates, use tennis as the tool to encourage stewardship among their players.

“God has given us and our players the training and the ability to play and we want to give back,” Kelly said. “No matter how many champions participate in our program, we will measure our success by our players’ tennis accomplishments after they graduate.”

Kelly and Josh began coaching at BBC three years ago. Although they both competed at BBC, neither had tennis coaching experience.

“We wanted to become more qualified so we studied to become USTA officials, then we learned about the USTA Recreational Coach Workshops (RCW), and we decided to hold one,” Kelly said.

After they held their second RCW, which many of their student-athletes attended, the Arp’s met with USTA Middle States (USTA MS) Tennis Service Representative Joe Romano to learn about other USTA opportunities. Romano suggested applying for a USTA program grant.

“We thought it was a great idea,” Kelly said.

“We didn’t know exactly what type of program we wanted to run, but we thought it’d be really awesome to create something for kids in the area because of the lack of tennis opportunities.”

Before applying for a grant, the Arp’s approached their student-athletes to see if they’d be interested in being part of the program.

Freshman Kellie Bernard (Swayzee, Ind.) who is working towards a degree in Sports Ministry was eager to take part, “Programs like these are what I want to be involved in when I graduate, so I was excited about having this opportunity.”

In the fall of 2008, the Arp’s applied for a USTA program grant, and were selected to receive \$1,000. With their student-athletes on board, Kelly began reaching out to local elementary schools.

Five of the eight schools she contacted enthusiastically jumped on board. Using the USTA grant to purchase equipment, the BBC student-athletes began hosting the 75 minute sessions twice-a-week at five area schools: the Geneva School, Summit Christian Academy, Clarks Summit Elementary, Newton-Ransom Elementary and Waverly Elementary School.

“Watching the children improve has been the most rewarding part of my participation,” Bernard

said. “Some get it faster than others, but I love seeing that smile when they finally get it.”

Elizabeth VanderHeide (Grand Rapids, Mich.), a senior studying counseling, said seeing the growth of the participants has been the most rewarding part.

“I love seeing the excitement; they are so eager to play,” VanderHeide said. “The younger ones just love hitting the ball and having fun; the older ones love learning a new skill. It has been cool to see their improvement over a short period of time; at first they could barely hit the ball to each other, and now they’re rallying with each other and playing out points.”

With the success of the program Kelly’s vision is growing larger, several schools have signed up to participate again, while others have contacted the USTA and have received equipment grants. The Arp’s plan on continuing the after-school program as well as host a summer camp; and you can be sure the BBC tennis team is excited about it too.

“Our goal for our students is to get them to think about what they can do with tennis after college,” Kelly said. “We’re always pushing them to become officials, or get involved in USTA Leagues. They can look for a coaching position, or they can work towards their pro certification. We just want them to realize wherever they go you can use tennis.” •

—Carrie Rupp



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ADVANTA 
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Bill Carpenter (center) began participating in Interdistrict play seven years ago. In this photo he poses with the men's 55 Intersectional team who competed at a USTA National Intersectional event in Arlington, Tex.

Get in to INTERDISTRICTS

USTA Middle States (USTA MS) Interdistrict competition was formed in 1975 in the hope of providing an opportunity for all USTA MS adult tournament players to play the “best of the best” from each of the six USTA MS districts. Tournament play at this time was booming. Although many men and women were frequently playing in USTA MS tournaments, they often were not able to play against other top players from the section. In an attempt to have the top players compete against one another, thus providing USTA MS ranking committees with the best possible results to better place these top players, USTA MS Interdistricts were formed.

The inaugural Interdistrict competition was held in August of 1975 at Bloomsburg University. The senior men's division was added the next year and the senior women followed in 1980. It was at this time in the 1980's that the USTA League program was born and developed into the USTA's flagship program. As a result, participation in tournaments suffered. Despite the decline in tournament participation, USTA MS Interdistrict competition began to thrive and several age divisions were added. Currently, USTA MS has over 400 players competing in the men's and women's divisions, ranging from 35's to 75's.

Interdistricts are held over a three-day period in the summer and early fall months. Competition in all age divisions rotates on an annual basis, affording each district the opportunity to showcase its respective clubs and courts. Not only is this three-day round-robin event a chance for players in one district to play those from another, but it also creates higher levels of competition. The camaraderie and friendship formed at these events are often everlasting.

Bill Carpenter, USTA MS Adult Competition Committee Chair and New Jersey District (NJD) Board Member, began participating in Interdistricts seven years ago. As a longtime NJD men's captain, Carpenter looks forward to the camaraderie of the Interdistricts each year saying, “Besides the enjoyment and self-satisfaction that I get from the competition, I was able to meet, socialize and make many new friends. It is something I look forward to each year.”

Carpenter has credited his Interdistrict experience as a key factor in the development of his off-court tennis interests. He hopes that by chairing the Adult Competition Committee as well as sitting on the NJD board, he will assist in “keeping the game of tennis alive for others to enjoy.”

In each of the six districts, teams in each age division are formed by the district's team captain and with the unending support of Jay Witmer, USTA MS Interdistrict Coordinator. Witmer had been a participant of Interdistricts for several years because “the competition was keen and the players exhibited the characteristics that I always thought tennis players should have.”

He later began his journey as Interdistrict Coordinator at the request of Philadelphia District (PATD) President Rose Weinstein and Central PA District (CPD) President Mary Ann Kaplan. The choice to accept the role was an easy one for Witmer saying, “Mary Ann Kaplan and Rose Weinstein asked me to help out and you know you can't say ‘NO’ to either of those ladies!”

USTA MS Interdistricts are not only a chance for great weekend of competition, but also a chance to meet new friends, or possibly reconnect with old tennis buddies. If you are interested in participating on your district team, please contact Jay Witmer, Interdistrict Coordinator at 717-872-6222 or via email at jaywitmer10s@yahoo.com or by contacting your respective District President. •

-Meghan Goodwin



In addition to his role as Interdistrict Coordinator, Jay Witmer loves to play tennis.



Singles champion Kristie Ahn answers questions for a reporter after her win at the 2008 Koser Jewelers Tennis Challenge in Landisville, Pa.



Ashley Harkleroad won three International Tennis Federation singles title in 2007 including a win at the PNC International Tennis Classic in Pittsburgh.



Pro Circuit turns pearl

While USTA Middle States (USTA MS) celebrates its 85th Anniversary in 2009, the USTA Pro Circuit celebrates an anniversary of its own – it's 30th. What began in 1979 as the USTA/Penn Circuit, a few regional tournaments, has grown into the largest professional developmental tennis circuit in the world, boasting 40 women's events and 50 men's events in 2009. USTA MS is no stranger to the growth of the Pro Circuit and has held several tournaments throughout the region. This year, USTA MS is home to three events: the Koser Jewelers Pro Circuit Tennis Challenge – a women's \$10,000 event, May 17-24; the UBS Men's Futures of Pittsburgh – a men's \$10,000 event, July 6-12; and the Dick's Sporting Goods Inc., Pittsburgh Challenger – a women's \$50,000 event, Oct. 12-18.

According to Pittsburgh native Brian Earley, USTA Pro Circuit Director, the Pro Circuit has grown tremendously; he is most proud that "the Pro Circuit is now seen as an important part of the USTA. We now work with the people in Player Development, Communications, Marketing, Membership, Advanced Media, Diversity and the 17 individual sections. We have a saying, "The Pro Circuit is the crossroads of the USTA."

Although the Pro Circuit has been extremely successful with seasoned, annual tournaments

in states such as Florida, Texas and California, it is difficult to host Pro Circuit events in USTA MS because of weather and court space, "People who run indoor facilities don't want to give up their contract time in the winter and facilities that are open in the summer don't want to give up court time when they only have five months of good weather." Earley said.

One person who has been willing to use valuable court time to host a Pro Circuit event is Wilson Pipkin, Racquet Sports Director, Hempfield Area Recreation Commission (HARC).

Through the tireless leadership of Pipkin, HARC hosted its second Pro Circuit event in May.

"One of the main reasons we wanted to have a Pro Circuit event come to



Varvara Lepchenko won the 2005 MECCO Cup held at Westend Racquet Club in Allentown, Pa. Lepchenko loved Allentown so much she decided to make it her permanent residence.

Lancaster County is because we knew we had the facility for it,” Pipkin said. “Also, tennis is alive and strong in the area; we knew it’d be supported.”

“Last year we had 3,500 total people come out over the eight days,” Pipkin added. “We had zero negative comments, people loved it. We had the support of our tennis members, our fitness members and people in the community.”

Both Earley and Pipkin noted having the support of your community is the key to running a successful event. Also, building promotions and events around the tennis has helped to ensure the success and longevity of several events.

“These events are showcases for our sport and they are great platforms for all USTA initiatives,” Earley said. “We had QuickStart Tennis courts set up at 25 Pro Circuit events last year, we also had tournament players speak at local schools and give clinics. Many events also have sponsor parties, fashion shows, live auctions – the Pro Circuit can offer more to the community than just tennis.”

For example on the final day of the 2009 Koser Jewelers Pro Circuit Tennis Challenge HARC partnered with a non-profit organization, Kids Play For Good, to raise money for the Susan G. Komen foundation.

For Pipkin, hosting a Pro Circuit event has been an honor, and on a personal level, “just another way to stay excited about tennis.”

Earley hopes the Pro Circuit continues to flourish and is eager to bring more events to his home section. After all, he assures it doesn’t take too much to host an event, just, “some fundraising skills, the ability to organize, a lot of energy and a love for the game. We’ll take care of the rest!” •

- Carrie Rupp

For more USTA
Pro Circuit
information visit
usta.com



USTA Middle States Pro Circuit History

City	Type (Year)
Allentown, Pa.	\$25,000 Women’s Challenger (2001 - 2007) \$50,000 Women’s Challenger (2008)
Erie, Pa.	Women’s Circuit Level (1980, 1982 - 1983)
Feasterville, Pa.	Men’s Satellite Level (1986)
Landisville, Pa.	\$10,000 Women’s Event (2008 - 2009)
Monroeville, Pa.	Women’s Circuit Level (1980) \$50,000 Women’s Challenger (2000)
Philadelphia, Pa.	\$25,000 Women’s Challenger (1986 - 1987)
Pittsburgh, Pa.	\$50,000 Women’s Challenger (2001 - 2004) \$75,000 Women’s Challenger (2005 - 2007) \$50,000 Women’s Challenger (2008 - 2009) \$15,000 Men’s Futures (2001 - 2002) \$10,000 Men’s Futures (2003 - 2009)
York, Pa.	Women’s Circuit Level (1989)
Flemington, NJ	Men’s Circuit Level (1981) Women’s Circuit Level (1980, 1982 - 1984)
Freehold, NJ	Women’s Circuit Level (1984 - 1985)
Haddonfield, NJ	Women’s Circuit Level (1987)
Lakewood, NJ	Women’s Circuit Level (1982 - 1983)
Lebanon, NJ	Men’s Satellite Level (1983 - 1985) Women’s Circuit Level (1986 - 1987, 2000)
Ventnor City, NJ	Men’s \$25,000 Challenger (2003)
Wall Township, NJ	Men’s Circuit Level (1979 - 1981) Men’s Satellite Level (1982)
West Atlantic City, NJ	Women’s Circuit Level (1980)
Wilmington, Del.	Women’s \$25,000 Challenger (1995) Women’s \$50,000 Challenger (1996)

AMD to host Hall of Fame

The USTA Middle States Hall of Fame Induction Dinner and Auction will be held at the LeMont Restaurant, overlooking Pittsburgh's Golden Triangle, on Friday, Oct. 23. This is the first time since 2001 the Hall of Fame is being held in the Allegheny Mountain District (AMD). Tickets will go on sale this spring. All USTA Middle States members, friends and family are cordially invited.

The 2009 induction class includes:

- **Brian Earley**, a native Pittsburgher, who is currently director of the USTA Pro Circuit and chief referee at the U.S. Open.
- **Don Johnson**, a native Pittsburgher, who achieved a No. 1 world ranking in doubles and played for the U.S. Davis Cup team.
- Grand Slam doubles champion **Peggy Michel**, who came to Pittsburgh in 1974 as a member of the Pittsburgh Triangles of the original World Team Tennis league. She won doubles championships at Wimbledon and the Australian Open while a Triangle and then lived and worked in the Pittsburgh area for 10 years after her retirement from tennis in 1976.
- **Whitney Snyder**, a Pittsburgh native who has played, taught and coached tennis at a very high level for nearly two decades. He was elected to both the Duquesne University Hall of Fame and Sewickley Academy Hall of Fame for his coaching achievements and other contributions to both institutions.

Established in 1994, the USTA Middle States Hall of Fame recognizes both players and volunteers who have made significant achievements or contributions to tennis.

Those from AMD who were previously selected to the USTA Middle States Hall of Fame are: Charles Stedmen Garland, David O'Loughlin, Gretchen Rush Magers, Roberta McCallum Russo, Ellen Hansell Alderdice, Alfred B. Carl Sr., William Colbert, Robert G. Ruzanic, Paul G. Sullivan and Martin L. Tressel.



Woffington honored for coaching accomplishments

North Allegheny High School tennis coach John Woffington was one of nine individuals inducted into the Western Chapter of the Pennsylvania Sports Hall of Fame in May. A graduate of Tarentum High School and Westminster College, he has become one of the winningest high school tennis coaches in Pennsylvania Interscholastic Athletic Association (PIAA) history. This past season Woffington's team was 17-0 and he won his 21st section title. In April, Woffington reached a milestone with his 600th career win. Since taking over the boys program in 1971, Woffington has amassed an all-time record of 605-131, including three Western Pennsylvania Interscholastic Athletic League (WPIAL) championships and a PIAA team title. He has coached 11 WPIAL champions in singles or doubles and two PIAA champions.

Canonsburg hosts tennis workshop



On April 25, Denise Toward and the Canonsburg Youth Tennis Association hosted a QuickStart Tennis (QST) training at Canon McMillan High School. USTA national QST trainer Joy Riley brought her extensive tennis knowledge as

well as mid-summer 90 degree temperatures to the event which teaches participants how to teach tennis to children 10 and under. The event, which is the only one scheduled in Allegheny Mountain District (AMD) this year, was attended by tennis enthusiasts representing private clubs, park and recreation organizations, schools and local Community Tennis Associations. Also, several local teaching pros, volunteers and top ranked AMD junior players took part in the training. The participants spoke highly of QST's uses of short courts, foam balls and adapted racquets, and can't wait to share what they learned with children throughout the district this summer.



Jim Block (center), Allegheny Mountain District (AMD) Secretary, poses with AMD's top men's 65 doubles team Milan "Skip" Tatala (left) and Robert Malnati (right) at the district's Annual Awards Luncheon. More than 100 tennis enthusiasts attended the event held March 28 at the Fox Chapel Racquet Club in suburban Pittsburgh. For a complete list of award winners and district No. 1's visit: amd.usta.com.



New Holland embraces QuickStart Tennis

The New Holland Recreation Center (New Holland, Pa.) held its grand opening on February 5, 2009. The state-of-the-art facility had everything you could dream of, a fitness center, pool, indoor track and gymnasium. But according to Kristin Hallquist it was still missing something – tennis.

A former high school tennis player and a current USTA League player and captain, Hallquist has always cherished the game of tennis. After attending a USTA Recreational Coach Workshop in 2007 and a QuickStart Tennis (QST) workshop in 2008, Hallquist started the New Holland Junior Tennis League a National Junior Tennis League (NJTL) program. With the opening of the new facility in New Holland, Hallquist was eager to expand her tennis outreach.

Thanks to grants from USTA Middle States and the Central PA District, Hallquist purchased three 18-ft nets, a ball cart, foam balls, low compression balls and various other teaching aids.

“As an instructor it was the most challenging, yet rewarding thing I’ve ever done,” Hallquist said.

With nearly 20 children signed up for the first-ever program, space became an issue. But Hallquist adapted, dividing the children into small groups and having them rotate between stations. One station had the children play a seven-point game using the QST format, another was a lesson with the instructor, others included target practice and ball control skills.

“Although our space was limited, the children and I had a great time,” Hallquist said. “QST is an excellent way to achieve success at an early age. I’m looking forward to having another indoor program in the fall of 2009.”



Tennis Service Representative Amanda Faris-Denis and her husband Brian welcomed their first child, a girl, Crosby Alizabeth, into the world on April 13. The new baby weighed 6 lbs. 9 oz. and measured just over 19 inches long. Amanda has worked for USTA Middle States in the Central PA District since August of 2006. Her primary territory is in the Altoona and State College areas.

Congratulations Amanda and Brian!



Pro Circuit event returns to Landisville

For 30 years, the USTA Pro Circuit has been providing America’s top young players with the opportunity to develop their games and improve their rankings so they can compete on the sport’s biggest stages. Hempfield Area Recreation Commission hosted the second annual Koser Jewelers Pro Circuit Tennis Challenge/Women’s \$10,000 event May 17-24. In addition to the eight-day tournament, a USTA Wheelchair Tournament was held as well as a USTA Middle States Member Appreciation Day event.

Last year, 15-year-old Kristie Ahn took the Singles Championship, adding the title to her distinguished list of accomplishments: 2008 Houston Pro Classic Champion, 2008 US Open Ladies Draw and 2008 youngest player in the US Open Ladies Draw. The 2008 Doubles Champions were Heidi El Tabakh, with a World Ranking of 383, and Audra Cohen, World Ranking 283 and NCAA Singles Champion.

For complete results and event coverage, please visit: middlestates.usta.com.

District welcomes new Web master

The Central PA District (CPD) would like to welcome Mount Joy, Pa., resident Denny Keller as the district’s new Web master. Keller, a USTA member since 2001, plays tennis out of the Manheim

Tennis Club. Keller said he was eager to volunteer for the district, and working with the district Web site was right up his alley.

“I like working with Web sites, I currently maintain five sites,” Keller said. “I’d like to help get the word out about things involving tennis.”

Keller who has played tennis for more than 30 years says he loves the sport because it’s fun, you can meet a lot of great people and it is great exercise.



Delaware tennis program expands to Ferris School



Bob Bratcher and Dave Hubinger

For four weeks during February and March, coaches Dave Hubinger and Bob Bratcher entered the secure care juvenile facility Ferris School to teach 12 youths the game of tennis. The participants had never before touched a tennis racquet, but by the end of the eight one-hour sessions they developed a good feel for the game. Hubinger said the goal was to teach the "fundamentals while developing life skills and attitudes that will help them in the future."

"All of the fellows were interested, listened to instruction, and tried hard," Hubinger said. "They all did very well."

Hubinger and Bratcher taught all the strokes and practiced in the school gym using assembled nets, racquets and balls provided by USTA. The finale was a double elimination singles tournament which ensured a minimum of two matches per student where they got to practice another skill they learned — a proper handshake. Hubinger explained that during one session he happened to exchange handshakes with one of the young men, "I told him he just gave me a dead fish and none of them understood what I meant. I showed them all how to give a firm hand shake and look a person in the eye. At the end of the tournament they all went up to net and shook hands. It was great to see."

Recreation Supervisor at Ferris School, Craig Walker said he was very pleased with the performance and enthusiasm of the young men who participated and will welcome additional tennis instruction in the future. Ferris School's principal, Delores McIntyre said of the program, "It's historic!"



QuickStart Tennis workshop generates excitement

Outside the George Wilson Community Center the weather was gloomy, but inside the atmosphere was electric. On March 28 with the boom box pumping, 35 adults participated in the first QuickStart Tennis (QST) Training Workshop sponsored by the USTA Middle States (USTA MS) Delaware District (DD) in conjunction with the City of Newark Department of Parks and Recreation. For three hours, USTA Recreational and QST Trainer, Joy Riley, and director of the Delaware Tennis Center, Jim Flesch, taught the basics of the QST format. Registrants learned new warm-ups, games, and a variety of teaching techniques to make tennis accessible for all ages. Tyler DeBruin, coordinator of the George Wilson Community Center said, "I thought the training was excellent and was glad we were able to host the event and have a few of our own instructors participate. The best part was the hands-on demonstration of QST games and drills. I can see how the QST format makes tennis age-appropriate and fun for anyone."

DD Tennis Service Representative Nancy Keiper was pleased with the turnout, "It was nice to see so many new faces. We had participants from Bethany, Milford, Georgetown, Middletown, Smyrna, Wilmington and some from Pennsylvania. This was a great success."

Many of the people who attended are eager to teach QST in after-school programs. Keiper added, "It is so great to get an enthusiastic response from our participants; from the workshop we found many dedicated people who want to put the skills they've learned into action immediately."

All-night Tennithon draws over 80 children

Ten-year-old Drew Manning says he loved the pizza. For James Fleming, it was the abundant soda and chips. But in truth, what really brought out 80-plus die-hard tennis fanatics between the ages of 6 and 18 to the Delaware Tennithon on February 28 was the curfew-free opportunity to slug forehands, backhands and serves all night long and into the morning.

For a memorable 12 hours, these aspiring Williams sisters and Roger Federers were free to play to their hearts' content — presuming they were able to stay awake. Since the 1970s, the Delaware Tennis Foundation (DTF) has hosted this winter racquets carnival, and has raised funds to support junior tennis programs that bring the game and its tradition of sportsmanship and responsibility to children across the state. The event was held at the Brandywine Racquet Club just over the state line in Pennsylvania.

"Seeing these kids smiling and hitting balls all night long is incredibly rewarding," said Kimberly McFadden, who teaches juniors and runs several DTF-funded programs. "The children are so enthusiastic and excited to play, and they have all worked hard to raise money through their efforts."

Each player is asked to raise sponsorship money based on the amount of games played. This year, the event raised over \$6,000.

- Michael Flemming



Tennithon

Game, set, cure!

On March 1, as part of the Cystic Fibrosis Foundation Tennis Auction Ball & Tournament, 16 men's and women's Pro-Am teams donated their time and competed for the honor of top team. The tournament was held at Westend Racquet Swim & Fitness Club in Allentown, Pa., and featured players with exceptional tennis credentials such as

No. 1 singles players from various colleges, an International Tennis Federation (ITF) international tournament competitor, a National Grass Court Champion, an Association of Tennis Professionals (ATP) tour player, a member of the Mexican Davis Cup team and others. The public got to enjoy a great day of competitive tennis free-of-charge compliments of various individuals and corporations that sponsored players. Neil Curtis served as the event's tournament director.



Women's Pro-Am team (left – right): Sarah Tritt, Penny Harries, Angie Longo and Hyacinth Yorke.

30 years and still swinging

2009 marks the 30th anniversary of the Easton Area Tennis League (EATL) – a recreational tennis league for women ages 19 and older. EATL was started in July of 1979 by Grace Buerlen, Millie Polomchak and Phyllis McClure, all tennis enthusiasts who recognized the need to provide a league for women to play competitively. Run in the summer, the league began with 23 singles players and six doubles teams and has grown to participation of over 100 players from the Lehigh Valley and surrounding areas.



Current EATL leaders (left – right): Deb Butz, Trish Schafer and Christine Peterson.

Several women played an integral part in the success and flawless upkeep of EATL. After a few years, the founders turned over the operational aspects of EATL to Theresann Macaluso and Pic Schoenek, who in turn, passed the gavel to Loretta DeWalt and Regi Kunsman. This duo ran EATL for a decade and became "infamous" for their end-of-the-year party. Chef DeWalt prepared the food; while hostess Kunsman opened her home for the party. Fun "tennis-themed" games were a highlight, along with the end-of-the-year awards. In the mid-nineties, Kunsman and DeWalt passed the torch to Carol McCrea and Ann Brown. They ran the league for another decade, bringing new ideas to the league, including holding the year-end party at Northwood Racquet and Fitness Club, thus enabling the party to include tennis. It was during their tenure that with the help of EATL player Trish Schafer the EATL Web site was launched. McCrea and Brown then transferred the league to the capable hands of its current leaders Schafer, Deb Butz and Christine Peterson. This trio's innovative ideas, including on-line registration and a creatively designed Web site, which includes current year play information, division scores, court locations, EATL history and a photo gallery, along with their dedication to the league, have kept EATL thriving. Learn more about EATL at: www.eatl.org.

EPD honors longtime board member

On February 11, Eastern PA District (EPD) board members hosted a luncheon at Hotel Bethlehem and presented Dawn Ketterman-Benner with a silver "tennis" bracelet in recognition and thanks for her over 25 years of volunteer service. Ketterman-Benner resigned from the EPD board at the end of 2008 in order to devote more time to the many responsibilities she has both outside of and at Moravian College where she is a full-time professor in the physical education department and a successful coach for several sports, including the women's tennis team. As a coach, Ketterman-Benner has built one of the strongest tennis programs in Division III with a philosophy of producing players who work hard, play fair and have fun at a sport that can be played for their entire life. She received USTA Middle States Coach of the Year honors in 1999-2000. Besides serving on the EPD Board, she was chair of the USTA Middle States Collegiate Committee.

Dawn expressed her heartfelt thanks for the luncheon and for the very unique and personal bracelet saying, "You are special friends and people with whom I have shared many years and many fond memories. I wish EPD continued success and I only hope our paths will continue to cross."



Dawn Ketterman-Benner

Additional stories, photos and happenings throughout the district can be found on the EPD Web site: epdtennis.com.

***Note...** The EPD Web site was honored by USTA Middle States as the 2008 Web site of the Year.

Ed Tseng Leads by Example in Tennis and Life



It wasn't that many years ago that Ed Tseng's goal was to create tennis programs and have his own tennis club. Now, the 2005 New Jersey District (NJD) Pro of the Year has broadened his scope and is making great inroads along a path that is more about helping other people reach their goals.

The Lawrenceville, N.J., resident left his teaching position with Princeton Racquet Club and started Tennis Solutions in 2007. He considers that move one of the scariest things he has ever done, but he has exceeded expectations. Tseng now teaches tennis, does one-on-one mental training sessions, is considered a peak performance expert, does motivational speaking, and has written a book entitled "Game. Set. Life. Peak Performance for Sports and Life," which has sold close to 1,000 copies. "Big risk, big reward," says Tseng, who focuses on being the best.

"You never know what path you're going to take, but if you have a purpose and keep going in that direction; and if you're facing the right direction, all you have to do is keep walking," said Tseng, whose goal has evolved into creating a mental training academy.



He started by talking to coaches and sports psychologists, he read, and he researched successful athletes and business people. He knows that you have to find someone who is already great at what you want to do, and he did that – then put it all together and added his own twist.

"Everyone knows 'mental,' but they don't do anything about it. I teach the principals that all the greatest athletes in history know and use. Everyone wants to improve but they need the tools – there are very few resources out there," said Tseng. "During my research on great coaches, they never talked about winning. They talked about life lessons."

Much of Tseng's time as of late has been giving talks. He has lectured for sports teams, the Princeton Chamber of Commerce, businesses, the Harlem tennis program, Arthur Ashe Youth

Tennis & Education program, schools, the USTA, the USPTA, and a juvenile detention center. He has also been invited to talk at his alma mater, Ferris State University, where he studied professional tennis management and marketing.

Tseng has also studied the world of online marketing and has taken full advantage of that medium. There is his blog site, edtseng.com, and there are his 1,200 Facebook friends. "People all over the world are reading my blog. It's totally different from traditional marketing. The message is too great to keep just in Princeton."

"One of the keys to become better in tennis is to change your mindset," advises Tseng. "You can feel a certain way, but act differently. If you feel tired, hungry, and/or not into it during a match, act like you're energized. If you do it long enough, you will become energized. It's a choice."

Tseng's message is not about sports, it's about life; it's not about the destination, but the journey. And he's starting to create a real buzz.

Keeping Up With NJD

Stay abreast of NJD happenings by visiting the Web site (newjersey.usta.com). Award winners, photos, upcoming events, reports of events, and feature stories will keep you in the loop so you don't miss any of the great tennis opportunities in our district. To submit information to be included. After all, it's "our" Web site.

Soup to tennis – Mm! Mm! Good!

The Intercollegiate Tennis Association (ITA) was without a sponsor for its rankings for two years before they found one without leaving New Jersey.

The Campbell Soup Company became the title sponsor for the ITA College Tennis Rankings and the ITA College Players of the Year awards in February.

The ITA, the governing body of college tennis, which is based in Skillman, N.J., ranks players and teams at the National Collegiate Athletic Association (NCAA) Divisions I, II and III, National Association of Intercollegiate Athletics (NAIA), and Junior College levels, and it is a significant chunk of what they do. All of the men's and women's teams and individuals in all divisions are ranked both regionally and nationally, and they all get a certificate for the final season rankings. "When you add it up, it's well over a thousand athletes who are getting certificates," said David Benjamin, ITA's Executive Director. "We've been doing that for 25 years."

Campbell's Soup has been a major supporter of sports, including tennis.

"We have to pick our sports and we look for opportunities. We get requests on a whole range of sponsorships and have to say no most of the time," said Jerry Buckley, Senior Vice President of Public Affairs. "In the case of tennis, it's consistent with our focus on wellness and physical activities. The ITA is a good organization and a great way for us to recognize tennis at the college level."

Campbell's has supported junior tennis events, men's senior tournaments, and is the title sponsor of the Campbell's Hall of Fame Tennis Championships held in Newport in July. Campbell's CEO, Doug Conant, was a star player for Northwestern University and once considered playing professional tennis. He is now a Trustee of the International Tennis Hall of Fame. Campbell's tennis sponsorships officially began in 2004.

Past rankings sponsors have included Michelob, Head, Volvo, Rolex, and Fila. Benjamin is delighted that the partnership worked out.

"It's never easy for college tennis to secure a major sponsorship. In terms of prestige and impact, Campbell's Soup is right alongside Rolex and Volvo as being a major company. Everything is so tight now. We are very fortunate."

Mamalat shines brightly beyond Middle States



Remember watching Tiger Woods, as the little

boy, putting balls on the Johnny Carson show or Andre Agassi, as a toddler, wielding his racket around better than most adults? These were astounding images that down the road translated into astounding professional players.

Philadelphia native Anna Mamalat, 15, admits to picking up a racket and trying tennis at age three-and-a-half. While she says she could not rally until age six or seven, she was leaps and bounds ahead of the average beginner.

The last nine years have transformed the home-schooled Center City resident into the No. 1 player in the USTA Middle States (USTA MS) Girls' 18 division. That's right, a 15-year-old handling area 18-year-olds.

Mamalat's father, Anatoly, a Ukrainian native, loved the game and admired several tennis professionals. He passed this love onto his children at an early age.

Mamalat started playing tournaments at the age of eight and was highly successful. Continued dedicated play would eventually lead her to capturing USTA MS ranking of No. 2 in the Girls' 12 division and a ranking in the top 10 nationally. Mamalat finished with sectional tournament titles in Allentown, Pa., and Landisville, Pa., which helped fuel her national tournament chances.

In 2005, Mamalat played the "Little Mo" tournament in the Philadelphia area, an esteemed tournament named after famed women's player Maureen Connelly. She shone brightly enough

to make it to sectionals in Chicago and placed second which qualified her for the national tournament in Texas. In the round-robin style format, Mamalat remembers playing a lot of tennis and taking home a second-place finish.

Now, winning national titles comes a bit easier. While she played the coveted Orange Bowl and reached the round of 16, she has won four national titles at the 18-and-under level. She finished 2008 with national rankings in the Girls' 14 (No. 19), Girls' 16 (No. 23) and Girls' 18 (No. 20) divisions.

As Mamalat's success on court has increased, so has her training regimen. She maintains a rigorous training schedule under the tutelage of tennis pro Joe Tatore at Philadelphia University.

"I like that he's honest and wants to make a better player out of you," said Mamalat.

In addition to Tatore, Mamalat credits the majority of her success to a supportive cast at home, "My mother (Galina) is very supportive and I continue to play with my brother Daniil."

Daniil, a 17-year-old who will attend Tulane University, on a partial tennis scholarship, in the fall, is no stranger to success on both the section and national stages. In 2008, Daniil finished the year ranked No. 98 nationally and No. 2 in the section in Boys' 18s.

On court, Mamalat has adopted a search and destroy game which might be better labeled as "wait and see" approach.

"I play aggressively (from the baseline) and when I have my shot, I try to come to net," she says.

The tenacious 15-year-old admires Rafael Nadal and Serena Williams for that characteristic alone, tenacity, adding, "Both are really hard workers, are really focused and don't give up," which is how she sees herself. She recalls a match at the 12's Super Nationals in Florida when all looked lost down 4-1 in the third set of a match. Mamalat turned it all around to walkout with an inspirational win. She has amassed around 30 titles so far on various local, sectional and national levels in many age categories.

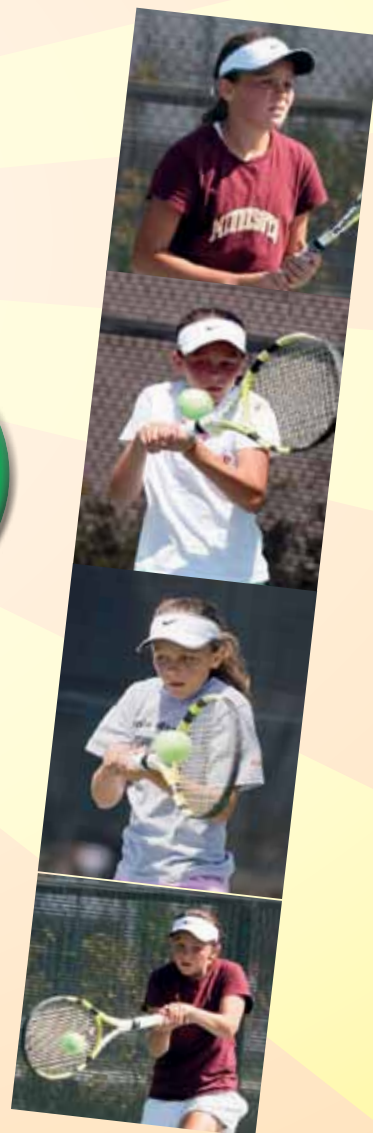
So why not turn pro? Jennifer Capriati turned pro at 13, Venus Williams at 15, but times and incidents along the way have changed the rules, so one is not forgoing their adolescence all together to cash in early by touring the circuit before they can legally drive a car.

"It's harder to turn pro now, better players keep coming along and the rules have changed," said Mamalat; although this is where she sees her future going.

Comparisons are bound to be made to Wayne, Pa., native Lisa Raymond, whose doubles dominance made her one of the greatest ever to play the game. "I have met Lisa and yes, it would be great if I turned out to be (as successful) like her."

For Mamalat, every tournament presents an opportunity, every match another challenge. When its time to make that leap from the best of the best juniors to breaking on the tour Mamalat will take it; fulfilling a lifelong dream. For USTA MS, it gives the organization a chance for another homegrown player to make waves in the Women's Tennis Association.

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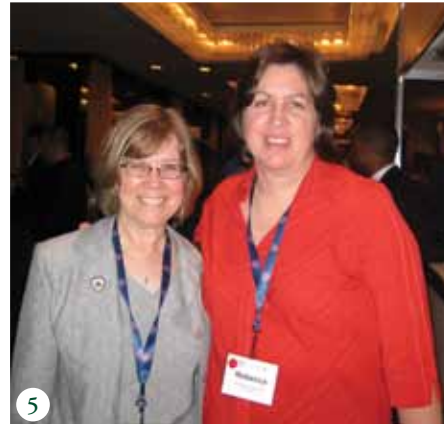
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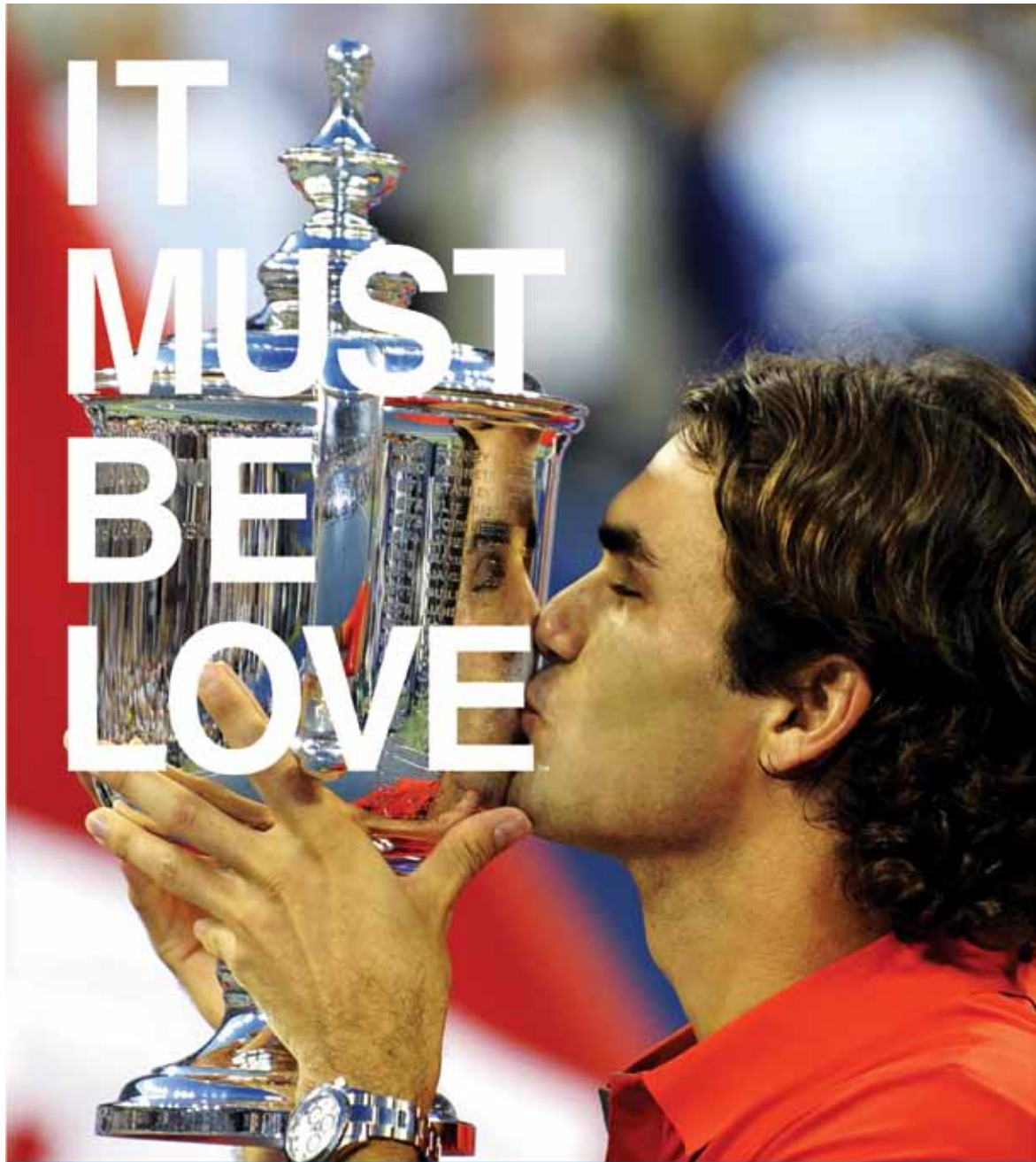
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