

# USTA GEORGIA



## District Newsletter

Winter 2016

### Calendar:

- 1/30/2016 CTDW and Annual USTA Georgia Meeting at the Atlanta Marriot Perimeter Hotel
- 2/27/2016 Serving Winners Gala & Pro-Am will be held at Olde Town Athletic Club



Sign up for a new tennis themed license plate at [www.georgia.usta.com](http://www.georgia.usta.com)

### District 1

#### CVTA

- ◆ Sponsored a cancer fundraising tennis mixer with more than 50 participants this past season
- ◆ In November, the Teach me Tennis program celebrated its second season finale with close to 400 new kids exposed to the sport.
- ◆ Rome will again host the wheelchair tennis tournament of the year.
- ◆ Congratulations to Cristian Lopez! He was awarded Pro of the Year by the GPTA!



### District 2

#### COTA

- ◆ Hired a marketing intern who is helping with social media marketing.
- ◆ Created a new ad for “Come Play with US” campaign as seen on Athens city buses through the summer of 2016.

#### NEGTA

- ◆ Held two quick start clinics with 19 new participants.
- ◆ Hosted the 7th Rally for the Cure in October. A check for \$2800 was sent to the Susan G. Komen Foundation.
- ◆ Welcome Dawson County to our CTA! Free youth and adult clinics will be hosted in Feb and March at Rock Creek Park courts.
- ◆ Holding discussions with Truett McConnell College tennis coach about refurbishing/rebuilding college courts.

#### MTA

- ◆ To address “geographical” hurdle of 5 mountainous counties, the territory was divided into North and South resulting in less team travel.
- ◆ A North vs South spring season ending “Bring a Friend” Round Robin social will focus on attracting new players.
- ◆ Welcome to Tom Spencer, a new MTA board member and Mountain Tennis Championship tournament director held at Young Harris each year.
- ◆ Atlanta Youth Tennis Academy has agreed to conduct tennis exhibitions to elementary and middle school students in the 5 county area. Currently, only 1 of the 5 counties has meaningful youth play.
- ◆ Will sponsor an MTA Day at Young Harris College to encourage locals to come enjoy some high level tennis and create a “tennis vision” for some of the local youth.



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### District 3 part I

#### AYTEF

- ◆ 2016 Serving Winners Gala & Pro-Am will be held at Olde Town Athletic Club on February 27th
- ◆ Four youth end the academic year in the Top 10 for the 2014-2015 USTA National Student Athlete Competition. Gabrielle Robinson, Nile Phillips, Chloe Vincent and Amber Curry each ranked nationally against participating National Junior Tennis & Learning (NJTL) Chapters across the country.

#### LMCTA

- ◆ Hosted its 7th Annual Fright Festival Charity Tennis tournament in October. Between the tournament and the silent auction, LMCTA donated over \$4200 to Pets for Vets.

#### Special Populations Tennis Program

- ◆ Hosted their 10th Annual Fall Classic Adaptive Tennis tournament in Norcross in Sept that featured 120 athletes from 7 states. 250 tennis enthusiasts volunteered to make the tournament a success.

#### SSTA

- ◆ Held their season Kidsluvtennis program in October with 120 kids participating
- ◆ 70 kids came out to participate in the session-ending Battle of the schools tennis challenge where the kids played Hit-it-to-Win-it for 30 minutes followed by a 1 hour inter-school match competition with Woodland Elementary triumphing as the winner!
- ◆ Hosted their annual Hispanic Heritage Day in October.

#### USTA Atlanta

- ◆ Created a new position, IMPACT Coordinator, who will administer non membership programming and implement innovative events to reach new and different audiences.
- ◆ In 2016, we will be testing and piloting a few new event and league formats. It will be a fun year trying out some of these: Fast-ball, Tiebreak Tourney, Fireball, Quick 6, 3on3, 1 Point Tourney
- ◆ Tennis Apprentice finished a strong year introducing tennis to over 200 new players at facilities throughout Atlanta.

### District 4

#### CORTA

- ◆ Columbus State University and the Columbus Consolidated Government have joined forces to raise \$9 million to expand Cooper Creek Tennis Center.
- ◆ New complex will include 12 hard courts, 9 clay courts, and 4 60' Quickstart courts plus a clubhouse to house the CSU tennis teams and the CORTA offices.



### District 5

#### Macon

- ◆ Grand re-opening and ribbon cutting of the John Drew Smith Tennis Center (pictured above)
- ◆ Sets in the City first group—24 players from beginner to intermediate participated and had a great time. (pictured to the left)



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### District 3 (cont.)

#### Cherokee Tennis Association

- ◆ Plan to launch new website in February
- ◆ First Wheelchair league will begin in February at Cherokee Tennis Center in Woodstock.
- ◆ April 2-3 will host 2nd Annual Cherokee Wheelchair tournament
- ◆ In March, we will be hosting spring member mixer. This will be a fun round robin to recognize all the captains and co-captains and the job they do each season.

#### Bitsy Grant

- ◆ Completed construction of 3 platform tennis courts. Courts are the first publically available in state of Georgia..With support from Universal Tennis Management we aim to introduce a wonderful winter racquet sport to Atlanta.
- ◆ Partnering with Atlanta Memorial Park Conservancy as a master plan for broader park area is developed.

#### East Metro

- ◆ After 2 years without meaningful adult league activity “we’re back”. Our new LLC is registering players for winter combo play, to be followed by spring mixed doubles league.
- ◆ The first weekend of the Australian Open we are hosting our first of four Grand Slam Socials. The goal of these socials is to boost USTA membership and league play within our CTA.
- ◆ Completed first Tennis Apprentice class at Rockdale Tennis Center. Forty one new players graduated and played in a practice league. More TA programs are being planned at other locations.
- ◆ Currently forming ‘Step Up’ league specifically for new players using EKOLU format. This league serves dual purpose of allowing players to practice new skills in fun, social atmosphere, and allowing us to train new potential captains to help organize these players when they enter into regular league play.

### District 6



New John Drew Smith Tennis Center in Macon

#### CSRATA

- ◆ Contacted over 200 inactive players as part of a Lapsed Player Initiative and have successfully placed 3 on a team.
- ◆ Tuesday Trivia program designed to teach new players the rules and customs of tennis in a fun format. Recognized as a Grow League Tennis Tip by Marilyn Sherman on Dec 14th.

#### LOTA

- ◆ Hosted the LOTA Classic Tournament in September with 64 teams at 5 levels and raised nearly \$5000 for the Georgia College and State University Tennis On-Campus Program.

#### MACH Academy

- ◆ Used NJTL First Serve Life Skills and Academic Creative Engagement curriculums to emphasize and encourage positive character development. Conducted tennis clinics for ages 3-9 and took 10U sessions on the road to provide hands-on outreach sessions at schools, churches, day care facilities, and community centers.
- ◆ Conducted Thanksgiving Training/Play Day exchange at Newman Tennis Center with players from South Carolina on Nov 20th.





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### District 7

#### ATA

- ♦ Men and women's TRI-level leagues with 85 players that supported Toys for Tots, area animal shelters and a local church food bank.
- ♦ Hosted the Citywide Tournament with the goal of bringing more players back to tennis.
- ♦ Hosted the "Meals on Wheels" tournament to help raise funds for that charity.

#### BTA

- ♦ Will be hosting the Winter Mixed Doubles Polar Bear Adult Tournament next weekend as a free event for members in an effort to give back to the players.
- ♦ Held an adult Tennis 123 program from August to October that resulted in 8 new 2.5 players and the creation of a 5.0 ladies combo team that played in the state tournament. (pictured on the right)
- ♦ Held another adult Tennis 123 program in November/December that resulted in 5 additional new 2.5 players that are currently playing in a beginner's flex league with the other beginners from the August program.



### District 8

#### SATA

- ♦ On October 24, 2015, SATA (Savannah Area Tennis Association) participated in the Savannah Food Day Festival. The festival promotes a healthy eating and lifestyle to thousands of people in Savannah, as the single largest Food Day event in the nation. SATA promoted all its USTA leagues, kids programs and beginner adult programs and added some excitement by doing volleying demonstrations by its tent and by passing out tennis balls to kids and dogs.

