

COLORADO TENNIS

Since 1976



THE OFFICIAL PUBLICATION OF TENNIS PLAYERS • ISSUE 44.02

SPRING 2019



Tennis is
#betterwithfriends

USTA looks to grow
YOUTH TENNIS
through team play



Gates Tennis Center
3300 E Bayaud Ave, Suite 201
Denver, CO 80209

Our most adventurous Outback[®] yet.



COLORADOTENNIS • SPRING 2019

The 2019 Subaru Outback. It's loaded with versatility for those who love to chase adventure. Fold-away roof cross bars. A 60/40-split folding rear seat. And standard Symmetrical All-Wheel Drive + 32 mpg.*

Love. It's what makes a Subaru, a Subaru.



Outback. Well-equipped at \$26,345.

Subaru and Outback are registered trademarks. *EPA-estimated highway fuel economy for 2019 Subaru Outback 2.5i models. Actual mileage may vary. MSRP excludes destination and delivery charges, tax, title, and registration fees. Retailer sets actual price. Certain equipment may be required in specific states, which can modify your MSRP. See your retailer for details. 2019 Subaru Outback 2.5i Limited shown has an MSRP of \$34,995. Vehicle shown with accessory equipment.

**I'm a tennis player.
What's your superpower?**



Junior Summer Programs Include:

Weekly Camps ★ Lessons ★ Junior Team Tennis ★ High Performance Program

MEADOW CREEK

TENNIS & FITNESS CLUB

7 INDOOR & 3 OUTDOOR COURTS | PICKLEBALL | PADDLE TENNIS

ADULT & JUNIOR PROGRAMS YEAR-ROUND | CARDIO TENNIS | USTA LEAGUES | NON-MEMBERS WELCOME
TENNIS SPECIFIC PERSONAL-TRAINING | FITNESS CENTER | PRO SHOP WITH HUGE TENNIS SHOE SELECTION

6305 West 6th Avenue in Lakewood 303.232.6272 MeadowCreekTennis.com

COLORADOTENNIS

Since 1976

USTA INTERMOUNTAIN COLORADO

SPRING 2019

YEAR 44, ISSUE 2 — SPRING 2019

06 SQUARING THE PYRAMID

The Net Generation Pathway is evolving to bring more youth into the game.

08 the BUZZ

Nouns in the News, doing this, that & the other.

12 HighFIVE

Hats off to these five individuals for their on/off-court achievements.

16 SPOTLIGHT

We salute our area coordinators help make league tennis run smoothly across the state.

22 BRAINSTORM

The latest kibble from our editor & other news that fits.

Download this issue from our Digital Newsstand :



USTA COLORADO STAFF LISTING

Administration:

FRITZ GARGER
Executive Director, USTA CO/CYTF
x204 fritz@coloradotennis.com

LISA SCHAEFER
Associate Executive Director, USTA CO/CYTF
x201 lisa@coloradotennis.com

ANITA COOPER
Administrative Assistant
x200 anita@coloradotennis.com

CINDY SPRINGSTEEN
Accountant
x227 cspringsteen@coloradotennis.com

Player Development:
CINDY MACMASTER
Player Development Director
cindy@coloradotennis.com

Competitive Tennis:
JASON COLTER
Tournament Operations Director
x205 jason@coloradotennis.com

Marketing/Diversity:
PAULA MCCLAIN
Marketing & Diversity Director
x220 paula@coloradotennis.com

Publications:
KURT DESAUTELS
Creative & Communications Director
x203 kurt@coloradotennis.com

Community/Grassroots Tennis:

KRISTY HARRIS
Community Development Director
x300 kristy@coloradotennis.com

KRISTY JENKINS
Community Youth/School Tennis Coordinator
x301 schools@coloradotennis.com

Leagues:

JASON ROGERS
League Programs Director
x202 jason.rogers@coloradotennis.com

TAYLOR MCKINLEY
League Programs Manager
x210 taylor@coloradotennis.com

KATE JAMES
League Coordinator
x208 kate@coloradotennis.com

NICK TAYLOR
League Coordinator
x207 nick@coloradotennis.com

KENT WARYAN (May-September)
League Coordinator
x206 kent@coloradotennis.com

Information Technology:

GARY GOFF
IT/Technical Support Director
x303 support@coloradotennis.com



USTA COLORADO phone: **303.695.4116**
Gates Tennis Center toll free: **800.531.7438**
3300 E Bayaud Ave, Suite 201 fax: **303.695.7631**
Denver, CO 80209 league fax: **303.695.6302**

About COLORADO TENNIS

COLORADO TENNIS (USPS #013-371) is a quarterly publication (January, April, July & October/November).

POSTMASTER, SEND ADDRESS CHANGES TO:
COLORADO TENNIS, 3300 E Bayaud Ave, Suite 201
Denver, CO 80209

Free subscriptions are available, contact the editor.
Periodical postage paid at Denver, CO.

COLORADO TENNIS Editor
Kurt Desautels, Phone: 303/695-4116 x203
Email: kurt@coloradotennis.com

Advertising

Karen Engel, Phone: 720/495-5104

Visit our website for advertising rate cards:
COLORADOTENNIS.com



/USTAColorado



ADVANTAGE YOU.

Enjoy a
**COMPLIMENTARY
TENNIS CLINIC**
and a
**FREE 3 DAY
MEMBERSHIP**

- :: 24 Outdoor Courts | 16 Indoor Courts
- :: USTA Adult Team Tennis, Mixed Doubles, Seniors' Tennis, and 10 and Under Programs
- :: Elite and Excel Jr. Programs
- :: Adult Tennis Drills and Ladders



Inverness 303.790.7777 | **Monaco** 303.758.7080

Visit ColoradoAthleticClubs.com to learn more about all of our 7 Front Range locations.



*Restrictions and terms may apply. Must be local resident, age 18 or older with valid photo ID. First-time guest only. Offer ends May 30, 2019. ©2019 Wellbridge.



FEATURE STORY

by USTA **COLORADO**

"SQUARING THE PYRAMID"

The USTA is embracing a series of new ideas as part of the Net Generation Pathway where the future of youth play will focus on both team and individual competition — with the goal of increasing the number of participants in social and recreational play.

Imagine if we created pathways for youngsters from diverse backgrounds to easily pursue our sport in their communities, at their levels, on an affordable basis that would not require them to sacrifice educationally but would strengthen and amplify their personal growth.

Imagine if we put in place a player development system that aims to create the conditions for developing not only champions on the court, but also champions in life."

Jon Vegosen, The Sport of Opportunity

In the Spring 2018 issue of Colorado Tennis newspaper, USTA Colorado shared its vision of WHY? Why do we do what we do? Not to be confused with WHAT we do (promote and develop the growth of tennis in Colorado), but our sincere, fundamental belief that youth and adolescent participation in tennis can provide a range of benefits that can last into adulthood; that these benefits are not limited to the expected physical improvements that come with physical activity, but also include important emotional and social benefits that can translate into stronger social and leadership skills; and that strong individuals lead to stronger communities.

Youth Participation concerns

Nationally, youth participation (in all sports) has been worrisome. Participation in team sports is down, and the rate of inactivity has been climbing. Simply put, there are far too many kids who are not getting enough daily physical exercise.

Tennis participation among youth has been predominantly flat over the last several years. For many decades, tennis has been plagued by a "leaky bucket". Each year, millions of new players get into the sport, while a similar number of millions leave. There are myriad factors, including aging, time constraints, injuries, illnesses, no one to play with, etc. Among youth, parental support is one of the key factors, as is having fun with friends, feeling confident, and having success. To address this issue, the USTA and its constituent organizations (Sections, Districts, Community Tennis Associations, etc.) have been working with providers (Parks & Recreation Departments, Tennis Facilities, Clubs, Schools, etc.) to explore new ways to introduce kids to tennis, and to encourage them to get involved beyond that first introduction.

The Participation Model

For many decades, the tennis industry has focused its attention to the top of the competitive pyramid. The best of the best players command the vast majority of attention in magazines, websites and at tournaments.

Players are conditioned at a young age to work hard to improve their game so they can be competitive at the highest levels of junior play.

Tennis alone doesn't face this problem.

Virtually every kid in every sport in America has been fed the same story. Kids as young as 8 can compete for National Championships in multiple sports.

We — parents, adults and athletic organizations — are strangling the next generation of athletes with expectations of national titles, scholarships and professional careers, when most kids just want to play with their friends and have fun.

Athletic participation for youth looks like a pyramid. Lots of kids start playing sports when they're young. They play soccer, lacrosse, basketball, baseball and softball, do gymnastics, etc. They "sample" different sports, experimenting with volleyball or cheerleading, football or hockey.

Millions of kids and their families spend their Saturdays on sports fields and courts across the country. Today, the majority either stop sampling to focus on one sport (ie, specialize) or they quit organized sports altogether.

Today, 3 out of 4 kids leave organized sports by the age of 12. Most leave because it stopped being fun, because they didn't feel as though they were learning anything, or because their friends had stopped playing. It's the three-headed hydra of youth sports decline.

Youth participation is strong at lower levels of play, when youngsters are first giving sports a try. As they age and get more competitive, players drop out. Ultimately, the only ones left playing sports are the top of the competitive model, kids who still harbor dreams of competing in college or even the professional ranks. The rest have "retired" from organized sports, and will likely not re-

engage until much later in life, it at all.

Squaring the Pyramid

The USTA is looking to change the participation model by "squaring the pyramid". It's a concept shared by The Aspen Institute and many other organizations that are concerned with the state of physical activity in America and abroad.

Squaring the pyramid simply means that as players age and/or improve, they don't leave the sport because there are still many ways to stay engaged. That means slaying the three-headed hydra. This is accomplished by keeping the game fun, helping kids continue to feel competent and confident in their learning, and making sure they have friends to play with.

The Colorado approach

USTA Colorado (aka, The Colorado Tennis Association) has in many ways led the country with innovative programming ideas for youth.

Colorado was one of the first areas in the nation that implemented a tournament structure that guaranteed multiple matches using single-day formats to help alleviate the challenges that traditional tournaments placed on time-crunched families.

USTA Colorado also pioneered the 3v3 team format — a pilot program that began in 2016 — that has now been adopted for use in both our fall JTT season and in our newly debuted team tournaments.

"In a sport like tennis, many times the team concept gets lost so the idea of introducing the 3v3 tournaments into our offerings this

Squaring the Pyramid means flipping the current participation model on its side. Rather than focusing on the top of the pyramid — the "elite" players — Tennis is re-imagining youth initiatives that will expand opportunities for all levels and encourage more kids to stay engaged in the sport.

year was to create a more inviting atmosphere where existing and new players can experience tennis in a different way, and allows them to compete with their friends," says Jason Colter, USTA Colorado Tournament Operations Director.

"The 3v3 format is unique in that players are on the court alone (except in doubles), but they have the support and camaraderie of their teammates. This creates a competitive yet social aspect to the sport."

With the 3v3 format, players swap in and out of a two-court match, "tagging in" before or after a game. Additionally, coaches provide real-time feedback during the match, helping players navigate their way through the match with encouragement and correction.

The response has been so positive that the 3v3 format is likely to expand to the national team tournament pathway that is being considered for 2020.

Colorado is not unaccustomed to the spotlight lately, as it has gained national recognition for the strength of its league programs, both adult and junior.

Team sports build higher participation

If you want to read about a success story, look no further than adult league tennis, which began in 1980 as a pilot program to help bring new players to the sport.

League tennis participation in Colorado grew quickly, reaching 20,000 in 2000. Twenty years later, more than 40,000 compete annually in Colorado adult leagues. The Denver metro area is poised to assume the title as the nation's largest league

"area", with more than 33,000 participants last year, putting it just 66 players shy of the current leader, Atlanta. Since 2008, Atlanta has fallen by nearly 20%, while Denver has climbed by nearly 60%.

Youth engagement

Clearly, team tennis "sells". Colorado's JTT program, also the nation's second-largest, is holding steady despite a national down-trend in individual youth sports. The rationale, explains Jon Solomon of the Aspen Institute's Sports & Society Program, "Kids want to play with friends. It's a lot simpler than we as adults make it out to be."

In the last several years, overall youth participation in team tennis events has climbed by 10%, a strong indication that the team concept is well-received by parents and players. In the all-important 10 & under demographic, team participation has grown by more than 30%.

"As is the case with all of our sanctioned events, our goal for our team events is to ensure that the kids are having fun, meeting new people and competing," says Colter. "If the kids are having fun, experiencing some form of success and are getting positive and constructive feedback from their coaches, I think they will be more inclined to stick with the sport, and compete in these player-friendly formats."

The bulk of new team participants are competing in the entry-level and intermediate divisions, which is consistent with a pattern of sports sampling, where kids compete in numerous sports.

The Survey

In a recent study conducted

Tennis is one of the best sports for young athletes in all other disciplines to play given the emphasis on problem-solving, eye-hand coordination, agility and the low rates of injury.

by the University of Central Florida, parents (and kids) highlighted their desire to see the creation of a Team Competitive Pathway alongside the traditional individual pathway.

For many young players, the allure of playing on a team coincides with their first introduction to the sport. Many parents are getting their kids into tennis as a way to avoid physical contact with other players, or to have a secondary sport that complements their youngster's primary sport.

A study published late in 2018 listed tennis as one of the best sports for young athletes in all other disciplines to play given the emphasis on problem-solving, eye-hand coordination, agility and the low rates of injury.

A separate study paints a portrait of tennis players as well-rounded, basically successful at school and involved with extracurricular activities. Tennis players also appear to be healthy overall and less prone to key adolescent health-risk behaviors than non-athletes and contact sports participants.

Given the inherent benefits of tennis for adolescents, the key is to expand opportunities to more and more kids in every demographic. **CT**

Tennis is #betterwithfriends

Team Tournaments use the 3v3 format, in which two teams (comprised of boys, girls and/or co-ed) will compete against each other in side-by-side singles and doubles action. Players can substitute in and out between games.

Coaching is not only allowed, it is encouraged!

REMAINING EVENTS IN 2019

Outdoor Season • \$20/player

May 19 Centennial CAC Inverness
250036119 ENTRY-LEVEL
14/12

June 16 Centennial Lifetime Tennis & Fitness
250036219 CHALLENGER
14/12

August 11 Colorado Springs Memorial Park Tennis Center
250036319 ENTRY-LEVEL
14/12

September 29 Boulder Boulder Recreation Center
250036419 ENTRY-LEVEL
14/12

Colorado JTT is the nation's largest non-membership youth tennis league. There are two seasons: Summer and Fall. The summer deadline is fast approaching, for details, visit coloradotennis.com.



Bock, Haberstick earn Intermountain honors

Two USTA Colorado board members were honored for their dedication and devotion to tennis in the Intermountain Section. **Alden Bock** (David Freed Award, left) and **Brett Haberstick** (Jan Douse Award, right) were recognized at the USTA Intermountain Annual Meeting in early December.



Parker Racquet Club now open

The Parker tennis community is celebrating the opening of its long-awaited indoor tennis facility, the Parker Racquet Club. The six-court indoor club held its ribbon-cutting ceremony on March 30. Seven years in the making, the PRC is now officially open for business. The facility is the first of its kind in Douglas County, and the first in the metro area with a viewing mezzanine.

The Parker Racquet Club's mission is to deliver high-quality, year-round, affordable tennis programming to the Town of Parker. Locally owned and operated, featuring a unique private/public model, the PRC caters to all players, providing the ability to reserve courts, participate in programming for members as well as Parker residents and the general public.

parkerracquetclub.com



Subaru's Scott Thompson and Tony Graziano collect racquets in the back of the new Subaru Ascent from guests at the Colorado Tennis Hall of Fame Gala. In all 80 gently used racquets were collected at the event. They'll be refurbished and then put in the hands of those in need.



Colorado Tennis Hall of Fame inductee is flanked by emcees, Christine Chang Gillette and Andy Zodin, and USTA Colorado President Angela Finan (left).

Hall of Fame Gala nets big donations for CYTF

The 2019 Colorado Tennis Hall of Fame Gala drew a massive crowd in early February to celebrate the induction of Jeff Cathrall and Randy Crawford. USTA Colorado welcomed Wayne Bryan, father and coach of the Bryan Brothers, who led a clinic, conducted a parent seminar, and hosted a Q&A to help raise money for the Colorado Youth Tennis Foundation.

More than 500 attended the event, which recognized the achievements of local players, coaches, enthusiasts and facilities who distinguished themselves over the last year with their play, their sportsmanship, and their overall contributions to the sport of tennis in Colorado. In all, nearly \$100,000 was raised to help the CYTF continue to serve youth across the state.

Thanks to our emcees, Andy Zodin and Christine Chang Gillette, and all those in attendance who made the evening such a success. We invite you to relive the night in pictures at facebook.com/USTAColorado.

Twice each year, the Colorado Youth Tennis Foundation awards individual player scholarships to youth and grants to organizations running programs for kids from economically challenged communities. In all, \$25,722 was awarded to 25 youth and nine organizations combined in March. Requests will be considered again this fall. Applications are available at cytf.net. USTA Colorado and the CYTF are excited to announce 2019 SERVES partners — Tennis Center at Steamboat Springs, Tennis for Kids and Denver Tennis Park.

SERVES incorporates more than just tennis. Athletic skills development as well as learning and practicing life and leadership skills round out the holistic approach for youth development. Each organization will receive funding and program support as part of the partnership.

Say HELLO to Cindy

USTA Colorado is excited to announce the arrival of **Cindy Springsteen** as its new accountant.

"Although only here for a short time, it's ever apparent she'll be a terrific fit for our office and both organizations (USTA CO and the CYTF)," says Executive Director Fritz Garger. "She's an excellent addition to our team, and we're delighted to have her here."

"I feel fortunate to have found such a great group of people to work with," said Cindy. "I've lived in Colorado for over 20 years and have two teenage boys. Having played tennis sporadically over the years, my goal is to get back in the game now that it's all around me!"

Cindy replaces long-time staffer **Theresa Dickson**, who joined USTA Colorado in 1994.

"I want to thank Theresa for her 24 years of service as the accountant for USTA Colorado. Her efforts are much appreciated as over that span of time, Theresa navigated a variety of systems and changes that USTA National and USTA Colorado incorporated related to our accounting functions. At times that was no simple task. Theresa closed out her tenure having streamlined a number of our systems in an effort to support and benefit our entire operation."

Waryan unretires...again

USTA Colorado welcomes **Kent Waryan** back for his third tour of duty. Kent retired from his League Coordinator position a couple years ago, but returned for his second tour of duty, helping out while Kate (James) was on maternity leave. Kent will be helping out again this year during our busy season from May-September.

"We're thrilled to have him back!" says League Programs Director Jason Rogers. "Kent is an amazing League Coordinator who brings a light-hearted, professional, detail oriented and dedicated approach to the job."

While officially not an "un-retirement" (Kent says he just enjoys helping out during the busy season), he is close to equaling the marks of Brett Favre and Michael Jordan (who both unretired 3 times).



Colorado teams qualify for Tennis On Campus National Championships

Two Colorado schools shined at the USTA Intermountain Tennis on Campus Section Championships, held March 1-2 in Colorado Springs. The top three finishers were awarded bids to the Tennis on Campus National Championships, which were held April 10-13 in Surprise, AZ. The top three at the Intermountain Section Championships were: **Air Force** (1st), **CU Boulder** (2nd), **BYU** (3rd).

At the National Championships, CU Boulder fell to Michigan in the finals of the Bronze division; AFA (Bronze) and BYU (Copper) also represented the Intermountain well.



Photo by Barry Gutierrez

David Jensen, who was recently highlighted in an ESPN feature, will be one of the athletes profiled by the new series.

Breaking the Barriers: Rise to the Possible

Art in action celebrating the accomplishments of diverse tennis pioneers, contributors and rising stars in Colorado.

Using tennis as a backdrop to promote diversity and inclusion, health and wellness, and excellence, USTA Colorado's **Breaking the Barriers Portrait Series** has been a high profile, high impact, sustainable educational and outreach program celebrating the accomplishments of diverse tennis in Colorado. Inspired by, and in tribute to **Vicky Matarazzo**, who lost her battle to cancer in 2017, a new portraits series, **Rise to the Possible** will showcase the accomplishments of adaptive tennis pioneers, contributors and rising stars. As Matarazzo would say, "adaptive tennis demonstrates the epitome of diversity." Ten new portraits have been created to complement the other 38 portraits featuring African American, Pacific Asian American and Latino/a American tennis players. These unique and artful portraits are produced by Pulitzer Prize-winning photographer **Barry Gutierrez**.

In partnership with Special Olympics Colorado, Rise to the Possible Portrait Series and ancillary programs are being developed for release in the summer/fall timeline. USTA Colorado is excited to dedicate the fourth installment of the Breaking the Barriers Portrait Series to Matarazzo, the recipient of USTA Colorado's Arthur Ashe Award in 2003. She was honored by the PTR with its Humanitarian Award in 2009, and at the 2017 Colorado Tennis Hall of Fame Gala. She was featured in *Tennis Magazine's* annual Hero Issue in 2016.

Inspired by the International Tennis Hall of Fame's Breaking the Barriers exhibit, USTA Colorado has created our own showcase with the successful three-part portrait series, which includes: *An Exhibition in Courage*, featuring African Americans in tennis; *The Asian Connection*, highlighting Pacific Asian American players; and *iVive el Tenis!*, celebrating Latino/a Americans.

Now a movement, Breaking the Barriers demonstrates USTA Colorado's commitment to increase awareness about diverse tennis players in the sport and foster participation in USTA Colorado's programs to promote and develop the growth of the sport and to inspire the next generation of tennis players from these communities.

Rise to the Possible, celebrating adaptive tennis is our effort to help Matarazzo's legacy live on. "I don't care if people remember my name, but if they can take one thing away, I'd want them to find an opportunity to change a life."

To revisit any of the existing Breaking the Barrier exhibits, visit coloradotennis.com and look under the ABOUT Us tab.



JCC names tennis center in honor of Swiggart

After the untimely passing of **Jim Swiggart**, the JCC is renaming its tennis center in his honor. Swiggart had been at the J since retiring from Steamboat. During the memorial service, it was announced, "Tonight, we celebrate the life of Jim Swiggart. We miss him every day. In his honor, we are humbled to announce that we are renaming the JCC Tennis Center to the *JCC Jim Swiggart Tennis Center*. May his memory be a blessing for generations to come here at the J."

In Memoriam:

Woodie Smith (72), long-time tennis coach at Overland High School who was named Coach of the Year in 1997. In his 28 years at Overland, Woodie was an influential teacher, administrator and coach, receiving the Lifetime Trailblazer Hall of Fame Award in 2018. He taught English for 20 years, and was Dean

of Students and Athletic Director for 10 years. He received the Cherry Creek Schools Chapter Colorado Award in 1991 and was named Who's Who Among America's Teachers in 2002.

Dorothy Mauk (91), began working for the Denver Post Sports Department in 1962 where she specialized in 40 different disciplines. Dorothy was the first female sportswriter working for a major metropolitan daily newspaper. She retired from the Denver Post in 1983. She was in the first female membership class of the Denver Press Club, was the first female member and first female president of the Colorado Sports Hall of Fame Selection Panel. She was inducted into the Colorado Tennis Hall of Fame in 2002, and later elected to the Colorado Sports Hall of Fame in 2014 for sportswriters. Dorothy was a charter member and a 44-year board member of the Sportswomen of Colorado which annually presents the Dorothy Mauk Pioneer Award in her honor.

Bill Wright (81), graduated in 1960 from Southern Methodist University where he won the Southwest Conference doubles title and placed second in singles in the 1957 singles tournament. Wright attended law school at Denver University and graduated in 1963, coaching the DU men's tennis team from 1962-64, as well as the United States Junior Davis Cup team, where he served as the coach and the captain. He competed in the US Open five times. His coaching career includes stints at Colorado State, Illinois, Cal-Berkeley and Arizona. Wright coached 12 All-Americans, a Pac-10 singles champion, and a doubles team that reached the quarterfinals at the French and US Opens. He was selected NCAA Coach of the Year in 1978, Pac-10 Coach of the Year in 1981, Region 8 Coach of the Year in 2002 and 2004. He published *Aerobic Tennis* in 1980, an instruction book emphasizing fitness. Wright was the tennis director for the Vail Recreation District for 27 summers, and in 2003, Vail dedicated the Bill Wright Tennis Center at Ford Park in his honor. He was inducted into the Colorado Tennis Hall of Fame in 2006.



15% OFF

Promo code: **PLAYCO15**

www.LINE-3.com

Offer Valid Until May 21, 2019



Womens & Mens Tennis Apparel





THE coolest

TENNIS CAMP IN TOWN!

AIR-CONDITIONED CLAY COURT ENVIRONMENT



Begins June 4

- + Boys and girls
- + Ages 7-12
- + Eight 3-day camps, 3 hours per day
- + Superior tennis instruction
- + 6:1 student to instructor ratio or better
- + Students grouped according to age and skill level
- + Fun and competitive drills
- + Refreshments
- + Official camp t-shirt, team photo and prizes
- + ROGY Levels orange and green



REGISTER TODAY!

KristiM@ClubGreenwood.com
303.771.2588



5757 S Quebec St | Greenwood Village | ClubGreenwood.com/Tennis

Full interviews can be found online at coloradotennis.com.

Previous episodes of HighFIVE can also be found there.



MidFirst Bank is one of the largest privately owned banks and this combination of size and private ownership provides our customers with a special brand of banking. We are a strong supporter of the communities we serve, investing time and money in important educational, charitable and civic organizations. Our volunteerism is powered by our employees from all of the communities in which we live and share with our customers. MidFirst Bank is a proud partner of USTA Colorado.

For 29 years, Peggy Clark Bernardis has been a tennis professional with Club Greenwood, but she is most well-known for her passion for young players and embracing the youth pathway.

What not everyone knows is what's at the heart of it. Peggy's passion for kids started from day one at her job, when she was (secretly) pregnant



PEGGY BERNARDIS

with her second child. One son, three daughters, and almost three decades later, Peggy's devotion for tennis has only grown.

"I've never been more passionate than I've been in the last few years," Peggy explains of teaching all levels of tennis, but especially youth tennis which includes modifications in courts and equipment. But more than that, it's the approach of Team Colorado and team play.

"I want kids to play their whole lives," she said of her mission. "I want it to be super fun, and supportive with great camaraderie. It's an opportunity to grow core values."

With 26 plus years coaching youth tennis, 17 of them at the Division I level, Mike Phillips coaching bio is as big as his passion for working with young athletes. He's worked with elite players from all over the world and was also inducted into Class of 2017 Montana State University Hall of Fame.

With six Coach of the

MIKE PHILLIPS



Year Awards, including four-time Collegiate Coach of the Year, Mountain Region Coach of the Year, and USPTA Intermountain Coach of the year, Mike coaches all youth athletes, but has a particular passion for coaching collegiate athletes.

"College tennis is the best sport," he said of getting to spend four-plus years developing youth athletes to succeed both on and off the court.

"This is a true team sport, and we get to spend massive amounts of time together to really make an impact."

Karen Marley is on a mission — encouraging her students to tap into tennis to help them become stronger physical educators. An instructor in the Department of Exercise Science, Health Promotion and Recreation at CSU Pueblo, she's helping future PE teachers to be better and she's using tennis to get the job done.

Passionate about the fact that kids aren't get-



KAREN MARLEY

ting enough exercise in the day to achieve optimal brain performance, she's all about showing the benefit of movement, but through tennis in particular.

"Tennis is a great opportunity to perform movement that requires interaction with right and left hemispheres of the brain," she explains, "like fertilizer for the mind."

Longevity is now being attributed to playing tennis — the variety of movements and mental aspects challenge and engage the full brain.

"To make the biggest impact on the future health of our society, we have to get to the physical educators out there."

Fraternal twins Trisha and Trini Somasundaram aren't just on top on the tennis court, they are also leaders in their community.

Winning the 2018 Colorado State High School 3A titles at No. 1 singles and No. 2 singles respectively, the Peak to Peak Pumas both serve on the Superior Leadership Youth Council, which creates events for the com-

TRISHA & TRINI SOMASUNDARAM



munity.

Hoping to repeat their wins in 2019 as seniors, the athletes said intense sibling tennis practice and competition came with both pros and cons.

"The good part is we could go hit together whenever we wanted," Trisha said. "The bad part is we really know each other's weaknesses!"

Trini agreed and adds "we get really competitive, but we like to help each other get better." She also laughed when asked if they played doubles. "Oh, no! Everyone knows we would not do well together."

Known by his coaches for his strong work ethic and positive attitude, 11 year-old Drake has a maturity beyond his years, taking in stride his original selection for the Team Colorado Orange squad (60-foot court) when he had already been playing Green/Yellow ball (78-foot court.)

"I think it was good to start there and get good form and to slow down



DRAKE SOLLEY

the play," he said of the orange ball experience. He has since moved up.

A self-described perfectionist, Drake's favorite stroke is his approach shot reflecting his dynamic style on the court.

"I'm aggressive at the right times, but I can be consistent at the back. When I have a chance, though, I take it!" he explained. That mentality also explains why he's also a fan of rock climbing.

Wanting to play collegiate ball potentially, Drake doesn't dream of a professional career.

"Tennis is about having fun. Losing isn't the end of the world. It's all a learning experience and if you lose you actually learn more."

TENNIS

AT THE BROADMOOR

See why so many players call
The Broadmoor Tennis Club their
"tennis home away from home"!

THE
BROADMOOR



2019 TENNIS CAMPS & EVENTS

Staying for a three-night camp? Please arrive the night before camp starts.
Here for a two-night camp? Please arrive the first day of camp.

DATE	CAMP	LEVEL
May 24-26	Memorial Weekend Camp	3.0-3.5 Women & Men
May 31-June 2	Intensive 4.0 Adult Camp (SOLD OUT)	4.0 Women & Men
June 7-9	Tennis, Tacos & Tequilas	3.5-4.5 Women & Men
June 16-18	Junior Camp-Intermediate to Advanced	Ages 10-13
June 21-23	Adult Pickleball Camp	3.0-3.5
July 17-19	Junior Camp-Advanced Beginner's Fundamentals	Ages 8-12
July 26-28	Adult Fitness Camp	3.5-4.0 Women & Men
August 2-4	The "Hook & Volley" Fly-Fishing, Wine & Tennis Camp	3.0-4.5 Women & Men
August 5-7	Junior Camp-Varsity HS Prep Camp	Advanced Juniors Ages 14-17
August 23-25	Adult 4.0-4.5 Men's Tennis Camp	4.0-4.5 Men
September 6-8	Adult Tennis Camp Weekend	3.0-3.5 Women & Men
September 13-15	Farm-to-Table & Tennis Weekend	3.5-4.5 Women & Men
October 11-13	Adult 3.5 Tennis Camp	3.5 Women & Men
November 1-3	Dink for Pink Charity Pickleball Weekend	3.0-4.0 Doubles & Mixed
November 22-24	Adult Thanksgiving Camp	3.0-3.5 Women & Men
December 7-9	Adult 4.0 Holiday Camp	4.0 Women & Men
December 27-29	Adult 3.0-3.5 Mixed Doubles Camp	3.0-3.5 Women & Men

SPECIAL EVENTS IN 2019!

Tennis, Tacos & Tequilas • June 7-9

New this year! Combine all of your favorite passions into one weekend! This adult camp includes a very special evening at the Fish House on the golf course to celebrate the finest sipping tequilas, specialty margaritas, Mexican Beers, and hand-crafted tacos by our fantastic culinary team.

The "Hook & Volley" Wine & Fly Fishing Tennis Camp • August 2-4

In addition to three days of award-winning tennis instruction, enjoy an introduction to fly fishing with a two-hour casting clinic, led by a Broadmoor guide on Saturday afternoon. Top off the evening with a wine-tasting and paired appetizers at the Fish House.

Farm-to-Table Event & Tennis Camp* • September 13-15

Designed for 3.5-4.5 adults, this camp will include a special afternoon at Broadmoor Farms. After a tour of the herb and produce gardens, a Broadmoor chef will prepare an al fresco picnic lunch in this lovely garden setting.

Dink for Pink Charity Pickleball Weekend • November 1-3

The first indoor pickleball tournament of the season! Supporting breast cancer research, this charity event will feature women's doubles and mixed doubles to be conducted inside The Broadmoor tennis bubble. The event will include a fun pickleball pink-themed cocktail party at the Golf Club.



TENNIS CAMPS INCLUDE:

- 4:1 student/pro ratio (players are grouped with others of their level)
- Intensive instruction and supervised match play
- Special camp gifts and lunch at The Broadmoor on one day for adult camps. Box lunch daily for junior camps
- Special two and three night package rates with luxurious Broadmoor accommodations included



Visit The Broadmoor Tennis Shop for the finest selection of tennis apparel, footwear and equipment in Southern Colorado!

Call for our complete 2019 schedule. For information or reservations: (800) 634-7711, ext. 6174 or email tennis@broadmoor.com

**The Broadmoor • 1 Lake Avenue
Colorado Springs, CO 80906 • broadmoor.com
Facebook: Broadmoor Tennis**



SPORTSMEDICINE

by CHRISTOPHER CENTENO M.D.

There's nothing humerus about tennis elbow, an overuse and muscle strain injury. The repeated motions and stress to the tissue may result in a series of tiny tears in the tendons that attach the forearm muscles to the bony prominence at the outside of your elbow.

Tennis Elbow Surgery & Your Alternative Treatment Options

Tennis elbow surgery is quickly becoming a thing of the past. This surgery commonly involves using a scalpel to cut "fenestrations" or small holes or lines into the tendon. The idea is that these injuries will cause healing. While at some level makes sense, surgery rates for tennis elbow have been plummeting for years due to new treatments that are much less invasive and much better studied as being effective.

One of the most popular alternative treatments for tennis elbow that has passed the gold standard test of a large

randomized controlled trial is *platelet rich plasma injections*. This involves taking blood from an arm vein, spinning it down to concentrate platelets, and then injecting those into the painful tendons. When compared to steroid injections and surgery, PRP is much more effective.

This brings us to the quality, concentration and delivery of PRP used for treating tennis elbow. In our experience, PRP that is amber color and largely free of red and white blood cells, is more effective than the red PRP, which causes a much bigger inflammatory response.

Receiving these injections

under precise imaging guidance can make a big difference, since the doctor is also able to visualize the exact areas where small tears and place the cells directly into those spots.

Stem Cell and Platelet-Based Procedures to Treat Orthopedic Conditions

You've probably seen everyone from local chiropractors, to emergency room doctors, to orthopedic surgeons hawking the magic of stem cell injections to treat things like arthritis, back pain and even tennis elbow. But, did you know that these

procedures were first performed at the Centeno-Schultz Clinic in Broomfield in 2005? Not only did we invent Orthopedic Stem Cell injections, we have also published the largest data-sets of worldwide research and teach physicians from all over the world.

Our expert physicians are highly-trained in treating all orthopedic conditions, including injuries to the knee, hip, shoulder, spine, elbow, hand and wrist, and foot and ankle. We are here to offer a viable alternative for patients with injury or chronic pain and who may be considering surgery. **CT**



CENTENO-SCHULTZ CLINIC

Where Orthopedic Stem Cell Injections Were Invented.

At the Centeno-Schultz Clinic, we are committed to providing outstanding Interventional Orthopedic care with the best physicians and specialists in the world. Orthopedic Stem Cell Injections were invented here and our advanced regenerative treatments are designed to use your body's natural healing ability to repair damage to bones, muscles, cartilage, tendons, and ligaments non-surgically. Our proprietary, research-driven techniques allow us to concentrate your cells and to place them in the precise area of your injury to promote healing and to achieve optimal outcomes.

We offer treatment for a wide variety of orthopedic conditions, relating to these areas:

SPINE, KNEE, SHOULDER, ELBOW, HIP, HAND & WRIST, FOOT & ANKLE

LOCATIONS:

Broomfield Clinic

403 Summit Blvd #201
Broomfield, CO 80021

Lone Tree Clinic

10465 Park Meadows Dr #105
Lone Tree, CO 80124

TO SCHEDULE AN APPOINTMENT:

Ph: 720-791-0600

Email: info@centenoschultz.com
www.centenoschultz.com





SPORT COURT OF THE ROCKIES SPECIALIZES IN:

- ♦ RESIDENTIAL & COMMERCIAL TENNIS COURTS
- ♦ POST TENSION COURT CONSTRUCTION
- ♦ ACRYLIC & CUSHIONED COURT SURFACES
- ♦ POWERGAME SUSPENDED PERFORMANCE SURFACES
- ♦ TENNIS COURT MAINTENANCE, RESURFACING & EQUIPMENT
- ♦ MULTI PURPOSE COURT CONVERSIONS

**WHERE
CHAMPIONS
PLAY™**





SPOTLIGHT

by TOM FASANO

Area league coordinators throughout the state take a bow! Their job is to help run USTA Colorado's adult and junior tennis leagues outside the Denver-metro area. Whether it's in Aspen/Mountains, northern Colorado, southern Colorado or Western Slope, Colorado league tennis continues to grow and will likely welcome its millionth league player in the next couple of years.

With geographic differences and weather challenges in Colorado, these area league coordinators — **Diane Westlind**, **Shelley Lundh Freeman**, **Jean Orton**, **Susan Swarmer**, and **Kathy Elliott** (Adults), as well as **Bryce Melcher** and **Mike Humphrey** (Youth) — help make the great sport of tennis a fun experience and fulfilling for thousands of players.

They are great at what they do, and help operate the country's largest league program. Let's honor them.

For more than a quarter of a century, Westlind has been an instrumental tennis figure in northern Colorado. She remembers how she got involved 26 years ago when her husband Gary and their three boys moved to Fort Collins from Broomfield in 1989.

"We had just started playing mixed leagues in Broomfield. (When we) arrived in Fort Collins and after settling in a bit and searching out opportunities for play, I discovered that there were no mixed leagues offered in northern Colorado," Westlind said. "We only had Volvo Adult and Senior."

Westlind didn't sit around and wait for others to do something.

"So I called the USTA Colorado office and asked why. I was told there was no one willing to coordinate more than adult and senior," she said. "I thought: 'Well, how difficult can that be?' Within a few months, the current coordinator moved and I was offered the opportunity to work for USTA Colorado. It's cliché, but the rest is history. We have been growing ever since, now offering 13 leagues. For the first time, I am offering the Tri-Level League as a pilot league. It looks to be off with a bang!"

While Orton (southern Colorado) recalls playing league tennis and then being asked to apply for the job from the previous coordinator about 15 years ago, her southern Colorado colleague Swarmer said her girlfriend was working as a USTA coordinator for southern Colorado.

"She suggested that I come in and work to help her," said Swarmer, an area league coordi-

nator for 15 years. "I began to work some of her leagues and when she moved on to other things I took over all the leagues."

Freeman, a coordinator since 1998, said she became involved when she wanted to find more players for her and her boyfriend to play.

"So, I started a USTA mixed doubles league in our area. I eventually became the area coordinator for all of the leagues in Aspen and the Mountain Areas," Freeman said.

The two youth coordinators — Humphrey (southern Colorado Junior Team Tennis) and Melcher (first year as northern Colorado JTT) — enjoy working with youth tennis players.

"I had been running the JTT program for four years and was asked to take over when the current JTT coordinator left," Humphrey said.

Although this is his first year as an area league coordinator, Melcher was the JTT coordinator at the Fort Collins Country Club for the last four years, which includes promoting, organizing and running JTT at the club.

The best thing for Melcher when it comes to JTT is that the kids are able to participate as a team.

"Tennis is such an individual

sport and all the kids get used to competing against each other," Melcher said. "JTT emphasizes support and encouragement as they push each other to improve in the sport while trying to win as a team. With the matches being decided by total games won and not by matches won, it trains the kids to never give up no matter the score as any games won can help the team get the victory."

Humphrey said the best part of JTT is the ability to have all levels of players be able to compete in a league.

"This is truly the only avenue for kids to play competitively without having to enter tournaments and they are also able to play in a team environment," he said.

Westlind said the best thing about league tennis is the team camaraderie.

"I always like to win, but I work hard to make it a good experience, win or lose," Westlind said. "Socializing with not just my teammates but with the opponents after a match is very important to me."

Orton said the best aspect about league tennis is making lifelong friends and playing on a team for 15 straight years.

Freeman loves the challenge of



Diane Westlind / Northern CO (Adults)



Shelley Lundh Freeman / Mountains (Adult)



Susan Swarmer / Southern CO (Adults)



Kathy Elliott / Western Slope (Adults)



Jean Orton / Southern CO (Adults)



Bryce Melcher / Northern CO (JTT)



Mike Humphrey / Southern CO (JTT)

league tennis — both mentally and physically.

“It’s fun, social, competitive, good exercise and always a good challenge,” she said. “I really enjoy meeting new tennis players of all levels and sharing our mutual love of the game. I love getting more people involved.”

As far as what tennis means to the players whom they see every day in the community, Swarmer said that the sport brings people together from all walks of life and can be played for a lifetime.

Westlind likes how tight the tennis community in northern Colorado has become and how involved they are in the community through tennis.

“That is evidenced by the support for multiple benefit tournaments that are sponsored by nearly every USTA organizational member on a regular basis. It’s also evident in the number of regular players that come out to cheer on the Colorado State University women’s team at home matches,” Westlind said. “Jarod Camerota, the head

women’s coach, is a regular league player. He and the team also support and host multiple events at the CSU tennis complex.”

Westlind is a member of the committee that organizes the annual Ladies Day Doubles tournament (a one-day event) to benefit Crossroads Safehouse — a shelter in Fort Collins for victims of domestic abuse.

“It would not be the success it is without the use of the 12-court complex. In 2018, we donated over \$23,000 in cash to Crossroads from the support of many sponsors and 120 players. Scott Langs, the assistant women’s coach, is the former longtime director of tennis at the Fort Collins Country Club. He is the NOCO representative on the USTA Colorado Adult League Committee. Laurie Anderson, director of tennis at Work Out West in Greeley, sits on the USTA Colorado Board of Directors. These are just a few examples of the scope of NOCO activity.”

On the younger side,

Humphrey said tennis allows kids to learn lessons for life such as how to deal with adversity, be honest, learn to stand up for themselves, provides a social platform to learn communication skills and learn the skill of goal setting.

Melcher said tennis benefits kids by giving them physical exercise and by teaching them life lessons.

“Kids are really able to see that hard work pays off which is a great lesson to learn,” Melcher said. “Tennis is one of the few activities that we can do our entire lives, and through tennis you can find friendships that will last forever.”

The consensus from the coordinators — youth and adults — is that adults and kids like playing on a team because of the social aspect, competing in a team environment, great exercise, the challenge, the camaraderie and the friendships that are forged.

In addition, tennis always has that match or experience that people never forget. Take

Freeman, for example. Her most memorable experience playing leagues was participating in one of the longest singles matches she had ever played in the CTA Twilight Districts in 2017 ... and finally pulling out a win.

“I was playing against a girl (Adrienne Jaycox) who was just as tenacious and determined to win as myself. It felt like I was playing against myself. It could have gone either way,” Freeman recalled. “We were actually playing a shortened format due to inclement weather — an eight-game pro set. However, it went as long as any regular best two-out-of-three match. I thought we were both going to die! I was so glad we weren’t playing a full regular format match!”

It’s memories like Freeman’s and the ones they help create for others as area league coordinators that make what they do so special to so many players in Colorado. **CT**



the FUN RETURNS!

USTA JUNIOR TEAM TENNIS

REGISTER BY APRIL 29

*DENVER METRO

OUTLYING AREAS MAY HAVE DIFFERENT DEADLINES.



We're Ready For Summer! Are You?



RM Tennis Center.com • 303.449.5033

Sign up today! Space is limited.
Memberships Available.

Come Play With Us

- Full summer program
- NIKE camps (June)
- Camp RMTC (July/August)
- High Performance camps
- Junior and Adult classes, open to all tennis players
- Junior and Adult leagues
- 13 USTA tournaments throughout the year
- ★ Babolat Boulder Open/ Intermountain Sectional, July 10-14



EXPERTS IN TENNIS & TRACK



TENNIS
SURFACING



TRACK
SURFACING



POST-TENSIONED
CONCRETE



PROJECT
DESIGN



REPAIRS &
RESURFACING

WHY RENNER

DESIGN & CONSTRUCTION EXPERTS

Renner has one of the most experienced and knowledgeable teams in the industry.

TRUSTED

For indoor or outdoor venues, Renner is the trusted surface of premier collegiate, high school, municipal and private facilities.

FINANCIALLY STABLE

Part of Tarkett Sports, a division of the Tarkett Group, a worldwide leader of innovative flooring and sports surface solutions, Renner has unprecedented financial support and stability. You can rest easy.

SERVICE

We are as committed to your program as you are, and we're with you for the long term. When you buy a surface from Renner, you're buying from a company that knows how to take care of you. It's what we do best.



800-738-8106
rennersports.com



SEE WHAT'S IN STORE

at your neighborhood Sprouts

PRODUCE

Fall in love with mountains of farm-fresh produce at unbelievably low prices. You'll find all your natural and organic favorites, plus plenty of seasonal specialty fruits and vegetables, too!

VITAMINS

We offer an impressive selection of over 7,500 vitamins, herbal supplements, natural beauty products and more, so you can take care of yourself and others—from head to toe!

BULK

With over 300 bins and barrels brimming with a wholesome variety of scoopable coffee, grains, nuts, seeds and treats, you're bound to find new better-for-you favorites every time you shop!

MEAT & SEAFOOD

We're famous for high-quality beef, and after one taste, you'll know why. We're also proud to offer always fresh, never frozen chicken and pork. Looking for organic or grass-fed? We have that too, and our friendly, expert butchers are at your service!

In the mood for seafood? Ours is delicious and delivered up to six times a week.

DELI

Need a tasty, wholesome dinner or snack on the go? Our Market Corner Deli has plenty of yummy mealtime must-haves. Try our freshly prepared, chef-inspired entrées, sandwiches, salads and sides, plus an incredible selection of sliced meats and cheeses to please!

There's a store near you!

Arvada

Aurora

Boulder

Castle Rock

Centennial

Colorado Springs

Denver

Englewood

Fort Collins

Grand Junction

Greeley

Greenwood Village

Highlands Ranch

Lafayette

Lakewood

Littleton

Lone Tree

Longmont

Loveland

Parker

Thornton

Westminster

Wheat Ridge

To find a location outside of Colorado, visit sprouts.com



SPECIAL THANKS TO OUR ANNUAL SPONSORS

USTA Colorado is proud to partner with the following companies that help us promote and develop the growth of tennis in our state throughout the year.



Confidence in Motion

As a company, **Subaru** believes it is important to do its part in making a positive impact in the world because it is the right thing to do. Guided by their Subaru Love Promise, the company's vision is to show love and respect to everyone, and to support its communities and customers nationwide. Subaru is a proud supporter of Racquets for All, Diversity & Inclusion programming, and USTA Colorado's Adult League Championship Series.

subaru.com



CENTENO-SCHULTZ CLINIC

Where Orthopedic Stem Cell Injections Were Invented.

USTA Colorado is pleased to welcome **Centeno-Schultz Clinic** as an official partner. Centeno-Schultz Clinic is the country's premier regenerative medicine clinic and home to the world's most sophisticated clinical and lab research facility for stem cells, platelets, and orthobiologics. Their patented Regenexx Procedures provide viable non-surgical treatment options for a wide range of joint and spine conditions, so you can get back to doing the things you love, faster and without surgery.

centenoschultz.com



LINE 3 is a Colorado sports lifestyle brand that celebrates competition and camaraderie. LINE 3 offers a unique variety of tennis themed clothing and accessories, including USTA Colorado's official apparel line - PLAY CO where a percentage of sales benefit the Colorado Youth Tennis Foundation.

line-3.com



Sprouts Farmers Market offers fresh, natural, and organic foods at great prices. Sprouts loves to inspire, educate and empower every person to eat healthier and live a better life. As USTA Colorado's official grocery partner, Sprouts provides healthy living tips to players throughout the tennis season.

sprouts.com



MIDFIRST BANK

MidFirst Bank's portfolio of services effectively competes with those of larger banks, but its people and culture provide customers with the service and flexibility of a community bank. As longtime official bank partner of USTA Colorado, MidFirst Bank presents our HighFive feature in Colorado Tennis Magazine.

midfirst.com



Since 2004, **KIND** has been on a mission to make the world a little kinder one snack and act at a time. Its recipes use nutrient-dense, premium ingredients like nuts, seeds, whole grains and fruit, which are recommended for a healthy diet. KIND is USTA Colorado's official snack partner and title sponsor of the Play KIND Sportsmanship Awards.

kindsnacks.com



Welcome to the CCLXXII

This is Issue No. 272 in this publication's history. Not a typical milestone number, but noteworthy because this is one of the last locally-printed tennis publications left in the country. It all began 44 years — two-hundred and seventy-two issues ago.

Other famous 272-ers include:

- Abraham Lincoln's Gettysburg Address was composed of 272 words;
- Roman Emperor Constantine the Great was born in 272 AD;
- Dial "272" and you'll likely get someone in Scranton, PA;
- Catherine McNally (USA) has 272 ranking points, good enough for No. 214 on the WTA Rankings (Apr 1, 2019);
- 272 years ago, Simon Fraser became last man beheaded in England.

Personally, this is my CII issue (that's 102 in the King's English). At this very moment, I'm ahead of Roger Federer (who by the time you read this may have upped his career titles to 102... or even 103) and Chris Evert, who won 101 singles matches at the US Open. As the editor of Colorado Tennis for the past 101 issues, I'm very excited to have shared my nearly 20-year journey with you, and look forward to many (or at least, several) more.

Honey, I shrunk the news

So if you've made it all the way back here to page 22, you've likely noticed that there's something quite different about this issue of Colorado Tennis.

We made the announcement last fall that in an effort to expand our news reach, USTA Colorado was going to re-tool its venerable newspaper as a magazine. You're now holding the result of this effort. Same downloadability, same schedule; easier to shove into your tennis bag but marginally more challenging to puppy train the new member of the family.

Thank you!

This mini-me version of Colorado Tennis that you are experiencing is possible through the incredible support of advertisers past, present and future.

Because of the new format, many of our long-time advertisers are not able to continue to show their support of our tennis community, but they have been

instrumental to the success of this publication. I want to thank them personally, and on behalf of our entire staff, for their many years of support.

I also want to thank the advertisers and sponsors that do appear in this new-fangled publication. I am fortunate to have forged many personal relationships with the businesses who are helping to bring you the stories and content you enjoy reading in Colorado Tennis. USTA Colorado is very appreciative of their continued investment into the future of tennis, and to the community we represent. Please remember them when/if you need their services/products.

There's an app for that

You love to play tennis, and if your eyes are connecting with this sentence, you clearly love to read about tennis as well. Tragically, this publication only appears three times per year, but you can stay connected with all things tennis in Colorado by following us on one (or all) of our media feeds.

We are currently pushing the 1,000-Like threshold on Facebook (with more than 1,000 followers), and have 1,300+ Twitter followers. USTA Colorado is taking baby steps with Instagram, but we always enjoy sharing your fun tennis photos. You can find us at [<insertappnamehere>/USTAColorado](#).

And of course, if you like to really take a deep-dive into tennis news, swing by the BLAST! for our local tennis blog, which will keep you in the loop on the big ticket items of the month. Visit coloradotennis.com and click on the BLAST! logo.

CAUTION: THIS PRODUCT INDUCES ASMR

After decades of experimentation, we are excited to announce that the use of this product has been known to elicit autonomous sensory meridian response, or ASMR, the experience of "low-grade euphoria" characterized by "a combination of positive feelings and a distinct static-like tingling sensation on the skin".

For best results, read this publication to your doubles partner at a barely audible whisper. Your mileage may vary. Sensation not available in California and New York.

CT

OTHER NEWS

ADULT LEAGUES

Adult league tennis in Colorado has gone for more than 20 years without a downturn, climbing from just shy of 18,500 in 1998 to more than 41,000 in 2018.

Despite having a climate that isn't always conducive to tennis play, Colorado (especially Denver) boasts one of the most vibrant tennis-playing communities in the country.

Since 2008, Colorado league participation has nearly doubled. Participation in the tennis hub of Atlanta — which was twice the Denver market a decade ago, but has consistently lost players while Denver has continued to grow—now only leads the Mile High City by 66 players (end of 2018)!

The primary drivers of this growth is in repeat customers — players who register for multiple leagues — and new league offerings. Since 2014, new league offerings have boosted participation by more than 9,000 players statewide (nearly 3,500 last year alone).

2019 CHANGES

- USTA Colorado has made some changes to the 2019 days-of-the-week adult league schedule, please confirm prior to your first match. Schedules can be found at coloradotennis.com.
- Adult leagues will no longer use the Coman Tiebreak procedure.

YOUTH

The **Level 5 ITA District Cup Series** (12s) event scheduled for May 25-27 in Steamboat Springs has been moved to the new Denver Tennis Park, located at 1560 S Franklin St. All information has been updated on TennisLink (#250017419).

The 2019 **Colorado High School State Tennis Tournament** will be held the second weekend of May. The 3A championships will be held in Greeley, the 4A in Pueblo, and the 5A at Gates Tennis Center in Denver/Cherry Creek.

USTA Colorado's **Team Colorado** program will host its annual SKILLS CHALLENGE at Utah Park (Aurora) on July 21. For more details, visit coloradotennis.com > JUNIORS > Team Colorado.



INTERMOUNTAIN
COLORADO



- TENNIS, BASKETBALL & MULTI-USE COURTS
- REPAIRS, RESURFACING & CONSTRUCTION
- ALL COURTS, ALL SURFACES
- ACCESSORIES & EQUIPMENT
- FREE ESTIMATES
- SERVING COLORADO SINCE 1970

COATINGS, INC.

ASPHALT AND TENNIS COURT MAINTENANCE

(303) 423-4303

www.coatingsinc.net



HEAD

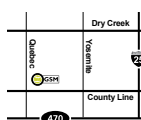
RADICAL

NO SHOT YOU CAN'T PLAY

GRAPHENE 360



**VISIT GAME-SET-MATCH'S NEWEST LOCATION
TO FIND ALL YOUR HEAD GEAR
INCLUDING THE NEW RADICAL SERIES**



**GAME-SET-MATCH
CENTENNIAL**
8280 S. Quebec St., Suite A
Centennial, CO 80112
303.790.1991



**GAME-SET-MATCH
DENVER/U HILLS**
2480 S. Colorado Blvd.
Denver, CO 80222
303.394.1991



**NEW LOCATION GAME-SET-MATCH
SOUTHWEST**
5894 S. Zang St., Suite A
Littleton, CO 80127
303.904.1991

RACQUETS | SHOES | BAGS | APPAREL | COURT EQUIPMENT | GAMESETMATCHINC.COM



Tennis Industry Association's
Pro/Specialty Retailer
of the Year - 2016