



Tennis Club Connection

The Official Club Executive Newsletter of the OTA

Issue 1 – June/July 2012

Message from the Executive Director – Jim Boyce



Hello OTA Club Executives. We are pleased to introduce this new newsletter, **Tennis Club Connection, (TCC)**. Your club received a TCC package at the beginning of the season that contained useful information that was designed to help you run your club more effectively. It included reference material from the OTA and Tennis Canada, the new **Club OTA** loyalty card as well as exclusive offers from our partners. We hope that the package was useful and informative. We will be sending the TCC newsletter to member club executive members periodically throughout the year. It will contain the latest news from our various departments, with the aim of keeping the lines of communication between the OTA and its members open. We hope you find it interesting entertaining and thought provoking. We welcome your feedback and encourage you to visit our website, www.tennisontario.com for more detailed information about the tennis scene in Ontario. Happy playing!

Membership and Coaching – Jay Neill

First of all, thank you to all of our returning member clubs for 2012 and welcome to our new members, Collingwood Community TC, Port Hope TC, Erin TC and UTSC. With over 200 member clubs, the OTA has an opportunity to reach over 55,000 tennis players across the province. The province's strong club network helps to foster the growth of the sport, giving players old and new a welcoming environment where they can enjoy the game and meet new people. The province's strong club system makes it possible for the OTA to offer clubs and players benefits and advantages that are not possible in some of the smaller provinces. We thank the many volunteers and professionals across the province, who give of their time and energy to run our clubs. On the coaching front, the OTA has over 800 registered Tennis Professionals Association, (TPA) pros across the province. In partnership with Tennis Canada, we have designed and implemented a rigorous coaching development system that produces some of the finest coaches anywhere. If your club has any questions concerning membership or coaching, feel free to contact me at jneill@tennisontario.com



Player Development Update – Kartik Vyas



This week kicks off an intense 4 weeks of tournament competition in Ontario. First up are the Wilson Junior Closed Outdoor Provincial Championships, or "The Provincials", as they are known. Qualifying began last weekend with main draw action taking place between June 25th to July 7th. Over 480 junior players registered in the U12, 14, 16 and 18's. The main host is Kew Gardens TC with early qualifying and early round matches at Markham TC, Donalda Club and Winston Churchill TC. Next up is the Senior Provincials at The Boulevard Club, July 8th to 15th. Over 400 competitors are expected to play. Next up is The Tommy and Lefebvre Ontario Open and the Roman Cup for Juniors in Ottawa at the Rideau Club July 30th to August 3rd. Again, over 400 competitors both junior and adult are expected to play at these great events. A special thanks to all the host clubs and their members for graciously allowing the OTA to run these events. We could not do it without your support!

Provincial Development News – David Lea

Tennis Fairs are underway for 2012. Let the OTA visit your club and take your members through the latest drills, some fun games and skill contests and the opportunity to demo the latest Wilson racquets! We can customize the 2 hour session to best suit your memberships needs. Dates are booking up quickly so if you would like to reserve, contact me ASAP at dlea@tennisontario.com. The OTA has an extensive schools programme throughout the school year. Ask how we can get your club involved as a Tennis Welcome Centre, where the kids can continue their tennis development after school hours. We also have many community "Tennis Pathway" events throughout the year – another great way for your club to attract new members.



Communication and Marketing – Peter Malcomson



First of all – a big thank you to all the OTA clubs who distributed the new **Club OTA** loyalty card. Over 50,000 cards have been distributed across the province via the club network. The new programme has the potential to add tremendous value to your players *if* they register the card on-line at www.tennisontario.com. Once the card has been initialized, the user can access exclusive savings and contests from our **Club OTA** partners including, **Rogers Cup, Clevelands House, Mr. Case, Merchant of Tennis** and **Daniel Nestor Wines**. We will be adding new partners and introducing exciting contests throughout the year so we encourage cardholders to visit the site often. For those clubs who have not yet distributed the cards, we encourage you to do so ASAP – some of the offers and contests will be over shortly. If you have any questions or comments about **Club OTA** please feel free to contact me at pmalcomson@tennisontario.com.

Did You Know...

... that the OTA was founded in 1918

... that Milos Raonic played over 100 matches in OTA sanctioned tournaments

... that the OTA sanctions over 400 events and 1,100 draws each year

Would you like other executive members at your club to receive the TCC newsletter?

If so, simply send an email with a list of contacts to ota@tennisontario.com and put the word “newsletter” in the subject line

If you have any comments you would like to make to the OTA feel free to contact anyone at the office or email ota@tennisontario.com. For a staff directory, visit www.tennisontario.com/Client/bios.aspx.

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