



## Message from the Executive Director – Jim Boyce

Hello OTA member club executives. As I reflect back on the 2012 outdoor tennis season in Ontario, I have to say - it was a great year! First of all – the weather! Most regions in the province benefitted from a long, dry, warm season with a minimum of rained out days. As well, from the OTA's standpoint, it was an exceptional year for competitive play at all levels. Several member clubs reported extremely large and competitive club tournament draws, our own competitive tournament schedule saw an increase in the number of events and overall participation. On the national and international front, there were many athletes from Ontario, including Milos Raonic and Daniel Nestor, who distinguished themselves with some outstanding results. I recently had the privilege of watching some of the top young women players in the world compete at the \$50,000 Tevlin Cup at the Rexall Centre in Toronto. The singles was won by Wimbledon Junior Champion Eugenie Bouchard from Quebec. She won the final against Toronto pro Sharon Fichman, a player who competed in numerous OTA junior and Open events over the years. While the tournament was an international event, with 12 different countries represented, it was great to see that there were no fewer than 17 athletes from Ontario entered into the qualifying and main draws.



Many of these young players actually played across the province as youngsters in clubs and academies like yours and in our sanctioned tournaments. The province's club system has a long history of producing many national and international champions. It's thanks to you, for the support you provide for young players, and to the many clubs who generously give up their members playing time to host OTA tournaments, that the province has been able to produce so many great players. The future of tennis in the province, and across Canada, looks very bright and it is due in no small measure to the generosity and vision of our member clubs and their dedicated executives. Thank you for playing a very important role in promoting this great sport and making it accessible to all Ontarians!

One final note... each year in October, the OTA presents its annual Distinguished Service Awards to deserving long time volunteers from the Ontario Tennis Community. This year's recipients were, Jimmy Wong, Betty Webster and Meg Fletcher, (pictured). The OTA encourages its members to nominate volunteers who they feel are deserving of the award. If there is someone in your club or tennis community who you feel would be a strong candidate for this honour, visit <http://www.tennisontario.com/Client/dsawards.aspx> to obtain a nomination form.



Please feel free to contact the OTA at [ota@tennisontario.com](mailto:ota@tennisontario.com) with any questions or comments you might have.

## Membership and Coaching – Jay Neill

The end of the outdoor season usually signals that it's time for your clubs AGM. This means that there may be a new group of executives ready to lead your organization in 2013. Please ensure that if the contact people at your club change for 2013 that I am made aware of these changes. This will ensure that we can serve all of our member clubs in the manner they deserve.



On the coaching front, I continue to work on the 2013 certification schedule. The programme will provide people with numerous opportunities to get certified or to upgrade their certification. To view the most recent coaching schedule, visit [www.tennisontario.com/Client/coachingdevelopmentschedule.aspx](http://www.tennisontario.com/Client/coachingdevelopmentschedule.aspx). As always, we strongly suggest that our clubs employ Tennis Canada certified instructors and coaches. This helps to ensure your club members get the best instruction possible. Tennis Canada (through the TPA website) publishes a list of certified coaches, so you can always check if your coaching team is certified and 'active'.

As the outdoor season concludes, I want to take this opportunity to thank each and every one of our member club executives for all of the volunteer work you do to make your club a great place to enjoy our great game. Our clubs are the success story they are because of you! Please feel free to contact me at [jneill@tennisontario.com](mailto:jneill@tennisontario.com) if you have any questions on the above.

## Player Development Update – Kartik Vyas

In the past, at this time of year, the OTA would normally be winding up its tournament schedule and taking stock of how the season went. Not so much anymore! Due to a dramatic increase in demand for tournament play, especially amongst junior competitors, our tournament calendar is virtually 12 months long. It is a very exciting time for tennis in the province. So many players from Ontario - led by superstar Milos Raonic - are excelling both nationally and internationally.

As well as Milos, and of course Canadian legend Daniel Nestor, there were many other great results worth noting from the provinces athletes on the national and international scene. Alejandro Tabilo, an under 14 player from Toronto, kicked it off by winning a major international tournament, the Eddie Herr, in Florida last December. This was followed up by a stunning victory in the prestigious Orange Bowl tournament, won by Caledon's own Erin Routliffe. Another junior, 15 year old David Volfson from Thornhill won an international ITF tournament in Mexico against much older competitors. On the pro front, Thornhill's Peter Polansky won two ITF Challenger events, played in the Rogers Cup and achieved a career high ATP ranking of 149 this year. WTA pro Sharon Fichman won 2 ITF tournaments. On the senior front, Canadian legend Lorne Main from Aurora again won the Senior world Individual championships in the Men's Over 80 singles category. Inge Weber from Toronto took the honours in the Women's Over 75 singles and Muffie Grieve from Toronto was victorious in the Women's Over 80 singles. Lorne and Inge also won their respective singles National Championships this summer.



The OTA will soon be introducing a exciting province-wide Under 9 event that will be open to young players from all OTA member clubs and academies. This event will start with play downs at the club level and will culminate in a large provincial championship in the late summer. The objective is to help keen young tennis players develop their all-round tennis ability and introduce them, and their coaches, to an exciting competitive environment. We will be releasing more information on this event shortly – so clubs and coaches - stay tuned!

Once again, I would like to thank the numerous OTA member clubs who generously gave of their members and volunteers time to host our sanctioned tournaments. By allowing our tournament players to compete at your clubs, you are helping to improve the level of play in the province and hopefully, in the process, inspiring **your members** to improve their games as well. Keep in mind that hosting an event is also a potential source of revenue for your club. We would welcome hearing from any clubs interested in hosting OTA sanctioned tournaments. For more information, contact Andrew Chappell, [achappell@tennisontario.com](mailto:achappell@tennisontario.com).

## Provincial Development News – David Lea

The OTA schools programme is now well under way across the province. OTA staff members are visiting schools to help introduce teachers and kids to tennis as part of their school curriculum. We have identified schools as an excellent place to get kids to try the game and the enthusiasm for it has been fantastic. One of the issues surrounding keeping young players in the game once they have tried it, is getting them out to their local community club after school hours and in the summer to continue learning and playing. It is our hope that we can act as a conduit between schools and surrounding local OTA clubs, with the aim of getting kids and their families out for a visit in order to increase the chances of them joining and staying in the game.



Also... thanks to all the clubs who hosted the OTA Tennis Fair in 2012. OTA tennis Fairs are a great way for clubs to introduce members to the latest in tennis instruction and to allow them to demo the new Head racquet models. Bookings for 2013 begin January 2nd. For more information on Tennis Fairs, click [here](#).

Feel free to contact me at [dlea@tennisontario.com](mailto:dlea@tennisontario.com) if you have any questions about the schools programme, Tennis Fairs or community outreach initiatives.

## Communication and Marketing – Peter Malcomson

The 2012 outdoor tennis season is coming to a close (although I did play outside on Nov. 11!). With that, the Marketing department at the OTA (i.e. me☺) now turns their attention to the winter indoor season and the 2013 outdoor season.

As you know, 2012 saw the introduction of a new club communication initiative, **Tennis Club Connection, (TCC)**. Beginning in the spring, your club received a package that included information designed to help you run your club more efficiently. It also included information from some of our sponsors and the new **Club OTA** loyalty card. As an extension of that, we began this bi-monthly executive newsletter, with the aim of keeping you abreast of how the OTA is servicing its constituents, namely, member clubs and players, competitive players, the larger tennis community and our sponsors. We will continue to keep you updated throughout 2013 and will again send you a spring 2013 TCC package.



An area where we are making some changes is with our magazine **Ontario Tennis**. As you probably noticed, we have been posting our magazine on-line for a couple of years now and actually created a hybrid on-line version, with extra content, for the first time with our fall issue this year.

Our plan is to continue to print the magazine but also expand our coverage through the on-line version. For this to happen, we would like to ask for your help. First of all, we would like to ask those clubs that are currently receiving hard copies, if they would like to continue to receive them, and if so, are they currently receiving the proper amount? Secondly, in order to maximize our on-line readership, we want to find the best way to inform your members each time a new edition of the magazine is published on-line. This can happen several ways with your help. Some clubs have already agreed to post our magazine icon on their website with a hyperlink to the site. We would appreciate it, if possible, that all our member clubs could undertake this on our behalf. We would be glad to send a hyperlinked image to the appropriate contact.

For those of your members who do not frequent your website, or ours, ideally we would like to email them with a link to the magazine each time it is published. This can be accomplished one of two ways. The OTA could send an email to a member of your executive who would then forward it to club members. A second option would be to forward your club membership email list to us, allowing the OTA to email them about each new issue. Either way, this would ensure that most or all of our 55,000 member players would have access to Ontario Tennis. As an extension to this, we also currently send **enews/emag** a weekly news bulletin to approximately 10,000 players in Ontario. We would welcome the opportunity to expand that list as well. I look forward to your views on this subject.

On the sponsorship front, we have recently named **Head Canada** as the Official Racquet and String of the OTA. They join, Wilson (ball), Babolat (apparel and shoe), Merchant of Tennis, (retailer), Rogers (communications supplier) and Miele (League play supporter) as some of our key partners. We are always on the lookout for other sponsors to help fund our operations so we can deliver even more value and enhanced programming to our membership.



Related to sponsorship, one important benefit we launched last year, the aforementioned **Club OTA** loyalty card is set to expand its penetration and usage for 2013. As you know, we sent out 55,000 cards to our member clubs and asked you to distribute them to your membership. Cardholders who activated their cards were able to take advantage of contests and deals on things including Rogers Cup tickets. The OTA will expand this initiative in 2013; attracting more partners and offering more value to cardholders. Given

that most clubs do experience a membership turnover, we will be contacting your club over the winter to determine how many new cards you will require for your new members.

Other things to look out for from OTA Marketing include a Classified ad section attached to our weekly enews, an OTA app, a March break and Summer camp guide for member clubs and more Club OTA contests.

### Did You Know...

- ... that the Welland Tennis Club will be celebrating its 100th Anniversary in 2013?
- ... that Milos Raonic has the 3<sup>rd</sup> fastest tennis serve ever recorded, (250km/h at the 2012 Rogers Cup)
- ... that 70,000 Wilson US Open tennis balls are used each year in practice and for matches at the US Open?
- ... that you can find a list of OTA indoor member tennis clubs and facilities by clicking [here](#).

***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](mailto: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](mailto:ota@tennisontario.com) . For a staff directory, visit [www.tennisontario.com/Client/bios.aspx](http://www.tennisontario.com/Client/bios.aspx).

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