



Issue 11 – March/April 2014

Message from the Executive Director – Jim Boyce

Has everybody had enough of this winter weather!? It's been the main topic of conversation for far too long! As I gaze out my window I can finally see a little green (actually brown) grass starting to appear. Let's hope we can get outside to play soon.

The OTA is busy planning for its AGM – April 12th at the Rexall Centre. Invitations have recently sent out to member clubs and we have already received RSVP's from several of you. The OTA AGM is your chance to tell us how you feel about what we do. If you haven't replied yet – please let us know if you or a member of your



executive will be attending. If you need more information about the AGM, email Gulshad at ota@tennisontario.com. As I was preparing my report for the AGM I had a chance to reflect back on 2013 – and I have to say that, it was a great year for tennis in the province. The OTA welcomed 23 new clubs, Milos Raonic had another great year on tour, the Canadian Davis Cup team, (with Ontarians Raonic, Daniel Nestor and Frank Dancevic) made it all the way to the World Group semi-finals and we also produced 5 national singles champions, Finally, Tennis Canada announced that Brayden Schnur (Pickering, Ont.) and Carol Zhao (Richmond Hill, Ont.) have been named the 2013 Tennis Canada Junior Players of the Year.

Looking ahead, by far one of our biggest new initiatives will be our new Trillium-funded **Raise the Net** programme. We will be launching Raise the Net at our AGM but planning for its delivery is already well under way. As previously mentioned, Raise the Net is a community club initiative in which the OTA will educate club volunteers about the Federal Sport 4 Life Long Term Athletic Development strategy. We will also talk about strategies pertaining to the running of a healthy club. Great clubs lead to a great tennis experience which leads to players getting the most out of their game. Your role as a club manager or president is pivotal to a healthy, thriving sport. We look forward to visiting with your volunteers to deliver this important message.



DIGITAL STRATEGY



The OTA is launching a new **Digital Strategy** in 2014. We will be upgrading our website and maximizing our reach through various digital platforms, including a newly formatted enews, our on-line magazine, a re-launched OTA TV and various social media including Youtube, Twitter and Facebook. Of course, having all of these outlets only works

if we have interesting and informative content – and one place we look for that is through our member clubs – if your club has any stories that you think might be of interest to our tennis community, we'd love to hear from you! Just call our office or email us at ota@tennisontario.com.

Finally, I'd like to take this opportunity to welcome Tennis Canada's new President and CEO **Kelly Murumets**. Ms. Murumets joined Tennis Canada in early March. She was previously the head of ParticipAction, an independent non-profit organization that supports healthy and active living for Canadians. Her background at ParticipAction is sure to be invaluable as she leads the Tennis Canada team. The OTA looks forward to working with her in the promotion of grass roots tennis participation and competition across the Province!



Have a great tennis season!

Player Development Update – Kartik Vyas

The Ontario Junior Indoor Provincial Championships were recently held at several locations across the province. The tournament featured some of Ontario's, and Canada's, top players. Over 400 players competed in the U12, U14, U16 and U18 events. The Junior Indoor Provincials are an important tournament, weighing heavily as part of the Team Ontario selection process. Those players who are successful in making Team Ontario will compete in the Indoor Junior Nationals and other important events throughout the year. This is the largest Provincial Championships in Canada. The results were as follows:



U12 Girls

Champion: Ariana Arseneault
Finalist: Natasha Sengphrachanh

U12 Boys

Champion: Sebastian Serbanescu
Finalist: Christopher Heck

U14 Girls

Champion: Viktoriya Tabunshchik
Finalist: Layne Sleeth

U14 Boys

Champion: Liam Draxl
Finalist: Sasha Pachnev

U16 Girls

Champion: Natasha Irani
Finalist: Bianca Vanessa Andreescu

U16 Boys

Champion: Jack Mingjie Lin
Finalist: Malik Bhatnagar

U18 Girls

Champion: Bianca Vanessa Andreescu
Finalist: Natasha Irani

U18 Boys

Champion: Jack Mingjie Lin
Finalist: Denis Shapovalov

Thanks to host clubs Cedar Springs Health and Racquet Club, Burlington (hosted by ACE Tennis), White Oaks in Niagara-on-the-Lake, Parkside Tennis Club in Windsor, the Astra Tennis Club in Vaughan and the Ontario Racquet Club in Mississauga.



New Ranking/Tournament System Official Launch – April 1st! As we previously mentioned, the OTA is officially launching its new head to head ranking system April 1st. We have been running the system, Visual Reality (VR), since January, alongside the previous system, to test it and remain consistent with tournament seedings. The new system is part of the national competitive system launched by Tennis Canada. It features a tournament draw maker, scheduler, dynamic rankings and on-line registration. For a complete explanation of how the new ranking operates, click [here](#). We are once again looking forward to a busy competitive season at our summer clubs!

Although it's still a few months away, I'd like to remind all clubs about our second annual **Champions U9 Tournament**. Last year's inaugural event was a tremendous success – and we are hoping to make the 2014 tournament bigger and better. The winners and runners up in the boys and girls categories all qualify for a one-on-one coaching bursary. Don't forget to speak to your pro and the families of your U9 players and remind them of this year's tournament. The regional qualifying will take place in the fall with the finals again taking place in November at the Rexall Centre. For a look at a promotional video of last year's event, click [here](#). More information on this year's event will be available soon.



I'd also like to ask you to encourage your adult membership to consider playing in our OTA-sanctioned Adult category tournaments. There's a level of competition suitable for every player. We have A, B, and C categories for club level players, an Open category for national level players and a thriving "Seniors" division featuring age categories ranging from O35 to O80! All a player has to do is register as an OTA competitive player on our website, www.tennisonario.com and sign up for any of our numerous events. Players who compete in these events enjoy friendly competition and they definitely sharpen their skills, even if they don't win.

Membership and Coaching – Jay Neill

Although the weather outside suggests something different, my calendar tells me that spring (and just as importantly, outdoor tennis) is just around the corner. One of the most important things your club executive needs to deal with is ensuring that you have returned your club insurance paperwork to the OTA. This is due **NOW** to ensure there is coverage in place for your tennis club effective April 1.

As you should now know, the OTA AGM is set for April 12 at the Rexall Centre in Toronto. Your club has recently been both e-mailed and mailed your AGM package, including the Annual Report. Please remember that if you plan to attend, you need to return the appropriate paperwork that is included in the package. We look forward to seeing you at the AGM.



This is a reminder the OTA is once again proud to have Wilson as our official tennis ball in 2014. Please use Wilson for all of your club's tennis ball needs. You can click [here](#) to get all of the details of the program (including the rebate program).



We have recently cast in stone the date for our annual **Members Appreciation Day**. It will take place on May 24 at both **Merchant of Tennis** locations (Toronto and Oakville). This is a great opportunity for your club members to get excellent value for their \$10 OTA fee. More details will soon be communicated to the clubs as we get closer to the actual day. For those of you looking to become certified to teach tennis, you can view the 2014 schedule by clicking [here](#). Please contact me if you do wish to register for a course. You will learn a great deal and have fun while doing it!



Finally, just another reminder that the **OTA Resource Centre** is available for clubs to access. Please go to <http://goo.gl/w8Y35> in order to do this. The Resource Centre contains lots of helpful information, including OTA Annual Reports, articles and posters, the OTA Club Manual, OTA Benefits, the Strategic Plan and more! Should you have issues using this link (receive an ERROR 500 or something similar), then a work-around to this is to have you log on with your Google account first (at www.google.ca, then use the link and it will work). If you don't have a Google account, you can go to www.google.ca and follow the instructions there to create one using your existing email id. Please feel free to contact me at jneill@tennisontario.com if you have any questions on club membership and I will be happy to answer them for you. I look forward to working again with all club executives to help make 2014 the best year ever for your tennis clubs!

Provincial Development News – David Lea/Ely Schwartz/John Wins-Purdy

We're in the homestretch for our school programmes this year – it has been very busy, with unprecedented demand from schools and teachers. Tennis is really catching on as a core sport for curriculums in some boards – let's hope that continues! If you are a teacher or school administrator and you want the OTA to visit your school – please feel free to contact David Lea at the OTA.

Now that the outdoor season is near – just a reminder - It's great to start a kid off in the sport at school but after that, we need your help. We would love to introduce students and teachers to neighbouring tennis clubs and try to integrate them into the club system. Please contact us if you would like to be put in touch with schools and welcome new young players to your club. Contact me at dlea@tennisontario.com 416-514-1121, if you have any questions about Community Tennis.



con'd



And speaking of club integration, for those of you who are in the north west Metro Toronto area, there's a new programme you should know about – the **Sunshine Project**. Wilmington Tennis, headed up by Carolynna Gabriel, has partnered with the OTA, Toronto Parks and Rec, Pine Point Tennis Club and local schools to deliver a 3 year grass-roots tennis programme starting this spring. Funded by the Ontario Trillium Foundation, Canadian Tire Jumpstart and Tennis Canada, Wilmington will be offering an after school tennis programme for area youth. Lesson costs

will be income-gated and the programme also offers starter racquets and balls for the children, as well as a free membership to local clubs. For more info on the Sunshine Project or to see how you can get involved, please visit www.sunshinetennisproject.com.

“**Kids Tennis**” is alive and well again this year. Now that the better weather is around the corner, the OTA will be shifting its focus from schools to Community events. Through the National Bank Roadshow, we will be reaching out to communities and clubs across the province, getting kids and their families to try tennis and hopefully start to play at a club like yours. We have already booked several big events, including the Ontario Girl Guides “Rally Day” May 31 at the Kingswood Theatre at Canada’s Wonderland. Over 5,000 Guides are expected at this event. Contact Ely Schwartz, eschwartz@tennisontario.com if your club has a major event or if you know of any Community events in your area this season. Let’s get more kids and families into tennis!



Ottawa Update



Tennis Centre West Ottawa to Launch Little Aces – April 23. The Tennis Centre West Ottawa, (TCWO) has been named as the first facility in Ottawa to launch the Little Aces tennis program. On Wednesday, April 23rd TCWO will host the introduction of a new accessible and affordable program for children in grades 1 - 6 from across the National Capital Region. Little Aces is a major market program aimed at organizing tennis in the U12 age group in densely populated areas. It includes creating a strong tennis community, complete with dedicated local leaders who create and implement new programs to get children involved in the sport. The program’s cornerstone is Progressive Tennis, which introduces the sport to younger children in a

format that is well suited to them, featuring smaller courts and racquets, softer balls and a modified scoring system. This scaled-down format allows kids to learn the sport in a fun and enjoyable way. Children advance to regulation courts with a solid understanding of the game already in place. Schools are invited to attend the launch from 12:30-2:30pm at no cost. Racquets, balls and equipment will be provided. The afternoon will include games, activities, demonstrations and prizes. Information on the program launch is available online at www.tcwo.ca or www.tennisontario.com.

The **Tennis Professionals Association** is offering a seminar - **Organizing Your Summer Camps for Fun and Success** – at the Rideau Tennis Club in Ottawa, Sunday, April 13 from 9am to 3pm. The seminar will be conducted by **Andy Sutton**. Andy is currently the Head Tennis Professional at Mayfair Parkway and East in Markham and is a certified Coach 2 and Club Pro 3, as well as the Head Course Facilitator for the OTA. Topics Include, using the **Learn to Play** curriculum for Summer Camps, how to get kids playing quickly, developing basic fundamentals to ensure success, organizing your court and equipment for maximum activity and increasing and decreasing the challenge of any activity. These seminars will count as a full day re-certification opportunity. The cost for the seminar is \$39 +HST for TPA members and \$99 + HST for non-members. Lunch is extra. The Rideau Club is located at 1 Donald Street in Ottawa. For more information please call 800-263-9039 x7944 or email tpa@tenniscanada.com. The deadline to register is April 9. To register, click [here](#).



And finally – even though it’s a little bit away, don’t forget to remind your coaches and players to enter this year’s T&L Open and Roman Cup – July 31 – August 4 at the Rideau Club. Info on the event will be posted soon on www.tennisontario.com. For more information on what the OTA is up to in Ottawa, contact John at john.winspurdy@gmail.com.

Communications and Marketing – Peter Malcomson

This time of year is always a very busy one at OTA Marketing and this year is no exception.



First up is the **OTA Roadshow**. We are pleased to announce that the **National Bank** has agreed to become the Title Sponsor of the Roadshow! The **National Bank Roadshow** will see tennis ambassadors travelling across the province, stopping at OTA member clubs and large community events, adding some fun and excitement to the day's activities. Front and centre will be National Banks **On the Ball** programme. For the last six years, National Bank

has played an active role in improving the classroom environment for children by donating recovered tennis balls to various school boards and schools across Québec to use as chair slippers. Responding to a real need expressed by local schools, this initiative aims to reduce classroom noise in order to create a setting that's more conducive to learning. Not only has the tennis ball recovery program helped the environment, by all accounts it has also improved the daily life of students and teachers.

Due to its success in Québec, the On the Ball program was also launched in Ontario in 2012. Canadian tennis champion Aleksandra Wozniak is the proud ambassador of the programme. To date, more than 800,000 balls have been collected. To learn more about the On the Ball programme, visit: <http://www.nbctennis.ca>. For its part, the OTA ambassadors will be delivering the National Bank message and will also be delivering a host of activities including the OTA Smash Cage, Raise the Net. Sponsor product demos and giveaways, Rogers Cup deals and more. Find out how your club can book the **National Bank Roadshow** - contact me; pmalcomson@tennisontario.com.



We are very excited to announce the first ever **Tennis Rocks! Festival** – June 8 and 9 - at the Rexall centre. This great event will feature the “**Junior Team Tennis Championships**” – a two day junior team tournament encouraging friendly competition. Thanks to the **Inter County Tennis Association** for partnering with us on this one! The festival will also include a host of other activities on Centre court and around the grounds, including skill games, exhibition matches, the OTA smash cage, entertainment,

prizes, sponsor exhibits, stadium tours, hospitality and more. Make sure your club fields a team or two - and be sure to invite all your members to come out and enjoy. Click [here](#) for a Tennis Rocks! Festival overview. Click [here](#) for a Junior Team Tennis Champions info package.

The Club OTA cards are back again this year – we recently sent a supply to your club for distribution to your members – there's going to be great deals on **Rogers Cup tickets** - from the Merchant of Tennis - and many other sponsors. **Great Contests too! This year's deals will launch April 30.** Thanks in advance for all your help in handing the cards out and encouraging your players to sign up on-line. If you know of a retailer or business near your club that might be interested in putting an offer on the Club OTA card, get them to contact me.



Our magazine “**Ontario Tennis**” offers the best coverage of the tennis scene in the province. I recently sent out information on our free **Summer Camp Guide** listings in the spring issue for member clubs. Thanks to those of you who have already submitted your on-line listings and/or purchased an advertisement. For those who haven't submitted yet, [here](#) is the link to the on-line submission form and to look at the low cost advertising rates – click [here](#). Make sure your club is receiving the proper amount of magazines and remember - it can also be accessed [on-line on our website](#).

Let us know if your club is having a significant tournament or event – we'll do our best to cover it. Speaking of media - we are launching **OTA TV** this summer. **OTA TV** will appear on our website and you will also be able to

receive it **at your club** through **Screenscape**. Programming will feature tennis news and highlights, the latest OTA information and tournament webcasts. It even allows you to load your own content – with the potential to **actually increase club revenues**. There will be a Screenscape hosted webinar in late April that will explain how the system works and how your club can use it as a communication tool at your club. Date, time and sign on info to follow.



As always, feel free to contact me at pmalcomson@tennisontario.com if you have any questions or comments. **Have a great season!**

Did You Know...?

... that the **National Bank “On the Ball”** programme will collect its **1,000,000th** tennis ball for schools this year?

... that the **Wilson Sporting Goods Company** is 100 years old this year?

... that the Ontario Tennis Association was founded 1918 and the first Ontario Open was played in 1921?

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

Our Partners...



Official Ball



Official Apparel & Shoe



Preferred Retailer



Official Court Supplier



Official Communications



Official Racquet & String



League Supporter



National Tennis Association



ATP/WTA Event



Ontario Open/Roman Cup



Roadshow Title Sponsor



Club Messaging