



## Message from the Executive Director – Jim Boyce

In tennis, as in many other sports today, sports psychologists speak a lot about how their athletes should strive to “be the best they can be” or “achieve a personal best”. Sports at all levels has become a very individual pursuit – even within a team environment. As we all know, tennis, (singles at least) is one of the most individual of all individual sports. Whether a player is playing in a ladder match at their local club, or in the final at the French Open, one thing remains true – they are on their own out there – no coaches, no team mates – just themselves. While



playing tennis is an individual pursuit, here at the OTA we employ a team approach to help oversee the sport in the province. Having said that, each of our staff members and volunteer board representatives have a very individual set of responsibilities and individual goals. The objective here is for each person to achieve as many of their goals as possible with the result of the OTA being the best it can be. Whether it is Membership, Marketing or Player Development, our aim is to do things that will result in an environment which helps to maximize the enjoyment of the game for all our member players and clubs and to help grow the game across the province. Not all of our goals have a number as a target, many of the goals are “soft”, in that, we would rather achieve quality rather than just quantity. I feel that, given our large mandate, the OTA is poised to have a terrific year, with healthy growth and quality improvement in many areas. I would like to cite a few areas where the OTA has or will either achieve a “personal best” or “be the best it can be”:

- 230 member clubs – up from 210 in 2012, most ever
- 2,200 registered competitive players
- Over 400 junior competitors in each of the indoor and outdoor Junior Provincial Championships
- A new and improved competitive player ranking system
- 7 out of 12 athletes from Ontario on the Junior World team, (U14) and Junior Davis/federation Cup teams, (U16)
- On track to sanction over 500 tournaments ranging from U9 to O80 at all levels of play
- Visiting over 100 schools with the aim of introducing tennis to the teachers and as part of the curriculum
- Reaching over 50,000 “new” players at community events through our “Tennis Matters” programme
- Certifying 200 new tennis coaches in partnership with Tennis Canada
- Encouraging a record number of new advertising and sponsorship partners through our Club OTA card and other promotional properties
- Continue to add value to clubs and players through improved insurance coverage, OTA Member Appreciation Day, Tennis Fairs, the Club OTA loyalty programme and volunteer recognition.

Having said all of this, I am under no illusion that we do everything perfectly or that there is no room for improvement. Like any organization, success is achieved through working hard and working smart – and collaborating. We work with Tennis Canada and the other provinces, and even the international tennis community, to ensure that our programme delivery is the best available.



The lifeblood of this organization however, has always been and will continue to be our member clubs. We appreciate all that you, the executive member or manager, do to promote the game at the local level. We also appreciate it when you give us feedback, both positive and constructive. It is important to continue the dialogue between player, club and the OTA in order to keep improving what we do. We are inspired by your commitment to the game and look forward to making this year the “best ever”!

## Membership and Coaching – Jay Neill



I hope that by now, all of you have been able to enjoy some outdoor tennis. Here's hoping that the rest of the spring and summer provides us with many more opportunities to play lots of tennis. On the coaching side of things, participation in our courses continues to be excellent this year. By the time you read this, several of the professional development workshops that we have added to our schedule for our coaches and club volunteers will be over. These have proven to be popular and something that we hope to continue in future. As you know, the certification

schedule can be viewed by visiting <http://www.tennisontario.com/Client/coachingdevelopmentschedule.aspx>. Courses from August and on still have availability but you should register as soon as possible as they can fill very quickly. The OTA AGM on April 13 at the Rexall Centre at York U, Toronto was very successful as 115 people attended, enjoyed informative breakout sessions, lunch and then a tennis carnival. The next large event in the MRD portfolio is our Presidents' Day which will be held on August 5 at the Rexall Centre- Toronto during the Rogers Cup. Club presidents can expect to receive the details on this always popular event by e-mail before the end of June. Please feel free to contact me at [jneill@tennisontario.com](mailto:jneill@tennisontario.com) if you have any questions on club membership and I will be happy to answer them for you. See you on the courts!

## Provincial Development/Community News – David Lea/Ely Schwartz

OFSSA, High School Tennis is a Go! The Elementary schools still have to ratify their proposed contract with the new Liberal Government in Ontario. Some teachers in a limited number of schools are still hesitant about taking on the responsibility of extracurriculars until contract matters have been settled. During the Membership and Requirement session at the Annual General Meeting, the OTA, again reinforced, the point that the "Schools/Club Pathway" is the best way to attract young players to tennis through our schools initiative and ultimately steer some of them to your club. Your club needs to have a "Student Pathway Plan" in place to attract young players. The clubs strategic plan should be reviewed by the Executive and the Junior Development Director and include strategies for the communication of spring and summer lesson activities through members of the club who have students in your programs. Member families can convey this to their friends, "HEY" come out and "TRY TENNIS". You can send me an e-mail and I will attach a Strategic Plan template for your club to look at. The OTA Tennis Clinics program began booking Clinics, January 2nd, 2103, so please contact the OTA to book a Clinic for your club. There is a great selection of Head demo racquets (Speeds, Novak Djokovic and Instincts, Maria Sharapova), to try and special offers and products from our sponsors. For more information on Tennis Clinics, click [here](#). Feel free to contact me at [dlea@tennisontario.com](mailto:dlea@tennisontario.com) if you have any questions about Community Tennis in your region.



Reminder - Take advantage of the **Tennis Pathways** program by running a "Try" event at your club. This can be done in conjunction with the special events at your facility to help promote programmes at your club, as well as providing an opportunity for members of the community to meet club members and coaches. This is a free service offered to OTA member clubs, and a great addition to existing programming! There are many resources such as, personalized promotional posters, demo racquets, sponsor product giveaways, and added volunteer support that are offered to help make this a great event. Please contact Tennis Pathways Manager, Ely Schwartz at [ESchwartz@tennisontario.com](mailto:ESchwartz@tennisontario.com) with any questions or to book an event.

## Player Development Update – Kartik Vyas

As I have mentioned in earlier reports, the competitive structure in Ontario is a 12 months of the year season. The past couple of months have seen the OTA run the Junior Indoor Provincials and send over 100 athletes from Team Ontario to National indoor qualifying and main draw competitions. I am pleased to report that our athletes distinguished themselves very well, winning many of the National titles and placing very well in other categories. Our best junior players are all working hard and competing in sanctioned tournaments with the aim of becoming better players and stronger competitors for the upcoming summer tournament season.

One look at our competitive calendar at [www.tennisonario.com](http://www.tennisonario.com) will tell you that there are numerous opportunities for players of all levels to compete with their peers. Of particular note, are the Junior Outdoor Provincial Championships, or the Junior Closed as it is known. This competition is for U12, U14, U16 and U18 girls and boys singles and doubles. This year the tournament is between June 21<sup>st</sup> and July 6<sup>th</sup>. Kew Gardens Tennis Club is again kindly hosting the event with some early round matches being played at University of Toronto Scarborough Campus and the Donalda Club. Last year there were over 470 competitors and we expect even more this year. This event has a strong tradition with many players who have played it over the years going on to pro careers or US college competition. There are qualifying rounds played prior to main draw play each week, so we encourage you to promote the tournament to your junior members who are registered OTA competitors.



Next up is the Ontario Class A Championships at Davisville Tennis Club, July 25<sup>th</sup> to 29<sup>th</sup>. This event is always packed with great players and a deep draw. As well Davisville's "hill" provides a great viewing location to watch matches and their hospitality for players and spectators is second to none!

The next major junior event on the calendar is the Roman Cup, at the Rideau Club in Ottawa, July 30<sup>th</sup> to August 5<sup>th</sup>. This year the event is doubling as a National Qualifier so the competition should be excellent! The prestigious \$12,000 Tommy & LeFebvre Ontario Open is held in conjunction with the Roman Cup and it attracts some of the best Open Class players in the country.

The other important date on the calendar is the Queensway Audi Ontario Senior Provincial Championships at the Boulevard Club in Toronto, July 7<sup>th</sup> to 13<sup>th</sup>. This tournament has a rich tradition, with some of the best seniors in the province competing, however, I would also like to point out that there are no restrictions on who can enter other than they have to be at least 35 years of age and a registered OTA competitor. The tournament has a great atmosphere and the regular players are very welcoming to those who are trying to play for the first time. Many club level players who compete are surprised that they can hold their own. I would like to ask you to encourage your adult members to consider playing the event; they will have a great time both socially and competitively and they might even surprise themselves!



Of course, these are not the only events on the competitive calendar – many of our member clubs host tournaments of all levels and ages every week. For any club who is interested, there are still some dates left open if you would like to host an event. Our sanctioned tournaments are great for the profile of your club, offer revenue generating possibilities and often provide inspiration for your club members. For any information on tournament hosting, structure or rankings feel free to contact Andrew Chappell, [achappell@tennisonario.com](mailto:achappell@tennisonario.com).

### **Communications and Marketing – Peter Malcomson**



Now that spring has sprung, it's time for the Marketing department at the OTA to put it in high gear. Member appreciation day was held May 25<sup>th</sup> at two Merchant of Tennis locations plus on-line. Over 1,000 people took advantage of some great savings at the Merchant as well as a free gift bag. We were lucky to have some great volunteers helping out. Thanks to Gus Morhart, Rita Lee, Christine Barachina, Josh Peplow, Joseph Silvester and Bogdan Grygorenko for helping to organize and run the event – we couldn't have done it without them! We were happy to see so many people flashing their Club OTA card – thanks to all of you for promoting its use amongst your members.

Speaking of the Club OTA loyalty card, by now all of your clubs should have received your club's cards for distribution to your membership. We recently added **Best Western North America** and the **Toronto Argos** as partners. They join Rogers Cup Montreal and Toronto, Merchant of Tennis, Head, Crabtree Niagara and Medieval Times in offering your players great deals. There are also a couple of free contests your players can enter. We continue to seek on-line sponsors to continue to add value. We are also in the



process of soliciting merchants/businesses/restaurants in neighborhoods close to your clubs to offer discounts or premiums for any member who flashes their Club OTA card. This might take some time but we will update clubs with lists and posters identifying participating businesses in the club's area. Thanks for continuing to promote the loyalty card. As always, if you know of a retailer or business in your region that might benefit by being included with the card offers, do not hesitate to forward their contact information to me at [pmalcomson@tennisontario.com](mailto:pmalcomson@tennisontario.com) For printable promotional posters and more information on how the Club OTA loyalty card works, visit [www.tennisontario.com](http://www.tennisontario.com) /Membership and Regional Development/Club OTA.



The Miele Gallery in Vaughan recently hosted the ICTA 2013 Summer Season Kick-off. Over 200 league players enjoyed great food prepared by the Miele Culinary Institute team and sampled Daniel Nestor wine, while celebrating the start of their season and also hearing about some great offers and exciting events taking place at this Year's Rogers Cup in Toronto. Thanks to Miele for their continued support of league tennis across Canada. If your club

would like to utilize the Miele Gallery in Vaughan for a club meeting or event, contact [GalleryON@miele.ca](mailto:GalleryON@miele.ca)

The Spring 2013 edition of Ontario Tennis magazine has recently been published and also posted on-line. As always, we would like to encourage all clubs to let their members know that our magazine is available on-line and that they can receive our weekly enews release every Friday via email. Both the magazine and the e-release are excellent sources of information about tennis in Ontario. It is our hope that, with your help, we can expand the reach of these free publications to all players in the province. The link for the on-line magazine is: <http://digital.dollco.com/title/8729> . If you would like to post a link to the magazine on your website, you can use the hyper-linked cover image icon in this newsletter. All the recent issues are archived at this location. The link to sign up for enews is <http://tennisontario.com/emailsub.aspx>.



Looking ahead...the marketing department is getting ready for several major OTA events in the next few months. We are seeking sponsorship and issuing press releases for our major summer tournaments, the Junior Provincials at Kew Gardens Tennis Club in Toronto, the Ontario Open and Roman Cup Junior events at the Rideau Club in Ottawa, (July 30- Aug 3), the Senior Provincials at the Boulevard Club in Toronto, (Aug 12 – 18) and our display booth at Rogers Cup. Every year we have a booth where players can visit and learn about tennis across the province and also learn more about you, our member clubs. Please encourage your members to

visit us while they are at the Rogers Cup.

Finally... with respect to the Rogers Cup tickets, Tennis Canada is offering OTA member club players a couple of special offers for the 2013 events in Toronto and Montreal. In Toronto, OTA players can enjoy a 50% discount on the Monday, August 5<sup>th</sup> day session, while those players wishing to enjoy play in Montreal can enjoy a 15% discount on tickets for August 3<sup>rd</sup> to 7<sup>th</sup> sessions. As a bonus, if your players sign up and log in to our Club OTA site, (click on the Club OTA card at the bottom left of the page at [www.tennisontario.com](http://www.tennisontario.com)), and buy any of these tickets using the exclusive Club OTA promo codes, they will automatically be entered into a contest to win platinum seats. Also... there is a **New Rogers Cup Premium Series Club** membership offer in Toronto. A Premium Series Club membership gets you up close and personal for all the key Rogers Cup matches featuring the world's best players, as well as the opportunity to stand right in front of them at members-only autograph sessions and meet-and-greets in the new Premium Series Club Lounge. An exclusive event for Premium Series Club members will take place each day of the week involving either top players or former legends who will be visiting Toronto this summer. Becoming a Premium Series Club member also saves your members money. Packages start at \$945. That is a significant savings for joining the club versus buying each session individually, not to mention the money-can't-buy experiences that go along with it. Premium Series Club packages don't need to be purchased by individuals only. As a tennis club, you could use a Club Package as tournament prizing, at social events, for raffles or even as a thank you to volunteer board members or as part of your membership benefits. To become a Premium Series Club member and take in all the new benefits while watching some of the best tennis players in world, call 1-877-283-6647 ext. 4575. For more info on all the Rogers Cup ticket offers, visit [www.rogerscup.com](http://www.rogerscup.com).



As always... for any questions or comments about OTA Marketing, feel free to contact me at [pmalcomson@tennisontario.com](mailto:pmalcomson@tennisontario.com).

### *Did You Know...*

... that Ivan Lendl has won the most Canadian Open, (Rogers Cup today) men's singles titles with 6?

... that a total of 82 men have played for Canada in Davis Cup since 1913?

... that the last Canadian to win the Canadian Open, (Rogers Cup today) women's singles title was Faye Urban in 1969?

### *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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