



Issue 8 – September/October 2013

Message from the Executive Director – Jim Boyce

Hard to believe that summer has come and gone already. As we prepare for the indoor season, (and hopefully a warm weather winter tennis vacation at some point☺), I took time to reflect on the past outdoor season and came to the conclusion that, from the OTA's perspective, it was a good one. First of all, I'm proud to say that, with the addition of many new clubs in the Ottawa and North York regions, we have a record 240 clubs or academies as members this year. With the addition of so many new clubs in the Ottawa region, we have added a new OTA Regional Coordinator, John Wins-Purdy. John has been a fixture on the National Capital tennis scene for some time now and we are happy to welcome him to the OTA! For any club executives in that region, feel free to contact John with any questions, comments or concerns. He can be emailed at john.winspurdy@gmail.com.



In recent weeks the regions held their playdowns for the 1st annual U9 Championships. Some of the finest young players competed in the playdowns for a place in the final to be held at the Rexall Centre November 8 to 10. This exciting final event will allow 4 future champions, 2 young boys and 2 young girls to gain access to a total of \$20,000 worth of one-on-one instruction with their own coach. Thanks again to Mr. Murray Rubin, whose vision and generosity has allowed the OTA to start on this 5 year mission to produce the next Milos and Eugenie!

That same weekend, the OTA is hosting it's annual fundraising Gala on Saturday evening at the Toronto Cricket Skating and Curling Club. The proceeds of this event will support all of our U14 player development initiatives – a very important category in the growth of our young elite players. Please consider purchasing tickets for this worthy event – there's still time. For more info, feel free to contact Joline Joseph, jjoseph@tennisontario.com.

The end of October also sees the OTA hosting it's Distinguished Service Awards, (DSA's). This year's recipients are Rob Dawson, Sheila Hunt and Erica Gilbert. More details on their enormous contributions to the game in the next issue of TCC but I would like to remind you that you are welcome to nominate a volunteer from your club or community for this prestigious award next year. The nomination criteria and forms can be found by clicking [here](#).



Finally, we look forward to serving our indoor member clubs as they begin their season. There are approximately 50 member clubs who are either exclusively indoor facilities or offer all-year-round indoor and outdoor play. Many indoor



clubs are bursting at the seams with players as the demand for indoor play increases. It is our hope that over the next few years more indoor facilities pop up across the province. For any of you who are currently operating an indoor facility, please consider hosting an OTA sanctioned tournament, either junior or adult. It is a rewarding experience and adds excitement to your regular club programming. It can also add a significant revenue stream to your club's bottom line.

As always, the OTA is dedicated to serving its members, our clubs. If you have any questions or comments, feel free to email us at ota@tennisontario.com. We welcome your feedback. Thanks for your dedication to growing our sport.

Membership and Coaching – Jay Neill

Now that the outdoor season has all but wrapped up, I would like to offer a huge thank you to all of our club volunteers. I know that sitting on a club executive may sometimes seem like a thankless job but if it weren't for all of you, then your tennis clubs would not be the great places they are.

As was mentioned to club presidents in a recent e-mail, if you have a key member of your executive team who has been doing great work for your club for a long period of time, you may want to provide special recognition to that person. The OTA can provide you with the Bruce Childs Community Club Award. You can present this certificate to that key member at a club event such as your AGM. Please contact me at jneill@tennisontario.com if you would like to receive this certificate for that key volunteer.

I am now working on finalizing coaching certification dates for our 2014 schedule. We will again offer at least 7 Tennis Instructor, 2 CP1 and 1 CP2 courses. Once some of these course dates are finalized, you can view the schedule by clicking [here](#).



Finally; just a reminder - the **OTA Resource Centre** is now 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 logon 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.

Player Development Update – Kartik Vyas

The month of September saw the regional play downs take place for the new “Champions” U9 tournament. Thanks to all the regional host clubs! As previously mentioned, the finals for this event will take place November 8 to 10 at the Rexall Centre. The winners and runners-up in the boys and girls categories will be eligible for a total of \$20,000 in coaching from their own professionals! Hopefully there are some kids from your club. Related to the Champions tournament, on the same weekend is the OTA Gala Fundraiser at the Cricket Club in Toronto, supporting U14 development. There's still time to get tickets for this worthy event.



The Team Ontario 2014 Junior Selections are underway. There will be three events which will determine the team members for next year. At the same time, we are busy organizing the Florida Tournament Circuit for some of our top 2013 team members. The month of December is full of important ITF sanctioned events in Florida including the Eddie Herr and the Orange Bowl. One of our Team Ontario players, Gloria Liang was last year's Orange bowl winner and Erin Routliffe won the title the year before that! Ontario juniors have a great record in international competition and we are confident that this year's crew will continue to compete successfully. Funds raised at the aforementioned Gala are instrumental in helping our players compete in these prestigious events.

The other important development to watch out for is our new competitive player tournament and ranking system, which will be launched in January 2013. This new system, “Virtual Reality”, or VR, is being adopted by all the provinces and Tennis Canada and will greatly enhance the tournament experience for our competitive player base. Watch out for more details on this soon.

Provincial Development News – David Lea/Ely Schwartz

Thanks to all of the clubs who allowed the OTA to visit them with our Tennis Fair Programme this year. A bit unlucky with the weather - hopefully it will be a warm, sunny 2014!

Now that the fall has arrived, its schools, schools, schools... the fall OFSAA Tennis season has been completed and over half of the selections for the final championships have been decided, with the remaining spots to be filled in the spring. The OTA is now very busy with its Schools Programme across the province. With eight major school board projects underway, in-school visits are an almost daily occurrence. A reminder to Club Presidents and Junior Development Directors; before you put your club to sleep for the winter a question, "What are you going to do now about your Club/Schools Pathway for Spring 2014?" "The Schools/Club Pathway" is a great way to attract young players to tennis through our schools initiative and ultimately steer some of them to your club. DOES THE SCHOOL near you have a Progressive Floor Tennis Program? If you don't know please call me and we will set up an "ACTION PLAN", for your club. Contact me at dlea@tennisontario.com/ 416-514-1121, if you have any questions about Community Tennis.



On the community outreach front; as mentioned in our last TCC issue, the OTA recently got a new "Smash Cage" to use at large community events. We recently had it out at the ICTA Finals at the Rexall Centre and the Cranberry Festival in Collingwood. Now that the cool weather is here we will be concentrating on indoor events for the cage. Please feel free to contact Tennis Pathways Manager, Ely Schwartz at ESchwartz@tennisontario.com with any questions or to book an event.

Communications and Marketing – Peter Malcomson

The fall edition of Ontario Tennis magazine was recently published and distributed to our membership. Among the articles was a story about Welland Tennis Club's 100th anniversary! If your club is approaching a milestone, please let us know – we'd like to help you celebrate the occasion by publishing it, either in our magazine or via enews or the website. The current issue, as well as recent archived issues can be found by clicking [here](#). We would like to remind you to let your members know that they can read it on-line in case they don't get a printed copy.

The OTA is hosting a Gala Dinner to benefit Under 14 player development in Ontario. The dinner will be held the evening of Saturday November 9th at the Toronto Cricket Skating and Curling Club. The cost is \$200 per person. A tax receipt of \$125 will be issued. As well as a delicious dinner, guests will be treated to entertainment, great door prizes and special guests. Please consider making your club members aware of this event – help us build future world champions. For more information contact: ota@tennisontario.com.



Club OTA update... As you know, for the past two years we have sent you our Club OTA loyalty cards for distribution to your members. The card allows members to access exclusive offers and contests from partners such as Rogers Cup, Merchant of Tennis, Best Western, Toronto Argos and more. For 2014 we will be continuing the programme. We are hoping add more sponsors, including local ones, and to build an app version of the card which will make it easier for your club to distribute to members. More info to come shortly.



We are working on a couple of new initiatives for next year which I think might be of interest to your members – the **OTA Road Show** and the **OTA Tennis Experience**. The Road Show will be a summer-long programme, featuring travelling tennis ambassadors who will show up at your club or community event and offer a wide variety of fun, value-added tennis related activities... a great addition to your organizations social event or tournament. Feature elements of the Road Show are Kids Tennis activities, instructional tennis fairs, the Smash Cage, Racquet Demos, prizes and more. We will send out information on how your club or

organization can book the Road Show shortly. The OTA Tennis Experience will be a spring 2014 kick-off event that will feature a Junior Team Tennis tournament. Kids from all member clubs will be eligible to field a team and there will be plenty of fun off-court activities as well. Stay tuned for more info on this in the coming weeks.

Did You Know...

... that Daniel Nestor plans to reunite with his former partner Nenad Zimonjic for the 2014 season?

... that member club, University of Toronto Scarborough Campus, (UTSC) will host the Paralympic Tennis event at the 2015 Pan Am Games?

... that before moving to the York University Campus, the Canadian Open (Rogers Cup) used to be held at the Toronto Lawn Tennis Club and the Toronto Cricket Skating and Curling Club in alternate years.

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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