



Issue 9 – November/December 2013

Message from the Executive Director – Jim Boyce

As 2013 draws to a close and I reflect back, I have to say that it was an exciting and eventful year! On the member club front, we grew to a record 240 member clubs! This represents about 75% of all clubs in the province and about 63,000 of the keenest players. A special thanks to all our new North York and National Capital Region clubs for joining our family. Having a strong presence in these two areas is very important to the growth of the game and to our competitive structure. With 240 member clubs, the OTA is one of the biggest tennis associations in North America!

We also had a very satisfying year on the competitive player front. On the world stage, OTA graduate players Milos Raonic, Daniel Nestor and Frank Dancevic distinguished themselves in Davis Cup play, leading Canada to a semi-final finish in the world group! Of all the great matches played in Davis Cup this year, perhaps the most sublime was Frank Dancevic's fabulous victory against Marcel Granollers of Spain. His play in that match was as close to perfection on a tennis court that you will ever see. Of course, the year Milos had on the ATP, finishing 11th in the world and getting to the final in Montreal, was also fantastic. To see Milos explain the importance of playing OTA tournaments as a youngster, click [here](#). It should also be noted that Daniel Nestor, even though he had an up and down year, won an ATP tournament for the 20th consecutive year, won his 11 Grand Slam title (French Open Mixed Doubles) and also surpassed 900 career mens doubles



tour victories. On the womens pro player side, OTA graduates Sharon Fichman and Gabriella Dabrowski had great years, particularly at the Rogers Cup where, as a doubles team, they reached the semi-finals, defeating the world no. 1 team Sara Errani and Roberta Vinci along the way. On the junior front, many OTA junior players had great victories nationally and internationally. As well, the Team Ontario junior team won the gold medal at the Canada games. Finally, I pleased to report that the first U9 Champions event at the Rexall was a tremendous success! Congratulations to the champions, Stefan Simeunovic, (Niagara) and Ana Grubor, (Thornhill). Thanks again to Mr. Murray Rubin for his generous support! To see a wrap up video of the event, click [here](#). I'd also like to thank every body who supported and attended our fundraising Gala November 9th at the Cricket club as well as the volunteer committee for their hard work. The OTA raised over \$15,000 to support our U14 athletes! The future of Canadian tennis looks very promising!

I am also pleased to report that the OTA was successful in obtaining a grant from the **Trillium Fund** to support our new **“Raise the Net”** initiative. This three year programme, beginning in 2014, is designed to inform and educate OTA clubs about the benefits of the Canadian Sport for Life [Long Term Athletic Development, \(LTAD\)](#) initiative. Through the sport of tennis, OTA Club executives, staff and programme volunteers will learn about the 8 stage [LTAD](#) approach to success and in turn, educate club members and their families about the importance of following these steps; providing a clear path to better sport, greater health, and higher achievement for Ontarians of all ages. Raise the Net is important for several reasons. It provides an outline for a healthy lifestyle for Ontarians throughout their lives through the sport of tennis. It is a framework by which, with the help of club volunteers, the OTA can foster the development of the next great tennis champion, whether it be on the world stage, the national level, at school or locally. As well, from a community club perspective, the OTA will provide the volunteers with the opportunity to take courses in officiating and instruction and will offer “best practices” training on club governance, organization and financial stability. A healthy club leads to a healthy sport! We look forward to contacting you in the new year to get your club involved.



Looking ahead to next year, I think you will see many great initiatives coming out of the OTA office to service your club and membership. As well as the aforementioned Raise the Net programme, we are also introducing the "OTA Roadshow". Our travelling tennis ambassadors will crisscross the province all summer, showing up at OTA clubs and community events and offering a wide variety of fun, value-added tennis related activities. More on that soon. We will also continue the U9 Champions tournament again; make sure your juniors get in on the action. For more detail and other initiatives see the Marketing report. I am sure 2014 will be a great year!

As always, I'd like to thank all of you for your dedication to your club and to the sport of tennis. It is people like you that are the foundation of the sport in Ontario. If you have any questions or comments, feel free to email us at ota@tennisontario.com. We welcome your feedback. Happy Holidays!

Membership and Coaching – Jay Neill



It seems that I say this every year but these questions have to be asked again. Is it really December already? How has another year gone by so quickly? Looking back, it certainly has been a very good year in this portfolio. The biggest news was that we were able to add 24 new clubs to the OTA family. These new clubs were primarily located in Ottawa and Toronto (North York region). We have once again had excellent participation/representation in all of the main portfolio program areas such as coaching certification courses (held year round), our AGM (April), as well as at events like our OTA Members' Day (May) and Presidents' Day (August).

Looking forward to 2014, I continue to work on finalizing coaching certification dates for our 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 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!

Player Development Update – Kartik Vyas

2013 was a tremendous year for our competitive players! We sanctioned a record number of tournaments and had record numbers of competitors in our Junior Indoor Provincials. Many of our top players competed well in prestigious local, national and international events. Of note, the Team Ontario juniors won the gold medal at the Canada games. Congratulations to players Erin Routliffe, Maria Patrascu, Gloria Liang, Ayan Broomfield, Dylan Bednarczyk, Raheel Manji, Brayden Schnur, Jesse Flores and coaches Tyler Prescott and Kirsten Magi. Aside from the obvious achievements of ATP/WTA pros Milos Raonic, Daniel Nestor, Frank Dancevic and Sharon Fichman there were some other notable achievements by Ontario athletes. Current OTA junior star Brayden Schnur won an ITF Futures pro event, as did OTA alumni Pavel Krainik. Peter Polansky won two Futures events and was in three Challenger level finals, winning one. Current OTA juniors Katherine Sebov and Denis Shapovalov also distinguished themselves this year. Sebov won the U18 Provincials and Nationals at the age of 14 and Shapovalov was victorious at an ITF international event.



On the local front, we recently completed the *2013 Team Ontario Fall Circuit*. Congratulations to our Team Ontario Fall Circuit Champions. Each winner has guaranteed a spot on Team Ontario for the 2014 Indoor Nationals. A special thank you goes out to all tournament directors and competitors who made the 2013 circuit a success. To view the final standings, please go to www.tennisontario.com and click on "Team On Fall Circuit".



I also want to mention our first-ever U9 Champions event. Held at the Rexall Centre in early November, this tournament saw many of the provinces best young competitors play inspiring tennis. The tournament was conceived by Mr. Murray Rubin. Mr. Rubin is a prod supporter of Canadian tennis and strongly believes that the best way to produce a champion is through extensive one on one coaching. Mr. Rubin has donated \$23,000 per year to go towards the coaching of the boy and girl winners and finalists. Judging by the level of competition, I'm certain that this coaching funding will go a long way in producing a great champion. I would like to thank all the players and their families for helping to make this a real success. It was a pleasure to see so many enthusiastic, talented and well behaved young athletes. Please make sure your U9's play in the event next year!

Finally, effective January 2014, Tennis Canada and all the Provincial Tennis Associations including the OTA, will be implementing a new ranking system for registered competitive players. The new Rogers Ranking system will be applied to juniors, professionals and open players in Phase 1 (January 1, 2014) and will be rolled out to adults, seniors and wheelchair players in Phase Two (early 2014). For **juniors, adult categories in Ontario and the Open category**, the new rankings will replace the existing head-to-head system. Rankings will be determined based on the number of rounds reached (similar method to that used by the ITF, ATP World Tour, and WTA). This system will be used on a 52-week rollover period and will include the player's best results (number to be determined). The existing rankings will be used for the remainder of this year, which will include a year-end rankings run on December 31, 2013. The junior rankings will be comprised of all provincial and national tournaments, most international junior tournaments, identified Canadian open events and all professional events. The junior rankings will be a combined rank in which a player's best results can come from any junior age category or open/professional event they play in. The Open rankings will include all open events in Canada as well as all professional events. Please note that all new rankings released after January 1, 2014 will include the results from 2013 under the new ranking method. The current **Senior Category, (i.e. 35+)** round based system will be given new points per round totals. Email rankings@tenniscanada.com or [click here](#) for a more detailed FAQ on the new Rogers Rankings system.



Provincial Development News – David Lea/Ely Schwartz



We continue to be super busy adding new school programs across the province through fourteen major projects with in-school visit happening almost daily. Club Workplace Hazardous Materials Information System “WHMIS” and Club Reputation? Call or e-mail me! To Club President's and Junior Development Directors, did you address the following question, “What are you going to do now about your Club/Schools Pathway for the spring of 2014?” “The Schools/Club Pathway” is the 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 the OTA 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.

Just because the weather is not good for outdoor tennis; doesn't mean that we don't want to play! It also doesn't mean that the OTA has stopped its club/community outreach programmes. We continue to book community and indoor club events throughout the winter and depending on the size of the indoor venue and the number of people attending, we would be happy to add some value with our new smash cage or with a kid's tennis set-up. Don't be frozen out of OTA activities just because the snow is flying! Please feel free to contact Tennis Pathways Manager, Ely Schwartz at 416-514-1107 or ESchwartz@tennisontario.com with any questions or to book an event.



Communications and Marketing – Peter Malcomson

As mentioned in the last newsletter, we are working on several new initiatives for 2014 – the **OTA Roadshow**, the **OTA Tennis Rocks! Festival**, and an **OTA app**. Plans are proceeding on all these fronts and we will soon send out information on how your club can benefit. As well as these initiatives, the OTA recently obtained a **Trillium Fund** grant to execute it's new “**Raise the Net**” initiative. This ambitious programme will be a terrific benefit to our member clubs. Not only will it allow the OTA to deliver important information about the Canadian Sport for Life [Long Term Athletic Development, \(LTAD\)](#) but will also allow us to help you run your club more



efficiently and educate some of your key volunteers or staff. We will be releasing the details of the programme, and how your club can become involved shortly. We will also be announcing some great new promotions that your club will be able to take advantage of surrounding the **Rogers Cup**.

Looking back on the past season, from a marketing point of view, it was an excellent one. We had many compelling stories coming out of our member clubs, some terrific results from our players and some excellent community outreach events. Whether it was reported on our website, our magazine or via enews, there were plenty of great stories to talk about. We like to cover everything tennis in Ontario; from club anniversaries to charity events, to the terrific achievements of our athletes. If your club has something significant happening in 2014 please feel free to email me with the details. And, while on the subject of the magazine and our enews service, please let us know if you are getting the proper number of copies of our magazine delivered to your club. I'd also like to encourage you to send the magazine [on line link](#) to your members.



Did You Know...

... that Daniel Nestor won his 11th Grand Slam doubles title in 2013 when he won the Wimbledon Mixed title with Kristina Mladenovic?

... that approximately 300 million tennis balls are produced worldwide each year?

... that “Friends” star, Ottawa born Matthew Perry, was a nationally ranked Canadian junior?.

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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ATP/WTA Event



Ontario Open/Roman Cup



Club Messaging