



Issue 7 – July/August 2013

## Message from the Executive Director – Jim Boyce

As you are no doubt well aware, in order to run any organization successfully, whether in the private sector or the not-for-profit sector, adequate funding is essential. In the case of the OTA, a not-for-profit organization, we



are reliant on several streams of funding to deliver programmes and services to our member clubs and to tennis players across the province. The OTA derives its revenue from several sources, the most important of which is our member club contributions. We also generate revenue from our competitive player base, sponsorship and advertising, fundraising, the execution of Tennis Canada initiatives, as well as from local and provincial government grants.

Like many not-for-profit organizations, the OTA cannot assume that there will always be an “automatic” grant coming from the government. We work hard to obtain funding so that we can

execute meaningful programming that will result in increased access to and interest in the sport. We are happy to report that we recently obtained a large 2 year community grant for Kid's Tennis that will allow us to continue to reach out to communities, clubs and schools across Ontario and introduce the sport to more youngsters. This in turn should result in increased membership and participation in clubs like yours. Speaking of that, we are pleased to report that we welcomed 24 new clubs to the OTA this year, bringing our total to over 240. We now represent over 63,000 tennis players – your members. I would also like to congratulate one club in particular, the Welland Tennis Club, whose members are celebrating the club's 100<sup>th</sup> anniversary this year!



Grass roots participation is of paramount importance when it comes to producing great competitive players – and competitive players need a forum in which to compete. The OTA competitive structure allows adults and juniors to find great competition at all levels of play. Of note on the competitive front in 2013; Team Ontario won the gold medal in junior play at the Canada Games; the recent Roman Cup junior tournament held in Ottawa had a record 275 competitors – up from 175 last year; The first ever “Champions” U9 tournament is set to start at 10 regional qualifying sites in late August, early September.

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](mailto:ota@tennisontario.com). We welcome your feedback. Thanks for your dedication to growing our sport.

## Membership and Coaching – Jay Neill

I hope that as the summer continues to fly by, all of you have been able to enjoy lots of outdoor tennis. We can always hope for a beautiful fall to really extend that outdoor season into October! On the coaching side of things, participation in our courses has been excellent this year. We still have 2 more Tennis Instructor and one more Club Pro 1 course(s) to be run. We also did add a second Progressive Tennis FAST workshop in July that was enjoyed by more people than enjoyed the May workshop.

It is almost time to begin work on the 2014 coaching certification schedule. We do plan to add several more of the workshops with content geared towards making it easier for club personnel to perform their roles more easily and efficiently. To view the certification schedule, click [here](#).

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On another note, OTA Presidents' Day was once again a very popular event! It was held as part of the Rogers Cup in Toronto (on August 5). More than 200 people enjoyed a continental breakfast before witnessing the greatest female tennis players in the world in action! We were even able to secure current world #26 Jamie Hampton to join us to answer some questions and provide a photo opportunity for some of our lucky guests.

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!

### ***Player Development Update – Kartik Vyas***

The past two months has been a very busy time for our Player Development team. The tournament calendar was full with many significant tournaments for both junior and adult competitors. The summer season kicked off with the Ontario Junior Provincial Championships at Kew Gardens Tennis Club in Toronto; with early rounds also at Sir Winston Churchill and the Donalda Club. A record 460 competitors took part in singles and doubles competition in U12, U14, U16 and U18 categories. The level of play was amazing and many worthy champions were crowned. Thanks to the host clubs and to the members who generously gave up their playing time for this event.



On the heels of the Junior Provincials, the Boulevard Club once again hosted the Senior Provincial Championships. After a week of spirited competition, our Provincial Senior Champions were crowned. Thanks to the staff, volunteers and members of the Boulevard Club for their hospitality. This was followed by the Provincial Class A Championships at Davisville Tennis Club in Toronto. Once again, there were some great matches and Davisville was a great host. The OTA Player Development staff then temporarily relocated to Ottawa to oversee the Tommy & Lefebvre Ontario Open and the junior Roman Cup, which this year for the first time doubled as a National Qualifier. Some of the top Open players in the country vied for the Ontario Open title at the Rideau Club at the same time our top juniors fought it out in the various Roman Cup categories at the Rideau, with some early round play at the Ottawa Athletic Club. Between the two events there were almost 400 competitors playing singles and doubles. Thanks to both clubs for their hospitality and to our loyal sponsor Tommy & Lefebvre.

We were also proud to sanction a couple of grass court events at the beautiful new four court grass club, the Tennis Ranch in Palgrave. The first event was a class A and C singles and doubles event, followed recently by a U14/U18 tournament. The players really enjoyed the rare opportunity to play on real grass courts and were treated to a great BBQ. Thanks to the Tennis Ranch for hosting.



Rounding out the summer schedule for our Ontario Juniors are the Outdoor Nationals and of course, the new "Champions" U9 tournament. Team Ontario sent 115 athletes to compete in U12 through U18 Nationals draws. For complete national results, click [here](#). Regional qualifying for the "Champions" begins in the last week of August and early September. Please make sure your club pro and membership are aware of this important event. For more info, click [here](#).

Of course, these were not the only tournaments on the schedule. There are many tournaments to choose from each week. Thanks to all member clubs that host OTA tournaments. For tournament results from all these events and other OTA sanctioned events, visit [www.tennisontario.com](http://www.tennisontario.com) > Player Development > Draws. Please feel free to contact Andrew Chappell, [achappell@tennisontario.com](mailto:achappell@tennisontario.com) if your club is interested in hosting OTA sanctioned tournaments.

Finally, it was gratifying to see some of our former OTA junior tournament competitors perform so well at the Rogers Cup events in Toronto and Montreal. Congratulations to Ontario athletes Carol Zhao, Gabriela Dabrowski, Sharon Fichman, Frank Dancevic, Peter Polansky and, of course, Milos Raonic who all saw main round singles and/or doubles action! The next great Canadian player might come from your club, just as these players did – keep up the good work!



## Provincial Development News – David Lea/Ely Schwartz

Some of Ontario's High School Boards and the Elementary Teachers have ratified their contracts with the Liberal Government of Ontario. This contract expires again in August of 2014; we should be a go for the 2013 fall and the 2014 winter and spring. "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? OTA has two programs in place to handle the implementation of the "Schools Tennis Program"



Here is an idea to ponder; what if the OTA; were to hold a Clubs Workshop, this fall at the Rexall Centre. Workshop topics to include, Governance, Elections/Succession, Club Professional contracts and responsibilities, Club Programming, and a review of the AGM's Membership Breakout presented by our Executive Director, Jim Boyce. There was a feeling that the discussion of these topics at the OTA's Annual AGM was excellent but too late as clubs were about to open. Feel free to contact me at [dlea@tennisontario.com](mailto:dlea@tennisontario.com) if you have any questions about Community Tennis in your region.



The OTA recently got a new "Smash Cage" to use at large community events. The giant inflatable debuted recently at the Tommy & Lefebvre Open/Roman Cup in Ottawa. Judging by the line ups, the fast serve cage was a great attraction. If there is a large festival in your club's area, please let us know about it. The cage really helps promote tennis as a fun and exciting activity and can help drive new players to your club. Please contact Tennis Pathways Manager, Ely Schwartz at [ESchwartz@tennisontario.com](mailto:ESchwartz@tennisontario.com) with any questions or to book an event.

## Communications and Marketing – Peter Malcomson

The summer edition of Ontario Tennis magazine was recently published and distributed to our membership. Feature stories include an expose of the Rogers Cup, a story on historic resort Cleveland's House, a great Q and A with former coach of Milos Raonic and 7 Secrets to Becoming a Better Doubles Player. With tournament time looming, you should get your membership to read up on this. The current issue, as well as recent archived issues can be found by clicking [here](#).



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 9<sup>th</sup> 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](mailto:ota@tennisontario.com).



Once again, the OTA had a sponsor booth at the Rogers Cup in Toronto. We had many visitors looking for all sorts of information about tennis – from local club information to competitive play to getting kids started in the game. There were many inquiries from people who were interested in starting to play or to get their children involved. We had an interactive map which has all our member clubs identified, allowing us to direct people to a member club in their neighborhood. Judging by the number of new players and young families who visited the booth, particularly on the opening family weekend, you should be seeing an increase in members over the next couple of years. A special thanks to booth volunteers, Rita and Joe Lee, Jimmy Wong, Joseph Silvester, Mary Belkis, Bence Nagy and Bogdan Grygorenko.

Finally, as we move into fall, the Marketing department will begin its search for sponsorship and advertising partners for 2014. If the organization you work at, or someone you know, is interested in reaching 63,000 active tennis players, feel free to contact me, [pmalcomson@tennisontario.com](mailto:pmalcomson@tennisontario.com) to find out how we can help.

### *Did You Know...*

... that Daniel Nestor has won 902 ATP or Majors doubles matches in his career (as of Aug. 26/13) – the most of any doubles player in history?

... that as many as 4 on-court officials, (chair umpire and up to 10 linespersons) can call a foot fault during any one point of a match? The chair, the baseline linesperson, the sideline linesperson and the centre service line linesperson.

... that if you were to drop a new tennis ball onto a tennis court from 100 inches, it should bounce to a height of between 53 and 58 inches?

### *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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