



Message from the Executive Director – Jim Boyce



Hello again OTA member club executives. The summer of 2012 saw the OTA introduce some significant initiatives designed to enhance the way we service our member clubs. We also have new ideas that we look forward to implementing over the winter and into next year.

First of all, thanks to those who responded to our club survey. Over 80 clubs took the time to give feedback on a number of issues that they have faced while running their clubs. Your answers and comments have provided us with some very meaningful feedback concerning the challenges you face and how you see the OTA improving its services. For those of you who have not seen the survey but are still interested, email ota@tennisontario.com and request a copy.

The OTA is always looking to add value, not only to our clubs, but also to the clubs individual players. With that in mind, we launched our new loyalty card programme, **Club OTA** this spring. Thanks again to all clubs who distributed the cards and promoted it to members. To date we have over 2,000 card activations and expect more to be added once the indoor clubs get active this fall. We are

constantly trying to add new partners and offers with the aim of continuing to expand this programme over the coming months; ultimately offering hundreds of dollars in value to our cardholders.

Another new initiative we just launched is “OTA Auctions”, an on-line fundraising auction benefiting junior development in Ontario. We would like to ask for your help in getting the word out to your members. We recently sent a poster about the auction to you. We would like to ask that you post it in your club facility and/or email it to your members. There are many great items up for sale and it is a great cause – junior players are the future of our game and our clubs!



For the competitive player who plays in our sanctioned tournaments, the OTA is in the process of upgrading our ranking system and will also be offering expanded tournament operating packages for club level play. Watch out for more details in the coming months. The OTA is dedicated to growing our game and making it more enjoyable and rewarding for all who play. We value our partner clubs and look forward to striving to assist you however we can. Please feel free to contact the OTA at ota@tennisontario.com with any questions or comments you might have.

Player Development Update – Kartik Vyas



Last week wrapped up an incredible summer of competition for Ontario junior, senior and adult competitors! A record number of junior players took part in the Wilson Ontario Closed Junior Championships. A special thanks to Sir Winston Churchill Tennis Club, Donalda Club and Kew Gardens Tennis Club for again hosting these great Championships. The atmosphere at all clubs, especially the final rounds at Kew was electric and the calibre of play was exceptional. On the Senior front, the Senior Provincial Championships saw over 225 competitors battling it out in age categories ranging from over 35 to over 75 in both singles and doubles. A special thanks to the Boulevard Club for again hosting the event in spectacular fashion. Also a thank you to the Rideau Club in Ottawa for hosting Tommy and Lefebvre Ontario Open and the Roman Cup for Juniors. Both events were a huge success and thoroughly enjoyed by competitors and spectators. Finally, a thank you goes out to all of the tennis clubs across the province who hosted OTA sanctioned tournaments in all competitive categories. There are over 400 sanctioned tournaments involving numerous players and clubs each year. The OTA could not have such a

thriving competitive structure without the generosity of our member clubs, who give up member playing time to foster the growth of competitive tennis in the province. It is through these events that we have the chance to develop the next great champions, whether they are pros, amateurs or age group competitors. The good news is that the season is far from over. Ontario athletes recently competed in national events and there is a great fall and winter tournament schedule ahead. For a look at all the results and the tournament schedule, visit www.tennisontario.com and click “Player Development”. If you would like to learn more about hosting an OTA sanctioned tournament at your club, contact Andrew Chappell at achappell@tennisontario.com.

Membership and Coaching – Jay Neill

It was great to see more than 200 club volunteers at our recent Presidents' Day at the Rogers Cup in Toronto on August 6! We received many e-mails expressing how much you enjoyed this activity. We certainly hope you all enjoyed the breakfast and tennis that day. As far as club benefits are concerned, please keep in mind that club executives can always go to <http://tennisontario.com/documents/OTA%20Benefits%202012.pdf> to view the entire benefits package. For those clubs who wish to have large drawsheets for your season ending club tournaments, please contact me so I can arrange to get them mailed to you. Also, as the end of the outdoor season approaches, you may have a key member of your executive team who has been doing great work for your club for an extended period of time. The OTA would be happy to provide your club with the Bruce Childs Community Club Award so you could present that executive member with this certificate of recognition at an activity such as your AGM. Please contact me at jneill@tennisontario.com on this or any of the OTA club membership benefits.



Provincial Development News – David Lea

We are currently wrapping up another successful season of Tennis Fairs around the province. The weather has been great with only a few rainouts. Thanks to all those clubs that hosted a Tennis Fair this year and remember to keep us in mind over the winter when you are planning next year's club calendar.



Now that school is back in session the Provincial Development team is ramping up its Schools Programme. We will be visiting many schools to introduce tennis to students and will also be holding numerous teacher workshops. As well, we are involving ourselves with the schools component of the "Little Aces" initiatives in North York and Mississauga. The OTA feels strongly that introducing school kids to tennis as part of their physical education curriculum will lead to more young players taking up the game and entering the provincial club system in future years.

Tennis Pathways had another successful year – visiting many community festivals, events and clubs around the province. Thousands of people were encouraged to try their skills out and learn about clubs in their area.

If you have any questions or comments about our Provincial outreach programmes, feel free to contact me at dlea@tennisontario.com.

Communication and Marketing – Peter Malcomson

I would like to thank all of our member clubs who have distributed the new **Club OTA** loyalty card. Several thousand players have registered their card on-line at www.tennisontario.com to take advantage of savings from our partners and entered our contests. We will continue to add items of interest to the **Club OTA** microsite over the next few weeks. For those clubs who have not yet distributed the cards, we encourage you to do so before the outdoor season ends – some of the offers and contests will be over shortly.

Also... as already mentioned, the OTA recently launched its first-ever **on-line charity auction** in support of Junior Tennis Development. The auction launched on August 31st, with the first stage of bidding to end September 30th. There will be two more one month stages to follow. There are some terrific items to bid on and we will also gratefully accept any auction item donations.

The OTA again had an information booth at the Rogers Cup in Toronto. We had thousands of visitors (ironically, more than usual because of the bad weather) and many people asked us where they or their families could join to play. Obviously we directed them to their nearest OTA member club. Judging by the number of questions we had, there are quite a number of new players who might be visiting your club over the next little while.

Finally...in order to expand the reach, our magazine, **Ontario Tennis**, is now published on-line as well as in hard copy. In fact, the fall issue will feature "expanded" coverage in the on-line version only. We currently home-deliver copies and send bulk copies to most clubs. We would be interested in finding out your opinions on how to best ensure that all of your members have access to the publication. Would your club be willing to send an eblast to your members each time we post a new issue on-line and/or would you be willing to put our magazine icon and a link to the publication on your club's website? Let us know what you think. To have a look at our on-line edition, click [here](#). You can email me at pmalcomson@tennisontario.com on this or any subject. I look forward to your feedback!



Did You Know...

... that the Rideau Club in Ottawa and the Lawrence Park Tennis Club in Toronto celebrated their 100th Anniversary this year and the Richmond Hill Lawn Tennis Club celebrated its 50th?

... that OTA competitive player Erin Routliffe from the Caledon Tennis Club and Royal City Tennis Club won the prestigious Orange Bowl tournament in Miami?

... that the OTA sanctioned Open tournaments with a total of over \$40,000 in prize money in 2012?

... that there were 5 Canadian girls (3 from Ontario) and one Canadian boy entered in this year's US Junior Open singles tournament?

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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