



Issue 5 – March/April 2013

Message from the Executive Director – Jim Boyce

Many tennis players consider tennis to be a summer recreational activity that is replaced by skiing, skating or relaxing by a warm fire at home in the winter. For some however, the tennis season never ends. As the leaves turn and the temperatures drop in the fall, we turn our attention to the indoor tennis season; whether it is at the local bubbled establishment, indoor private club facilities or commercial clubs. Players flock indoors across the province, playing recreational tennis or in leagues, taking lessons or participating in tournaments. The OTA has over 50 member clubs that offer indoor play, so a good portion of keen players continue to improve their skills each winter. Even with this many indoor facilities available to us, we long to get outside again at the first sign of spring!



Like many of you, the OTA keeps busy year round, servicing our member clubs, the individuals they represent and our competitive players. If you take a look at our competitive calendar, you will see that there are tournaments somewhere in the province virtually every week. The demand for tournament play has seen a robust increase over the past few years, especially amongst junior competitors. A strong competitive structure is essential for the growth of the game. It leads the way for increased participation at the grass roots level. Tennis Canada commissions a study on playing levels across the country each year. For the past few years, it has become apparent that more people are taking up the game and sticking with it! It might be the “Milos” factor, a lack of accessibility to other sports due to increased costs and injury rates, (no parent wants to see their child sustain a concussion), or maybe it’s just the fact that it’s a great game! Whatever the reason, we at the OTA are attempting to keep up with the times and lead the way in maximizing the enjoyment of the sport for all.



We are pleased to report that at least 20 new clubs have decided to join the OTA in 2013! Thanks to the efforts of the North York Tennis Association and the National Capital Tennis Association in Ottawa for paving the way for many of their clubs to become a part of the OTA family. I would also like to thank the executives of all of our new clubs for their efforts and vision! We will not disappoint you! With the addition of these new clubs, the OTA now represents over 60,000 players in the province. It is the largest association in Canada and the 6th largest in North America. Having more members enables the OTA to embark on

new opportunities with the knowledge that we can improve the state of the game for over 75% of the provinces players. As always, we welcome feedback from our clubs and players. If there is an area that you feel we can improve, please feel free to contact us at ota@tennisontario.com to express your views. We need your input to help us continue to grow. Have a great outdoor season!

Membership and Coaching – Jay Neill

I know that in the last TCC, I mentioned that outdoor tennis shouldn’t be too far down the road. I remain optimistic that this will happen sooner rather than later in spite of what the view outside of my office window suggests! On the coaching front, participation in our courses has been excellent so far this year. Many of our courses actually have waiting lists. This must be because of the allure of having a great summer job enjoying all of that sun and warmth being a part of the greatest sport in the world. The certification schedule can always be viewed by visiting www.tennisontario.com/Client/coachingdevelopmentschedule.aspx. Courses from July and on still have availability but you should register as soon as possible as they can fill very quickly.



Club insurance details were e-mailed to clubs at the end of February. The deadline for return of the applications/payments was March 25, so if you haven’t returned yours yet you better do so ASAP in order to avoid a lapse in coverage. It is very important that all clubs have the appropriate insurance in place. No volunteer should have to risk losing his/her hard earned assets because of some oversight in this critical area.



As was noted in TCC Issue 4, the OTA AGM is set for April 13 at the Rexall Centre at York U, Toronto so, for 2012 member clubs, please mark that date in your calendars now. AGM packages (including the Annual Report) have been mailed to the clubs. 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. See you soon as we start to enjoy some outdoor tennis!

Provincial Development/Community News – David Lea/Ely Schwartz

There has been no improvement in the Elementary schools battle with the new Liberal Government in Ontario. Teachers and school staff are still hesitant to take on anything extra in their schools until contract matters have been resolved. We continue to offer our Progressive Schools program to private schools and the Toronto Catholic School Board, or any schools not affected by the contract negotiations. The OTA feels strongly that we can continue to attract young players to tennis through our schools initiative and ultimately steer some of them to your club. Your club should 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. Prime dates are filling up so please contact the OTA to book a Clinic for your club. There will be Head demo racquets 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 if you have any questions about Player Development (Community Tennis).



Reminder - Spring is a great time to take advantage of the **Tennis Pathways** program by running a “Try” event at your club. This can be done in conjunction with the opening of 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 way to kick off the 2013 season! 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 with any questions or to book an event.

Player Development Update – Kartik Vyas

Once again, the Ontario’s Junior Indoor Provincial Championships were a great success. The tournament featured some of Ontario’s, and Canada’s, top players. A total of 466 players competed in the U12, U14, U16 and U18 events at some of the premier indoor facilities in Ontario: U12 – Cedar Springs Health and Racquet Club, Burlington (hosted by ACE Tennis); U14 – White Oaks, Niagara-on-the-Lake; Boys U16 – Parkside Tennis Club, Windsor; Girls U16 – Astra Tennis Club, Vaughan; U18 – Ontario Racquet Club, Mississauga. The Junior Indoor Provincials are an integral part of the Team Ontario selection process; determining which players from Ontario who will compete in the Indoor Junior Nationals. Given the depth in Ontario, it is not surprising that over 200 players competed in the Qualifying events for the Junior Provincials, vying for 64 spots in the main draws. This is the largest Provincial Championships in Canada.





A total of 98 players from Ontario competed (are still competing) in the Rogers Junior National Championships. At the U12 Indoor Nationals in Calgary, Ontario's Liam Draxl won the National Singles Championship by defeating Ontario's Daniel Fainblum in the final. The U12 Girls Championship saw Ontario's Victoriya Tabunshchik defeat Alexandra Arkhiopov (Ont) to claim her first National Championship title. Ontario continued its dominance in capturing the GOLD medal in the Team Event as well – Congratulations to Team Ontario on an outstanding performance at the U12 Nationals! While Ontario's U12 squad competed in Calgary, the U16 squad,

comprised of 27 players, competed in the U16 Nationals in Montreal. Ontario had another successful week in capturing the GOLD medal in the Team Event and the Boys Singles Championship, with Raheel Manji putting in a dominant performance over a highly competitive field from across Canada.

We are once again looking forward to a busy competitive season at our summer clubs! If your club is looking to host an OTA sanctioned event, please ensure that you contact Andrew Chappell (OTA Tournament Manager: achappell@tennisontario.com) with your requests. NEW for 2013: the competitive calendar will shift this summer moving all Junior Nationals towards the end of August. As a result, the Ontario calendar will also shift, giving our summer member clubs the opportunity to run more high profile events during the months of July and August. The advantage of running event during July and August is that these tournaments can be hosted during the weekdays as well; a time when your club may have more open courts. If your club is unsure about hosting a sanctioned event or would like more information (budget template, guidelines etc.), please contact Andrew to arrange for a meeting with your club executives. Summer events are also a great opportunity to create grassroots competitions for your younger members – Progressive U9 and U10 events are great opportunities to “activate” the family membership base at the community club level. Supporting the OTA's competitive structure by hosting OTA sanctioned events is a mutually beneficial partnership for both the club and the OTA.



Another way for club members to participate within the OTA's competitive structure, is by Officiating at sanctioned events. There are many opportunities for club members to work at different levels of competition as an Official: Junior National Selection events to the Rogers Cup as a Lines Official. Many of the Officials you see on television working the “lines” at the Rogers Cup OR Davis Cup are club members who have taken the opportunity to get up close and personal with the tennis professionals who

they idolize as tennis fans. Introductory Officiating Clinics are hosted periodically by the OTA and Tennis Canada. For clinic dates or more information, please contact Andrew Chappell at the OTA office.

Communications and Marketing – Peter Malcomson

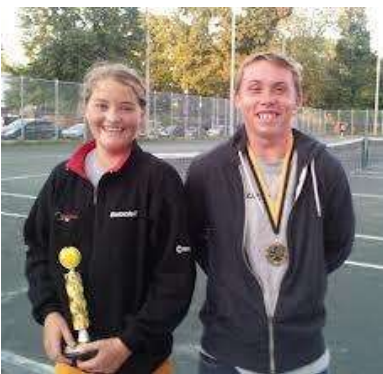
The Marketing department has had a busy winter preparing for the upcoming outdoor season. We will, once again, be offering the Club OTA loyalty card programme to all members across the province. For those member clubs that distributed the cards last year, please note to your members that they are still active. We are currently printing additional cards to account for your new members. For our new clubs and those clubs that requested more cards, they are being printed as we speak and will be ready in time for the OTA AGM. If a representative from your club is in attendance, please ensure that they receive the clubs cards. The OTA will send cards to other clubs the following week. We have been busy adding new and better offers and contests on the card and will continue to do so as the season progresses. New this year – we will attempt to get 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. 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 Thanks to all who have helped us launch and distribute the cards in the past and we are hopeful that you can help us again this year. We will provide detailed information about the card, including a club poster with the card package.





To all member clubs who have a summer camp programme, we invite you to place a free listing in the OTA Summer Camp Guide in the spring issue of Ontario Tennis Magazine. Last year there were over 80 listings and we already have over 40 so far for this year's edition. It is a great resource for parents who want to put their children in a tennis camp this summer. To submit a listing, click [here](#) to fill out our on-line form. To make sure your camp stands out, you might want to consider a low cost display ad. For rates, specs and deadlines, click [here](#). Click [here](#) to see last year's guide.

Many of our member clubs have one or more teams in competitive junior and adult leagues. For the last six years, Miele Canada has proudly supported league play in Canada through hospitality at events and financial contributions in support of leagues culminating activities. For those clubs who have teams in any of these leagues, we would like to ask you again to put up the Miele fence banners you have at your club and to recognize Miele for their support of Tennis across Canada. Details on the banner contest will be provided to league representatives and club captains shortly. Miele is a great friend of tennis and we would like to have their continued support. At the club level, Miele has opportunities to add hospitality value to your large social events or tournaments. In the Toronto area they welcome clubs to take advantage of their beautiful gallery for social events or meetings. Please contact me if you have any questions about Miele.



Speaking of leagues; the Inter County Tennis Association (ICTA) is a GTA tennis league with over 80 participating clubs and over 6,200 junior and adult participants. The various divisions of this league provide great competition for players of all levels. Of particular note, they have an excellent junior team tennis league that operates on Saturdays and Sundays in many GTA area clubs. The league is actively seeking more participants and clubs to become a part of this league. The junior league has been around for more than 40 years, (I played in it in the 1970's) and provides great fun and competitive opportunities for girls and boys who want to sharpen their singles and doubles skills. Milos Raonic even played in this league! If your club is interested in

placing a team in the league this year, or if your club cannot field a team but might have some young people who would enjoy league play, there still is time to register. For more information, please visit our website www.intercountytennis.com or contact Todd Orrett at juniors@intercountytennis.com.

Sponsor update: OTA Day is May 25th! Our official retailer, [Merchant of Tennis](#) will again be offering great savings on products at their two GTA locations as well as on-line. Make sure your members are aware of this so they can take advantage of great deals and get a free gift bag. Tell your players to bring their Club OTA cards to sign in and be entered into a contest. More details to follow. Speaking of the Club OTA card, watch out for deals from the Merchant of Tennis, Head, Babolat, Bolle, Rogers Cup in Toronto and Montreal, Medieval Times and more. And...don't forget that Wilson is the official ball of the OTA. Any club running a sanctioned OTA tournament will need to use Wilson balls. Click [here](#) for Club Pricing. There is information on our website about some of our partners in the "Club Benefits" section – please help the OTA by supporting our sponsors.



Finally, as mentioned in previous editions of Tennis Club Connection, 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.dolco.com/title/8729> . All the recent issues are archived at this location. The link to sign up for enews is <http://tennisontario.com/emailsub.aspx>. We do not share any email addresses from this source to third parties. We would like to ask you to forward these links to your members the next time you send out an email blast to them and/or post the links on your website. I can provide you an icon of the latest Ontario Tennis magazine

once it is available on-line. Please feel free to contact me about anything marketing! Have a great summer tennis season!

Did You Know...

... that Milos Raonic played the longest set ever contested at the Olympic games (London 2012)? Raonic lost the third set of his match to Jo-Wilfried Tsonga of France 25-23 after splitting the first 2 sets 6-3, 3-6.

... that Canada first played in the Davis Cup in 1913?

... that Canadian tennis great Carling Bassett won two top-level (Virginia Slims tour) singles titles and was ranked as high as number 8 in the world?

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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