



Issue 4 – January/February 2013

## Message from the Executive Director – Jim Boyce

Hello OTA member club executives. Now that a new year has arrived, we can start looking forward to the upcoming outdoor season. Hopefully many of you have been playing some indoor tennis to keep the rust off. In our last release I mentioned how well some of our Ontario athletes, such as Milos Raonic, Sharon Fichman and Daniel Nestor, had done in 2012. Two other young players from Ontario can be added to that list: **Gloria Liang**, (Oakville), and **Carol Zhao** (Richmond Hill). Gloria won the prestigious Orange Bowl in Miami in December. She followed in the footsteps of Caledon's Erin Routliffe who won the tournament in 2011. Carol recently won the Australian Open Junior Girls Doubles title. Having Canadians win these events is a great individual achievement and also speaks volumes about Ontario's competitive depth and highlights how many great coaches we have right here at our own clubs.



In an effort to continue with this international success, and to instill a sense of confidence in our young players through their coaches, the OTA will be introducing a new tournament for Under 9 girls and boys – “**The Champions**”. Thanks to the generosity and vision of private donor **Murray Rubin**, who has donated **\$115,000**, (\$23,000 per year) for program development and **coaching grants**, we will be in a position to assist coaches of the successful competitors. The tournament will be open to youngsters from any OTA member club that wishes to participate. More about this will be outlined below by our Player Development Manager Kartik Vyas.

On the club front, I am pleased to say that, in 2013, the OTA will be welcoming between 20 and 30 new member clubs; many of them from the Ottawa and North York regions. This will boost our membership to between 230 and 240, which represents about 75% of all clubs in the province. A healthy member club system such as the one we have in Ontario, allows the OTA to provide more comprehensive services to both the clubs themselves and of course the member players as well. As the executives of member clubs, your input is always welcome. There is an excellent opportunity to have your say – our OTA **AGM**. Open to all 2012-member clubs, is a great opportunity to exchange ideas and to meet the OTA staff, other club executive members and our sponsors – oh – and to play a little tennis afterwards! I would love to see all of you there. More details below in our Membership and Coaching report. Of course, we are always available to answer your questions and hear your feedback. Feel free to contact the OTA any time at [ota@tennisontario.com](mailto:ota@tennisontario.com) with any questions or comments you might have. Your inquiry will be promptly forwarded to the appropriate staff member. We are here to serve you and your club. Thank you for your continuing support!

## Membership and Coaching – Jay Neill



I hope your winter is going well so far. With some luck, outdoor tennis shouldn't be too far down the road. On the coaching side of things, more certification dates have been added to our schedule since the last newsletter. This schedule will provide people with lots of opportunity to get certified or to upgrade their certification to the next level. To view the complete schedule, click [here](#). For those of you hiring a tennis professional, please consider hiring a TPA certified pro. Click [here](#) to access information about certification criteria and hiring guidelines. Click [here](#), to find out if a pro is TPA certified. As well the OTA will place a job posting on our Job Line web page free of charge to member clubs.

We are now working on the club insurance program for 2013-2014. The plan is to e-mail the program details to the clubs around the end of February. Please make a note to look for this information around that time. The OTA AGM is set for April 13 at the Rexall Centre at York University, Toronto so please mark that date in your calendars. AGM packages (including the Annual Report) will, as usual, be mailed to all 2012 member clubs before that time. Please feel free to contact me at [jneill@tennisontario.com](mailto:jneill@tennisontario.com) if you have any questions.

## Player Development Update – Kartik Vyas

Tourney Time! The OTA calendar already has many tournaments listed and we are adding more each week. Our tournament structure, particularly the junior circuits, has grown both in numbers and in the quality of play over the past few years. Tournaments provide a competitive foundation for Canada's next superstars. Click [here](#) to hear what Milos Raonic says about how competing in OTA tournaments helped in his development.

This season, one of our goals is to increase the number of OTA registered competitors and to increase participation in all categories, both junior and adult. The OTA competitive structure has something for everyone – from an Under 9 rookie to an Over 80 veteran! One of the things we commonly hear from players, particularly adults, is that they don't think they're good enough for sanctioned tournaments. We would like to dispel some of the myths surrounding our adult tournaments, events like the Senior Provincials for example. The fact is, many club level players do sign up for these events and are surprised to find that they can actually be competitive. Some have commented on how playing an OTA sanctioned event has increased their confidence and level of play when competing back at their clubs. Many end up really enjoying the competition and the camaraderie. We would like to ask our member clubs to help us increase participation in OTA events in a few simple ways. First of all, when you are putting your club's competitive calendar together, please take a quick look at our [competitive schedule](#). Many times, players are forced to choose between a significant club championship and a tournament like the Senior Provincials or the Ontario Open. While it is not always possible to work around this, there might be the ability to offer flexibility for those players who would like to participate in both. Also, if possible, we would appreciate it if you could encourage your members to take a look at our tournament schedule and try to play in one or two events. We periodically produce posters highlighting our tournament circuits – it would be great if you could put them up at your club. Also... as mentioned in our last release, we're looking for clubs who are interested in hosting OTA sanctioned tournaments. If you would like to find out more about event hosting, contact Andrew Chappell, [achappell@tennisontario.com](mailto:achappell@tennisontario.com).



Speaking of competition, the OTA is proud to announce a new Under 9 competitive event for this year – “**The Champions**” tournament series. The event will be open to all U9 players who are members of OTA clubs. All OTA clubs will have an opportunity to host a qualifying event for their U9 players - with the top player (one girl, one boy) from each club advancing to the U9 Championship weekend at the Rexall Centre, November 8-10. The vision behind

this new initiative is to encourage top level coaches to nurture and develop young players, with the aim of preparing them for a premier U9 Championship event and to equip them with the tools for high level competitive play in the future. Coaches responsible for developing the champions of this event will be provided with supplemental funding to continue the outstanding work with their U9 athlete, (a **\$6,000** grant over 2 years to continue coaching each champion and a **\$4,000** grant over 2 years to continue coaching each finalist). Complete details about this event will be forwarded to OTA member clubs, TPA pros and posted at [www.tennisontario.com](http://www.tennisontario.com) shortly. Thanks to private donor **Murray Rubin**, for both his vision and his generous financial support!

## Provincial Development News – David Lea/Ely Schwartz

Since our last issue of TCC, there has been a major impediment to our OTA schools programme; namely the battle between the Ontario Teachers Federation and the Provincial Government. Teachers and school staff are hesitant to take on anything extra in their schools until the contract matters have been resolved. We continue to offer our programme to private schools and any school not affected by the contract negotiations. Once the dispute is settled we will get into as many schools as we can. We feel strongly that we can continue to attract young players to tennis through our schools initiative and ultimately steer some of them to clubs like yours. With respect to OTA Tennis Fairs, bookings began on January 2nd. Prime dates are beginning to fill up so please contact the OTA to book a Fair for your club. There will be Head demo racquets to try and special offers and products from our sponsors. For more information on Tennis Fairs, click [here](#). Feel free to contact me at [dlea@tennisontario.com](mailto:dlea@tennisontario.com) if you have any questions about Player Development.

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](mailto:ESchwartz@tennisontario.com) with any questions or to book an event.

### **Communications and Marketing – Peter Malcomson**

As we get ready for the 2013 outdoor tennis season, OTA Marketing is planning some very exciting new initiatives that will be of interest to our clubs and their players. We will also continue to grow our existing marketing programmes with the aim of enhancing your member's tennis experiences.



One of the important programmes that we will be expanding this season is the **Club OTA** loyalty card. As you probably know, last spring we sent out 55,000 cards to our member clubs and asked that they distribute them to their members. Cardholders who activated their cards were able to take advantage of contests and deals on things including Rogers Cup tickets. We are in the process of adding new partners and significantly enhancing the value of the deals and contests club members can take advantage of. For those clubs that did not get a chance to distribute the cards last year, we would like to ask them to hand them out this season – they are still valid. For those clubs that did give the cards out, we will be printing additional cards for your new 1<sup>st</sup> year members. For any new OTA club, we will be in touch with you shortly in order to ascertain how many members the club has so that we can print and deliver the appropriate number of cards. These cards and all sorts of other important information will be included in this spring's **Tennis Club Connection, (TCC), package**.

In the last TCC newsletter, we mentioned that our magazine, **Ontario Tennis** is now available [on-line](#). We asked clubs that are currently receiving hard copies to let us know if they would like to continue to receive them, and if so, are they currently receiving the proper amount? We also asked clubs if they would place a hyperlinked icon on their website and/or email members with a link to the magazine each time it is published, so that all members could access the magazine electronically. Thank you to all those clubs that helped us out with this. If you haven't responded but would like to have the icon and link, please contact me at [pmalcomson@tennisontario.com](mailto:pmalcomson@tennisontario.com) to get on the on-line magazine programme. Our Yearbook edition will be out in March, before many clubs are open – this would be a great way to allow your members to enjoy the magazine. At the same time, we would appreciate it if you could notify members about our free **enews/emag** weekly news bulletin. It's easy to sign up for the email service on our website.



A lucky group of players from Credit Valley Tennis Club in Toronto recently got to play with Canadian tennis legend **Daniel Nestor** at the Rexall Centre. Their club's name was drawn for the prize as part of the **Miele: Proud Supporter of League Tennis** programme. Daniel played for an hour with members of the club's ICTA league B team and followed that up with a spirited match with players from their ICTA Majors team. Each year, Miele lends its support to leagues in Ontario and contributes money and prizes to their culminating events. Thanks to Daniel, Miele Canada and Tennis Canada for their support of league play!

As mentioned last time, we recently added [Head Canada](#) to our roster as the Official Racquet and String of the OTA. They join, [Wilson](#) (ball), [Babolat](#) (apparel and shoe), [Merchant of Tennis](#), (retailer), [Rogers](#) (communications supplier), [Racquet Guys](#), (RCS – court equipment supplier) [Miele](#) (League play supporter) and [Tommy & Lefebvre](#) (Ontario Open/Roman Cup) as some of our key partners. There is information on our website about some of our partners in the club benefits section and we will be providing more information in our **TCC** package – please help the OTA by supporting our sponsors. Also... look out for some significant new sponsor signings over the next few weeks.



We will once again be creating March Break, (on-line) and Summer Camp, (magazine/on-line) guides for member clubs. To post a listing in our March Break guide, click [here](#). To post a listing in our Summer guide, click [here](#). To find out about running a low cost ad in the summer issue, click [here](#). Also look out for information on our new app, enews classified and a tennis photo contest.

### *Did You Know...*

... that Ottawa-born Jessie Levine (ATP rank 88), who was playing as an American, is now playing under the Canadian flag?

... that Canada had 16 players in the 2013 Australian Open qualifying, main draw and junior competitions?

... that the Canadian Open (Rogers Cup) was first held in 1881 at the Toronto Lawn Tennis Club? Of the major tennis tournaments in the world today, only Wimbledon and the US Open have been around as long

### *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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