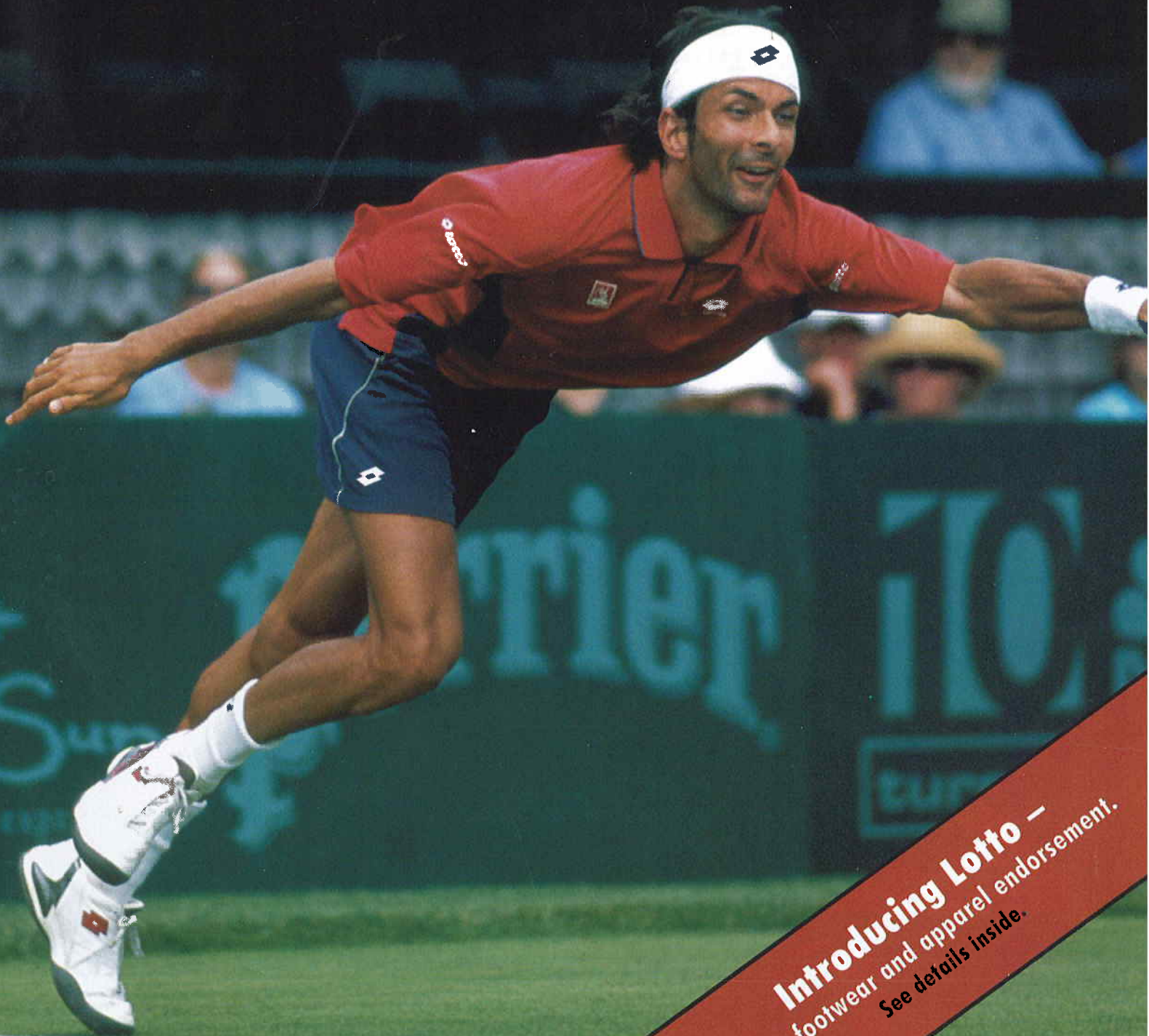


# ADDvantage

the magazine of the governing body of tennis-teaching professionals



January 2004

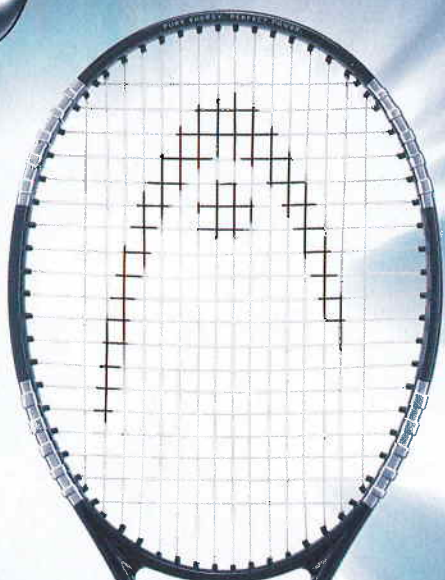


**Introducing Lotto** —  
new footwear and apparel endorsement.  
See details inside.



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**the total professional - enhancing your career**

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**special section**

**This issue of ADDvantage features a special guide to your new Lotto endorsement program.**

- **Lotto's quality and design principles**
- **Benefits for USPTA members**
- **2004 USPTA/Lotto Pro Staff Contract**
- **Special welcome offer**



*On the cover ... Julian Knowle, ATP tour player, wears Lotto clothing and shoes. Photo by Michael*

[www.ADDvantageUSPTA.com](http://www.ADDvantageUSPTA.com)

**volume 28 • issue 1**

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Office hours: 8:30 a.m. - 5 p.m. Central time

ADDvantage is published monthly by the United States Professional Tennis Association.

The opinions expressed in ADDvantage are those of the authors and not necessarily those of ADDvantage or the USPTA.

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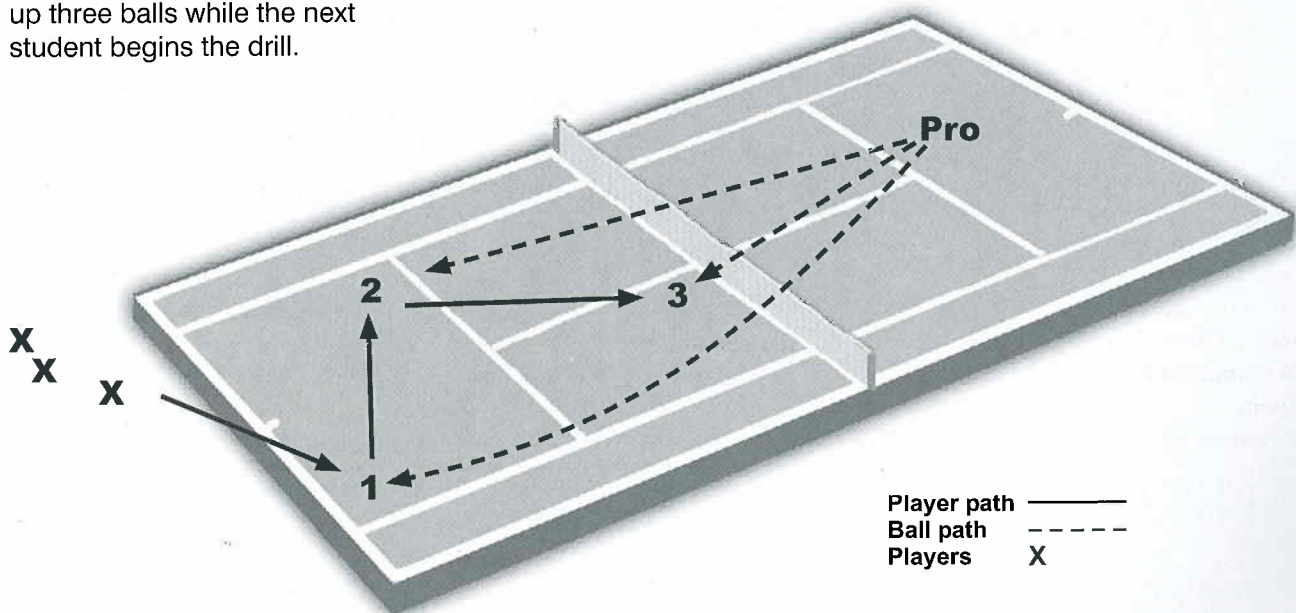
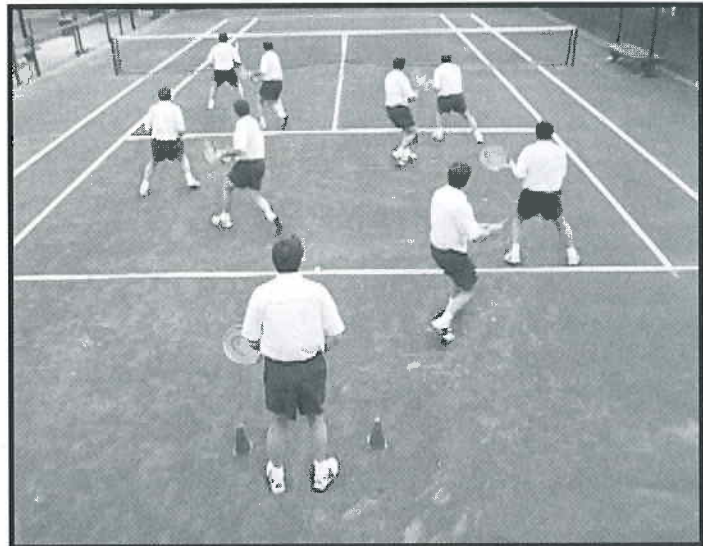
## Slalom course drill

### Purpose:

To reinforce shot selection and stroke production from different areas of the court, and emphasize footwork and movement.

### Description:

1. All players begin in the corner where the baseline and sideline meet.
2. The pro feeds three balls – the first shot into Area 1 – the second shot into Area 2 – and the third shot into Area 3.
3. The player hits a groundstroke, followed by an approach shot, and then moves in to hit the volley.
4. After hitting three balls, the player circles around the court, picking up three balls while the next student begins the drill.



# CEO's message

## New shoe and clothing endorsement links USPTA name to pro tours, creates excitement for members

**T**here's a lot of excitement surrounding USPTA's newest endorsement of Lotto Sport Italia's tennis footwear and apparel. It's difficult to put into words. Maybe it's the Italian styling, the fresh, young attitude of the company or the fact that the clothing is seen on the professional circuit and on TV around the world that creates a buzz – a kind of electricity.

Lotto is a true tennis shoe and clothing company. Its first products were tennis footwear, and "sport" is the most important word in its mission statement. The clothing and shoes literally are designed in the same office. Perhaps that's why they look and feel so good together.

Since we inked the deal for Lotto to be USPTA's exclusive footwear and apparel, several staff and board members have tried out the shoes and clothing. It's comfortable, yet it's got a hip, European feel that I believe most of you will like. I personally enjoy playing tennis in the shoes and clothing, and I am excited about the possibilities that our endorsement will bring to the partnership between Lotto and USPTA.

The most exciting aspect of the endorsement is our opportunity to create a relationship with the same company that has partnered with the ATP, the WTA Tour and numerous individual tour players. You've probably noticed the increasing number of professional players wearing Lotto on TV. Before knowing that Lotto would become our official product, I spotted players wearing the clothing and shoes on numerous occasions during the 2003 Wimbledon Championships. The products also played a prominent role at the recent Masters Cup in Houston.

Lotto's partnerships with the professional tours will guarantee brand exposure, and the potential promotion for USPTA will be great for pro shop sales and the image and identity of our Professionals. It's a definite step forward to have both teaching and playing professionals supporting a common brand,

and it's a great way to build our image with the playing groups.

This magazine includes a special insert that provides Lotto's company history, information on its tennis-related footwear and apparel lines and the cutting-edge technology used to manufacture them. We've also outlined the benefits available to USPTA members through Lotto, complete with a contract for eligible members.

One of the most obvious benefits is the ability for our members to order Lotto products at their convenience any time during the year. The company also has an independent sales force to assist you with your pro shops needs.

In the near future, Lotto will also create a clothing line for the Association that will feature products with USPTA-inspired designs. This will be available through USPTA's Merchandise Department and on the Web site at [www.usprotennisshop.com](http://www.usprotennisshop.com). Its availability will be announced in both *ADDvantage* and on the Web site, so look for it.

Finally, Lotto wants to welcome everyone to try its products and we've included a special form in the magazine that allows you to purchase one of three packages of Lotto clothing and shoes. The prices for these highly discounted packages are below wholesale cost, so I hope you will take advantage of this offer. I can give you my personal assurance that everyone who has tried these products at the national office cannot say enough about their quality, feel and design.

Lotto is committed to signing many more of the top 150 women and men tour players to agreements that will have them wearing and promoting the double-diamond logo. There are already numerous tour players who use the products, so you could say they are play tested by some of the toughest critics in tennis.

I invite you to try Lotto's shoes and clothing and become a supporter of these USPTA-endorsed tennis products that for years have generated excitement about the game and its players. ☺



**Tim Heckler**

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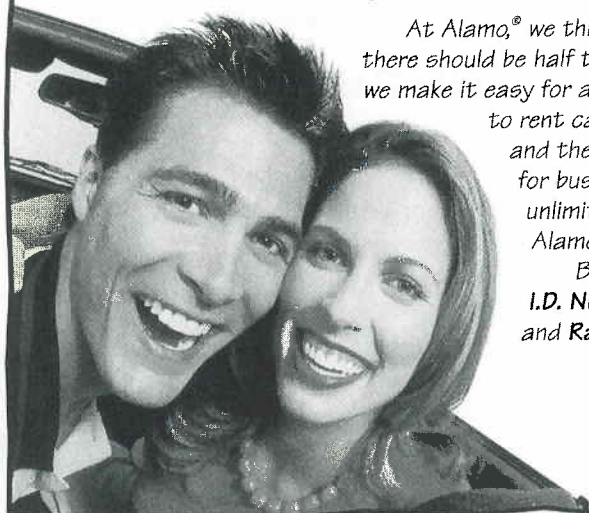
*Lotto's partnerships with the professional tours will guarantee brand exposure, and the potential promotion for USPTA will be great for pro shop sales and the image and identity of our Professionals.*

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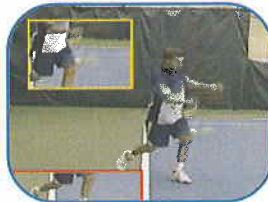
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