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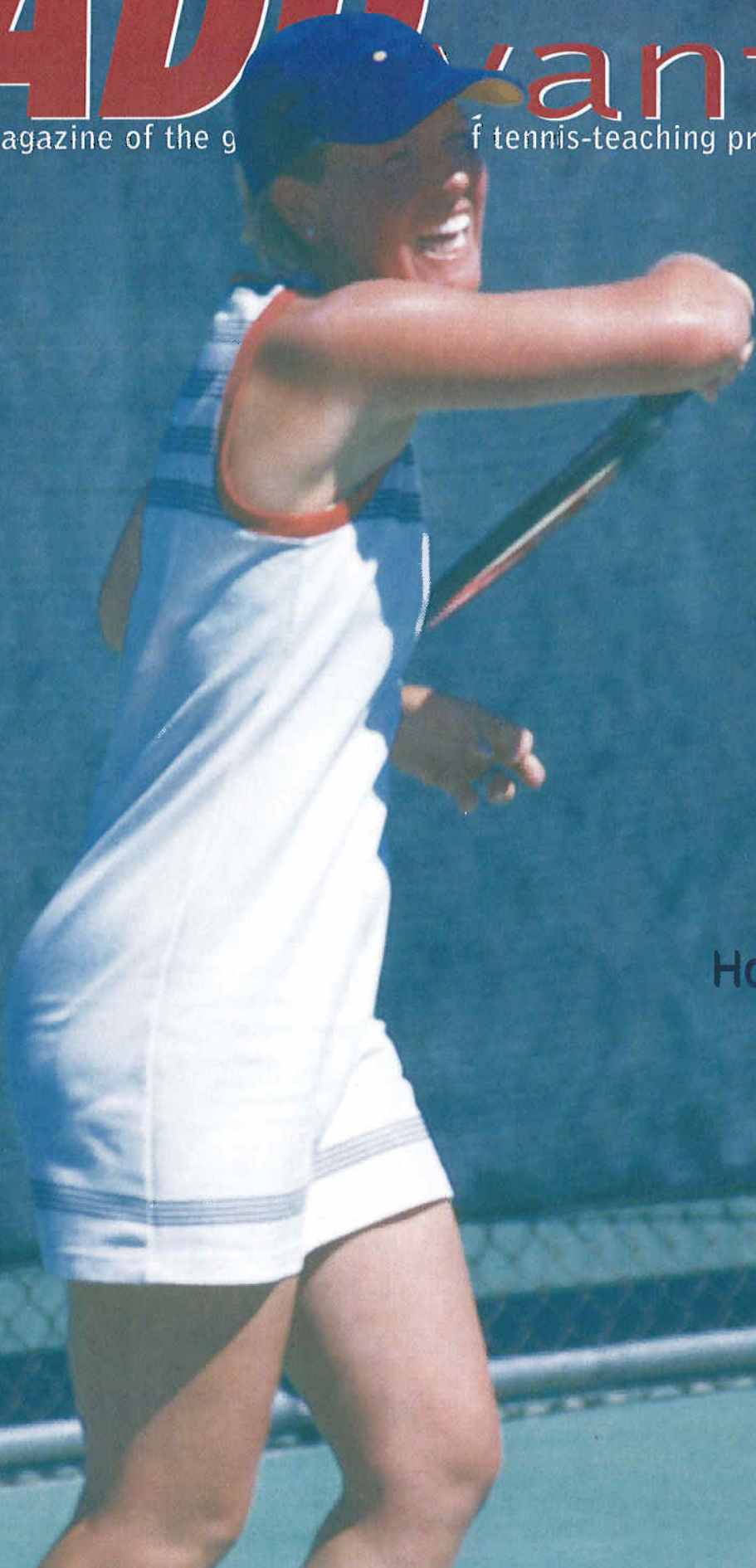
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# Advantage

for tennis-teaching professionals



September 2003



**Qualitative  
analysis**

**Tournament  
coaching –  
the personal side**

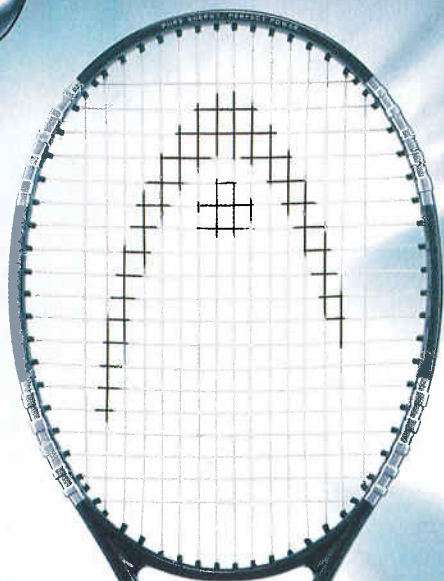
**Big egos:  
How to manage them**



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*On the cover ... Stacey Jellen-Radow of Pacific Palisades, Calif., was the 2002 women's open singles winner in the USPTA International Championships.*

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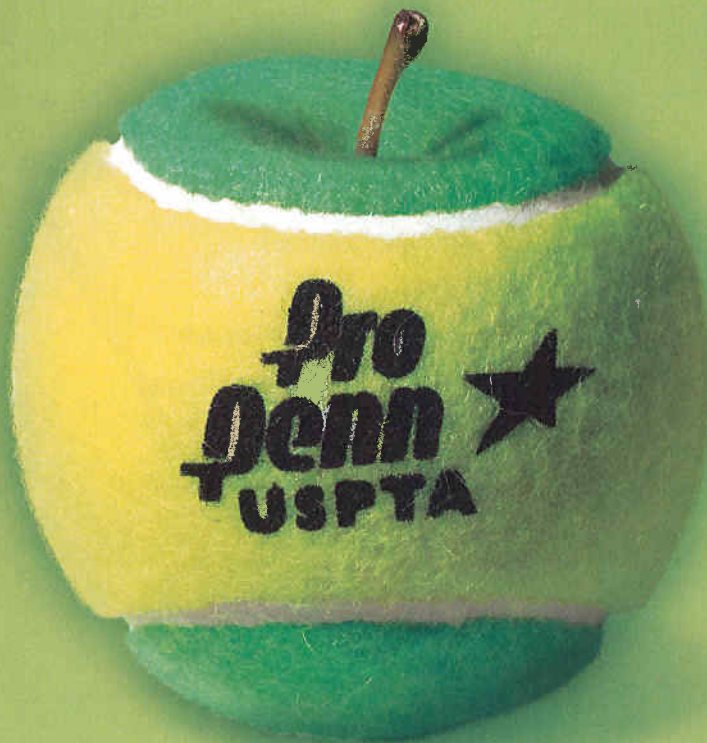
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# President's message

## The state of USPTA

**T**his is the last President's Message I will share with you before leaving office this month. I have enjoyed serving as USPTA's president over the past four years, and I'd like to take this opportunity to update you on the state of USPTA.

There's a lot of good news to report. We've enhanced our relationships with our allied associations, expanded our membership categories, increased member communications and public relations efforts, renewed agreements and added new ones to our endorsement program, paid off the World Headquarters building, and built on a fiscally stable future for USPTA. None of this could be accomplished if it weren't for the support and hard work of my fellow members of the national Board of Directors. As you know, this Association is run and owned by its members, and the dedication and commitment of the Executive Committee makes USPTA what it is today – *the greatest teaching association in the world.*

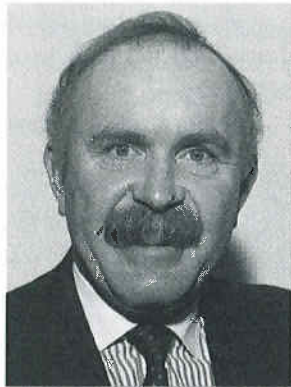
I have had the privilege to work with many outstanding leaders in our Association. The board members represent just a small group of the very professional business people that make up USPTA. The members and their committee assignments include: *Dave Porter*, first vice president – education, testing and long-range planning; *Ron Woods*, vice president – sports marketing and multicultural liaison; *Harry Gilbert*, vice president – conventions, tournaments and rankings; *Tom Daglis*, vice president – public relations; *Randy Mattingley*, vice president – awards, budget and finance; *Paula Scheb*, secretary-treasurer – member communications, guidelines for divisional operations and WTA Tour liaison; and *Will Hoag*, immediate past president – ethics, archives and USPTA Hall of Fame. This is the hardest-working group of volunteers I've ever served with. I'd also like to commend and thank the national staff, which serves all of our members from the World Headquarters in Houston.

To continue with the state of our Association, USPTA now has more than 13,000 members and is financially stable. We continue to grow stronger as both a powerful delivery system for the tennis industry and as a trade association that provides valuable member

services. The following represents some of USPTA's important accomplishments and programs:

### Endorsement program –

As the industry has changed over the past four years, you've seen changes in our endorsement program. Our relationship with Pro Penn is one of the longest in tennis history, and since HEAD purchased Penn and became HEAD/Penn, we have aligned ourselves with yet another great company. We are confident our endorsement of HEAD racquets, accessories and bags will also be a long-term partnership. Other new endorsements include Dartfish tennis analysis software and Xcel, a nutritional supplement drink. We're also working right now to sign an agreement with a new apparel and footwear company, which we will announce in January.



**Joe Thompson**

### Category II tournaments –

USPTA continues to work closely with USTA's adult and senior competition committee and is the major sponsor of USTA's Category II tournaments. These tournaments, along with the

USPTA International Championships at the annual World Conference, give our members numerous additional opportunities to earn rankings.

### Professional development –

USPTA provides more continuing education opportunities each year to ensure that its members are the most qualified and to give tennis teachers the necessary tools to succeed in a changing industry. New specialty courses will be developed to enhance our specialist categories, which allow members to concentrate on specific areas of the game or our business. Distance learning allows members to use the Internet to gain knowledge without leaving home. This is one of the areas on which we will focus over the next two years. We provide written and audio resources now and will be featuring more education through CD, DVD and video.

### USPTA Developmental Coach category –

USPTA initiated a membership category for part-time and non-career-path tennis teachers as a means of providing education and certification to this



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