

# TENNIS CENTER LIFE AND LEISURE

## INTRODUCING YOUR NEW TENNIS CENTER Intentional and Directed

Welcome to the inaugural edition of LBC's tennis newsletter—the voice of the changes coming for our tennis community. What our tennis leaders heard from the club's planning surveys was that more of you would be playing tennis if a variety of different activities were available to adults and juniors—and/or if you knew more

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about program availability. That sounds a lot like “more customer service” to those of us who are excited about meeting higher expectations for revenue and growth.

*This-is-the-new-stuff*, Peter Gabriel once syncopated. As of now, any member is to be considered potential “customer” of LBC's Tennis Center. Although still in infancy (transforming “courts” into more of an “enterprise” will require more discussion and agreement), we're off to a good start (see articles below). No stone will be left

unturned in our effort to get you on the courts and add to your leisure, fitness and tennis skill development options.

In this Share the Love (inaugural) edition of *Tennis Center Life and Leisure*, you can read about: (1) the new tennis leadership effort, in which several enthusiastic and civic-minded individuals have started discussing how the Center can contribute to LBC's new “growth” mandate; (2) how our new “Calendar Committee” works with a “Programs and Instruction” initiative—leveraging communication to consistently populate our traditional events and add new ones; (3) the results from our recent “tennis initiation Welcome” event, now scheduled monthly; (4) our Junior Tennis program; (5) what the *Share the Love* Week-Ending fundraiser means for broader community outreach and why EVERYONE is a cast-member in this performance (6) lastly, to ask what you want in tennis news and information in general and what you want to contribute.

## COMMITTEE LAUNCHED TO ATTRACT MORE TENNIS LEADERS

On April 22, several of LBC's tennis enthusiasts convened as the Tennis Committee to interpret how the club's Long Range Planning (LRP) effort might impact the way we use our tennis courts. LBC's leadership challenge is to expand tennis use within our current 250 members (via service and outreach) which will

compress more people per court in a given time period (clinics, physical court separation and scheduling control). Meanwhile, we will do that while featuring tennis in promoting an expanded membership of 300 households.

Our first organizational task is to review our tennis rules to make sure they are still relevant, and establish an enforcement protocol that reflects our first priority—to play together as a neighborhood social organization. The leadership committee expects to report on that effort by June 1.

We envision a “Calendar Committee” that is coordinated with a “Programs and Instruction Committee”. The former isn’t simply the keeper and scribe of dates. “Calendar” in this case includes being responsible for running our traditions (Memorial and Labor Weekend festivities) and formalizing/promoting socials on a fixed schedule (Dink and Drinks)—and accommodating the new ideas from the latter committee like our new monthly 90-minute (New Tennis Player Initiations) and something

we’re playing around with, (Grand Slam Final Viewing) parties.

“Programs and Instruction” is still an informal effort playing catch up, determining how coaches are going to be qualified and paid, as well as designing/scheduling adult drill sessions and recruiting team parents to manage Fall Season Junior ALTA teams. (see article below). A few coaches are currently being surveyed to provide input into how daytime and evening sessions should be structured and compensated.

If you are excited by being a part of a trend-setting metamorphosis of five static tennis courts into a living, breathing tennis enterprise, e-mail tennis Co-chair Jen Takeuchi at [jwtakeuchi@gmail.com](mailto:jwtakeuchi@gmail.com) and sign up for one of our committees.

## NEW MEMBER AND BEGINNER ALTA INFORMATION

It’s hoped that new members can more immediately become acquainted with all of the tennis that LBC has to offer by having a newsletter, promoting a calendar, hosting monthly First Saturday Welcome Initiations and regularly scheduled clinics are developed.

In addition to periodically discussing a re-balancing of our ALTA teams as players’ ability levels change and more members want to participate, we always want to have a “beginning level” ALTA team for those interested in getting started in organized play.

- (1) Our first Welcome Initiation uncovered several players interested in starting a fourth men’s team for the Fall, it would likely be a high-C level team and it requires a captain to be immediately identified.
- (2) To accommodate six or seven C-level ladies that have been taking weekly classes, we’ll need to have a captains meeting to potentially start a new low-B team and make room on the C-team for the new players. It’s not clear whether our new players want to play on Sunday or Thursday teams.

Please contact Julie Davis ([yahmom3@gmail.com](mailto:yahmom3@gmail.com)) about joining our ALTA teams. The tennis committee will work with captains to balance our teams.

## Junior Tennis Camp Revamped To “Hub” Junior ALTA Teams

<http://www.lesliebeachclub.com/junior-tennis/>

LBC’s junior tennis camp has been outsourced to Courtney Allen. Courtney brings 30 years of competitive junior teaching experience to LBC this

summer. She is a USPTA Elite Pro with an extensive playing/teaching background.

To ensure your kids move to the next level, the camp is offered for the nine weeks of summer rather than only

the traditional weeks of June. The program is designed to allow progression through all USTA Quick Start levels (Red, Orange, Green) if appropriate.

Pick 6 out of 9 weeks offered and let Courtney inspire your child to play tennis! Courtney will be at LBC conducting free beginner drills this Saturday from 10-11AM (as part of Share the Love). Come meet her to discuss questions about camp or contact her at:

Courtney Allen  
courtknee1@bellsouth.net  
678.516.3363  
Venmo: Courtney-Allen-65

With Courtney Allen's camp providing more of a full-time schedule for juniors at LBC, we expect to be able to organize and feed a consistent number of ALTA teams, starting with recruiting for the Fall, 2019 season. Team practices will either merge with the junior camp or be held as separate sessions in the late afternoons (required after school starts).

Sign-ups for ALTA teams starts on June 10 and we are already looking for team parents to start recruiting for rosters. Please contact Tom Doolittle at dootennis1@gmail.com to help.

## SHARE THE LOVE

### Bringing the whole community to LBC

You've seen the flyers and "shared" the notices with your social media connections, friends and contacts over the past month or so. You know that tennis teammates of Jeannine and Bob Flor developed a four-day celebration to take place at LBC (Thursday, May 16 thru Sunday, May 19) to raise funds for their daughter Carrie.

See the website about Carrie and how you can help. (<https://sharethelovetennis.wixsite.com/mysite>)

Every LBC member that competes, witnesses or otherwise walks our grounds next week will "play a part" in a performance. *Share the Love* will be the template for LBC hosting the Greater regional community and spreading the word about our special place in the sun. LBC's Ladies teams have worked tirelessly for several months promoting the event on the Atlanta Journal Constitution and more bulletin boards in Tucker and Northeast DeKalb.

There's a little "tennis something" for everyone, with all-day round-robin doubles for men and women (Thursday and Friday), with Saturday reserved as a family day to engage kids with adults, a new trend in tennis events all over the U.S. (this letter will discuss trends in the industry more in the future).

You'll want to invite any of your neighbors to catch **the first pickleball exhibition and tutorial** ever available in this part of DeKalb on Saturday from 10-Noon.

Sunday at 5:00, donors can watch four of the best players in the area duke it out in a "Pro-Am" event—before dinner and a live auction.

So beginners and experienced players, curious on-lookers, kids and adults, donate and sign up now! Help Carrie and the Flor Family and consider what could be the future for community events and promotion at LBC.

## IMPORTANT DATES

May 16-19

*Share the Love* Community Benefit

May 24/25 (7:00 PM)

Memorial Day Mixed-Doubles Round-Robin (men, women, guests welcome)

May 26 (5:00 PM)	Memorial Day Picnic and Tournament Semi-Final
May 27 (5:00 PM)	Memorial Day Tournament Final and Rain date for Picnic
June 1 (1:00-3:00 PM)	LBC Open House
June 1 (5:00-6:30 PM)	2 <sup>nd</sup> New Member Tennis Welcome Initiation
June 10 to July 5	ALTA Fall Roster Submitted (Mens, Women's and Junior)
June 22 (7:00 PM)	Saturday Dink and Drink

## Newsletter Should Broaden Your Tennis Horizons—please contribute

We'd like to help bring the world of tennis to you, so that you can grow into the game. What is happening in the tennis industry in instruction and organization?

For example: have you heard about Universal Tennis Rating (UTR)—it is expanding people's view of the game in almost infinite dimensions? (<https://www.myutr.com/> and [https://en.wikipedia.org/wiki/Universal\\_Tennis\\_Rating](https://en.wikipedia.org/wiki/Universal_Tennis_Rating))

Have you seen Tennis Industry Magazine for the latest on how court surfaces and facilities are changing? <http://www.tennisindustrymag.com/>.

Would you like to know what juniors that might be members of LBC are ranked statewide and nationally?

What interesting historical tid-bits might you find interesting about players that grown up here and move on to great things in the tennis world?

If you have something interesting to contribute or have ideas on how to broaden the content of Leslie Beach's *Tennis Center Life and Leisure* newsletter, please contact Tom Doolittle at [dootennis1@gmail.com](mailto:dootennis1@gmail.com) .

