

WELCOME

Welcome to the first issue of *Tennis on Campus News*, the USTA newsletter designed specifically for the needs of today's collegiate tennis sport club leaders and participants.

Each edition will include a look at how to increase and improve the programming your tennis sport club offers, a feature on a notable tennis sport club or tennis sport club participant, and a listing of the latest and greatest collegiate club tennis events to help you update your calendar.

As a collegiate tennis sport club enthusiast, your input, thoughts, and opinions on the Tennis On Campus program are much appreciated. If you have an interesting story, successful program, suggestion, or question you would like to share, please contact Justin Street, USTA campus tennis coordinator, at street@USTA.com.

FIELD OF DREAMS

"If you build it...they will come," a voice says in the 1989 Academy Award-nominated movie *Field of Dreams*.

Perhaps that same voice spoke 10 years later, when the USTA formed a partnership with the National Intramural Recreational Sports Association (NIRSA) and the Intercollegiate Tennis Association (ITA) to grow tennis in the college market. A few ideas were tossed around regarding the best way to make an impact, and one idea that stuck was the formation of a National Campus Championship. At the time, NIRSA already had two sport club championships (volleyball and soccer), and the thought was to build a tennis championship using the volleyball and soccer model.

The first event was held in 2000, after only six weeks of planning, at the University of Texas at Austin. Ten teams, with 89 participants, took part in the championship. Six years later, the tournament is returning to its birthplace—on April 20-22—and will feature 64 teams and nearly 500 participants. Thirty-three of these teams will earn automatic bids into the tournament through their respective USTA Section Campus Championship.

For more information on this year's event, which will be held at the Whitaker Tennis Facility at the University of Texas at Austin, please contact Valerie McCutchan at NIRSA: valerie@nirsa.org or (541) 766-8211.



Whitaker Tennis Facility, University of Texas at Austin



BIG MAN ON CAMPUS



Todd Carlson

Todd Carlson, USTA Texas Section recreational programs coordinator, remembers what it's like to be in college and not have a tennis outlet. "I left the game after my four years of varsity tennis in high school and didn't come back until 10 years later," he says. "The one weekend intramural tournament at my college definitely didn't compensate for the lack of tennis."

Now Carlson is in a position to do something about that absence. Since he began focusing on the Tennis On Campus program one year ago, Carlson has expanded the Texas Campus Championship from eight teams in 2005 to 26 teams in 2006. And with help from the Texas Collegiate Committee, he has worked on the formation of regional campus leagues.

Today, Texas has six regional leagues with nearly 1,000 participating students.

These achievements have not gone unnoticed. Indeed, Carlson has been named the recipient of the first annual Tennis On Campus Coordinator of the Year Award. The award was bestowed at the 2006 USTA Annual Meeting in Orlando, Florida, in March on behalf of the USTA Collegiate Committee to honor and acknowledge a staff member who constantly seeks to increase participation throughout the campus community in innovative and exciting ways.

"I have the passion for these college students who don't have a tennis outlet," Carlson explains, "because I was one of them."

LITTLE THINGS MEAN A LOT

Not many people can say they have started a movement. But Samantha Tremblay, a sophomore at Elon University in Elon, North Carolina, has done just that with tennis on her campus. Tremblay, who played tennis throughout her high school days, participated in the intramural tennis program at Elon during her freshman year. Yet she did not have the tennis experience she hoped for.

"The intramural [program] was one night per week, and we only played one pro set, so there wasn't much tennis actually played," Tremblay says.

Wanting more, Tremblay set out to form a sport club tennis team. With little initial support, she organized Elon's newest sport club's court time, practice schedule, financial plan, and match schedule even before the club had any members. At its meeting, the sport club attracted more than 70 students who were extremely enthusiastic about the prospect of Elon having a club tennis team.

Amy Thomas, USTA NC community program developer, and Meghan Dillon, Elon University's assistant director of campus recreation, aided Tremblay's efforts to establish a sport club. The team is now comprised of more than 50 students.

Last October, Elon posted its first win, against the University of North Carolina, Greensboro, and continued to roll over its next two opponents, the University of North Carolina, Wilmington, and the University of North Carolina, Charlotte. In December, Elon's Club Sports Council took notice of the new sport club's 3-0 record and Tremblay's hard work, and awarded the club tennis team the distinguished honor of Elon University's Club of the Month.

This was not Tremblay's first attempt to launch a new program. In high school, she had started a nonprofit organization called Little Things Mean a Lot (LTMAL) to collect trial-size hygiene products and distribute them to those in need.

"Organizing LTMAL definitely helped when organizing the club tennis team," Tremblay says. "It was pretty much doing the same thing, taking something that didn't exist before and creating it. It also gave me the confidence and business skills that I needed to start the club at Elon."

Elon University's club tennis team is now looking forward to its spring season and competing in the USTA Southern Campus Championship.

To set up a match with Elon, contact Samantha Tremblay at stremblay@elon.edu. To visit the Elon Club Tennis Team website, go to <http://org.elon.edu/clubtennis/>. And to visit Little Things Mean a Lot, log on to www.ltmal.org.



Samantha Tremblay

PROGRAMMING IDEAS:

FUNDRAISING THROUGH SPONSORSHIP

The Holy Grail of fundraising is a sponsorship. This mutually beneficial relationship between your sport club tennis team and an interested business will ease your club's financial stress and positively promote the associated business. The most efficient way to get your club noticed and hook a sponsor is to create a sponsorship packet that includes:

Introductory Letter

Greeting: Personalize the greeting with the manager's or business' name.

1st Paragraph: Briefly introduce your sport club tennis team and state that you are looking for support.

2nd Paragraph: Provide more details about your club, including information on your season and where you play, number of participants and spectators, and club history. Make sure to explain what a sport club is and the financial ramifications associated with this status.

3rd Paragraph: Present a brief overview of available sponsorship opportunities and direct them to the enclosed Sponsorship Opportunities Sheet.

Conclusion: Thank you! Include your phone number and e-mail address.

Fact Sheet

Focus on the many successes of your program, including your team's history, past record, team and individual achievements, community outreach, etc. Also include an image of club tennis on a nationwide scale that highlights the number of participants and growth trends of the sport.

Sponsorship Opportunities Sheet

This sheet answers your prospective sponsor's questions of "How much?" and "What do I get?" Provide a clear dollar value and description of what they will receive for each level of contribution.

Samples

Offer a sample program from one of your matches, computer-generated T-shirt design, or picture of a proposed banner to hang near your tennis courts with the business' logo on it.

Personally hand delivering your club tennis team's sponsorship packets and following up with these interested businesses will greatly increase your club's chances of landing a sponsorship amid the sea of other organizations on your campus. Happy hunting!

PICTURE THIS

If you have a picture you would like to submit for this newsletter's *Picture This*, please e-mail it to Justin Street, USTA campus tennis coordinator, at street@usta.com.



The University of Washington Club tennis team poses with its mascot at the Viking Showdown earlier this year.



Mark Guilbeau

DRILL OF THE MONTH:

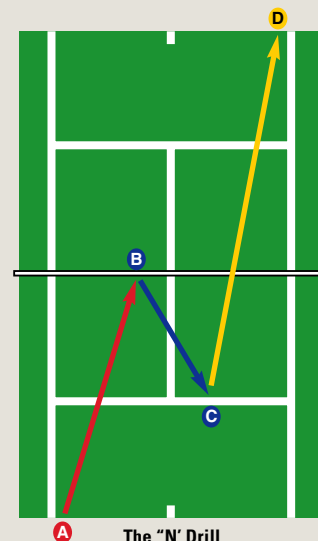
“N DRILL” FOR DOUBLES



This doubles drill has been provided by Mark Guilbeau, varsity women's tennis coach at the University of Virginia and 2005 Wilson/ITA National Coach of the Year.

The “N Drill” for doubles helps to teach the net positions and net player’s responsibilities during the basic one-up/one-back point. It is also very good for large groups with limited courts because it involves and keeps four players active on one court.

The drill begins with two doubles pairs on each end of the court, both playing one-up/one-back. A coach feeds a ball to Player A, who hits a down-the-line groundstroke to Player B. Player B, who has closed in toward the net as the ball is fed from the coach, volleys the ball crosscourt to Player C. Player C, who has shifted back toward the service line and near the center line for a more defensive position, handles this reflex volley and volleys the ball down the line to Player D. While the ball is moving to player D, Player C closes with the ball into a more offensive position, and Player B retreats to a more defensive position near the service line and center line. This completes the “N” pattern, which gives the drill its name, and should be repeated with Player D hitting a down-the-line groundstroke to Player C, Player C volleying to Player B, Player B hitting a reflex volley to Player A, and around and around. The net players should focus on the necessary up and back movement required to play the net positions both offensively and defensively in doubles.



The “N” Drill

C A L E N D A R

USTA National Campus Championship

April 20-22, 2006 University of Texas Austin, Texas Contact: valerie@nirsa.org

USTA Section Campus Championships

USTA Section	Date	Host Site	Contact
Caribbean	February 25-26, 2006	Centro de Tennis Honda	lirio@cta.usta.com
Eastern	February 18, 2006	Binghamton Racquet Club	schnitzer@eta.usta.com
Florida	March 4-5, 2006	University of South Florida	manning@florida.usta.com
Hawaii Pacific	March 4-5, 2006	Central Oahu Regional Park	kurosu@hawaii.usta.com
Intermountain	March 18-19, 2006	Darling Tennis Center – Vegas	bschott@ita.usta.com
Mid-Atlantic	March 11-12, 2006	Fredericksburg, Virginia	underwood@mas.usta.com
Middle States	October 22-23, 2005	College of New Jersey	bkisthardt@msn.com
Midwest	March 10-12, 2006	University of Wisconsin	steve@midwest.usta.com
Missouri Valley	February 18-19, 2006	Drake University	riemann@movalley.usta.com
New England	April 1, 2006	Quinnipiac	reardon@newengland.usta.com
Northern	October 22-23, 2005	University of Minnesota	egart@northern.usta.com
Northern California	November 19-20, 2005	Stanford University	somers@norcal.usta.com
Pacific Northwest	November 5-6, 2005	Tualatin Hills Tennis Center	markt@pnw.usta.com
Southern	March 25-26, 2006	Chatanooga, Tennessee	smithsta@earthlink.net
Southern California	February 11-12, 2006	UCLA	lmilan@scta.usta.com
Southwest	February 17-18, 2006	Randolph Tennis Center	gleason@southwest.usta.com
Texas	March 4-5, 2006	Texas A & M	tcarlson@texas.usta.com

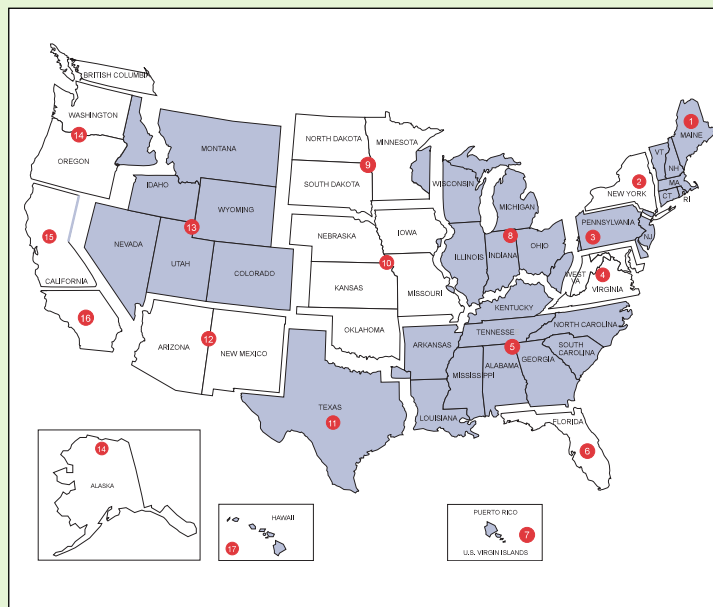
LOOKING FOR HELP SETTING UP YOUR CAMPUS TENNIS PROGRAM?

USTA Section Campus Contact List

1. New England	Janice Reardon	reardon@newengland.usta.com	508-366-3450 x30
2. Eastern	Jenny Schnitzer	schnitzer@eta.usta.com	914-698-0414
3. Middle States	Bruce Kisthardt	bkisthardt@msn.com	610-706-0940
4. Mid-Atlantic	TBD	TBD	703-556-6120
5. Southern	Jeff Smith	smithsta@earthlink.net	318-741-5957
6. Florida	Jodi Manning	manning@florida.usta.com	386-671-8939
7. Caribbean	Rosa Martinez	martinez@cta.usta.com	787-982-7782 x233
8. Midwest	Steve Wise	steve@midwest.usta.com	262-284-1707
9. Northern	Patty Egart	egart@northern.usta.com	763-422-9867
10. Missouri Valley	Susan Riemann	riemann@movalley.usta.com	314-821-5630
11. Texas	Todd Carlson	tcarlson@texas.usta.com	512-443-1334 x208
12. Southwest	Matt Gleason	gleason@southwest.usta.com	520-319-1612
13. Intermountain	Terry Walters	twalters@ita.usta.com	303-695-4117 x22
14. Pacific Northwest	Mark Toppe	markt@pnw.usta.com	503-520-1877 x13
15. N. California	Hilary Somers	somers@norcal.usta.com	650-595-2488
16. S. California	Linda Milan	lmilan@scta.usta.com	310-208-3838
17. Hawaii Pacific	Sheila Kurosu	kurosu@hawaii.usta.com	808-955-6696 x21

Glenn Arrington, USTA National Manager, Collegiate & Corporate Tennis
arrington@usta.com

Justin Street, USTA National Campus Coordinator
street@usta.com



A WELCOME STUDY BREAK

The total number of high school varsity tennis players in the U.S. can fill six 50,000-seat football stadiums. But each year, only an amount equal to half of one of those stadiums go on to play varsity college tennis. The majority stops playing tennis.

To keep these former high school players in the swing of things, the USTA, National Intramural-Recreational Sports Association, Intercollegiate Tennis Association, and World TeamTennis have partnered to offer "Tennis On Campus." Through this collaborative partnership, the program is gaining speed as it rolls into the spring semester.

The Tennis On Campus program features coed teams participating in intramural play and intercollegiate play on campuses nationwide. In addition, the USTA currently works with approximately 300 universities and colleges to create or improve their intramural or sport club tennis programs. Starting this year, each of the USTA's 17 sections will hold its own campus championship, with the winners moving on to the 2006 USTA National Campus Championship on April 20-22 at the University of Texas in Austin. All of these events feature the World TeamTennis format, which promotes coed team play and culminates in a mixed-doubles finale.

Below are photos of several Section Campus Championship winners who, along with their Section Campus Championship runner-ups, have earned bids to represent their section at the 2006 National Campus Championship. Congratulations and good luck!



Pacific Northwest
1st: Univ. of Oregon
2nd: Portland State University



Northern
1st: Univ. of Minnesota - Maroon
2nd: Univ. of Minnesota - Gold



Eastern
1st: Cornell - A
2nd: Cornell - B



Northern California
1st: Stanford
2nd: Univ. of San Francisco



Southern California
1st: UCLA
2nd: USC



Missouri Valley
1st: Iowa State
2nd: Washington University



Middle States
1st: Villanova
2nd: PSU (League Champs)



Southwest
1st: Univ. of Arizona
2nd: Univ. of New Mexico



Texas
1st: Texas A&M
2nd: Univ. of Texas



Florida
1st: Univ. of Central Florida
2nd: Univ. of Florida



Caribbean
1st: U of PR, M-A
2nd: U of PR, M-B



Mid-Atlantic
1st: Virginia Tech
2nd: Univ. of Virginia