



# PACIFIC NORTHWEST



Newsletter of the USPTA/PNW Division

FALL 2020



## Free USPTA Dues in 2021

- Make sure this requirement does not cost you \$300!

A big thank you to both the USPTA and the USTA for the grant subsidy providing the opportunity for certified professionals to qualify for free 2021 USPTA dues. There are a few requirements that must be completed by October 1 to qualify for free dues. Please closely review the Continuing Education Requirement and USTA Safe Play training, as these are the most important.

### ● **Education Credit Cycle**

You must complete the following education credits by October 1 to qualify for free 2021 dues.

- 2020 Education Cycle – 6 education credits (12 hours)
- 2021 Education Cycle – 4 education credits (8 hours)
- 2022 Education Cycle – 2 education credits (4 hours)
- 65+ Member or Member turning 65 before the end of their current education cycle – no education credits are necessary.

The 2020 USPTA World Conference Virtual Event, being held September 21, 22 & 23, is an opportunity to earn 7.5 educational credits (15 hours). To learn more about #WC20 or to register, [click here](#).

If you are not able to attend the conference, it is easy to get the credits at [tennisresources.com](http://tennisresources.com). View the free educational videos receive credit for watching.

### ● **USTA Safe Play**

The USTA is covering the cost for USPTA members to complete USTA Safe Play training before October 1.

USTA Safe Play is not difficult, but it is the most time-consuming requirement to earn free 2021 membership dues. You should plan approximately 2.5 hours to complete Safe

Play, which shows the USTA's commitment to the safety of every individual participating in an event or program through the use of screening, education and reporting tools.

If you have not completed Safe Play visit [USTA Safe Play training](#) and click on the "Get Safe Play Approve" button. Safe Play consists of online training (approximately 2 hours), review and acceptance of the USTA Safe Play Policies (10 minutes) and completing and submitting the application for your background screening (20 minutes).

It is important that you input your USPTA Membership Number in your Safe Play profile. For more on that, see "check your status" below.

### ● **Already Safe Play Approved? Check Your Status.**

This next step is very important for those of you who have already completed Safe Play. You need to check your status and confirm that your USPTA Member Number has been added to your USTA Safe Play Profile. Why? Without your Member Number, the USPTA will not know if you have completed Safe Play or not, and without checking your status, you will not know if you completed all of the Safe Play requirements and if you are current with your Safe Play compliance.

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## President's Message

By Matt Iwersen  
USPTA/PNW President

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ONLINE AT usptapnw.org

## Greetings PNW Pros

**W**e certainly have been on a roller coaster ride since our last newsletter. With many of us back to work we have had to adjust to the new safety regulations and be very conscientious in providing a healthy outlet for our members and clients. I firmly believe if we all follow the guidelines, we can show that tennis is a great sport during this socially distant period. Thanks to all of you that can put yourselves out there and keep so many people active, safe, and happier during these uncomfortable times.



With that being said, I do want to Thank all the board members and guest speakers that made our first ever virtual PNW conference an informative and pleasant experience. I will admit that I missed the camaraderie of the person to person conference, but I certainly enjoyed the information and the ability to see many of you on the screen. Thanks to all of you that participated and hope those that were not able to see it live took the time to watch the recorded version.

I know that re-opening has been a struggle for so many people in all facets of life. In these times I hope we can all collectively encourage and assist each other when there is a need. We must look forward and try to see the opportunities that can come out of this so that when this pandemic settles down, we are stronger and healthier as a person, organization, and an industry.

If there are certain practices that have been successful for you and your organization, I am sure we would all like to hear your story and by sharing we can all improve. Stay strong and stay healthy.

The exciting news that comes out of all this chaos is that the USTA has partnered up with us to offer all USPTA pro's in good standing their 2021 dues. Information begins on page 1. ●



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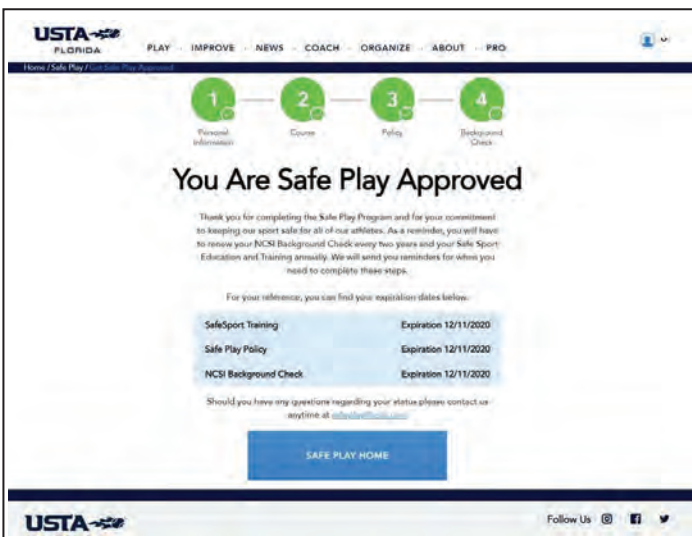
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To check your Safe Play status, visit USTA Safe Play training and click on the Check Your Status button. Then, login to your USTA Safe Play account. Once logged in, you should see four green circles (similar to what is shown below). Additionally, you will see the expiration date for each of the three Safe Play components: SafeSport Training, Safe Play Policy acceptance and NCSI Background Check. It is important that you note these dates so that they do not expire. If they expire before October 1, you will not qualify for free 2021 dues.



Equally important is making sure your USPTA Member Number has been added to your Safe Play profile. Access your profile section on Safe Play highlighted by the red box, shown in the image above, and enter your USPTA number. In the profile, there are two tabs. **You must select the COACH tab, enter your USPTA number in the USPTA box.** This will allow USTA to forward your Safe Play status to the USPTA World Headquarters. Failing to complete that one simple task can cost \$300. Again, this needs to be completed by October 1, so don't wait. Thank you! ●

## HELP US ELEVATE THE USPTA/PNW FOR THE FUTURE OF THE SPORT!

## Committee Members Needed to Help Elevate USPTA/PNW Membership

**ELEVATE** is a new USPTA national initiative that launched in 2019. The goal of the Elevate program is to connect, involve and engage newer USPTA members. This program is absorbing the U30 initiative because we want to include all new members, regardless of age. Research has shown that if we can connect with, involve and engage new members in the USPTA they will be much more likely to maintain their membership for years to come.

All members in good standing who were certified within the last five years, are automatically a part of the Elevate group. For the PNW, that is about one-third of our total membership, or around 100 people. We have started an Elevate committee and are seeking volunteers to fill open positions. If interested please contact [Cooper@betrainingtennis.com](mailto:Cooper@betrainingtennis.com), for more information. ●

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## 2020 USPTA World Conference Virtual Event Registration

Welcome to the WC20 registration page. Please read the following information carefully before registering. We are looking forward to seeing you at the conference!

### Conference Details

The 2020 World Conference Virtual Event will be held live Monday, Tuesday and Wednesday, September 21, 22 & 23. Each day there will be 5 sessions from 10 a.m. until 5 p.m. ET. In between sessions, we will have breaks for a chance to explore the virtual venue, including our trade show. We will have networking opportunities in our virtual lounge and opportunities to win great prizes. Sessions will be recorded and available to conference attendees to view at a later time. Incredible Speaker Lineup & Topics

Expect to enjoy a variety of pertinent topics from renowned tennis industry professionals, such as Sven Groeneveld, Mats Wilander, Gigi Fernandez, Emilo Sánchez Vicario, Arantxa Sánchez Vicario, Craig O'Shannessy, Chanda Rubin, Sarah Stone, Ann Grossman-Wunderlich, Zina Garrison, Todd Ellenbecker, Rita Gladstone, Ellen Miller, Johnny Parks, Dr. Karl Davies, Lori Riffice, Jon Glover, Mark McMahon, Tracy Almeda Singian, John Embree and the USPTA Board! Click Here for Detailed Agenda. Click Here for Speaker Bios.

### Get Some Swag!

The first 1,000 to register will receive a WC20 Swag Box valued at \$75 dollars. The WC20 Swag Box will be shipped to the address that we have on file. If you need to update your address, you will receive instructions with your registration confirmation. Note: Swag Box can only be mailed to a U.S. postal address.

### USPTA Member Safe Play Discount ▶

USPTA Members with Safe Play completed at the time of registration will receive a \$20 discount. Please note that no Safe Play "in progress" will be accepted. No registration discounts will be refunded to those who complete Safe Play after registering for the conference. If you do not see

the Safe Play discount being applied do not register for the conference. Instead visit [www.usta.com/safeplay](http://www.usta.com/safeplay) and select «Check Your Status». You will need to login using your USTA login credentials. Once logged in, click the button labeled «Personal Information». That page will reveal a form to input your USPTA membership number. Make sure to click «Next» at the bottom of the page to save your submission. Wait one week to make sure that your Safe Play is now registered in the USPTA website and then register for the conference. You should now see the \$20 discount applied to your conference registration, proceed to check out.

### WC20 Virtual Trade Show Booth

Does your company want exposure in front of the world's largest gathering of tennis-teaching professionals? Secure your virtual trade show booth today! The cost is \$399 for all three days of the conference. Each day we will have a block of time to allow conference attendees the opportunity to explore the virtual trade show. For details, contact Jim Burke at (407) 634-3071 or email [james.burke@uspta.org](mailto:james.burke@uspta.org).

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## 2020 USPTA WC Virtual Event Registration

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### Registration Instructions

- 1 - You must log in to register.
- 2 - Click "Register Myself".
- 3 - Click "Proceed to Checkout" on the bottom of your screen. This will take you to your cart.
- 4 - You must select "Submit" on the bottom right of the shopping cart to complete your registration.

**\*\*Note\*\*** Once registered, you will receive TWO email confirmations, one for payment and one for registration. If you do not receive one or both emails in your Inbox, please check your Spam/Junk folder.

### Registration Fees

- USPTA Member - \$99\*
- \*USPTA Member with Safe Play - \$79

**\*Please carefully read the USPTA Member Safe Play Discount paragraph above.**

- Non-Member Attendee - \$125
- Virtual Trade Show Booth - \$399

### Questions?

Please contact our Membership Team with any questions that you may have registering for the WC20. Call (800) 877-8248 or email [membership@uspta.org](mailto:membership@uspta.org).



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# USPTA Award Winners



## **Small Facility of the Year / Jeff Cero**

*Director, George Fox Tennis Center, Newberg, Oregon*

Jeff Cero launched the George Fox Tennis Center, out of Newberg, OR, this past summer in 2019. The facility is built on the principle to encourage the community to play tennis through means of personal, relatable coaching, no membership fees, and public classes, and lessons. Since the initial launch this past summer, the facility has mobilized over 300 families to participate in Junior & Adult lessons and added over 50 new players. GFU Tennis center has run 8 different events with over 600 participants from around the PNW area via USTA and UTR. In addition, Jeff leads the Men's & Women's tennis teams and programs. The George Fox tennis players have worked for the facility, and it's been a point of training them as coaches.



## **Large Facility of the Year / Robin Robertson**

*Manager, Bellingham Training and Tennis Center, Bellingham, Washington*

Robin Robertson has owned and operated the Bellingham Training & Tennis Club since May, 2000. She and her husband purchased the failing business (club opened in 1973) and have consistently invested in the club's staff and facility. In the 20 years of her management, the club's tennis membership has grown from 150 to a cap of 450, and fitness has grown from 10 members to over 400. The number of tennis clinics and camps serving ages 5 to 85 has grown every year.

One of the club's core values is to "Always Improve" and Robin has helped make this happen through yearly facility improvements (added a 5th indoor court, court resurfacing, new court wall and ceiling liners, new LED lighting, \$2 million dollar facility remodel, with new group training facility, new HVAC, and roofing). She requires all tennis pros to be USPTA-certified and to uphold their yearly certification, plus a yearly continuing education stipend for each full-time tennis professional.

She puts the team first with the philosophy that when you invest in your team, you can serve your members and guests better. She and her husband opted to continue to fully pay the 30+ staff throughout the 12-week COVID-19 closure and worked tirelessly to make sure the business survives this tough time. They offered a book club during the closure for any staff member to participate in the discussions. While seeming like a small thing, it helped bring people together, work on self-improvement, and create stronger connections in our team.



## **Coach of the Year / Lisa Hart**

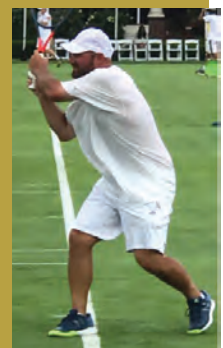
*Women's Coach, Washington State University*

Lisa Hart's team was nationally ranked #31 in the country and undefeated in Pac-12 Conference play (2-0) when the Pandemic hit. They won the Pacific Northwest Community Service Award (one of 12 given across the country). One of her players was awarded the Northwest Regional Arthur Ashe Leadership and Sportsmanship Award (one of 12 given across the country). Coach Hart and her staff gave clinics to the Pullman community on a weekly basis to all players ranging from little kids to adults. Her team also performed well in the classroom. Setting a school record in the fall semester 2019 with a 3.61 GPA and another record in the spring semester 2020 with a 3.84 GPA.

## **Player of the Year / Josh Basha**

*Tennis Director, Forest Crest Athletic Club, Mountlake Terrace, WA*

Josh competed on all four national tournament surfaces, finishing the year #3 in singles and #4 in doubles. ● Hard Courts, Surprise, AZ; Indoors, New Brunswick ME; Grass Courts, Philadelphia, PA; and Clay Courts, Weston, FL. ● Team competition team member of the PNW 10.0x squad, reaching the National Championships and finishing 9th in the country. ● PNW Results - 35 & over division Singles results: Senior NW WA - semifinals Seattle City - winner WA State Open - quarterfinalist Farm to Court - winner ● Doubles results: Sr NW WA - winner Seattle City - winner WA State Open - finalist Farm to Court - no draw ● National Results - 35 & over division Singles results: Hard Courts - Bronze ball Indoors - 4th place Grass - round of 16 Clay - 5th place Doubles results: Hard Courts - 5th place Indoors - Bronze ball Grass - quarter finalist Clay - Bronze ball.



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# AWARDS

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## **Assistant Pro of the Year / Charlie Jordan**

*Tennis Professional, Columbia Athletic Clubs Silver Lake. Submitted by: Mark Bergman, Tennis Director*

1. Very positive attitude and approach to the job.
2. Great teaching kids or adults and happy to do both. He leads our Junior program on the week-ends during the school year.
3. Always looking to improve as a player and coach. Whether it's USPTA conferences or the Internet or Podcasts he's building his knowledge. Great with 10 & Under groups.
4. Goes above and beyond. Just prior to COVID-19 shutting down clubs, Charlie on his own developed and finished a manual for our younger Assistants that we hire, who are typically high school aged. This manual was specific to the class levels in our Junior program and it provided drills and games for each level. He was concerned about these new assistants having enough material in case they needed to lead a court of juniors.
5. Running weekly programs, like Ladies Night, he is always trying to keep the pulse of the program and has come up with creative methods on moving players up and down courts to keep attendance numbers up.
6. Charlie stepped in for his Tennis Director, who was out of town during the weekend of a USTA Junior Advanced tournament and Charlie dealt with all the issues during the tournament. Working remotely and in a different time zone, he was great at communicating with the Tennis Director as well as with the parents during the tournament.
7. Charlie takes pride in his preparation in anything related to the job and it shows! Helps with programs, mixers and tournaments - many of the things that pros like to pass on.

## **Professional of the Year / Ted Sayrahder**

*USPTA/PNW Head Tester*

Ted Sayrahder has been a member of the USPTA since 1980. Ted has been a teaching professional since 1978 at the Forest Crest Athletic Club and retired as the Manager & Director in 2012. In 1999, Ted was the Head Professional for the "Goodwill Tours" a grass roots program giving free tennis lessons throughout the Philippines. Throughout the years Ted has returned to the Philippines and began certifying Filipino tennis players from recreational coaches to certified tennis professionals. Ted has been a USPTA Tester since 2001 and Head PNW Tester since 2007. Ted has received the USPTA PNW Community Service Award in 2000, the PNW Professional of the Year award in 2003, the PNW Star Award in 2006 and 2009. Ted is Certified by the USTA as a Senior Development Coach, National Recreational Coach Clinician, and a National High-Performance coach specialist. Ted has also served on the USPT/ PNW board. Ted is responsible for certifying and mentoring many of the successful tennis professionals here in the PNW.



## **Star Award / Daryl Harper**

*Boing Employees Tennis Club, Kent, Washington*

Daryl started playing tennis six years ago with a racquet from Goodwill. He played with his sons, who were home from college, and lost 25/25 times. When they left to go back to school, he decided to take some lessons at BETC. Daryl also has a special needs daughter, Maeson, who wanted to start playing, so Daryl took the things he was learning in his lessons and shared them with Maeson. She was happy to be on the court but didn't want to stay long unless Daryl sang Disney songs. As Maeson got better, she invited her friends to join them, some special needs and some not. The tennis world changed for the better.

Daryl first started with Allan Overland at BETC helping, with the Special Populations class that Allan had been doing for 30+ years. Together they established the Adaptive Recreation Group Class where lesson fees can be paid by Washington State Department of Social and Health Services. Daryl restarted the tennis program in Washington's Special Olympics, in 2017. This program includes tennis skills as well as overall athleticism and body coordination using music integration and USPTA-sourced skill progressions from static body-positions to live play. He adapted the program to include players' ages four through seven, and called them Fireflies.



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# AWARDS

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The Special Olympics team grew from one to three teams. In Enumclaw, Daryl trained 15 assistant coaches and took multiple athletes to the Special Olympics, North America Tennis Championships in Hilton Head, SC in 2017-2019, each receiving gold medals.

BETC has hosted a special needs Weekend Camp, under Daryl's leadership, for the past four years. Last year's camp had 35 special needs athletes, 50 volunteer coaches, 3 courts of activities over 2 days. The Jensen-Schmidt Tennis Academy also joined in the festivities.

Daryl received a USTA Adaptive Recreation Grant in 2019 and developed a Camp Mobile Kit and Program Guide that is available to any club to use to provide meaningful tennis experiences for special needs athletes.

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## Industry Excellence / Kevin Young

*USPTA Member for twenty-eight (28) years, Vancouver, Washington*

Kevin is no stranger to industry excellence and has been a driving force in the tennis industry for 36 years. He spent 21 years directly involved with teaching and directing tennis at top notch clubs in Washington state. He started out in 1984 in Kirkland, WA, at Central Park Club and shortly thereafter, became a certified USPTA tennis professional in 1985. He then took a leadership role as tennis director at Yakima Tennis Club from 1985-89. After a sabbatical traveling the world for two years, Kevin joined Club Green Meadows in Vancouver, WA, as tennis director from 1994-1996.

It was during his time as the General Manager of the Vancouver Tennis Center (VTC) from 1996-2007, that he put his stamp on the tennis industry, earning a national Industry Excellence award from the USPTA in 1997. Kevin ran one of the top four USA Tennis 1-2-3 programs in the country and was recognized at that time for his facility's role in growing the game and partnering with the USTA.

In 2007 Kevin switched gears and joined Wilson, and over the next 13 years, through 2019, Kevin continued to grow the tennis business in his territory: Oregon, Washington, Northern Idaho, and Western Montana. During his time at Wilson, Kevin ran nearly 50 Wilson World Demo Tour events -- getting players the freshest look at new products from Wilson. And in 2019, he did not disappoint in driving growth in a very challenging business climate. He drove +50% growth in performance racquets (targeting the new Clash racquet); +15% in ball sales; and +7% in Wilson/Luxilon string sales.

In this tennis industry, which has shrinking sales and decreasing numbers of tennis players, he was able to exceed his 2018 results at 108% of plan. For those of us who have worked with Kevin over the years, from teaching tennis, directing tennis facilities, and representing Wilson, he has built programs that increased tennis participation and ran brand-sponsored events that grew the tennis business in our PNW community.

In every position and role within the industry, Kevin has brought the positivity and entrepreneurial attitude that is an enduring recipe for success.

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## Tour Coach of the Year / John DeVorss

*USPTA Member for twenty (20) years, Head Tennis Professional, Ilahe Country Club, Salem, Oregon*

John DeVorss is a USPTA High Performance-certified tennis professional and a National Wheelchair Coach for the USTA. He has had the privilege of coaching several world-ranked USA wheelchair players throughout the years. Starting with current world number 3 quad player and former number 1, David Wagner -- a 4-time Paralympian where he has amassed 2 silver medals and 2 bronze medals in singles, as well as 3 gold medals and a silver in doubles with partner Nick Taylor.

John coached David in the 2019 NEC Wheelchair Singles Masters title as well as runner-up finish at the 2019 US Open in doubles with fellow USA quad player Bryan Barten, currently ranked number 12.

In 2019, John also coached David to titles at the Georgia Open (both singles and doubles with partner Nick Taylor, ranked 16) and the US Open USTA Wheelchair Championships doubles title with partner Nick Taylor.

John also had the privilege of coaching the USA Quad team to two World Team Cup titles in 2015 and 2013 and the junior World Cup team in 2012 to a second-place finish. ●





## News From Around the Section

### *USPTA Testing Updates*

*By Ted Sayrahder, USPTA/PNW Head Tester*



Next test/upgrade is set for September 19th & 20th  
Forest Crest Athletic Club, Mountlake Terrace, WA  
4901 238th St SW / 425-774-0014  
Josh Basha-Tennis Director

We will be conducting the **LAST certification testing** in the PNW this year for those applicants and upgrade members who are seeking to be tested and qualify for **FREE 2021 dues**, before the October 1st, DEADLINE.

The **Registration Deadline** for this testing session will be Friday, September 11, 2020.

Some of you have contacted the National Office already to sign up for this testing but were told the registration was full. Because of the special interest in this certification testing, we have expanded the sign-up list. We should be able to accommodate up to 18 individuals who register. I encourage you to register and take advantage of this opportunity.

**NEW APPLICANTS** seeking certification in this testing should complete, as much as possible, the following online requirements before participating in the on-court testing. This will enhance your chances of success during the on-court testing.

1. Complete the USTA Safe Play training and Background screening
2. Complete the 7 course USTA Coach Youth Tennis
3. Review the online USPTA PTCA1 course, take the two hour Written Exam, and complete the 20 minute online Grip Exam.

I encourage ALL of you (New Applicants & Certified Professional seeking upgrade) to attend the Live Review on Saturday, Sept. 19. This will be a review on all the on-court testing we will be doing and the things we expect to see you perform during the Private and Group Lesson presentations. This Live Review is optional, but individuals attending the Live Review usually have a higher degree of success doing the Private and Group Lesson exams.

Please do not hesitate to contact me by phone at 206-778-0701, text, or email if you have any questions about the testing process. My job is to get you through the test in the most relaxed and successful means possible. ●



### *Some Good News: Growing Middle School Tennis in Eastern WA*

*By Charl Grobler*

During my 34 years in Wenatchee I have witnessed several cycles of change within tennis. I remember the times when we would organize trips to take 25 to 35 students to compete in tournaments mostly around Eastern Washington. We still share many fond memories of being on the road and camping.

One of the changes has been the addition of **Middle School Tennis**. We have three schools within 15 minutes of the club that send their students to our club for six weeks each day after school by bus.

They rent the courts and teach 75 students on 9 outdoor courts with the help of parent or high school volunteers. More recently Manson and Chelan have also added Middle School Tennis to their community.

Middle School Tennis has increased the amount of juniors playing tennis and our focus at the club has shifted away from travelling and competing to more recreational tennis locally. After the Fall Middle School program ends we have to move indoors, due to weather conditions, and most of the students go on to play volleyball, basketball, or ski. About 25 percent of them will continue to take tennis lessons.

If you would like to start such a program you need to create a plan that you can share with the school's Athletic Director. Be prepared to sell the benefits of learning to play tennis. You can stretch your budget with donated equipment and volunteers. Another added benefit is the parents will be more likely to become interested in playing tennis so you can reach out to them and their friends. ●

## NATIONAL UPDATE

As part of the COVID-19 industry relief program, the USPTA and the USTA have partnered to offer FREE 2021 USPTA membership dues to certified teaching professionals that meet the following requirements by October 1, 2020:

- Reside and teach in the United States.
- Be a USPTA certified teaching professional in good standing.
- Complete USPTA Continuing Education requirements (details below).
- Complete USTA Safe Play and background screening.
- Make a “good faith” effort and introduce 50 new people to tennis.

While the dues subsidy is available to all USPTA certified teaching professionals, requirements vary slightly based on your continuing education cycle. Those requirements are shown in the table below. In all cases, USTA Safe Play, including a background screening, is required.

To get started, visit USPTA.com and log in to your account. Check your education status to determine your education cycle and the number of education credits that you have already earned towards that total. The table below specifies the requirements for each education cycle to qualify for the 2021 dues subsidy.

	65+ Members	2020 Education Cycle	2021 Education Cycle	2022 Education Cycle
<b>USPTA/ USTA 2021 Dues Subsidy Requirements</b>	No education credits required	12 hours or 6 education credits	8 hours or 4 education credits	4 hours or 2 education credits
	USTA Safe Play & background screening	USTA Safe Play & background screening	USTA Safe Play & background screening	USTA Safe Play & background screening
	<b>Due Oct. 1, 2020</b>	<b>Due Oct. 1, 2020</b>	<b>Due Oct. 1, 2020</b>	<b>Due Oct. 1, 2020</b>

If you are concerned about getting in your education credits, there are still ways to earn those credits via tennis resources and of course the 2020 Virtual World Conference September 21-23.

Speaking of the World Conference, make sure you check out on the USPTA.COM website for the list of speakers and events coming in September. This is a fabulous list and I know that I can still learn so much from these talks that keep me revitalized as well as up to date with our industry. I hope that many of you have already signed up so you will receive the “swag bag” that the first 1,000 registered participants will receive. ●

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FALL 2020 NIKECOURT

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## A BETTER BALL FOR THE PLANET

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