



ADDVANTAGE

USPTA
FOR TEACHING PROFESSIONALS AND COACHES

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On the cover: TGA Premier Youth Tennis franchises allow USPTA Professionals to build equity in a business, grow their clientele and facility membership, and develop a long, sustainable career. See Page 46.

Growing Your Business

School of Tennis – Building and Ensuring Tennis’ Future!



Tennis professionals can have a major impact on their community through TGA's grassroots program, as well as build a successful business and develop future clients.

USPTA Professionals are growing tennis at all levels through successful teaching and coaching careers, and a new fast-growing and innovative career opportunity for them has emerged to significantly enhance their efforts.

Bringing TGA Premier Youth Tennis franchises to communities across the country is like starting serve up 40-love.

Imagine USPTA members garnering a competitive advantage in their markets by providing after-school tennis programs at every elementary school within their communities. As those youngsters age and become vested in the sport along with their parents, a future pipeline of business is created, and

overall tennis participation is increased to foster a successful future for the sport and for the USPTA Professional.

Since partnering with the USTA and launching its school-based business model in 2012, TGA has become a leading introductory and recreational model in the tennis industry. In fact, it has been recognized by Entrepreneur Magazine as a Top Low-Cost Franchise Opportunity.

TGA is also creating a pathway to discovering future elite players, something the industry has been striving to accomplish in recent years.

TGA founder Joshua Jacobs, in a revealing Businessweek.com story titled “A Franchise Wants to Train the next U.S. Tennis Star,” asked a key question:

“If you increase the number of kids playing the sport by 5 million or 10 million, wouldn’t you have a better chance of identifying and developing the next champion?”

The follow-up question of course: What to do to get more kids into the game?

The answer is the TGA method: The first step is making tennis available to the masses by introducing it at elementary schools, middle schools and community centers during the hours before and after school.

By putting tennis on the list of activities alongside mainstream sports and implementing a multilevel play-based enrichment curriculum for ages 5-10, and a play-based enrichment cur-

riculum for students 11-14, it increases access points into tennis for youth, grows the base of tennis players and presents the sport with a new avenue to cultivate elite talent for the future.

TGA/USTA curriculums differentiate themselves because of adding STEM (science, technology, engineering, and math) and academic lessons to the programs as well as incorporating life skills and character development. The program is an extension of the classroom.

Early on the USTA recognized TGA's successful school-based model and partnered with them to develop the curriculum and launch a program that as of 2015 has activated more than 32,000 youth tennis players at schools while making the sport available to over 250,000 families.

The model has been so successful that the USTA Southern California Tennis Association decided to acquire its own franchise to be run by the association. SCTA is using it to run its own in-school and after-school programs and transitioning the students to tennis facilities.

Bruce Hunt, the Executive Director of USTA Southern California and Nancy Abrams, the SCTA School Coordinator who oversees the TGA programs, have been very pleased with the TGA business model and the impact it's having on their association.

"When we were presented with the TGA program and business model, we had a middle of the road scenario that included breaking even financially. Our best case scenario was making a profit so that we could use the profits to provide scholarships for under-resourced students," explains Hunt. "I am very excited to say that the number of schools we run programs at and students who have gone through the program is far greater than we had anticipated after only one year, which will allow us to break even much sooner than expected and look at investing in more TGA Chapters."

Abrams sees TGA developing a new pipeline to access tennis players within a community and a great opportunity for tennis professionals to build future business.

"We impact the tennis community in a large swath of LA County, the San Fernando Valley, which borders west Los Angeles, Hollywood, Ventura Coun-

ty, and Burbank/Glendale/Pasadena area," Abrams said. "We have already put over 640 kids through the program in a very short time, with over a 40 percent retention rate, meaning that we are getting youth and families vested in the sport and moving them through the tennis pipeline to facilities, Junior Team Tennis, USTA competitive play and eventually high school."

Tennis professionals can have a major impact on their community through TGA's grassroots program, as well as build a successful business and develop future clients.



Imagine USPTA members garnering a competitive advantage in their markets by providing after-school tennis programs at every elementary school within their communities.

The TGA school-based business model targets all demographics while concentrating on households with incomes higher than \$50,000, which accounts for 80 percent of the youth tennis players in America. There are 41 million youth ages 5-18 in the U.S. with only 10 percent (4 million) of them currently playing tennis. TGA is targeting the other 90 percent that do not play tennis, and their parents, too.

TGA's franchise model is the only one of its kind in the tennis industry, and has empowered entrepreneurs and USPTA Professionals like Peter

Dunlap, a high tech and telecommunications executive who acquired the TGA franchise in the Boston area covering Plymouth County.

Dunlap, an active tennis player all of his life, coached high school tennis and taught tennis clinics for youth and adults at his local recreational center.

"My inspiration for TGA began while teaching youth clinics and seeing the smiles on the kids' faces and the positive impact I was having on them and realizing that I could turn this into a successful business and career opportunity," Dunlap said.

In Raleigh/Durham, N.C., Paul Maskill, a former finance executive who brought the first TGA tennis franchise to that area in 2012, said growth and increased demand led him to acquire a second franchise.

"After growing West Wake County for the last three years, we started to receive quite a bit of demand from parents and schools in East Wake County," he said. "As a result we have expanded our staff to include two full-time people as well as a tennis program director, which has also allowed us to expand our territory and continue to grow."

TGA franchisees seamlessly bring tennis directly onto elementary school, middle school and community center campuses and then execute the curriculums that TGA, USTA and education experts developed. As students advance through the program, TGA provides opportunities for them to apply the skills and knowledge they have learned through transition programs at local tennis facilities that include JTT, tournaments and Play Day Series.

USPTA members who are looking to build equity in a business and grow their clientele, facility participation and membership, as well as develop a long sustainable career opportunity, are wise to consider acquiring a TGA franchise chapter in their community.

Members can build a team to grow the business or even look at partnering with their local tennis club that might be looking to develop future business.

The options are many, and successful TGA franchise operations are discovering new ways to produce new tennis players each day. It's match point and they hold serve. For more information, visit www.franchisetga.com. 🎾