

MARCH/APRIL 2012

TSR UPDATE FOR SACRAMENTO, EL DORADO, PLACER, AMADOR & ALPINE COUNTIES

Welcome to Spring USTA NorCal!

Spring is here for all you tennis enthusiasts! This update will be a way for you to find out about information on local events in the area and as way for you to let me know what is happening in your area throughout March and April, so please enjoy and pass this Newsletter along. Don't be shy, if you have something that is coming up or if you have any questions or comments, please feel free to contact me Jennifer Castle at castle@norcal.usta.com or (916) 337-6017.

Free 1-Year USTA 10 and Under Jr. Membership!



Until December 31, 2012, kids 10 and under, that are new to the USTA, can receive a FREE Junior Membership - a \$20 value! Junior membership includes, *Bounce*, a newsletter for kids, plus access to play USTA Jr. Team Tennis and Tournaments.* Now it's easier than ever for kids to get in the game: new rules, kid-sized racquets, slower, lower bouncing balls, AND a free membership! Offer expires December 31, 2012. Visit www.tryusta.com/juniorfree for complete details.

*FOR NEW 10 AND UNDER MEMBERS ONLY. No purchase necessary. Offer open only to U.S. residents and applies only to new 10 and Under 1-Year Junior membership (regular price: \$20). Individual must be aged 10 or under at time of enrollment to qualify. Other qualifications apply. *Fees may apply for tournament and league participation. Terms of membership and benefits subject to change in the USTA's

sole discretion. USTA Membership is not transferable. Offer expires 11:59 p.m. ET on 12/31/12. Visit www.tryusta.com/juniorfree or call 1-800-990-8782 for complete terms and conditions and enrollment instructions. Individuals (and their parent(s)/legal guardian(s)) must agree to adhere to the Constitution, Bylaws and Rules and Regulations of the USTA (available on www.usta.com). ©2012 United States Tennis Association Incorporated. All rights reserved.

SPECIAL USTA JUNIOR MEMBERSHIP OFFER!



For a limited time, when you purchase or renew a 1-year USTA Junior membership for only \$20, we'll include something extra... a Jr. Team Tennis Jersey!

A USTA Jr. Team Tennis jersey*!

Use source code **TNIA12** and be sure to select your size at check out!

OTHER MEMBERS-ONLY BENEFITS INCLUDE:

A subscription to *Bounce***, a targeted newsletter for kids 10 or under, or *SMASH* digital magazine for juniors 11-18, plus the opportunity to play USTA Jr. Team Tennis, tournaments, and much more!

JOIN TODAY WHILE SUPPLIES LAST!

JOIN/RENEW NOW

To Join: click on the JOIN/RENEW button above. If the jersey does not show up in your shopping cart, be sure to add source code **TNIA12**. Or, by phone, call 1-800-990-8782 and mention source code **TNIA12**. By mail, click [here](#) to download the special promotion Member Enrollment Form.



NORTHERN CALIFORNIA

MONTHLY UPDATE

Host a 10 and Under QuickStart Workshop:

Is your facility interested in hosting a **10 and Under QuickStart Tennis Workshop**? The USTA offers hands on workshops taught by National Trainers to teach anyone who will be coaching or guiding players 10 and under. The workshop is aimed at teaching 10 and Under Tennis while utilizing the QuickStart Tennis play format. Our workshops are filled with coaches, volunteers, parents, after school personnel and local teaching professionals.

Please contact Jennifer Castle to find out more—castle@norcal.usta.com or 916-337-6017. To host - visit: http://www.usta.com/Coaches-Organizers/On-Court-Training/Workshop_Organizers/



Upcoming Local QST Workshops:

TBA - Sacramento/Elk Grove



Host a Tennis Event in March

Take advantage of the benefits from all the tennis media in March to kick off some youth tennis events. The **USTA** will be generating a lot of excitement around youth tennis in 2012. There will be millions invested in advertising on top TV channels to drive players to your programs. Register your facility at USTA.com/eventcalendar and host a tennis event that works for you. I can also put your Play Days or other events up on our NorCal site to help drive more players up to your facility. When you host an event during the month of March you will receive all the benefits listed below including the multi-million dollar partnership between the **USTA, ESPN2 and Nickelodeon.**

- Host an event that works for you - Youth Registration or Play Day event
- National promotion on **Nickelodeon** and **ESPN2**
- Geo-targeted online advertising
- National and local public relations support
- \$50 event pack voucher
- Turn key marketing materials Updated, downloadable how-to-guide

Call or email me for more information: Jennifer Castle (916) 337-6017 or castle@norcal.usta.com

Jr. Team Tennis



With FREE 10 and Under Tennis Memberships and lots of successful local Play Days - Now is the time to sign up a team! **USTA Jr. Team Tennis** is designed for kids 6-18 years of age and any skill level. Matches can be held anywhere from a local park or school to a private club. Ten and Under Tennis can be played on black tops with portable nets so no courts are needed! Teams are preferably coed but can also be single gender. Team sign ups for the Spring Season is **Feb. 1st to March 18th**. The playing season begins **April 2nd and ends May 27th**. JTT is flexible and you can create a non travel league at your club or start a team and play other facilities. so let's get our newest members playing team tennis! Let me know how I can help you grow your team by contacting me at castle@norcal.usta.com or (916) 337-6017.

The Girl Scouts are Turning 100 Event at Cal Expo

For *Girl Scouts 100th: Celebrating Green Forever*, the Cal Expo Fairgrounds will be transformed into a Girl Scouts-themed universe, showcasing all of what Girl Scouting has to offer from the past, present and in the future. Like many popular theme parks, the 100 event is divided into "worlds"

—only there are *seven* of them with something for every girl in every world.

Event details:

Date: April 28, 2012

Time: 10a.m. - 4p.m.

Where: Cal Expo Fairgrounds



FACILITIES ASSISTANCE AND GRANTS

Interested in Painting 36' and 60' Lines at your Facility?

If you're interested in **10 and Under Tennis (TAUT)** and adding 36' and 60' blended lines to your facility, we can help with that too! Painting permanent QuickStart Tennis lines at your facility is the next step in creating permanency for the format that will change the face of youth tennis in America. USTA Northern California is devoted to promoting and developing the growth of 10 and Under tennis. Let us assist your local community in accomplishing this shared goal. Through a combined USTA National and USTA Northern California sectional grant, you could be eligible to receive up to 100% reimbursement for the cost of painting 10 and Under Tennis lines on either existing 78' courts or a blacktop. **Applications will be accepted through May 31, 2012**—or until funds are no longer available. If you are interested, please contact Summer Verhoeven at sverhoeven@norcal.usta.com.



**THE NORTHERN CALIFORNIA
TENNIS FOUNDATION**
Growing Community Tennis through Education, Opportunity & Play

The Northern California Tennis Foundation (NCTF) is a 501(c)(3) public supported charity founded in 2010. The NCTF focuses on improving the quality of life by supporting community based organizations which promote educational, physical and social development through coordinated tennis activities.

The NCTF also funds junior tennis players who do not have the financial means to receive individual instruction, travel to and participate in USTA NorCal sanctioned tournaments or USTA National Championship tournaments.

Funding priorities include but are not limited to:

- ◆ Ten and Under/Quick Start Tennis and Jr. Team Tennis (coordinator training, start-up, etc.).
- ◆ Equipment, supplies and coaching stipends for public tennis facilities, community tennis associations, elementary and middle schools tennis programs and USTA designated National Junior Tennis and Learning chapters (NJTL's).
- ◆ Community tennis awareness (innovative pro-active start-ups, program expansion),
- ◆ Public high school tennis programs/projects.

To learn more please email Foundation@norcal.usta.com or log on to: <http://www.norcal.usta.com/outreach/NCTF/>



NORTHERN CALIFORNIA

MONTHLY UPDATE



Upcoming Tennis Play Days & Events

March 8th — Caleb Greenwood School (4th R) through Sacramento City Parks & Recreation from 2:00pm-4:30pm. Contact castle@norcal.usta.com to sign up!

March 10th — Citrus Heights PAL Play Day at Mesa Verde High School from 10:00am-12:00pm; Cost is Free for PAL members. Contact castle@norcal.usta.com to sign up!

March 17th — Tennis Play Day at Miwok Park in Elk Grove. Contact castle@norcal.usta.com to sign up!

March 24th — Tennis Play Day at Miwok Park in Elk Grove. Contact castle@norcal.usta.com to sign up!

April 2nd - April 6th — **Spring Break Tennis Camp** from 9:00am-12:00pm at Ed Mitchell Park in Folsom. Fee \$111/\$104 Resident Discount. Signup through www.webtrac.folsom.ca.us or call (916) 355-7285.

April 26th — SCIP Tennis Play Day at Swanston Community Center, Sacramento from 3:30pm-5:00pm. Cost is Free for SCIP Members. Contact castle@norcal.usta.com to sign up!

May 12th — SCIP Tennis Play Day at Swanston Community Center, Sacramento from 12:00pm-1:30pm. Cost is Free for SCIP Members. Contact castle@norcal.usta.com to sign up!



Player Development Newsletter:

<http://www.norcal.usta.com/PDNews/>

- 10 and Under Tennis - Player Development Camps
http://www.norcal.usta.com/10_and_under_tennis_-_player_development_camps/
- Player Development Camps - 2012 Calendar
http://www.norcal.usta.com/player_development_camps_-_2012_calendar/
- EDC (Early Development Camp) Calendar 2012
http://www.norcal.usta.com/edc_camp_calendar_2012/
- RTC Camp Calendar - 2012
http://www.norcal.usta.com/rtc_camp_calendar_-_2012/

Future Junior Tournaments

*Contact Tommy Tu for more information on Junior Tournaments: ttu@norcal.usta.com

Future Adult Tournaments

*Contact Michelle Wilson for more information on Adult Tournaments: wilson@norcal.usta.com

*For more information contact Jennifer Castle at (916) 337-6017 or castle@norcal.usta.com