



Modern technology, modern tennis and modern resources

Star Wars” creator George Lucas has said that the evolution of computer-generated graphics has finally enabled him to make the kind of movie he envisioned when he launched his trend-setting series nearly 30 years ago.

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In addition to reinventing a pop-culture phenomenon, the light-years leap in technology has also allowed your professional Association to deliver multimedia member benefits that are both state-of-the-art and as accessible as movies are today.

The United States Professional Tennis Association is now able to provide its widespread membership with quality educational resources in a variety of appealing formats, including DVD, the Internet, and even TV.

In the context of modern tennis and USPTA's new Player Development Program, here is a brief look at where we've been, the impressive educational vehicles available today and what you can expect in regards to continuing education down the road.

Early on, the education program consisted of a select few teaching professionals (mostly George Bacso) traveling the country to provide education on various topics to small groups of members. As the Association grew, scheduled meetings and conventions – including the World Conference and division conventions – became the most effective way to provide education. The resulting speakers bureau today includes hundreds who can speak knowledgeably on a variety of subjects. Divisions have access to experts in every facet of the profession for conventions and other activities. Most recently, of course, we have focused on the area of modern teaching and technique.

There might never be a true replacement for congregating and interacting with an audience and speaker, especially when it comes to studying modern tennis technique in the fine detail allowed by regular video, high-speed video and sequential still shots. However, such meetings typically are limited to members who, at any particular time, can afford both travel expenses and time away from busy jobs. As technology has allowed us to build distance learning resources, the Association has found ways to help members around the globe gain access to information normally presented in face-to-face meetings only.

Audiotapes of World Conference seminars and courses have long been a popular distance-learning tool. A few years ago, technology allowed us to capture the audio ourselves, so USPTA staff began using laptop computers to digitally capture the audio and create CD/CD ROMs that work in both computers and audio CD players. With the CD ROM function, we can include seminar outlines so members can follow along while listening on their computers. It now takes a few weeks to prepare orders received at the World Conference, but the superior quality and added benefit of the outline makes the short wait worthwhile.

Since the proliferation of Internet use, the Association has provided online education, first through written tennis tips or articles, then audio recordings in a Web-based format, and then short video clips. The audio component is particularly member-

Online World Conference audio library

At uspta.com, click on the Online Audio & Video icon at the top of the page (or the Education menu button, then Online audio/video). From there choose:

- your media (either audio or video)
- a category (teaching skills, business skills, facility management or sport science)
- a subject, and, finally,
- a specific seminar.

Most seminars last one hour, and you can listen at your leisure from home or the office.

2004 World Conference audio and video recordings

The most recent World Conference audio and video resources can be purchased from USPTA's online pro shop, found through uspta.com or directly at usprotennisshop.com.

learning and will mean exponential growth in the amount of information that USPTA can share with members online. While we can't predict when this will happen, we know that things change quickly.

As late as 2000, use of the broadcast TV outlet seemed out of reach. Having a USPTA instructional show on TV was a lofty goal based on the financial commitment required for production, even if there was an opportunity. Thanks to The Tennis Channel, the dream became reality. The Association's commitment to producing "On Court with USPTA™" has paid off in public relations by presenting a positive image of USPTA members to all our target markets, from potential players to employers, in numbers not previously possible.

When it comes to education, the USPTA staff that creates an award-winning production of "On Court with USPTA" from start to finish also produces USPTA educational materials. Where the Association previously struggled to film and produce high-quality footage of educational events, we now offer educational DVDs of the TV show and select presentations from the World Conference and USPTA Player Development Conference that are unequalled in our industry.

Just as time and technology have changed the way tennis is played and taught, so they have changed tennis education. Players have transformed tennis from an artistic and refined game to an athletic and power-filled sport. USPTA created the Player Development

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