

2014 TPA Workshop for Club Professionals

Thursday, October 2, 2014 – Donalda Club, Toronto

8:30 AM – 3:30 PM

The Tennis Professionals Association (TPA) is proud to present a workshop on Thursday October 2nd, at the Donalda Club in Toronto. This workshop will count as a full recertification opportunity and will be delivered by **Severine Tamborero, Gary Caron, Paul Cairns, Simon Bartram, Alan Fong, Ken Crosina** and **Cameron McLellan**.

Tamborero, currently Director of High Performance Club and U10 Talent Development and a Level 4 Coach, is a former top national level Canadian player. She is a former National Coach and Manager of Wheelchair Tennis. More recently she has been a National Coach working at the National Junior Training Program with Quebec's top U8, U10 and U12 players. A Certified Coach 3 and Club Pro 2, **Caron** is currently the Athletic Director at the Granite Club in Toronto. He is a former TPA Pro of the Year and Director of the Year recipient from the North American Association of Club Athletic Directors. **Cairns**, currently the Tennis Director at The Boulevard Club in Toronto, is a certified Coach 3 with many years of coaching experience at a high level. As Tennis Director at the Toronto Lawn Tennis Club, **Bartram** oversees all tennis activities including programming at multiple levels. He is also a Coach 2 & 3 Course Facilitator and a former Board Member of the OTA. **Fong** is a co-founder of LoveCourts. He leverages high tech know-how and business sense to like-minded tennis players everywhere. **Crosina** is the Head Tennis Professional at Mayfair West as well as a Tennis Analyst for TSN 1050 Radio. **McLellan** is a Social Media and Digital Marketing specialist. He has experience in a variety of sectors including financial services, sports, healthcare, automotive, retail and not-for-profit and most recently led the Digital Strategy for Rogers Cup Toronto in 2013 & 2014.

Cost: **TPA Members:** \$69* (plus. HST) **NON Members:** \$129* (plus. HST) *includes lunch + early bird pricing

Location: Donalda Club, 12 Bushbury Dr, Toronto ON, M3A 2Z7

Off-Court Topics Include:

Please note: Must wear all white tennis clothing

<p>How Digital can Benefit your Club and Development Programs <i>Presented by: Cameron McLellan</i></p> <ul style="list-style-type: none"> How to Speak to Your Members Online Using Analytics to Frame your Strategy Content Production & Distribution Strategy 	<p>Enabling Technology in Tennis <i>Presented by: Alan Fong</i></p> <ul style="list-style-type: none"> Software & Hardware Devices to Engage & Drive Player Performance Using Technology to Provide Information for Coaches
<p>Adding Value to Your Club's Programming <i>Presented by: Gary Caron</i></p> <ul style="list-style-type: none"> Member Incentives Complimentary Initiatives 	<p>Tips for Developing Your Staff <i>Presented by: Simon Bartram</i></p> <ul style="list-style-type: none"> Training & Empowering Your Staff Distributing Responsibility Fostering a Team Environment

On-Court Topics Include:

<p>Running Effective Team Practices <i>Presented by: Paul Cairns</i></p> <ul style="list-style-type: none"> Games and Drills to Develop Important Tactics for ladies doubles teams Developing Skills to Implement these Tactics 	<p>Best Practices Developing U10 Players <i>Presented by: Severine Tamborero</i></p> <ul style="list-style-type: none"> Integrating Physical Development Abilities in the Warm-up Integrating Fundamentals While Developing U10 Players 	<p>This is my Wimbledon <i>Presented by: Ken Crosina</i></p> <ul style="list-style-type: none"> Winning Doubles Techniques Ladies, Men's and Mixed Differences The Desire to Win at Every Level
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Date	Location	TPA Member Price	Non-Member Price	Register
Thurs, Oct 2	Toronto, ON	\$69 + HST (\$50 early bird pricing if registering before Sept. 15)	\$129 + HST (\$110 early bird pricing if registering before Sept. 15)	Click Here