The Tennis Director is responsible for the overall operation of the tennis program at Thornblade Club. (1)The Director is responsible for financial operations of the tennis program, including all capital and operational budgets and accounting for all tennis activities. The TD reports directly to the General Manager and tennis chairman on a weekly basis. (2)The Director enforces the rules and regulations of the club within the purview of the tennis program. (3)And the TD is responsible for the operation of the following: tennis shop, tennis lessons, adult programs, junior programs, events, socials and tournaments, and maintenance of the courts and the tennis facilities.

(1) Financial Operations

A. Tennis budget is $280,000 or 4% of total budget. The tennis program’s expenditures consistently meet the budgetary goals.

B. Accounting

Sales (rackets, shoes, clothes, balls, miscellaneous)

Stringing (400 rackets/year are strung)

Fees (Guest fees, lessons, clinics, tournaments, socials)

C. Budget and Accounting Reports to Controller

D. The current Tennis Director has received bonuses 12 of the 15 years that he has been in the position because of favorable year-end budgets.

(2) Rules and Regulations:

1. Train tennis program personnel in rules and regulations of the club.

B. Enforce club rules and regulations with personnel and members.

(3) Operations

A. Tennis Shop is to provide exceptional service, quality merchandise, and adequate inventory.

Purchasing

Merchandising

Sales and Stringing

Calendar: courts, events

Court and lesson fees

Personnel

Budget

Member service

Skills and Knowledge:

Establish relationship with tennis companies and reps

Knowledge tennis equipment

Budgeting

Accounting

Hiring and management personnel

Member relations

Success:

Personnel

The current TD hired and trained the manager of the tennis shop

The TD oversees all hiring and training of employees of the tennis shop.

Employee turnover is low (only two pro shop managers in sixteen years)

Sales

Lowered inventory from $$40,000 to $10-12, 000

Turnover of inventory 300%, with total sales of $36,000 with a net profit of $8,000.

Budgets

Meets budget projects annually.

Merchandise

Quality merchandise

Customer Service

Excellent customer service, no customer complaints in sixteen years.

B. Lessons ( provide a wide range of quality learning opportunities for adult and junior members of the club)

Private

Group

Juniors

10weeks of summer camp (June, July and August Camps)

Jr program Aug thru Dec and Jan thru May

Christmas camp/New Years Camp

Junior Team Tennis

Women’s and Men’s Leagues

16 teams a season from 3 in 1996 (coaching, technique, strategy+ curriculum, drills etc)

league play (combo and senior combo in Aug, adult and senior in fall and spring, mixed doubles summer) Provide complimentary warm ups during the season. Watch and critique adult league matches.

Clinics

Singles clinics Thursday morning.

Cardio high performance clinics Friday morning.

Adult clinics throughout the year.

Junior clinics Monday through Friday throughout the year.

Skills and Knowledge

singles, doubles, men’s and women’s games

how juniors successfully develop

hiring training supervision of instructional personnel

manage distribution all private lessons among the staff

organize and provide a curriculum for all clinics

advertising and marketing programs (flyers, ads for programs)

organizing courts for all league play

Success:

Junior:

Multiple national champions. (Will and Sara Guzick)

Nationally ranked juniors

Southern and State ranked juniors.

Record summer camps this June

Leagues:

Only club in area to have a team qualify for Nationals.

Every season teams qualify for playoffs and or state

Clinics:

All clinics are well attended.

3. Events

Social (are a service

Red and Blue Events

Pick six

Saturday morning social.

Tuesday night Men’s Intraclub

Junior night

Men’s night

Ladies night

Welcome back social in February.

Halloween social

Member/Guest

Member/Member

Club Championships

Tournaments (Three USTA sanctioned tournaments (will be four this year)

Aquafina/Thornblade Junior Tennis Classic

Frank C. Outlaw Adult Classic

Thornblade Fall Tennis Classic, Rising Stars Junior Tennis Tournament.

Skills and Knowledge

Organizational skills: tennis tournament

Begin preparations 60-90 days before tournament which last 3 days

Fund raising and marketing arrangements

Arrangement with other clubs for use of courts (and contingencies-rain outs)

Arrange staff for tournament, including employees (time and overtime) and volunteers.

Hiring of umpires

Order trophies, awards, scorecards.

Set up tournament-draw, scheduling, tournament desk, chairs on courts (first day could be as many as 128 matches)

Arrange and organize “demo day” during tournament

Knowledge of USTA sanctioning process (all guidelines)

Managing personnel

Budget tournament

Accounting

Successes

Social events are well attended and fees allow the events to break even which is the goal.

Two of the tournaments have won State and Southern tournament of the year awards.

The Frank C. Outlaw tournament has generated close to $30,000 for various charity.

4. Court maintenance

Maintain courts at high level

Skill and Knowledge

Knowledge of court maintenance general: surfaces, infrastructure (nets, fences, resurfacing, accommodations)

Knowledge clay court maintenance: (repair divets, how much to water-constantly adjusted day to day, week to weed, knowledge of sprinkler system, when to add or remove clay, know when to roll the courts,

Hiring, training and management of personnel

Successes

Courts are maintained at highest level (this despite budget couts for maintenance)

Maintenance personnel are all hired and trained by the current Director of Tennis

Members consistently comment on the high quality of the clay courts.