



Thanks to our friends at USPTA and USTA Alabama we are excited to spend a few days in Birmingham, AL. The two day program will cover all aspects of developing a program using the ROGY system. More than just balls and courts we will help you to develop better lessons, programs and



players with a focus on quality. For us this is not about making things easier but learning more in less time.

## Workshop Outline

### **Evolve the Athlete – Physical skills to accelerate learning**

What if a player could move, balance and coordinate better? Would a better athlete help you to make a better player? We will show you the essential physical skills that not only help a player to cover the court more effectively but also are the foundations of great technical skills.

### **Evolve the Player – Combining smart tactics and great technique**

Tennis kids of today are smart. Give them a computer game and they can navigate their way through some pretty sophisticated challenges. So how can we use this intelligence and the tools we have on court to maximize a player's ability to really play the game. We will show you how using different equipment can help kids to learn more in less time and play smarter.

### **Evolve the Warrior – Training kids to love the battle**

They may have great strokes but they also are still just kids and we need to make sure that they are ready for the challenges that a truly adversarial game like tennis can bring. A kid who loves the battle will stay in the game for ever, a kid that is not ready may leave before they really get started. Learn how to help kids to deal with adversity, be more aware and focus on the right things.

### **Evolve your Program – 21<sup>st</sup> century programming**

Despite the advances in on court teaching some programs are not meeting the needs of players to make tennis more than just lessons. We will share best practice on how to get kids of today totally addicted to your program, making it the center of their universe and ensure that they spend more time with you both on and off court.

### **Evolving the Your Tennis World – On court strategies to maximize learning**

Look outside the world of tennis and some very smart people are engaged in creating a better world for kids. From the people that design TV programs, to computer game developers, from the latest marketing to education curriculum. There is so much great material to help kids become more motivated, learn faster and retain it much longer. Blending the tennis and the outside world we will show you the very best practice in teaching kids on court through very practical strategies and tools. Get ready this session will really make you think!

The five blocks will help you to

- create a program that will help players to excel through the USTA competitive pathway
- meet the needs of kids of today
- increase player development and retention
- improve your tennis business

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## **Workshop Dates**

**Jan 14th & 15th – Tennis Center  
Birmingham Alabama – 9am – 4.00pm**

## **Speakers**



**Mike Barrell** is the Founder and CEO of evolve9. A Level 5 LTA Coach, PTR Pro and ITF Clinician, Mike has delivered training and presentations in over 60 countries. He was the author of the ITF Tennis10s manual and has been a keynote speaker at three ITF Worldwide Conferences, and multiple other national and international events. He has recently been involved in the development of Evolution, now the National U10 program of Serbia, Tennis Whizz and the Girls Tennis Network. Mike continues to work with Federations and clubs across the US including Sportime NY, Midtown and Tennis

CT.



**Jenny Walls Robb** is the Junior Team Tennis State Coordinator and Director of Marketing and Communications for USTA Alabama. She is the President of USPTA Alabama. An ITPA Tennis Performance Specialist, USPTA Elite Professional, and PTR Master of Tennis – Junior Development, Jenny is driven by a passion for education and coaching, with the goal of growing the game and developing players.