



FALL PROGRAMMING

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Fall 2017

Agenda

- Foundation
- Program Changes
- Curriculum & Evaluation Overview
- Program Objectives
- Tennis Parents Tips
- Q&A

Foundation

- How to contact us:
 - Joao Pinho – Head Pro 10U & High Performance
 - pinho@usta.com
 - TBA – High Performance Specialist
 - Cynthia Dewi – Feed the Feeder Specialist
 - Petros Georgiou – Green Ball Specialist
 - Justyna Wereszka – Orange Ball Specialist
 - Nouri El-Hajjar – Red Ball Specialist
 - NTC Programs Office
 - ntcprograms@usta.com

Foundation

- Important Resources
 - Player Development Journal
 - http://assets.usta.com/assets/1/15/8086_Player_Development_Journal.pdf
 - Google: usta pd player journal
 - First link on top of page
 - Player Development Video Channel
 - www.dartfish.tv
 - Google: player development video channel
 - First link on top of page

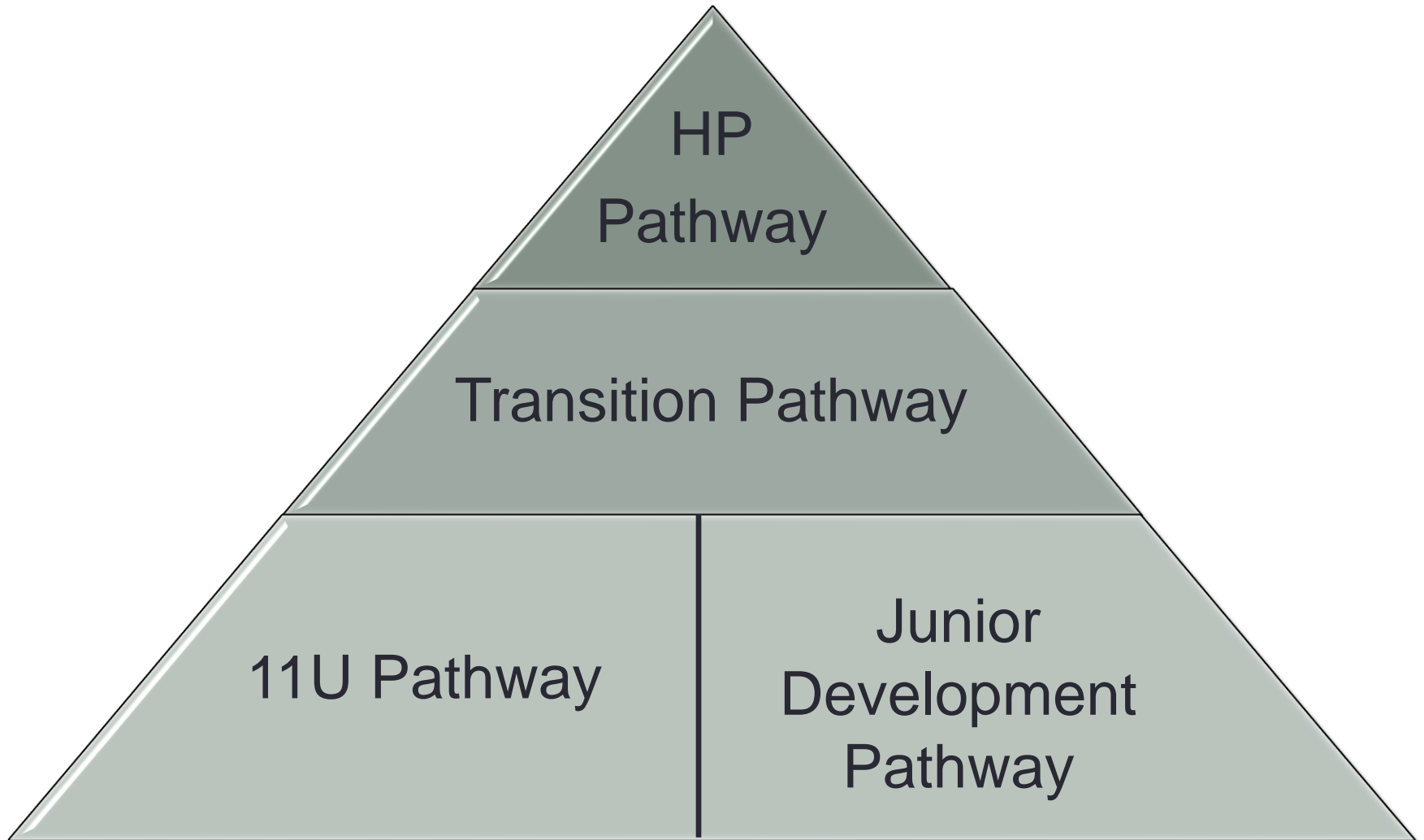
Foundation

- Why did we make so many changes?
 - Create levels that are more even
 - Introduce more players to the sport
 - Align our classes with Net Gen content
 - Develop competitive players at a larger scale
 - Create more specificity as to when and how to move players
 - Make our level's progression and website easier to understand
 - Enhance communication between players, coaches and parents
 - Improve the experience of players where they learn in a fun and challenging class

Program Changes

- All Junior classes will fall into four pathways:
 - 11 and under: Young players who are on the red, orange, and green balls progression.
 - Junior Development: Players who are new to tennis or need to further develop their skills in order to move into other pathways or aspire to play recreationally.
 - Transition: Players who are transitioning into yellow balls and/or aspiring to become competitive tournament players.
 - High Performance: Players who are already participating and excelling in competitive play and have strong fundamentals.

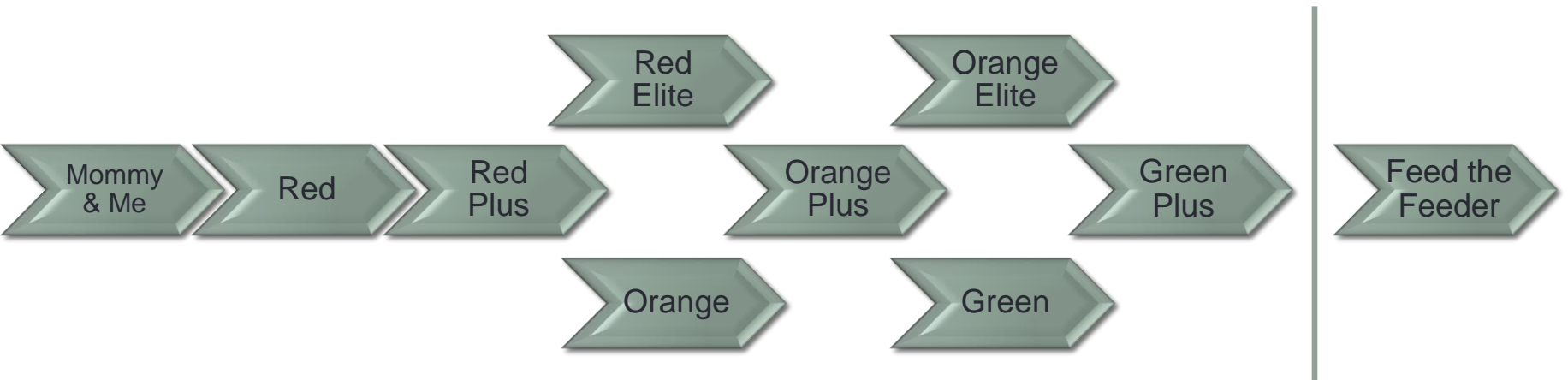
Program Changes



Program Changes

11 and Under Pathway

Transition Pathway



Program Changes

Junior Development
Pathway

NTC
Youth

11U Pathway

Orange

Junior Development Pathway

NTC Pre-
Teens

JD Pre-
Teens

JD Pre-
Teens Plus

JD Pre-Teens
Elite

Transition
Pathway

Academy
Pre-Teens

NTC
Teens

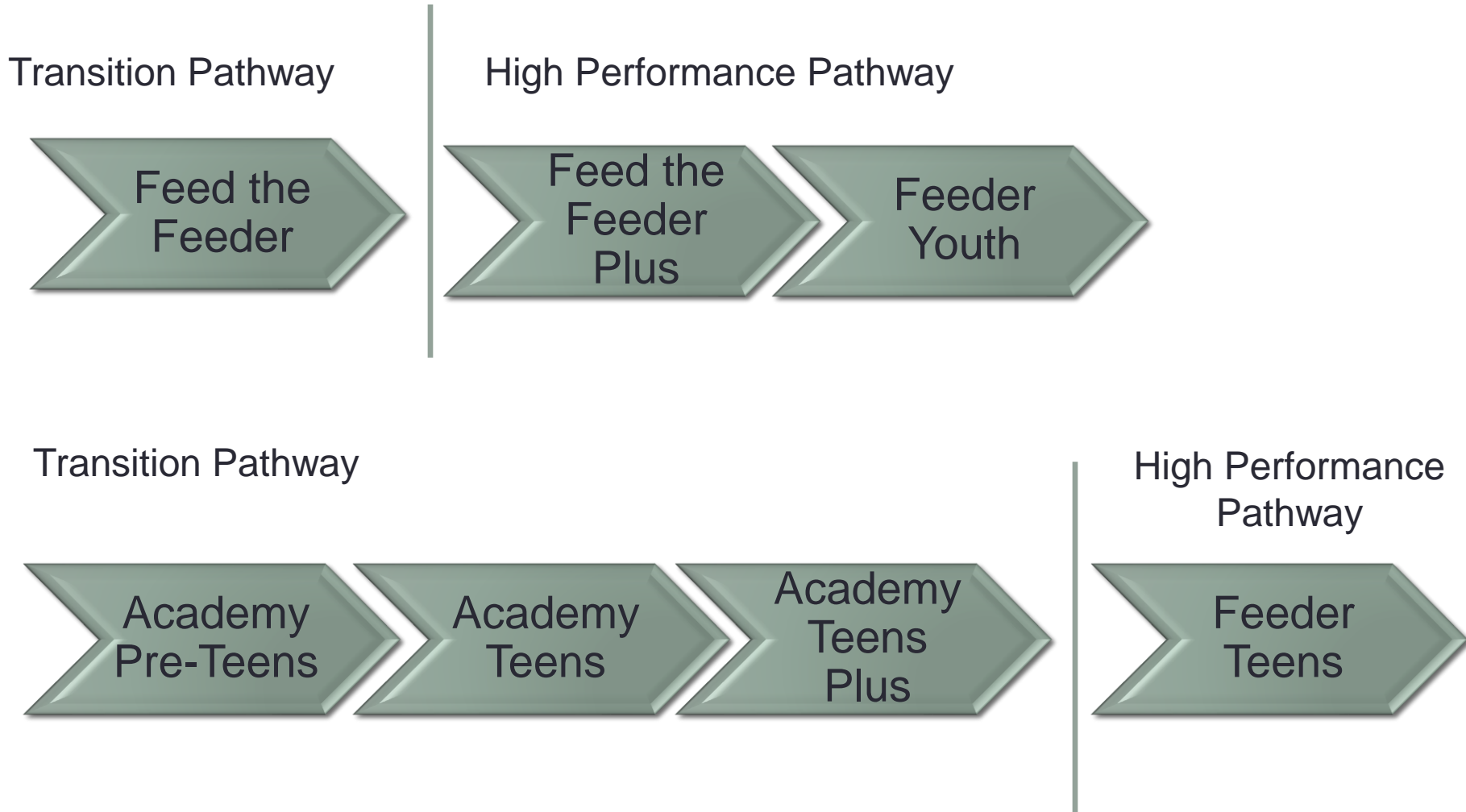
JD Teens

JD Teens
Plus

JD Teens
Elite

Academy
Teens

Program Changes



Program Changes

- The name of most classes changed
 - This will make our pathway easier to understand and create a more consistent terminology across our entire junior offerings.
- Re-arrangement of age parameters for the classes
 - In most cases, we adjusted the ages to give players more time to master the necessary skills that will better allow them to be successful at the next level.
- New levels were created
 - This will be done to better group the players based on their skills, age, and other relevant aspects.

Program Changes

- A new method to rate players was adopted
 - Our junior players will no longer have a numeric rating associated with their level; instead, they will be rated according to a class. This will simplify the process for players and parents.
- Classes will now have a very specific set of competencies
 - This will help the players learn the necessary skills needed to be successful. This should also minimize the confusion as to why some players move up and others don't.
- A new evaluation system will be established
 - This will provide specific feedback to parents and players, as to what are the priorities for that player (areas he/she needs to focus on the most) and how to improve on them.

Program Changes

- Periodic parent/pro meetings will be held
 - This will help to set a common ground as to how the classes will be run, provide a better understanding of where the player currently is on the pathway.
- Some classes (Feed the Feeder and formerly Academy 3.0/3.5) will be increased to two hours on court plus 30 minutes of off-court fitness
 - This will provide more opportunity to work on fundamentals without sacrificing point playing.

Program Changes

- A new format of class offering and scheduling will be applied
 - Classes will be offered on certain days of the week. This will allow us to hold the level more consistent and keep similar caliber players training together.
- Offering regular match play opportunities for Red Plus, Red Elite, and Orange players
 - Starting in the Fall, the majority of players in the 11 and under, Transition and High Performance pathways will have regular match-play opportunities to continue developing their game.

Program Changes

- The creation of additional classes dedicated to players who are new to tennis
 - These groups will not only help to ensure novice players are comfortable with their class assignment, as other students have the same age range, skills and knowledge base.
- The increase of on-court coaching during Match Play
 - This can boost the player's experience and maximize learning the players as they receive feedback in between points or games.
 - Plan is to increase number of Coaches in the near future.

Program Changes

- Assigned Lead Coaches when a class has multiple courts
 - Drills and rotations will be done at the same time and courts will be moving together
 - Under the guidance of the Lead Coach, who will explain and demo all drills
- On first day of class
 - Go over Player Promises
 - Explain the discipline system
 - Get the players to buy into it the new concepts

Program Changes

- Disciplinary System
 - We will use mountain climbers as our “go-to” method to assist with disciplining players
 - Standard consequence: 30 mountain climbers
 - Will be used on the following groups:
 - 11U: Orange Plus, Orange Elite & Green levels
 - Transition: All levels
 - HP: All levels
 - Not used on:
 - All Red levels
 - Orange level
 - All Junior Development levels

Program Changes

- Disciplinary system's goals:
 - Create better habits
 - Enhance accountability
 - Raise player's awareness
 - Foster an environment conducive to learning
 - Decrease time spent correcting disruptive behavior
 - Develop the player's "coachability" and listening skills

Program Changes

- What are NOT the goals:
 - Create practices that are not fun
 - Allow Coaches to become negative
 - Make players afraid of being “punished”
- Remember:
 - It’s not a punishment, it’s a consequence
 - We can teach more effectively if the environment is under control

Program Changes

- Disciplinary System
 - When are we going to use it?
 - Lack of, or mediocre, effort
 - Not trying/tanking
 - Not following directions
 - Not chasing down balls, not moving enough (based on age and level)
 - Verbal & racquet abuse
 - Disruptive behavior
 - Talking at the wrong time
 - Not paying attention to Coaches
 - Dropping racquet/equipment during explanations

Program Changes

- Disciplinary System
 - How are we going to use it?
 - Give a warning first
 - Coaches are instructed to be aware of their tone
 - Be firm and calm, not aggressive
 - We want to be demanding, but not mean or condescending
 - Ask questions: Is this your best effort? Do you want to improve? Then we need to work harder, correct?
 - On second time, use the mountain climbers and explain why s/he is doing it
 - Remind them of the “Player’s Promises” that were discussed on first day and agreed upon

Curriculum Overview

- We now have a specific set of competencies for our levels
 - One of the main changes for the Fall
 - Will create a more systematic way to move players
- Players will be evaluated, based on those competencies, at the end of every session
 - In order to move up, they must obtain a minimum score of 90% in their current curriculum

Curriculum Overview

- Curriculum and Evaluation Sample
 - Please be aware that these are only a DRAFT
 - Please return your packet after reviewing

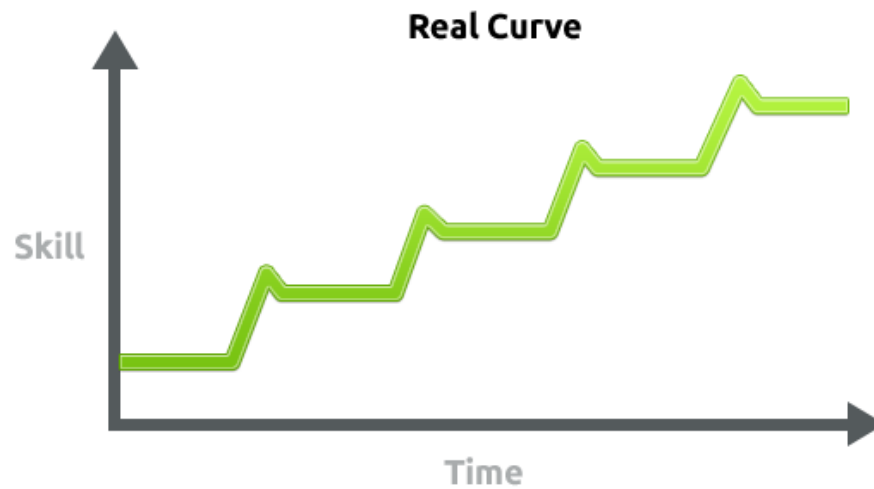
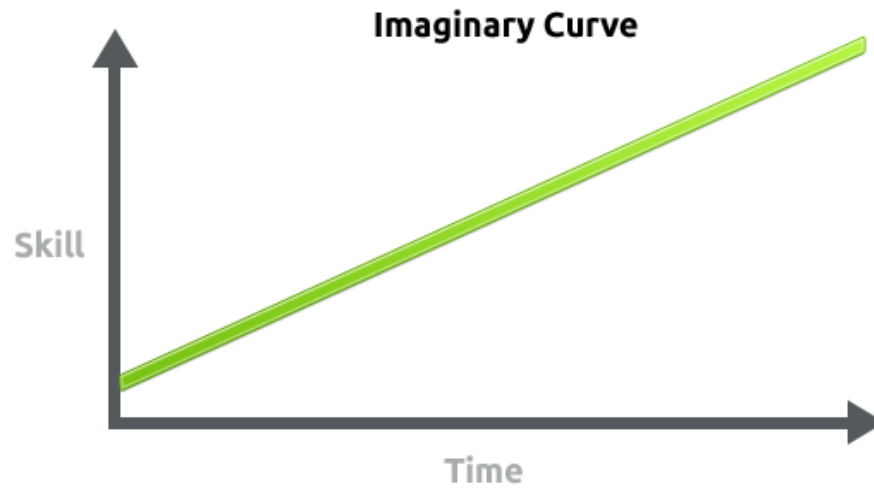
Program Objectives

1. **Teach life skills through tennis**
2. Emphasize proper fundamentals and good habits
3. Further develop the players' passion and commitment to tennis (“I’m a tennis player” versus “I play tennis”)
4. Move players along the pathway while ensuring they master key skills in each stage
5. Help to shape the players & parents' views towards the “mastery process”

The Mastery Process

- Potential barriers we face:
 - Our culture glorifies transformational results in a short amount of time
 - Small improvements over a long-period of time are often not welcomed
 - In today's sports, we reward children for "showing up" regardless of effort level/outcome
 - While the concept can be positive, it can also help to foster a habit in which the player feels that showing up is enough
 - Kids receive "sponsorships" at a very early age
 - Sends the message that "I've made it" or that "I'm special", which in some cases can hurt their work ethic
 - The association of financial investment with rate of improvement

The Mastery Process



The Mastery Process

- Dedication and a long-term perspective is key
- The emphasis should be on the process, versus the outcome
 - Focus on:
 - “What should my child be working on now?”
 - Instead of:
 - “Can my child go up to the next level?”
 - “My child needs to be challenged by better players”
 - “My child is bored when playing with others his/her level”
 - “My 12 year old child needs to improve his/her ranking to qualify for Zonals”

The Mastery Process

- Important reminders:
 - In some stages, improvements will be noticed faster
 - Most of the time will be spent on the “plateau”
 - It doesn't mean the player is not improving, but s/he is solidifying the skills before a noticeable jump occurs
 - Sometimes the plateau can last a while
 - Occasionally, there will be drops in the overall level of play for a period of time

Tennis Parent's Tips

- What's "best way" for your child to learn tennis?
 - Master basic skills (ball recognition, controlling shots, proper grips, proper swing path, etc) in a small space
 - Gradually increase the size of the court and difficulty level without jumping stages
 - Ensure the player plays "purposeful tennis" in each stage before going up

Tennis Parent's Tips

- 8U Point on Red Ball

<https://www.youtube.com/watch?v=vUQLwaRBj8Y>

Tennis Parent's Tips

- Common misconceptions
 - Specializing in one sport very early is a benefit
 - Playing with better players is the key for improvement
 - Emphasizing results at the expense of long-term development
 - Training at several facilities and hearing different opinions is a must
 - Sending players to “famous” Summer Camps and expecting transformations in a few weeks
 - Significant investments in equipment (mostly racquets and strings) at an early age is important

- The “Secret Sauce” for developing a great player
 - Ensure the child plays for his/her own reasons
 - Develop sound fundamentals from an early age
 - Understand that the journey is a marathon, not a sprint
 - Train and compete an appropriate volume based on age
 - Play different sports to develop a strong athletic foundation
 - Take into consideration stage of the mental and physical growth the player
 - Ensure that Coach or team instills life-lessons that go beyond forehands and backhands
 - Work with a Coach or team that has significant experience developing competitive players
 - Balance the amount of group classes, private lessons, and independent practice based on age
 - Instill high standards in terms of practice habits, work ethic, attention to details, sportsmanship, and coachability from an early age
 - Applying the above consistently, over a long period of time, is the “secret sauce”

Tennis Parent Tips

- **Great Tennis Parents Do's List:**
 - Help make tennis fun
 - Encourage your child to practice alone
 - Act calm and confident during matches
 - Emphasize the importance of hard work and dedication
 - Hold your child accountable for poor behaviors on court
 - Emphasize core values such as “if you are going to do something, then do it with your best effort”
 - Recognize and encourage your child when he or she does something right
 - Make your child responsible for his/her tennis preparation (e.g., equipment ready, calling partner to hit with)

Tennis Parent Tips

- **AVOID at all Cost List:**
 - Never allow your child some say in tennis decisions
 - Allow tennis to dominate your child's life at an early age
 - Coaching your child when it is hurting your parent-child relationship
 - Treating your child differently dependent upon whether he or she won or lost
 - Critique your child immediately following the match or during the car ride home
 - Discourage your child from tennis if he/she does not have immediate success
 - Focus on short term results/rankings instead of long term development of your child
 - Consider your child's tennis as an investment for which you should receive a financial return

QUESTIONS?

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Personal Background

- Name: Joao Pinho
- Nicknames: Jay / JP
- Home Town: Rio de Janeiro, Brazil
- Current Residency: Hamilton, NJ
- Age Started Playing: 10 years old

Academic Background

- Utah State University
 - Bachelor of Science in Marketing
 - Bachelor of Arts in Human Resource Management
 - Minor in International Business
- The University of Toledo
 - Master of Business Administration
- University of California, Los Angeles
 - Certificate in Sports Marketing and Management

Athletic Background

- Junior
 - 18U National Doubles Champion
 - Some experienced at ITF level events
- College
 - Competed four years at the NCAA DI level
 - Posted three wins over nationally ranked DI players
 - Received All-Conference honors in both singles and doubles
 - Played mostly at the number one spot in both singles and doubles

Professional Background

- Coaching Experience
 - Coaching since 2001
 - Taught nearly 14,000 hours from 2010-16
- Four years at the NCAA DI level working with both Men's and Women's Teams
 - 1 year at Utah State University (Men's and Women's)
 - 2 years at The University of Toledo (Men's)
 - 1 year at Princeton University (Women's)
 - College Coaching Record: 63-50
- Seven years at the club level working with 10U, high performance juniors, and adults
 - 7 years at Nassau Tennis Club
 - 1 Summer at Toledo Country Club

Professional Background

Players Coached

- Princeton University (2010-11)
 - 2 players in the NCAA DI Top 10 in doubles
- Nassau Tennis Club (2010-16)
 - 69 times in Top 150 in the country
 - 32 of them ranked in the Top 50
 - 15 times ranked #1 in the Middle States Section
 - 123 times ranked Top 10 in the Middle States Section
 - 265 times in Top 25 in the Middle States Section
 - 39 players currently playing or committed to play at the collegiate level
 - 19 of them at the NCAA DI level
 - 38 players rated 4 stars or higher on Tennis Recruiting
 - 14 of them rated 5 stars or Blue Chip
- Private coach of:
 - 3 National Champions
 - 3 National Finalists
 - 4 High School State Champions

Professional Background

- Coaching Certifications
 - USTA High Performance
 - USTA Sports Science Level 1
 - USPTA Elite Professional
 - USPTA Platform Tennis Professional
 - USPTA Tester
 - PTR Professional
 - 10&U
 - 11-17
 - Adult Development
 - PTR Master of Tennis
 - Performance
 - Cardio Tennis Certified

Professional Background

- Coaching Certifications
 - J&J Human Performance Institute: Mental Toughness Specialist
 - Academia Sanchez-Casal: Competitive Coach Level 2
 - Etcheberry Experience: Certification In Strength, Conditioning and Movement in Sports
 - Global Professional Tennis Coaches Association: Level C Certified by the ATP World Tour (in progress)

Professional Background

- Awards
 - 2010 USPTA Middle States Rookie of the Year
 - 2014 USPTA Middle States U30 Pro of the Year
 - 2015 USPTA Middle States Pro of the Year
 - 2012 Nassau Tennis Club Pro of the Year
 - 2013 Nassau Tennis Club Pro of the Year
 - 2015 Nassau Tennis Club Pro of the Year
 - 2011-2015 Nassau Tennis Club Pro's Race Winner

Leadership roles in USPTA Middle States and Eastern Divisions

- Member of Middle States Executive Board since 2011
- Middle States New Jersey District President, 2014-15
- Middle States Division Vice-President, 2016-17

Professional Background

- Speaking Engagements

- 2014 USPTA NJ High Performance Workshop @ Skillman, NJ
- 2015 USPTA NJ High Performance Workshop @ Skillman, NJ
- 2015 USPTA World Conference @ New Orleans, LA
- 2015 USPTA Middle States Conference @ Princeton, NJ
- 2016 USPTA Missouri-Valley Conference @ Kansas City, MO
- 2016 USPTA Mid-Atlantic Conference @ MA
- 2016 USPTA Eastern Conference @ Harrison, NY
- 2016 USPTA NJ High Performance Workshop @ Skillman, NJ
- 2016 USPTA NJ Eastern Workshop @ Chatham, NJ
- 2017 PTR International Symposium @ Hilton Head, SC
- 2017 USPTA Middle States U30 High Performance Workshop @ Exton, PA
- 2018 PTR International Symposium @ Hilton Head, SC

Red Classes

- Red Competencies
- https://www.youtube.com/playlist?list=PLja_M7_ILnanoYo726AAX1OVkAmkRNz3j

Orange Classes

- Orange Competencies
- https://www.youtube.com/playlist?list=PLja_M7_ILnamPvQnjiP9Vw8P16IFsNcK_

Green Classes

- Green Competencies
- https://www.youtube.com/playlist?list=PLja_M7_ILnakYods5o8WDoonar32-mNac

FTF & FTF Plus Classes

- FTF & FTF Plus Competencies

Feeder Classes

- Feeder Competencies