



Move your facility into the 21st Century Generate More Revenue ... Increase Play!

TennisConnect is a new service provided by the Tennis Industry Association to help tennis professionals reach millions of tennis players using the Internet.

The TennisConnect web services provide you with one convenient place to manage player communications for your tennis facility:

WEB SITE MANAGER

Connecting with players through technology

HOME FACILITY SETTINGS COURTS CALENDAR WEB SITE BUILDER CONTACT MANAGER GROUP EMAIL RESOURCES

Thursday, January 17, 2008

FACILITY SETTINGSx

Facility Basics Overview

1. Physical Address
2. Contacts and Admin Login
3. Billing
4. Amenities
 - Pool & hours
 - Fitness
5. Staff/Employees
 - Employee Permissions
6. Email Contacts for the Facility
7. Facility Radius Settings
8. Registration Restrictions
9. Facility Hours of Operation
10. Courts, surface, lighting, by court number or name

Web Site Settings Overview

1. Create Directory (*)
2. Site Layout
3. Set Site Themes & Color Schemes (navigation)
4. Custom Header
5. Upload Logo
6. Image Gallery
7. Go to Web Site Builder
8. Navigation Settings
9. Page Groups
10. Document Library
11. Purchase/Manage Domain
12. Site META tags
13. Enhanced Navigation

*Setting done.

Contact Manager Overview

1. Members/Players
2. Facility Roster Privacy Settings
3. Member Approval (if approval required)
4. Deactivate Members
5. Reactivate Members
6. Report Writer
7. Player Frequency Analysis (.xls)

eCalendar Overview

1. Admin Menu
2. Event Types
3. Event Categories
4. Locations
5. Events
6. Enrollments
7. User Notifications

Group Email Overview

1. Selection Criteria
2. Email History
3. Distribution List

COURT SCHEDULER

To reserve a court:
1. Click on desired date
2. Click on desired time

	Hard Courts 1	Hard Courts 2	Hard Courts 3	Hard Courts 4	
7:00 AM					7:00 AM
7:30 AM	Charlie Ruddy				7:30 AM
8:00 AM	Charlie Ruddy			Charlie Ruddy	8:00 AM
8:30 AM				Charlie Ruddy	8:30 AM
9:00 AM				Charlie Ruddy	9:00 AM
9:30 AM					9:30 AM
10:00 AM					10:00 AM
10:30 AM					10:30 AM
11:00 AM					11:00 AM

• eCalendar

Promoting your events and programs has never been easier than using the interactive eCalendar. Simply log in and enter your event details by filling out an online form – and the calendar in your web site is automatically updated! Event settings also control online event registration options – allowing your players to sign up online. Your “open to the public” events are also made searchable so players looking for a program can find your programs!

• Contact Manager & Group eMail Engine

Registered players provide contact details in their Player Profile. The Group email engine allows you to send email to all your members – or to send specific invitations to players meeting a select profile (email selection can be based on Player Match search criteria). The player database is stored on a secure server, so you can generate an email from any computer connected to the internet. You do not have to be on that one computer in the Pro shop with everyone’s email address!

• Player Match Maker

Increasingly club professionals are asked to arrange matches or round out teams to promote the game. Player Match provides you with an online database of player profiles including their playing preferences, general availability, and level or NTRP rating. Use this data to create sets of compatible players!

• Online Tennis Court Scheduler

Your web site will support online court reservations for 24/7 access by your authorized players! The tennis scheduler allows you to setup and maintain your courts, including reservation rules and restrictions. Players receive email confirmations. Your facility receives notification and a complete audit trail. Post “Lessons Available” on your court scheduler to grow your lesson revenue!

• Web Site Editor

Build and maintain a web site for your club. If you already have a web site, you can move it to our servers and use the friendly content management tools that allow you to update your web pages anytime you wish. Web hosting is included – no more monthly fees! Web sites include the following programs that can be turned on or off based on your preferences.

GROUP EMAIL ENGINE

Gender: Both to

Age: to

NTRP Range: to

Singles/Doubles/Both: Both

Availability:
 Mornings Yes No Sometimes
 Afternoons Yes No Sometimes
 Evenings Yes No Sometimes
 Weekends Yes No Sometimes

Retired Yes No
 Junior Yes No

Current League:

League Season:

Team Name:

League 2002:

eCALENDAR

4	5	6	7	8	9
11	12	13	14	15	16
18	19	20	21	22	23
25	26	27	28	29	30

Test Summer 5:00 2 of 0 3 of 0 4 of 0

Socials Tennis Camps & Clinics Men's Tennis Ladies Tennis

FIND A GAME

City:

State:

Zip/Postal Code: range in miles

Age Range: From To

Gender: Male Female Both

NTRP Rating: From To

Play Type: Singles Doubles Mixed

Availability: Weekday Mornings Weekday Afternoons
 Weekday Evenings Weekends

PLAYER MATCHING

Sign-up Online Today for TennisConnect only \$395 or TennisConnect Professional only \$595. Both include the Industry Standard TennisConnect functionality and great TIA member benefits. Go to TennisIndustry.org or call the TIA at 843-686-3036 • email us at Membership@TennisIndustry.org



Great Reviews!

THE Answer for Successful, Efficient & Profitable Club Operations

- **Mike Woody** – Midland Tennis Center (Midland, MI) www.midlandtennis.com
"You need TennisConnect". It is so easy to use, you decide how much of it's features you want to use, but most importantly it makes you look professional and makes your organization more effective. You want to communicate with your customers- TennisConnect can!. You want to have an easy to maintain website- TennisConnect is your tool! You need a great court scheduler- TennisConnect has it! You need a project that has great customer care and technical support- TennisConnect is there for you!
- **Ken DeHart**- San Jose Swim & Racquet Club (San Jose, CA) www.kendehart10s.com
I had struggled for years, confused as to how to get my own website and wondering how I could maintain one with my limited experience in such an area. Thank goodness TennisConnect came along. I now have a web site that is affordable, useable and provides me with weekly leads from people looking for lessons, programs and memberships. In addition, my club members who never read the club newsletter, now sign up for programs have information at their finger tips and have reduce my return phone call time by 75%. Participation, sales and convenience are up over 50%.
- **Adam Kahn** – Meadow Creek Tennis & Fitness (Denver, Co) www.meadowcreektennis.com
As a tennis club owner, utilizing our website as both a tennis resource and marketing tool to help tennis players in the Denver community is a top priority for me. We chose to use TennisConnect through a TIA facilities plus membership in September of 2005. Our experience with TennisConnect has been outstanding. We received a tremendous amount of help in the initial set up phase, and the great support has continued without fail.
- **Mark Townsend** - Upper Main Line YMCA (Berwyn, PA) www.umlytennis.net
In a matter of a month's time we had a website up and running for our facility which has 4 indoor courts and 20 outdoor courts. It has been instrumental in helping us serve our customers more efficiently, providing them with quick links to all of our information on programs, events, lessons, and clinics, a means to contact the staff easily, a calendar to see daily events including drop in classes and more, and a way to finally reserve courts online! The process to get our site up and running was easy and whenever we had a question it was quickly answered. This site has helped by modifying programs to better serve our needs and increase revenues. Our website has five hundred members and by January 2008 we expect this number to be doubled. As a Director and tennis professional Tennis Connect has taken my life and professionalism to a higher level. Thank you!
- **Rob Manter** – Maine Pines Racquet & Fitness Club (Brunswick, ME) www.maineprines.com
TennisConnect has really helped my business. The website builder, group e-mail program, and court bookings system have been particularly useful and very user friendly. Most importantly, the support staffs have been great listeners as they have made very positive and productive changes since the original implementation by listening to people such as me in the tennis industry. As a business owner, I consider this program to be fabulous and at a great price point.
- **Doug Cash** - Tennis Chief Operating Officer, Tennis Corporation of America
"TennisConnect.org offers an ideal package for the average facility. It offers great function, is user friendly, and is priced right. The online bookings, club calendar, member matching features are excellent. It allows you to pick and choose what you want. The product is definitely needed for our tennis industry."



TennisConnect, \$395 and TennisConnect Professional, \$595 are available as a member benefit when you join the Tennis Industry Association

Additional membership Benefits & Services include:

- Full Report - Cost of Doing Business Facility Analysis
- Executive Summary - Annual US Tennis Health Index conducted by the TIA & USTA
- Executive Summaries of The Tennis Marketplace Reports
- TIA Merchant Card Services to help reduce your credit card processing fees
- TIA Affinity Membership Benefits also include travel discounts and much more!

Call the TIA at 843-686-3036 x2 or x3 or Sign up today online at TennisIndustry.org/Membership