

TennisConnect For The Community

Sterling on the Lake, a community about 50 miles outside of Atlanta, used to run their tennis center just like every other community. Residents would have to go to the courts to write their name on a sign-up sheet for court time and a teaching professional would come a couple times a week to give lessons. But as tennis became more popular at Sterling on the Lake, court times became more demanding, and there were just not enough lessons and clinics to go around.

The Tennis Committee knew they needed to make a change in their system so after interviewing several different tennis management companies, they decided to hire Magnolia Tennis Management, not only for their top of the line reputation but they were also willing to set-up a website for the tennis community that included an on-line court reservation system.

Jeff Dudacek, head of Magnolia Tennis Management, had already been using TennisConnect at his other facilities so bringing it into Sterling on the Lake was an easy transition. The residents of the community started using it almost right away and haven't looked back since.

"They now have the freedom to book courts and lessons whenever they want. They can be at work, in the car, or sitting on the couch at home," says Dudacek. "All they do is pick up their blackberries or computers and with a touch of a few buttons it's done."

There are never any more mix-ups with double-booking courts or erasing names off of a sign-up sheet with TennisConnect at Sterling on the Lake. "It keeps all headaches down with the on-line system. The residents liked it much better than the old sign-up sheets once they learned how easy it was to use," says Dudacek.

The TennisConnect website for Sterling on the Lake is not only used to sign-up for lessons and clinics but also to make announcements about upcoming events and home ALTA matches. "It has really increased the tennis camaraderie in the community," says Scott Squillace, President of the Tennis Committee at Sterling on the Lake. "More people are using the courts and getting involved with clinics because it's so easy to sign-up. They also can stay more informed on events and come out to watch ALTA matches."

The Tennis Committee at Sterling on the Lake recently conducted a survey and more than 95% of the residents reported they were 'happy' with the new on-line tennis system. According to Squillace there have been no complaints and he hasn't seen one negative thing with the TennisConnect system.

"I was in a community right before we moved to Sterling that didn't have anything like this. TennisConnect makes it so much easier and more organized," says Squillace. "The TennisConnect staff is also easy to work with. They are willing to

work with you and help you make changes to your site so it can be as easy as possible for the residents.”

For more information on how TennisConnect can work for you contact Lindsey at 843-686-3036 x 227 or by e-mail at Lindsey@TennisIndustry.org