

FAQ's For the Tennis Industry and Fellow Tennis Professionals (Section I - questions 1-25)

1. Will this program increase my business?

YES. This is one of the very best ways to introduce new players to the sport, get lapsed players back into the game and keep frequent players playing more frequently. Use the marketing tools you receive and this will help increase overall participation.

Look at the numbers when you put 6-8 players per court times \$10-15 per person (\$60-120 per session)...This is pretty good revenue!! There are facilities who are generating \$10K-16K a month just on Cardio Tennis classes.

2. What are the best drills in Cardio Tennis?

Pros have been running programs for years that have produced a cardio workout. The best drills and games are those which accommodate 6-8 people, keep them actively hitting lots of tennis balls, challenged, all while having fun. There are thousands of drills and games which can be used for Cardio Tennis; the key to success is how you tweak them. For many drills just by adding the agility ladder turns it into a Cardio exercise. For drill resources visit www.partners.cardiotennis.com here you will find about 150 drills and can also view the original educational Cardio Tennis video from this website for more drills. Cardio Tennis Drills DVD's volume I and II are available for purchase and www.tennisdrills.tv is another great source for drills. The pros enthusiasm and motivation are the most important stimulus during these exercises.

3. Which drills are better, Play Based or Drill Based?

This is a personal answer and each approach has their own plus's and minus's. We do recommend a combination of about 30% drill based and 70% game based. You should ask your players which they prefer after they have tried some of your approaches. Generally speaking, these are the things you will find in each:

Play Based – participants play points (usually doubles-style format) – more competition; you should have players of similar ability; watch for rallies which are too long, make sure all players get opportunities (guard against two players dominating- this can be done with the skill of your feeds) The key for successful game playing in Cardio Tennis is to use **low compression balls**, this is the great equalizer.

Drill Based – line drills, repetition; no one can dominate the play; watch for boredom; you can have players of widely varying abilities in the same program

4. How can "good" players benefit from Cardio Tennis?

It gives them the opportunity to train for tennis using the vehicle of tennis. It allows them to practice in realistic point situations. It gives them the opportunity to work on different spins and placement of the ball. All players need lots of repetition in realistic situations. Tennis is dependent upon fitness and movement and these classes help you to become fitter and force you to move quicker and go for more challenging balls.

5. How many players should be on one court with a pro?

We recommend 6-8 players per pro. This is the ideal number for the best games and drills and this is a social class as well. It is also the best number for the optimal workout for each individual.

6. What are the characteristics of a good pro in Cardio Tennis?

Rhythmic and rapid feeder

Accurate Feeder who feeds according to a players ability and fitness level

Great, stimulating personality

Constructive and motivational

High energy

Name recognition

Note: The Cardio Tennis professional does not have to be the best teacher of tennis techniques – Cardio Tennis is more fitness oriented

7. Will the industry certify pros for Cardio Tennis?

The TIA will not. We only approve facilities to be an Official Cardio Tennis site and provide training for teaching professionals. The USPTA offers a Cardio Tennis specialty course and you can receive MAP from the PTR for Cardio Tennis workshops. More information about the workshop schedule is at www.growingtennis.com

8. Why is a dynamic warm up so important or recommended?

It elevates the body temperature so muscles can function more efficiently

It primes the cardiovascular system so it can deliver oxygen more efficiently

It improves strength, flexibility and coordination.

9. Do I have to buy heart rate monitors from Polar?

No. However, Polar is the leader in heart rate monitor technology. They offer packages of 6 and 12 units as well as a one time personal use offer for Cardio Tennis pros. For more information email michele@cardiotennis.com

10. Where can I buy music for Cardio Tennis?

We recommend going to PowerMusic.com, Clickmix.com (where you can make your own playlist) or Dynamix.com for music. You want high energy music with 128 to up to 155 beats per minute. An IPOD or MP3 player with a docking station is the way to go. If you are using an IPOD check out www.pandora.com for free radio music.

11. What about using ball machines in Cardio Tennis?

You can use a ball machine but it is not the ideal approach. Why? Players have different ability levels and fitness levels. In Cardio Tennis, the pro should feed a player to THEIR ability and fitness level to give them the right challenge. A ball machine can not determine the proper challenge. However if the pro does not possess great feeding skills the ball machine is a great option.

12. What is the best time to run Cardio Tennis programs?

Anytime is good for Cardio Tennis it really depends on the demands of your market. There are people who want their workout at lunch and you need to accommodate the working people with evening classes. But, the big opportunity is early morning. Between 6-9 a.m. are the busiest times for health and fitness clubs when Americans are getting their cardio workout. Conveniently, this "early bird" time is when courts are most available at thriving tennis centers.

13. When a site becomes an official Cardio Tennis site, what do they receive?

A Cardio Tennis facility kit which will include many marketing tools:

- Cardio Tennis banner
- Cardio Tennis heart rate monitor map poster
- "Sound bites" and talking points for Cardio Tennis
- How to order music
- Special programs for Polar heart rate monitors
- Ad slicks
- Flyers
- Listing on the CardioTennis.com consumer website
- Complimentary membership into the Tennis Industry Association
- The opportunity to be part of a national PR campaign promoting Cardio Tennis
- Continual updates with new, effective drills and approaches and the Growing Tennis eNewsletter

14. I have seen Tenniscize, Aerobic Tennis and other programs around, what makes this different?

We have used the best approaches from many different programs that have existed up till now (over 25 have been studied and tested). We have packaged them in Cardio Tennis. Cardio Tennis is different because the focus is on using Heart rate monitors and training in your aerobic zone. The Cardio Tennis program also uses tools which other programs do not such as the agility ladder and transition balls. Plus, Cardio Tennis is a national/international program supported with promotion, advertising, point of purchase, a national website, etc.

15. I already have a cardio type program, why should I apply to be a Cardio Tennis site?

Cardio Tennis has tremendous brand recognition within the US and internationally. In fact recent research from the Sporting Goods Manufacturers Association shows Cardio Tennis beats Squash in participation. You will receive great marketing, support and educational materials by becoming a Cardio Tennis site. You will also be listed on the CardioTennis.com consumer website so consumers can find you.

16. Do I have to call my program Cardio Tennis?

No, Cardio Tennis is an "umbrella" name that the industry owns and is for qualified sites to use if they want. You can call your program "Cardio Tennis at ABC Tennis Club" or any name you want. If you use another name, we suggest you say "an official Cardio Tennis site". Please note: The Cardio Tennis brand can ONLY be used by facilities or sites that have applied and been accepted.

17. Why is Cardio Tennis important to the tennis industry?

Our sport, and many traditional sports, has lost out to many fitness activities in the past 10 years. With an increasingly sedentary and obese society, Americans are on the look out for new, fun ways to get in shape. Our sport has a very traditional image and needs a "3rd way to play tennis" Cardio Tennis with the heart pumping workout it delivers, the use of heart rate monitors and music will attract many people to this sport and help it grow!

18. If a player is above their heart rate target zone, what should I do?

Before starting any exercise program a person should consult with a physician. First and foremost Cardio Tennis is a safe and healthy workout. Since Tennis is a full body workout it is likely a person will be above their zone for short periods of time within this workout. Based upon the fitness objective of the individual it can be fitness enhancing to occasionally go above the zone. However if a person is continuously above their zone and heart rate recovery is too slow you need to do the following:

- Reduce the difficulty of the feeds to that person.

- Ask them to do go through the ladder but walk back into line
- Have them sit out for a few minutes or take a water break

Encourage players to invest in their own heart rate monitor. This tool will help them to more accurately know their actual heart rate. This program is not about keeping up with the Joneses. Every BODY is uniquely individual. Also remember it is Heart Rate Recovery which is the true fitness indicator.

19. Can you push someone too far in Cardio Tennis?

YES. This is not about pushing people to their limits or hurting them; again this is a safe and healthy workout. If someone is very sore the next day this might deter them from coming back to the class. We recommend a range of 65-85% of a person's maximum heart rate for a healthy person but keep in mind this is very generalized and very fit people can train at a 90%.

20. If someone is already a frequent player, is there a point where they can get too much of a workout and don't need Cardio Tennis?

It really depends on what type of frequent tennis they are playing and at what ability level. If they are just playing casual doubles they could use some Cardio Tennis. If they are playing competitive singles a few times a week they may or may not. This is another reason why it is so important to wear a heart rate monitor as it will keep track of the calories you burn each week and how long you are training in each of the 3 zones. Cardio tennis can be used by even frequent players to improve their fitness. By exercising at the right intensity and keeping the heart rate in the appropriate zone even frequent players should be able to see improvements in their fitness. The bottom line is how much one needs to work out is very individual based upon a persons fitness goals. Are they trying to maintain, improve or maximize?

21. What if someone is doing interval training in Cardio Tennis ABOVE their 85% zone level? What is their work to rest ratio?

A person who goes ABOVE their 85% maximum heart rate, should actually have a rest to work of 2:1 to 3:1; this means the player will have to rest 2 - 3 times as long as they had their heart ABOVE 85% of their maximum HR. Rest should not be stationary, rather light activity to allow HR to drop to 55-75% depending upon fitness level. Maintaining movement between high intensity intervals prevents blood pooling and helps clear exercise chemicals such as lactic acid.

22. Can private facilities be a Cardio Tennis site?

Any facility that applies and is approved can be a site. Only facilities that are open to the public will be listed on the CardioTennis.com website. Private facilities that are not open to the public will not be listed but can receive all the support materials.

23. Do we need shower facilities?

This is ideal for this program but not vital. Americans are on the move and want a quick workout where they can get "in and out of the club in 60 minutes or less".

24. What if we come up with a better, more effective drill?

It is the job of the Cardio Tennis pro to be creative and come up with good and effective drills. We will continue to share drills and send out tips as well to keep programs fresh.

25. How do I find out more information on Cardio Tennis?

Go to Partners.CardioTennis.com or contact the TIA at 843-686-3036 or email us at Info@CardioTennis.com

References:

1. American College of Sports Medicine web site, <http://www.acsm.org/pdf/Calculate.pdf>.
2. Franklin BA (Editor). ACSM's Guidelines for Exercise Testing and Prescription, 6th Edition. Philadelphia, PA: Lippincott Williams and Wilkins, 2000.

FAQ's For the Press & Consumers (Section II - questions 1-34)

1. What is Cardio Tennis?

Cardio Tennis is a new, fun, group activity featuring drills and games to give players of all abilities an ultimate, high-energy workout.

Cardio Tennis includes a warm-up, cardio workout, and cool down phases.

If you want to find a healthy, new way to get in shape and to burn calories, you ought to try Cardio Tennis.

2. What are the major benefits of Cardio Tennis?

Participants consistently elevate their heart rates into their aerobic training zone. You can burn more calories than singles or doubles tennis. You get short cycles of high intensity workout and periods of rest, almost like interval training. It is a fun, group activity where players of all abilities enjoy tennis together. While you are "playing" tennis, the primary focus is on getting a great workout.

3. What happens in Cardio Tennis?

Taught by a Certified Tennis Professional, a typical Cardio Tennis program includes a short dynamic warm-up, a cardio workout, and a cool down phase. The majority of the Cardio Tennis program is the "workout" phase, which should last 30-50 minutes. Most of this portion will include fast-paced drills and games where the professional feeds balls to players based on their ability and fitness level. Pros will find ways to keep players moving and challenged... all while having fun!

4. What types of drills are in a Cardio Tennis program?

There are 3 segments: warm up, cardio workout and the cool down segments. Each one has drills specifically designed to be fun, challenging and to get you moving. You will hit forehands, backhands, volleys, etc. But remember, Cardio Tennis is not about making you a great player. First and foremost, Cardio Tennis is a great workout. You run, you hit balls, you jump, you recover, and you have fun. Cardio Tennis is a full body workout. And, in some programs they even have music and heart rate monitors. The drills also have fun names like Triples, Red Rover, Olympics, etc.

5. Why is Cardio Tennis better than other forms of exercise?

While other activities will give you a great workout, Cardio Tennis challenges you in so many ways: running, moving sideways, forward, backward, stretching, etc. You are getting a full body workout and using your core muscles. Your heart rate will also go through high intensity segments...followed by a short periods of recovery. This is very similar to interval training. Players get into their heart rate zone easily and stay there because of the fun factor. Another benefit is the incredible social experience. Players in Cardio Tennis socialize ...and have fun! No one in the gym or on the treadmill is giving you a high-five but they are in the Cardio Tennis class!

6. Would you call this program a success?

Yes, Cardio Tennis was launched in 2005 at the US Open; we started with 650 official sites prior to the US Open and today we have over 1,700. Cardio Tennis is also in about 30 countries. Recent research from the Sporting Goods Manufacturers Association (SGMA) shows more people are participating in Cardio Tennis than Squash. Cardio Tennis has been around for 4 years and Squash has been around for over 100, this proves consumers who participate in sports recognize Cardio Tennis as a separate sporting activity and its widespread popularity. The latest research by the SGMA also shows impressive news for overall tennis participation. From 2000 through 2008, tennis was the fastest growing sport in the U.S., increasing participation by 43 percent over every other traditional sport. The only other sports to show participation increases since 2000 are soccer (up 2.2 percent) and basketball (1 percent). Every other traditional sport declined in participation, including golf (down 4.3 percent). Cardio Tennis has been one of the many grassroots initiatives which has attributed to this increase in tennis participation numbers.

7. Where did this Cardio Tennis idea come from?

Leaders in our industry looked at consumer research which revealed trends for Americans gravitating to high energy, fitness activities. They realized our sport had some existing programs that already offered a great cardio workout but have never been packaged professionally. We studied these programs, improved upon them, and rolled out a suggested approach nationally so all Americans can benefit from the great workout you get from Cardio Tennis.

8. Does this mean traditional tennis is not a good workout?

Not at all, traditional tennis can be a great cardiovascular workout too. In fact, traditional doubles is a good workout, and singles is a great workout. However, people who don't play tennis or may not be very skilled at it do not think of tennis in these terms. Therefore, we developed this "new form" of tennis that tells the consumer exactly what they will get.

9. Does Cardio Tennis replace singles or doubles?

No. Cardio Tennis is the 3rd way to play tennis. This "new form" of tennis just stresses a great workout vs. great forehands and backhands. We expect many existing players who play singles and doubles today to continue with those activities, which is fine. Enrolling in a Cardio Tennis program will become a viable alternative or another option to visiting a fitness center for the cardiovascular workout and it is also a great way to get started in the sport.

10. How does a person know they are getting a good workout?

The best way to know if you are getting a good workout is to wear a heart rate monitor. This tool will tell you if you need to pick up your intensity or slow down as well as tell you how many calories you burn. In a 60 minute Cardio Tennis class with 8 people most women will burn 300-500 calories and men 500-1000. Participants in Cardio Tennis typically burn more calories during a Cardio Tennis session than by playing Singles or Doubles and many other fitness options.

11. How long is a Cardio Tennis program?

We recommend a 60 minute program, as Americans are time crunched and want to get a great workout in an hour or less. Check with your local facility for the actual program length.

12. What times of days do Cardio Tennis programs run?

Check with your local tennis facility. We see programs that start early in the morning, during the lunch time, and after work hours. Visit www.cardiotennis.com for specific facility details.

13. Will Cardio Tennis be available at public courts?

YES. Cardio Tennis will be available at all types of facilities. If the facility is listed on CardioTennis.com, it is open to the public.

14. Is Cardio Tennis available and good for beginners?

Yes. But programs specific to beginners may not be available at all sites. True beginners can learn tennis with players of similar ability in Cardio Tennis with special balls...often called "transition" balls. Check with your local certified tennis professional to see if beginner programs are available in your area.

15. Does Cardio Tennis have to be played on a tennis court?

A tennis court is the ideal situation but it can be done in a gym, schools, group fitness room, etc.

16. Will Cardio Tennis be available for kids?

Cardio Tennis for kids is currently available at some locations; the official debut will take place in Feb 2010.

17. How do you know if Cardio Tennis is safe?

Cardio Tennis is a safe and healthy workout because it includes the proper and safe segments of a warm-up and cool down. The tennis professional is trained to work a player according to their ability and fitness level. The use of heart rate monitors is a key safety tool for both the pro and the consumer.

18. How do you determine someone's maximum heart rate?

The American College of Sports Medicine¹ has published the following recommended formula for estimating maximum heart rate: 220 minus a person's age. At all Cardio Tennis facilities is a heart rate zone map which will give all ages of players their maximum heart rate and their recommended training zone in Cardio Tennis.

19. What is their aerobic training zone and how do you determine this range?

Generally speaking, a person's aerobic training zone is 65-85% of their maximum heart rate. This is good safe, efficient workout zone for most people.

20. Should people who are not in shape or recovering from a major surgery exercise at a different level?

Yes, we recommend that this person consult with their doctor before participating. Generally, this person's zone is 10 pts. lower than normal or 55-75% of the maximum heart rate.

21. How often should a person exercise in Cardio Tennis?

The American College of Sports Medicine² recommends exercising a minimum of 2 hours per week at moderate intensity or 1 hour per week at high intensity. Participating in Cardio Tennis twice per week would amply fulfill this recommendation.

22. Does every site use or loan heart rate monitors?

80% of all players in our test programs liked using heart rate monitors. While we strongly recommend the use of heart rate monitors, this decision is up to the local facility.

23. Does every site use music?

Music is recommended in Cardio Tennis because it offers a fun, energizing atmosphere. A person will train 33% harder while listening to music and endurance improves. However, some facilities will not allow music on court. This decision is up to the local facility.

24. What form of music is best?

Music with a minimum of 120 beats to around 150 beats per minute are the most stimulating.

25. What is the time commitment?

Every program is different some offer sessions like a month, some do drop-in and others do both. Check with your local Cardio Tennis program for details.

26. How does this relate to real tennis?

This is 3rd way to play tennis. You hit balls like in singles or doubles but the focus is on a great workout, not on winning a match.

Cardio Tennis drills replicates singles/doubles movement patterns & situations. Up, Back, Sideways, etc...
Repetition of all strokes used in single/doubles. No pressure tennis, fun!

27. Do I need different equipment?

No all it requires is a racket (some sites loan) a pair of tennis shoes and comfortable breathable clothing as you will sweat a lot. We encourage consumers to invest in a heart rate monitor as it can be used for any activity one does.

28. I get a good enough workout now in my singles or double matches, why do I need this?

You probably don't but it will improve your footwork, your shotmaking ability and your ability to get to more balls. If you go to the gym or fitness center for some extra fitness training, then try Cardio Tennis instead. It's more fun, more social and more specific for tennis training.

29. What is the cost?

This varies at each location but the average around the country is \$10-\$15 per hour.

30. How can I find a Cardio Tennis site in my area or more information on Cardio Tennis?

Go to CardioTennis.com and enter your zip code and find a site near you.

There is much more information on www.partners.cardiotennis.com You can also contact the TIA at 843 686 3036.