

Subject Line: Board update and developments

Hi RDTC members and players,

The RDTC Board would like to provide a few updates about the direction that the Board feels the club should pursue and some key learnings the Board has had about the Tennis Industry.

The Board has been in communication with Osten & Victor and we had a virtual meeting on April-9-2025 with the CEO, Danny DaCosta, and the Director of Tennis, Nick Coutts. The Board feels that there is a significant opportunity to receive mentorship from Osten & Victor and to collaborate.

For those who are not aware, Osten & Victor is a 13 court indoor facility located in Calgary. Their facility is fully utilized. They employ 60 employees and 30+ tennis coaches on their staff. Their membership is at capacity, and they have a waitlist for those wanting to become members. They service approximately 45,000 people per year with their facility and programs. They have a very successful high performance program with top notch coaches. They are currently building more courts to meet the demand. They are leaders in the Tennis Industry, and they are keen to help tennis succeed in Canada. Nick Coutts was the 2022 Tennis Canada Tennis Professional of the Year.

Danny and Nick have been generous with their time and information and we feel that they genuinely want to see the RDTC succeed, and they are willing to help us. We are still working out the details of how this help may look, but we think we would be foolish if we refused their help.

The Board has also been in communication with Tennis Alberta. We are planning to have the Executive Director and the President of the Board of Tennis Alberta join an RDTC Board meeting in the future.

The Board is trying to receive guidance from Tennis Industry insiders and leaders to help guide our next steps. We feel that is very important as we are a Board of volunteers who are not in the Tennis Industry and we have a lot to learn.

With all that in mind, the board would like to share:

- 1) The Board feels strongly that the club should pursue recruiting and hiring a Director of Tennis. The industry has been moving in the direction of having a Director of Tennis at year-round facilities. A Director of Tennis is responsible for delivering coaching services (such as lessons, clinics, club programs and so on) but is also responsible for the mentorship and development of the other coaches at the club and the adherence of those coaches to the club's expectations for programming and coaching services those coaches deliver. This role has a significant leadership component and performance component. Directors of Tennis are expected to improve coaching and the coaches, to deliver on the growth of programs that the club runs and increase memberships and engagement. This would also be an attractive option for those coaches who are looking to build their resume and those coaches may find that this kind of an opportunity is limited in larger cities/centers.

If it is decided to pursue a Director of Tennis position, we have received offers from some of our Tennis Industry contacts to help with interviewing candidates and reaching out to

contacts that they know who may be interested.

- 2) From our discussion with Osten & Victor and our experience at the RDTC, we realized that there is tremendous opportunity to improve the programs that the club is offering and to offer engaging, fun and effective programming for all skill levels and all ages. We have heard from all our Tennis Industry contacts that club programs are what drives the financial success and sustainability of a tennis club. The industry standard is to have 'pathways' for development. Those pathways help players to see how they can progress from a beginner (1.0 level player) to an intermediate (a 3.0 level player) and beyond. Osten & Victor describes this as showing a player the path on a journey to becoming a better player. To us, it sounded like taking players on a tennis adventure. Osten & Victor have put in a lot of work over many years to build programs that are extremely successful, and they have learned a lot in that process.

We encourage you to click the links below and look at some of the programming offered by Osten & Victor and others:

<https://albertatenniscentre.ca/wp-content/uploads/sites/283/2024/11/Adult-Pathway-image-for-websit.png>

<https://albertatenniscentre.ca/wp-content/uploads/sites/283/2025/02/Screenshot-2025-02-11-at-10.12.10%E2%80%AFAM.png>

<https://www.nvrc.ca/programs-memberships/program-directory/tennis/adult-tennis>

<https://www.nvrc.ca/programs-memberships/program-directory/tennis/junior-tennis>

There is nuance in running a program effectively, we feel there may be opportunities for the club to receive mentorship in the development and delivery of these kinds of programs at the RDTC.

We are planning to start offering this kind of programming for our upcoming public lesson block in May and June. Stay tuned for more details.

- 3) The Board has updated our policy to allow all coaches approved to coach at the RDTC to have the ability to coach juniors and we are currently not placing a maximum on the number of hours a coach is allow to coach.

Currently, we have four individuals that have coaching certifications that members and players could book lessons with. These are (1) Tyler Begg (Club Pro 1 certification), (2) Darren Stadel (instructor's certification), (3) Don Siebel (instructor's certification) and (4) Lyle Jacobson (instructor's certification).

If you would like to receive coaching from any of those individuals, we recommend you

speak to the club staff, and they can pass along their contact information.

- 4) We have been in discussion with Osten & Victor to investigate the possibility of working with their high-performance coaches for our competitive juniors. We are still working out details for how this could look. This could involve having the development of the high-performance juniors directed by Osten & Victor coaches with the facilitation of that development at the RDTC by the RDTC coaches with ongoing support by Osten & Victor.

Alternatively, Osten & Victor has offered that competitive juniors from the RDTC can join the Osten & Victor high performance programming on a drop-in basis and book in when they can attend sessions. For more information about these options or to book, please contact Marc Colangeli ([mcolangeli@albertatenniscentre.ca](mailto:mcolangeli@albertatenniscentre.ca)) or Marin Cens ([mcens@albertatenniscentre.ca](mailto:mcens@albertatenniscentre.ca)).

We are very excited to offer an opportunity like this as the RDTC has never had access to a coach who had a Coach 3 certification and level of experience the Osten & Victor high performance coaches have. We are hoping that this level of coaching can add to both on court and off court development.

We are also hoping to arrange some excursions where juniors from Osten & Victor can come up to the RDTC to play and train with juniors from the RDTC and vice-versa.

- 5) The Board has been working on updating the Bylaws of the club and we are hoping to hold a members' meeting to discuss those updates in the next few months.

The Board has also been working on a code of conduct for all users of the RDTC facilities. We are hoping to have a draft of that out shortly for members to be able to provide feedback on it before it is finalized by the Board. All facility users will be required to follow the code of conduct and failure to do so could result in sanctions, suspension and expulsion from the club.

We are very excited for the future of the RDTC and for the future of tennis in Red Deer. We feel that we are rowing in the right direction.

If anyone has any feedback, questions, or comments please email: [wpoggemillerrdtdc@gmail.com](mailto:wpoggemillerrdtdc@gmail.com).

Thank you for your patience with this lengthy email.

Your RDTC Board