



TOP TEN QUESTIONS

1. Is there any cost to becoming a Cardio Tennis site?

The only cost is your time to apply and hopefully promote your own program. The application process will take some time viewing the entire DVD, filling out an on line application, and answering few questions. The Cardio Tennis Site Kit with various support and marketing materials is free. We would love for you to invest in some form of promotion (local ads, flyers, etc.) to promote your own program but this is your option.

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

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

- A DVD which can help educate your staff on Cardio Tennis
- Cardio Tennis banner
- Cardio Tennis heart rate range poster
- Cardio Tennis promotional counter card
- "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
- Part of a national PR campaign promoting Cardio Tennis
- Continual updates with new, effective drills and approaches

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

You will receive great marketing, support and educational materials by becoming a Cardio Tennis site. You will also be listed on our CardioTennis.com consumer website. We will also be sending out occasional tips, new drills, etc. to keep your program fresh.

4. 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 "a qualified Cardio Tennis site".

Please note: The Cardio Tennis brand can ONLY be used by facilities or sites that have applied and been accepted.

5. How much should I charge for a Cardio class and how many times a week should I offer Cardio Classes?

It is up to the facility to determine the price to charge for a Cardio class. The average across the country is \$10-15 per person for a 1 hour class. Determine what your market will bear and price accordingly. Most facilities offer a series of classes, some do drop-in, and others a combination of the two.

If you are launching the Cardio program it is often better to start with one or two classes per week and build upon that as the program grows. You might want to offer an early morning and an evening program to get started and see what your customer prefers. You will find the classes will grow quickly and you will soon be offering 3-5 sessions per week.

6. How can I order Cardio Tennis materials (i.e. banners, brochures, etc.), Polar watches, and music?

These promotional items are available at our website www.partners.cardiotennis.com. Click on the “Tools to Use” button at the top of the home page to access the page that explains how to order all of the Cardio Tennis supplemental materials, including the Polar watches and Power Music for your programs as well as sponsor offers from Head-Penn, OncourtOffcourt, Gamma and others.

7. How do I get certified or trained to offer Cardio Tennis at my facility?

You must be a certified tennis teaching professional through the Professional Tennis Registry (PTR), United States Tennis Professional Association (USPTA) or Peter Burwash International (PBI). In addition, the tennis professional must have personal liability insurance which can be obtained through the organizations. If you need more information on tennis teacher certifications, please email us at info@cardiotennis.com.

We will also offer 4 ½ hour Cardio Tennis Workshops which you can participate in for free. For more information on where these workshops will be conducted please visit www.partners.cardiotennis.com/PDFs/CTWorkshops.swf

8. What are the benefits of ‘play based’ drills for the consumer and the pro?

Play or games based exercises add a lot of fun and competition to your Cardio Class. It gets rookie players playing quickly and meets the competitive needs of the advanced player. Play based exercises do a great job of keeping the player in their zone and gives them periodic rest like interval training. Overall it gives players of all ability levels the feeling they are really “playing tennis”. For the pro the benefit is the feeding skills required is not as difficult nor does it take as much energy as feeding drill based exercises.

9. What do I need to be aware of to execute great play based drills?

Play based drills can be a little more challenging with players of different ability level but if you incorporate the proper games and use transition balls you will have great success.

- Keep your class size to 6-8 players to ensure continuous movement with games.
- Choose games which involve circle rotations or taking over a side of the court.
- Make sure 2 players do not dominate the point
 - Challenge the dominating team with your feed
 - Change your method of scorekeeping
 - Enforce “mandatory” rotation after winning 3 or more points
- Safety first; request players not participating in the point stand at the back fence/wall
- Feed the ball quickly after a point ends, your job is to keep play alive
- Use transition balls to equalize ability level and keep the ball in play longer
- See the play based section of this website for great Cardio games.

10. How do I integrate ball picking up into my Cardio Class?

In Cardio Tennis it is best if you do not have to stop frequently to pick up balls. In some cases stopping the drill to pick up can be a good idea because the players might need a break, but overall you want to keep everyone in their zone. This can be done by incorporating ball picking up rotations into your drills. If you have 7 or more players and are doing a single line drill like “Cardio 3 balls across” have the player pick up every other time they go through the line. When they pick up they should jog to the other side and pick up 3-4 balls and return the balls to a basket placed behind the court and then they should quickly return to line. Inform the players that when they are picking up they need to be aware of balls being hit and to not turn their back to the net. They should also limit their ball picking up to the back area of the court.

If you have 6 or less players in a single line drill call out an individual’s name, have them pick up 10-12 balls and return to line. As that player returns to the line, the pro calls out another player’s name. These rotations can work well with two line drills as well keep in mind your number of participants.

Here’s a great way to keep the players heart rate in the zone when you are out of balls and have stopped the drill to do a full court pick. We call it “Cardio pick-up” and the player picks up only 2 balls at a time and jogs to the basket before picking up more.

11. How to deal with complaints from music/noise

Music really enhances the Cardio experience and it has been shown through research that a person will train 20% harder if they are listening to music while exercising. Tennis is a traditional sport where music is generally frowned upon but with Cardio Tennis we can liberate our sport! We need you as the pro to think outside the box and we encourage you to push the envelope with music at your facility.

Between the music, voice projection from the pro and everyone laughing and having a good time Cardio Tennis is definitely loud. This of course can lead to complaints from other courts, so what are you going to do?

- Offer Cardio Classes early morning; research has shown most people work out between 5:00 and 8:00am and that is a time when most tennis courts are not being used. If you schedule Cardio Classes early chances are you are not bothering anyone with music and you are utilizing unused court time.
- Highlight Cardio Tennis classes in your reservation system this way when someone goes to book a court the service desk can tell them there will be a Cardio Class going on next to them. Be up front and let them make the choice and you will avoid altercations.
- If you have permanent court time offer a discount on the court time when next to a Cardio Class.
- If someone is disturbed by the music offer them a free reservation or maybe even a gift certificate for a free Cardio Class. Those who experience Cardio tennis will be more open minded.
- If all else fails offer "quiet" Cardio, we do understand that in some facilities music might be impossible.

The good news is our sport is changing and we are finding facilities across the country are playing music on the tennis courts throughout the day not just during Cardio classes.

12. What is the ultimate sideline tool for Cardio Tennis?

The power ladder is the ultimate sideline tool for three reasons

1. IT IS FUN! Adults see the ladder and what to "check it out". Most people perceive it as being more fun than hurdles or jumping jacks
2. It is safe and easy to set up and move around the court. Cones and hurdles are good tools as well but take more time to set up and can create more safety issues.
3. It keeps players constantly moving and improves their footwork at the same time. They are training their feet to move different ways and the more ways a player can move their feet the better they can react in emergency situations. And what is tennis? It's a bunch of emergency situations!

13. What do I do when a player's heart rate is too high?

Tennis is an amazing way to exercise and you will find many players will get into their target heart rate range very quickly just in the Cardio warm up. It is important to educate your players to train in the zone and if they get above they should slow down. Most people want to keep up with their neighbor and you need to remind them that each body will train differently. When a player gets above their zone have them do any of the following:

- pick up balls
- get a drink of water
- sit out a few rotations
- walk
- skip the ladder

If a player is wearing a heart rate monitor they can easily monitor their own workout. Make sure they know they can stop or get a drink anytime during a Cardio Class not just when the pro calls for one.

To access all frequently Asked Questions please visit www.Partners.CardioTennis.com, click on "Frequently Asked Questions" in the "Overview" section.