



# The Baseline

## Newsletter

**President**  
**Randy Gerth**



### OTHER NEWS

- 2.....Important Dates
- 3.....Manager Miscellany
- 4-5.....Committee Reports
- 6.....Pro’s Court
- 7.....Fitness Court
- 8.....JET Results
- 9.....Summer Team Challenge
- 10...Mix Up Friday/Book Club
- 11.....WA State Open/USTA
- 12.....Junior Tennis
- 13.....Reminders
- 14.....Aces Tennis
- 15-16.....Membership
- 17.....Massage
- 18.....Advertising/Club Info

When you think of Central Park Tennis Club, what comes to your mind as our brand? I read an article the other day that intrigued me about our brand and the strategy we have to promote and grow our business (<http://www.entrepreneur.com/article/77408>). If you have a few minutes I encourage you to read it. The article does a good job of breaking down the questions to ask of CPTC to include what is our mission, what are the benefits of our club, what do our current members and future members think of the club, and what qualities are associated with the club. We offer a wide range of services based around our tennis courts. My day job has a department that rebrands the company every two years to track market trends and to find out what the customers want and to encourage them to want us. It works as we continue to be successful in the marketplace. An example from the article compares Coke to a generic soda. Both are in essence the same product, but what has Coke done to promote the brand that will make you pay more for it? How can we leverage the CPTC brand in the same way, not necessarily to charge more, but to make more tennis players want to join the club and to use our services? Why did you join CPTC and not one of the many other tennis clubs in the area? If you were a nonmember, what would make you want to join the club and what is the price break point for doing so? CPTC has a waiting list of about 50 people to join the club and I would like to double that before my term is done in June. This will improve the financial stability of our club knowing we have tennis players wanting to join as we continue to pay down the debt. I am forming a committee to look at our brand and, more important, the strategy to ensure the continued success and growth of CPTC as a premier tennis club not only in the PNW but the USA and world! Why not shoot for the stars? If you have a background in branding or just general interest I encourage you to sign up for the committee, and more importantly, all members give us your feedback on the upcoming club survey. If we decide to move forward with initiatives for next year we will have to include them in the budget this year.

The other item of interest this month is the club survey that I am encouraging everyone to fill out. Last year we had 244 people fill out the survey of a possible 1,100 members. The low survey turnout is either good or bad: good in that the club is moving in the right direction so 1,000 members like the direction, or bad in that there was apathy towards the club in that things won't change. My feeling is the first in that members are happy with the club and the direction we are taking. Molly formed committees last year focusing on the issues brought in the survey. The committees were formed and reported back to the Board with their recommendations, which, for the most part, were to stay the course of what we were currently doing. This doesn't mean we can't change in the future, only that the survey brought up some consistent concerns from the members surrounding the issues and the Board formed committees with members to further explore them. The survey is an important tool and I encourage everyone to fill it out.

-Randy Gerth, Club President

# SEPTEMBER IMPORTANT DATES



Monday, Aug 31—Sept 9	Indoor Court Resurfacing
Tuesday, September 1	Start of September Women's Super 60's
Thursday, September 3—7	Claim Lost and Found items in the Board Room
Monday, September 7	Labor Day
Tuesday, September 8	Fall Junior Team Starts
Tuesday, September 8	Pool Closes for the Season
Wednesday, September 9	Start of Fall Women's Team
Friday, September 11	Mix Up Friday Night Hawks Tailgate
Friday, September 11	Start of 18+ and 55+ USTA
Saturday, September 12	Alzheimer's Benefit
Monday, September 14	Cups Meeting—1:00 pm
Monday, September 14	Tennis Committee Meeting—5:30 pm
Wednesday, September 16	Finance Committee Meeting—6:00 pm
Thursday, September 17	Facilities Committee Meeting—6:00 pm
Monday, September 21	Membership Committee Meeting—5:30 pm
Tuesday, September 22	Sign-ups available for October Super 60's
Wednesday, September 23	Board of Directors Meeting — 6:00 pm
Wednesday, September 30	Deadline for October Super 60's sign-ups
Monday, October 3—11	Kirkland Classic Women's \$50K USTA Event

## MANAGER'S MISCELLANY

The end of summer...It has been an amazing and warm summer this year and we have been so fortunate! Fingers crossed that we can continue this through the month and into October for our big Women's USTA \$50K tournament. We have been busy gathering our team and organizing our "to-do" list to make sure we have the facility looking good and the courts ready.



For communication on the event – we have developed a tab located on our website (<http://www.centralparktennisclub.com/-the-kirkland-classic>). Right now we have housing and sponsorship opportunities. Our Event Chairs, Patrick Barthe and Molly Lammers, will soon be adding information about volunteer opportunities, so, make sure to check in every once in a while so you don't miss out on anything.

The indoor court resurfacing project, still in progress, has created a new buzz around the club. Thank you for being patient with us as we work with fewer courts, and in some cases, have had to move you around as we work to get this done over the next few weeks. We have plenty of signs posted and remind you: Shoes for TENNIS COURTS ONLY. And if you happen to spill liquid or see a liquid spill, please clean up IMMEDIATELY!

We do have a few staffing announcements and a few new faces – we have transitioned Dea Sumantri to working with our "Stars" program so plan to see Dea on court with your 10 and under juniors. We have added Ethan Vaughn to our weekend teaching staff so he will be working with the junior programs on Mondays, Fridays and Sundays with some private teaching time Saturday afternoons. Starting in mid-September, Amanda Watermann will cover the front desk Sunday and Monday mornings, and Bailey Shirley will join our staff about the same time working evenings at Center Court Café and the front desk. Please make sure to introduce yourself!

As you know – summer heat brings summer sweat! Check your bags and your cars for those towels you may have accidentally taken home. No questions asked – we appreciate the return!

Hopefully by now you have had an opportunity to check out GameTime. We continue to work out the "bugs," so please share your feedback so we can work to improve the system. We do realize the program allows members to see the courts and who has the court reserved, but this does not eliminate the check-in procedure at the front desk. We still need the person with the reservation to check in, as well as everyone that is on that court. If you have a large group that you are organizing, getting the names ahead of time always helps. With new faces behind the desk, the only way they will get to know who you are is by checking in with them. (And this reduces a no-show letter or fine for you.)

Last but not least, a few nice highlights to share about your great staff! Phil Ansdell was named the 2014 USPTA/PNW Senior Player of the Year! Congrats Phil! Awesome that he continues to represent CPTC so well! And, in her limited spare time, Lisa Moldrem dedicates an absorbent amount of time to a charity run/walk for Seattle Children's Hospital! I decided to check out what she attributes a crazy August to and signed up for the run/walk in Woodinville. I was impressed to see that Lisa was listed as the person raising the most money and was more impressed with this hugely attended event organized at Columbia Winery. Congratulations to a successful undertaking and a well-deserved vacation at the end of last month!

- Julie Wheadon, Club Manager

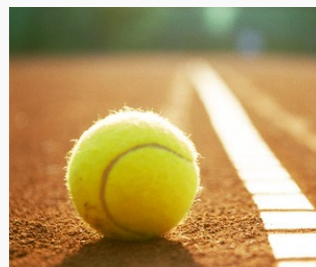
# COMMITTEE REPORTS

## MEMBERSHIP | CHAIR KIM SKORUPA

Our first membership committee meeting is scheduled for September 21st @ 5:30. This meeting is generally a meet and greet of all the committee members and we will be brainstorming what activities we want to plan for the upcoming year. If you have any ideas for events that the membership committee should be thinking about to enhance your member experience, please send your ideas to [kimskorupa@msn.com](mailto:kimskorupa@msn.com) or better yet, come to the meeting!!

Membership committee has three areas where we focus – recruiting new members, welcoming new members and retaining members. With a waiting list of over 41, we are likely to focus the majority of our efforts on the second two this year. We are hoping to plan some really fun events over the next 9 months!!

If you see an unfamiliar face around the club or on the courts, please take a moment to say “hi” and welcome them to the club!!



## CUPS | CHAIR TRICIA SCHROTH

Cup Tennis will get under way the 2nd week in September. We have a fantastic group of volunteers that have agreed to captain the teams this year. After meeting near the end of August, we think they will be great leaders and appreciate their time and effort. Teams, if you are interested in having Center Court Café prepare after-match snacks, contact Alivia at [kitchen@centralparktennisclub.com](mailto:kitchen@centralparktennisclub.com)

Our first Cup Committee meeting is Monday, September 14 at 1:00 pm.

*Central Park is a member owned club! Join a committee and help make the club a better place! Sign ups are available at the front desk.*

# COMMITTEE REPORTS

## TENNIS | NANCY GOLDBERG

Tennis Committee will now be meeting the 2nd Monday of every month at 5:30 pm. Our first meeting is September 14.

Committee Members are:

Chair: Nancy Goldberg, Frank Alexandro, Bhanu Purohit, Julie Dreyfoos, Deborah Gates, Susie Heimdahl, Janet Isaacson, Steve Maita and Karen Schmitz

Representing Cup Tennis: Merrie Vieco Board Liaison: Matt Osborne



## FINANCE | CHAIR MARTY MCCURRY

The financial results for the month of July were fair. Net Ordinary Income (before Capital Assessments, Depreciation, and Interest) for the month was \$29,092, budget for the month was \$40,423, yielding a deficit for the month of (\$11,331); year to date the Net Ordinary Income was \$111,143, budget was \$117,548, yielding a small deficit of (\$6,405). The Club's financial position remains sound with Total Cash of \$353,708, and an excellent current ratio of over 3.6 to 1.

Central Park Tennis Club continues to be fully subscribed with 500 members, and with a growing wait list to join of 41. Again, due to strong demand, the Equity Member Initiation Fee has been increased to \$6,000.

The next month's committee meeting is scheduled for Wednesday September 16th at 6pm.

## FACILITIES | KRISTEN GROBSTOK

The Facilities Committee will have their first official meeting in September. We will review the new court surface project (hope everyone is adhering to the non-marking shoes and cleaning up after yourselves) and begin our year with a list of ideas. The most recent one that we have been requested to check into is solar panels for our tennis buildings. We will let you know what we discover!

# PRO'S COURT

## New Weapons

One of the hardest things to do as a tennis player is relearning a stroke or adding something new to our game. My goal with this article is to give you a pathway to improve and put something new in your tennis arsenal.

Here are a few favorite new weapons I love to teach and to think about adding to your game: Spin grips, slice, heavy topspin, patterns, spin serve, topspin lob, approach shot, mid court volley, swinging volley, serve and volley, half volleys, drop-shot, drop volley, scissor kick overhead, inside out/in forehands, hitting on the rise to take the ball early, open stance against hard hitters or quicker recovery.

Once you learn the technique of your new weapons these are the pathways to getting them into your game:

Practice (learn from errors)

- Use ball machine
- Rally with a partner or pro
- Hit against a wall
- Shadow swing in mirror or on video

Practice match (Learn how to implement and when effective)

- Play with friends
- Play with a pro
- Team practice

Pressure play (Use with confidence)

- USTA match
- Tournament
- Cups
- For money

Hope this gave you some good ideas and interest in trying something new. I'll see you out there practicing.



# FITNESS COURT

## FOOD FOR THOUGHT

When you go to the gym, is your focus on cardio? Do you try to burn as many calories as possible to shed unwanted weight? Hopefully time is spent on building muscle, maybe doing some interval training for our cardiovascular system. Time in the gym is spent on getting and keeping our bodies fit and healthy. We do total body and functional training exercises to keep ourselves in the game of life, so we don't have to sit on the bench and watch from the sidelines. The weight loss part of the equation happens in the kitchen. What we put into our bodies has just as much, if not more, impact on our weight than what we do in the gym.



We can work out like a demon but if we eat like crap the rest of the day, that work we did to help us shed pounds isn't going to do much for us. Having our kitchen well stocked with fresh fruits and veggies (frozen and canned also work), can be a time saver. It is helpful to have a supply of yogurt, eggs, grains, beans and lentils, lean meats maybe some protein powder for those smoothies. When we go out to eat, the menu shows us what is in their pantry; if eating out is a common occurrence then going for the least amount of fat, sauces, breadings.... is important.

Bottom line, what goes into our body is important and has an impact on what happens in our bodies. Weight loss a goal? Eat real and keep the portion to a serving size, if the ingredient label is a book or you can't pronounce the word, then probably not a good choice).

Let us know if we can help with your fitness or weight loss/lifestyle goals!

Clay Runnels: [clayr@centralparktennisclub.com](mailto:clayr@centralparktennisclub.com) | Vicki Runnels: [vickir@centralparktennisclub.com](mailto:vickir@centralparktennisclub.com)

“Don't dig your grave with your own knife and fork.” ~English Proverb

## SEPTEMBER SCHEDULE

TOTAL BODY: M/TH@1:00pm

ABS AND BACK: W@11:45am

FIT TO PLAY (MEN): T/TH@11:30am

YOGA: Sat@9:00am & 10:15 am

Mon@5:45pm with Christina

BOOT CAMP: MWF@9-10am, T/TH@5:45-7:00 pm

# JET RESULTS!

## Sturtevant's Junior Eastside Tennis League Central Park Results, 2015:

Girls 10 Singles:

Winner: Bianca Popa

Girls 18 Singles:

Winner: Mika Inadomi

Boys 12 Doubles:

Runner Up: Eric Laursen/David Liang

Girls 12 Doubles:

Winner: Manami Numoto/Taylor Isaacson

Runner Up: Karmela Densmore/McKenna Mullet

Boys 14 Doubles:

Runner Up: Luke Honari/Sean Honari

Girls 14 Doubles:

Winner: Emma Balkan/Kate Cocales

Boys 16 Doubles:

Winner: Simon Liu/Max Chiang

Girls 16 Doubles:

Winner: Kelly Barnes/Claire Cocales

Pictured below is Central Park Tennis Club Pro Chad Smith and the CP JET League players!



Central Park JET League also won the overall for most wins and got the huge cup trophy!

JET League has been in existence since the mid 70's. Eastside tennis clubs and Park and Recreation teams exchange matches over the summer for junior tennis players. The ages range from 7-8 years old through 18 years old. There are 20 to 25 clubs/groups that participate weekly. Sturtevant's Sports has sponsored the league over the last decade.

On the first or second Friday in August, there are age-group tournament matches for 10, 12, 14, 16 and 18 year old players, boys and girls, singles and doubles. Clubs vie for the most matches won, and there is a trophy for the winning club. This was the 2nd consecutive year that CPTC has taken home the trophy for the most wins.

Each club also awards Sportsmanship plaques to a boy and girl, who exemplify fairness, respect, ethics, and a sense of fellowship with competitors.

This year's CPTC recipients are: Rand Mattis and Lili Samii.

Central Park is a family-centered club that is member-owned. It is the premier club for players in the area.



# SUMMER TEAM CHALLENGE RECAP



Congrats to Chad's team - the Narnia Lions - for winning by the closest margin ever!!

## Results!

1st Place- Chad's team, the Narnia Lions, with 130 total games, and 13 match wins.

2nd Place- Jeff's team, the Jamaican Rumrunners with 130 total games, and 12 match wins.

3rd Place- Lisa's team, the Icelandic Volcanoes, with 121 total games.

4th Place- Phil's team, the Jabooty Devils, with 108 total games.

Great time everyone!

# MIX UP FRIDAY NIGHT!

**Friday, September 11**



**Football is back!**

**Show off your Hawks gear!**

Tennis: 5:30 pm sharp!

**Hawks Tailgate and Beer Pong: 7:00 pm**

\$15 (includes one beer)

Sign-up at the front desk today!

Must cancel by September 6th to avoid charge.

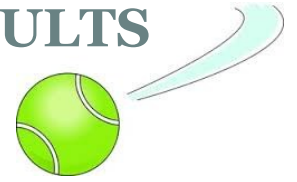
## BOOK CLUB SCHEDULE

9-24-15	All the Light We Cannot See by Anthony Doerr
10-22-15	Everything I Never Told You by Celeste Ng
11-5-15	Gutenberg's Apprentice by Alix Christie (PB 9/8/15)
11-19-15	Euphoria by Lily King
12-3-15	The Invention of Wings by Sue Monk Kidd

Please email Sandy Eacker to sign-up: [sandy.eacker@gmail.com](mailto:sandy.eacker@gmail.com)

More dates to come in the new year!

# WA STATE OPEN MEMBER/STAFF RESULTS



Men's 35 Singles: David Ebel – Runner Up

Men's 45 Singles: Philip Ansdell – Winner    Mike Walter – Runner Up

Men's 65 Singles: Douglas Denney – Runner Up

Men's 45 Doubles: Gregg Skaggs/Mike Walter – Semi Finalist

Men's 55 Doubles: Randy Coles/Tony Martin - Winner

Men's 65 Doubles: John Hynes/Mike Krummel – Winner

Men's 70 Doubles: Steve Bard/Ed Hatch— Semi Finalists

Women's 35 Doubles: Kris Gibson – Winner  
Beth Lehman-Brooks/Kathryn Osborne – Runner Up

Women's 45 Doubles: Ana Tessadro – Runner-Up

Women's 65 Singles: Carmen Almodovar – Winner

Women's 70 Singles: Carolann Castell – Winner

Women's Open Doubles: Dea Sumantri – Semi Finalist

## AWARDS!

Congrats to CPTC Pro, Phil Ansdell, for achieving the 2014 USPTA/PNW Senior Player of the Year Award! This is a huge accomplishment!



A BIG congrats to Oliver Graves and his 3.0 Adult 40 & Over Champions! Way to go!!



## PNW JUNIOR SECTIONALS

Boys' 18 Singles Semi Finalist: Hunter Egger  
Boys' 16 Singles Winner: Theodore McDonald  
Boys' 16 Singles Semi Finalist: Alan Yim  
Boys' 14 Singles Consolation Winner: Derek Chao  
Girls' 16 Singles Winner: Vivian Glozman  
Girls' 14 Singles Consolation Winner: Yumi Toulegenova  
Girls' 12 Singles Winner: Katja Wiersholm  
Girls' 12 Singles Semi Finalist: Karina Chao  
Girls' 12 Singles Consolation Winner: Lamija Avdic  
Boys' 16 Doubles Semi Finalist: Brandon Wong  
Girls' 16 Doubles Finalist: Crystal Xu  
Girls' 14 Doubles Semi Finalist: Corina Popa  
Girls' 14 Doubles Semi Finalist: Karina Chao  
Girls' 12 Doubles Winners: Amber Edmonds/Katja Wiersholm  
Girls' 12 Doubles Finalist: Addie Eklund  
Girls' 12 Doubles Semi Finalist: Zehra Suko  
Girls' 12 Doubles Semi Finalist: Lamija Avdic/Valerie Glozman  
Girls' 10 Singles Winner: Valerie Glozman  
Girls' 10 Singles Semi Finalist: Bianca Popa  
Girls' 10 Doubles Finalist: Amina Avdic



## JUNIOR TWO DAY TOURNAMENTS

Congrats to the winners of the Rookies, Champs & Challengers two day tournaments!

Rookies Day 1 Winner: Brian Koh  
Rookies Day 2 Winner: Sam Chou  
Challengers Day 1 Winner: Annika Rengathan  
Champs Day 1 Winner: Soham Purohit  
Champs Day 2 Winner: Soham Purohit

Runner-Up: Sam Chou  
Runner-Up: Tea Luitkees  
Runner-Up: Erik Laursen  
Runner-Up: Nishant Kondepudi  
Runner –Up: Tea Luitkees

## REMINDERS

- The washing and drying machines located at the club are for staff use only. Please do not grab towels out of them. If you need a towel, please go to one of the stations or ask the front desk.

- Kirkland Classic: CP plays host to the \$50,000 Kirkland Classic, a USTA Pro Circuit event. Come see some of the best players in the world battle it out as they position themselves for the Australian Open. Learn more about this exciting event and how you can get involved by visiting: <http://kirklandtennis.com>.



- Cell phone use in fitness area is not allowed. Please save personal conversations for after your workout.



- NEW COURT SURFACE – Non-marking shoes must be worn on our new courts. Any spilled liquids must be cleaned up immediately. We are still in the process of resurfacing indoor courts so please keep in mind that court times will be limited through early September.

- Please do not leave items at the front desk for other members. The front desk is not responsible for items that you leave with them.

- LOST and FOUND! We are getting ready to release our lost and found items. You will have time to look through the items one last time from September 3rd—September 7th. The items will be located upstairs in the Board room. Please make sure to stop in—this will be the last time to find your missing items before we send them to a needy cause.



- GAMETIME is now live. You can now book courts online. Please make sure to login and setup your account if you haven't done so already!



# Aces Tennis

If it's tennis, we do it.

Hey Central Park Members,

## NEW Babolat & Wilson RACQUETS September 1<sup>st</sup>!

The new Babolat Pure Aero racquets give you the perfect amount of power and spin to dominate the court. We have all the new tennis rackets for demo from: **BABOLAT** (the new PURE AEROs) and **WILSON's (exclusive to PRO SHOPS)** ULTRA XP series as well as all the other big brand names. Call to let us know what you are looking to try out! 425-453-9224.



If you need a bag to put your tennis rackets, shoes, and gear, we have the new tennis bags and backpacks from Wilson and Babolat that will keep everything nice and organized. Brand New Babolat Aero Bags and Backpacks arrive September 1<sup>st</sup>!

Left (Babolat Pure Wimbledon Bag 6 Pack)

Right (Wilson Tour Molded Black/Orange 9-Pack Bag)



For any questions or for further information please contact us at [info@acestennis.net](mailto:info@acestennis.net) or call us at 425-453-9224.

## Predict US Open Champs and win a Prize!

August/September Contest, predict the 2015 Men's and Women's US Open champions. Grand prize winner receives a free restringing (up to \$30). Entries due by Friday, September 4<sup>th</sup>. Email [info@acestennis.net](mailto:info@acestennis.net), with your picks. Get both correct and you will be entered in the drawing. If nobody wins outright, all entries will have a chance to be drawn. We have received one entry so far, Denis Brasfield is the only entrant so far and will win a free stringing automatically if nobody else enters, Good Luck!

*We match or beat internet prices and if we don't have your size in stock, we can have it ordered within two business days. - Aces Tennis*

# MEMBERSHIP—WELCOME!



## VIKTOR AND DARCIÉ CAKARIC FAMILY EQUITY

Hi!

We are the Cakaric family and recent residents of Bellevue. As tennis players ourselves, we are excited to have our three young children (Noa – 6, Nika – 4 and Aria – 3) pick up the sport! Our lives are centered around being healthy and enjoying sports and life with our kids so we look forward to spending a lot of family time at the Central!

- Viktor and Darcie

## BRADLEY VAN VECHTEN

### SINGLE EQUITY

Hello Central Park members. I'm thrilled to be getting back into tennis after spending 5 years away from the game. We moved to Washington State from Northern California 5 years ago so becoming accustomed to indoor tennis will prove interesting after a lifetime of playing outdoors. I enjoy simply hitting as much as playing matches so if any of you or your kids are interested in working on your game please give me a call. It will help me get the rust off and give me a chance to work on some of the things Chad Smith is attempting to change in my game. By the way, I'm a lefty but don't hold that against me.



Vakker Portraits

- Brad Van Vechten

*Good luck and well wishes to our resigning members. We will miss you!*

*Richard Nunn and Sandra LaFon, Jeff and Kristin Walker and Michele and Bob Conrad.*

# MEMBERSHIP—WELCOME!



SEETA AND PHANI  
VADDADI

## FAMILY EQUITY

We live in Bellevue. Our son, Ishan, started training at Central Park in the 2nd half of 2014. He really enjoys the experience and he made a lot of friends here. We want him to grow up as part of the Central Park tennis community. We are excited to become members of Central Park Tennis Club.

- Seeta and Phani

VALERIE AND BRIAN MUKHERJEE

## FAMILY EQUITY

Welcome Valerie, Brian, and their two children, Elle and Rohan!

COLTON WEELDREYER

## JUNIOR

Hi, my name is Colton Weeldreyer. I am 16 years old, a Junior in high school and I live in Auburn.

I'm looking forward to playing lots of tennis at Central Park Tennis Club.





# MASSAGE


Relax. Change your game. Consider Freeman J. Held Massage at Central Park Tennis Club.

I have good hands.



## Freeman's Hours:

M	T	W	TH	F	S	SU
11 - 4	11 - 4	11 - 4	11 - 4	—	9 - 12	—



FREEMAN J. HELD  
*massage*

AT CENTRAL PARK TENNIS CLUB  
5820 125TH LANE NE  
KIRKLAND, WA 98033  
MOBILE: 425-765-0799  
[HTTP://FREEMAN.YOUCANBOOK.ME](http://freeman.youcanbook.me)

LIC. #10868



*Purchase 3 one hour massages for \$150 at the front desk.*

## ADVERTISING AND CLUB INFORMATION



## CENTER COURT CAFÉ

### September News!

**Bailey Shirley will be joining us September 8th!  
She will be working night shifts for front desk  
and kitchen!**

**Make sure to stop by and say hello!**

Please email our chef, Alivia, with questions or comments.

kitchen@centralparktennisclub.com