

From the Service Line - May 2025

"Growing Tennis to Inspire Healthier People and Communities Everywhere

SNM celebrates National Tennis Month! This year's USTA SNM Regional Scramble was hosted by the Alamogordo Tennis Association (ATA) and included forty-four attendees from Alamogordo, Artesia, Carlsbad, La Luz, Las Cruces and Roswell. In addition to some competitive round robin tennis, attendees were introduced to Adult Red Ball Tennis and Cardio Tennis Triples. Proceeds collected from the scramble will go to the [Southwest Tennis Foundation](#). Thanks to all who attended and for making it such a fun event.

Two years ago, Southern New Mexico began recognizing graduating seniors who started their tennis journey by playing in our 10 and Under tournaments. This year we recognize Erin Lee for her 11th years as a junior tournament player. Erin is only the third player since we started this award to play in our tournaments for 8 or more consecutive years. Congratulations to Erin. I hope she is an inspiration to all our junior players.

The Spring Las Cruces Flex league is wrapping up June 1. The player party, Triples and Trophies will be June 6 and include both tennis and dinner. The Fall Flex League will begin August 25, with mixed doubles, doubles and singles. There are also many fun tennis events being offered this summer, including Hit to Be Fit at the end of May, Breakfast at Wimbledon on July 13, and both Junior and Adult tournaments. Be sure to check out all these events in the newsletter.

Even though I included this information in last month's article, I thought it was worth repeating. The US Open is the economic engine of the USTA and of tennis in the United States. It is one of the biggest and most successful events in the world. The USTA believes that reinvestment is critical for success. That reinvestment includes growing the game by supporting each of the USTA's 17 sections, as well as many national level grants, including up to \$10 million dollars for facility improvements in 2025. For Southern New Mexico, it means that we can provide financial support to our local tennis communities. Our 2025 initiatives include:

- **Regional Scramble** - May 10, Alamogordo
- **Family Tennis Festivals**
- **Tennis 123 – Free beginning tennis clinics**
- **USTA Flex Leagues**
- **Community Events**

We'd love to have your activities posted on the Southern New Mexico Facebook page. Please share your stories and pictures with me at Jamie.borsodi@gmail.com or Bruce Begor at Brucebegor@gmail.com.

Southern New Mexico Region's goal is to promote and grow tennis through communication, partnering with existing Community Tennis Organizations and seeking out new partners, e.g., park & recreation departments, schools, tennis facilities and other organizations.

Our six focus areas are:

- Advocacy
- Communication
- Adult Recreational Play / Tournaments
- Adult League Tennis
- Junior Tournaments, Junior Team Tennis and Junior Development
- Community Outreach: schools, parks & rec departments, tennis facilities and other organizations

I am looking forward to seeing you on the courts.

Jamie Borsodi
SNM Regional Council Chair