



December 2024

From the Service Line

"Growing Tennis to Inspire Healthier People and Communities Everywhere"

Thank you to the Southern New Mexico ("SNM") Region Board members and all the volunteers in our Southern New Mexico Region for making 2024 a banner year. Because of your dedication and enthusiasm, our players and communities benefited from local and regional scrambles, tournaments, clinics, community days, summer tennis camps, and innovative programs like Tennis 123 and the Las Cruces USTA Flex League. We are definitely "Growing Tennis to Inspire Healthier People and Communities Everywhere." It is truly a privilege to be part of our Southern New Mexico tennis community. We have so many selfless individuals playing and promoting this wonderful lifelong sport.

Unlike most of the USTA Southwest Section Regions where tennis activities are carried out at private and public tennis facilities, all of our events are initiated by our Community Tennis Associations or by individuals in our respective communities. Thank you to the dedicated individuals and their organizations for making all of these events possible: Aces Fitness (Silver City), Alamogordo Tennis Association, Carlsbad Tennis Association, Las Cruces Tennis Players Association, New Mexico State University Tennis Association, Picacho Hills Tennis Association, Roswell Tennis Association, and Truth or Consequences.

Below is a roundup of 2024 activities. Most of these events were funded in whole or in part by the USTA

Southwest Section and the SNM Junior Tournament Scholarship fund:

Adult Events:

- **Tournaments:** 300+ players in tournaments held in Carlsbad, Las Cruces and Roswell.
- **Regional Scrambles:** 100+ players participated in the Southeast New Mexico and Southern New Mexico regional scrambles held in Roswell and Las Cruces.
- **Las Cruces USTA Flex League:** Seventy-three players participated in the four Flex Leagues
- **Tennis 123:** 80+ individuals were introduced to tennis through the Las Cruces Tennis Players Association beginner's program.

- **Red Ball Pilot program:** 80+ players participated in the Red Ball pilot program.

Junior Events:

- **Tournaments:** 300+ individual juniors played in SNM's 5 junior Tournaments
- **Summer Junior Camps:** 350+ kids played in summer camps throughout the region
- **Junior Team Tennis:** 35 players
- **Middle School Tennis League:** 80+ players in Las Cruces Middle Schools.

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.

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

USTA Southern New Mexico's 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 another great year. Merry Christmas and Happy New Year to you all.

Jamie Borsodi

SNM Regional Council Chair