

From the Service Line - April 2025

"Growing Tennis to Inspire Healthier People and Communities Everywhere

I was fortunate to be part of the Southwest Section delegation who attended the USTA National Meeting, March 21-22, in Carlsbad, CA, with over 1000 other volunteers and staff from around the country. The new President, Brian Vahaly, energized and inspired us with his vision for the future: "35 by 35" (35 million players by 2035). In Brian's words, "This is an ambitious goal, and that's intentional—we set it to challenge ourselves to think differently about how we grow the game. To achieve it, we've identified three strategic areas of focus: player retention, coaching and facilities. Each of these areas requires clear objectives, specific tactics and measurable outcomes that will help drive sustainable participation." (March 13, 2025 interview, [A focus on growth: An interview with USTA President Brian Vahaly.](#))

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**

On to regional news: The Las Cruces Spring USTA Flex league kicked off on March 31 with 40 unique players participating in Mixed Doubles, Doubles and Singles events. The LCTPA's 6-week Spring Tennis 123 program sold out and 9 players signed up for the LCTPA's 8 week Intermediate/Advanced Clinic. Picacho Hills Tennis Association is hosting a Red Ball Fiesta on May 3 and the Alamogordo Tennis Association is hosting the 4th Annual Southern New Mexico Regional Scramble, May 10.

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