

USTA Kentucky,

In October, cooler temps began and there were many beautiful weather days to play tennis with the hope to continue the trend in November! But not just tennis was played in October, Raise a Racquet hosted their 1<sup>st</sup> Annual Golf Scramble on Monday, 10/27. Seventeen teams participated in the scramble and over \$10,000 was raised through the event! As you have read in previous newsletters, Raise a Racquet is my favorite philanthropy here in Kentucky. Why? Because their goal is to break down barriers to make tennis accessible for everyone! They aim to promote tennis statewide as a sport that offers lifelong benefits for players of all ages and abilities. Best of all, 100% of the funds raised for Raise a Racquet stay HERE in the state of Kentucky to grow tennis. Amy Sheehan and the USTA Kentucky team put on a great event—this was one of the best run golf scrambles that I have ever attended! If you are interested in making a 4th quarter charitable contribution to RAR, here is the link to their donation page ([rarfoundation.com/donate](http://rarfoundation.com/donate)).

As many of you know, USTA Kentucky is part of the USTA Southern Region. Southern is the largest of the USTA Regions, accounting for nearly 45% of all tennis players in the country! Kentucky is fortunate to be a part of the Southern Region for many reasons. One that I would like to highlight for this month is the financial benefit. Last month, I had the chance to attend the Finance Committee and the Budget Committee meetings for Southern. The representatives that serve on these committees were characterized by generous attitudes and great optimism. There is plenty of budget available in Southern to help grow the game! Being a part of Southern means that we can access these funds to help grow tennis throughout Kentucky!

With strong funding and resources, I need your continued help when it comes to growing the game across the state. Keep inviting people to play, especially when it comes to Red Ball Tennis. As people mention looking for indoor activities as the weather turns colder, bring up indoor tennis opportunities in your area. Ted Reese, in his newsletter in September to USTA Southern, challenged our whole region to tap into the power of social media. His challenge included: Following at least one new tennis group on social media, with a commitment to comment once or more per month on that group, sharing a picture monthly on your social media of one of your personal connections to tennis, and inviting at least one friend each month to join you on the court. [USTA Kentucky Facebook](#), [Raise a Racquet Facebook](#)

A great way to bring more people to the court is through coaching. I mentioned last month about the re-launch of USTA Coaching. I want to highlight the benefit of joining coaching as a “Baseline” member. Getting more parents and recreational players to help grow tennis can be a catalyst to growing the game. At the Baseline level, the membership is free and comes with the resources needed to prepare you for providing tennis lessons. Coaches are needed at all ages and skill levels, so explore this opportunity more at [USTACoaching.com](http://USTACoaching.com) or by calling our office here in USTA Kentucky at 502-491-1290.

Get out and play and live another day,

