

ATLANTIC SOUTH PICKLEBALL MONTHLY NEWSLETTER

January 15, 2012

The Atlantic South Region (ASR) E-Newsletter is distributed on the 15th of each month to all ASR Ambassadors. This newsletter is intended to keep all of you apprised of what is happening in your region and to consolidate our news into a once/monthly communication. Please forward this information to all USAPA members, all pickleball players/clubs in your regions and post to your local pickleball Blogs or Websites

WELCOME NEW AMBASSADORS

Cathy Stansbury - Please extend a warm Atlantic South welcome to our newest ambassador in **Daytona Beach, Florida**. Cathy comes to us with lots of leadership skills, having organized and run basketball and tennis camps for her community center in Minneapolis when her children were young. She was honored as the community volunteer of the year in Minneapolis. She's owned and operated and served on the board of several organizations. Her leadership now takes her to promoting our great game of pickleball. She recently helped to convert several tennis courts in her community in Daytona Beach for pickleball and wants to continue to promote pickleball in the area offering free clinics and free play to introduce the game.

Sandy Hooker also hails from the state of Florida and we welcome her as our newest ambassador in **Neptune Beach**. She has not been playing long, but having played paddleball, paddle tennis, table tennis and racquetball she's already come to love this new "paddle" game called pickleball. She still works as a critical care nurse, but has found time to play with a group of players at the Sweetwater community in Jacksonville. Working with representatives of the city of Jacksonville she was allowed to paint pickleball lines at the Isle of Palms public tennis court. To attract new players she has already written to the local newspaper and hung flyers in the area. She is currently in the process of involving the Senior Activity Center in Neptune Beach, has volunteered to demonstrate the game and is hoping to get some courts painted there which will allow the seniors at the center to play regularly.

Marcia Bingham will join our Ambassador Family as our representative in the **Wilmington, NC** area. She is a retired psychologist and taught at both North Carolina State University and Duke University. She was introduced to pickleball while in Florida last year and then encouraged her association to line one of the two tennis courts for pickleball back in Wilmington. Since then a second court has been lined. Most recently she coordinated a successful pickleball "playday" for her neighborhood players and others from the nearby Martin Luther King Center in Wilmington, where she plays twice a week. Marcia hopes to encourage USAPA membership growth as she continues to promote the game. Another goal is to encourage the City of Raleigh Rec Dept. to prepare some gyms for pickleball so that programs can be initiated there. We have added Marcia's bio to our Ambassador page. [CLICK HERE to read.](#)

ATLANTIC SOUTH PICKLEBALL - THE YEAR IN REVIEW

Leadership/Ambassador Program -We're so fortunate to have such an energetic and goal oriented group of leaders who continue to promote our game. We now have a total of 63 local ambassadors representing the ASR: (AL - 5), (FL - 28), (GA - 4), (NC - 12) and (SC-14). In 2011 we welcomed 19 new ambassadors: Mobile, AL; St Pete, Summerville, Florida Space Coast, Daytona Beach Shores, Jacksonville, Leesburg, Orlando and Ponte Vedra in Florida; Marietta and Valdosta GA; Gastonia, Two Lakes (Warrenton) and Cary, NC; Hilton Head Island, Myrtle Beach, Indian Land and Greenwood County in SC. Additionally we have 7 ambassadors-at-large assigned to our region.

Total Players/USAPA Membership - Current estimations indicate that there are just over 84,000 pickleball players across the country. Our Atlantic South Region is home to more than 19,700 players representing 23.6% of the total players.. That makes us Number 1 , but you should know that the Great Lakes Region is just inches behind!! By about 1%!!

What is sad to report is that while we have more players than any other Region only about 400 of us support USAPA with our memberships. We account for only 2.2% of USAPA's total membership and that is worse than any other region in the county!

I know that many of our readers are not USAPA members, but I do thank you for your love of the game and all that you do to promote and to introduce new players. Once again, I am reaching out to you and invite you to learn more about the benefits of being a USAPA member, and I ask for your support to help us build our Atlantic South Region into the strongest and largest pickleball promoting/supporting community in the country.

Places to Play - There are nearly 1250 places to play across the country and 159 (12.7%) are right here in our region. In the past year we increased our number of locations (as listed on the USAPA website) by 50%. This is a great example of how pickleball is expanding across each state. We now report 6 locations in Alabama, 95 in Florida, 8 in Georgia, 21 in North Carolina and 23 in South Carolina. A note to all ambassadors - please make sure that all locations along with the approximate number of players is updated regularly on the USAPA website.

We celebrated much more pickleball success this past year with our tournaments, round robins, crazy pickleball attire or just fun holiday events. We extended our game for Outreach Programs and Benefit Events, Introduced Pickleball in Schools, to our Elderly and to those with Special Needs, We were In The News a lot this year and we had some pretty special players who went the Extra Mile. You can [CLICK HERE](#) for more highlights from across our region.

RECENTLY IN THE ATLANTIC SOUTH NEWS



Geezer and Gals Holi-Daze - Not hard to tell that this group of Geezers and Gals, who play regularly at the Bacal Recreation Center courts in The Villages, Fl were definitely in the spirit of the holiday. This was their third annual Holi-Daze pickleball event. To make the competition

a little more evenly matched this year partners names for the twelve teams were drawn from two hats. Congratulations to the winners **Carol Hoeft and Tom Sosko** who defeated the runner up team of **Sue Greenberg and Bob Wilkinson 14-12**

Pickleball Comes to Corporate America - Southwest Florida Ambassadors Nancy Meyer and Cindy Eddleman were invited to the Diplomat Specialty Pharmacy in Flint, Michigan. Why? The company wanted a program to strengthen team building and fitness for employees in their IT department.

Cindy and Nancy spent three day there doing training clinics, after work play and a round robin tournament for the employees.

What a great way to improve employee performance, and what a great way to introduce our great game to more players! Cindy did a great write-up for all of us. [CLICK HERE](#) to read their story.



UPCOMING TOURNAMENTS/EVENTS

Visit our ASR website for links to additional/registration information:

- Winter In Paradise Pickleball, January 14, 2012, Kings Point, Sun City Center, Fl.
- Geezer Meister Games, January 19-21, 2012, Summerfield, Fl (USAPA Sanctioned Tier 3)
- Collier County Games, February 10,11 and 12, 2012, Naples, Fl. (USAPA Sanctioned Tier 4) . Check the website for new format. Not just for Seniors anymore!!

- Spruce Creek Senior Games, February 20-March 8, 2012, Summerfield, FL
- Ft. Myers Expo, February 23, 2012, Pioneer Village RV Park, Ft. Myers, FL
- Lee County Senior Games, February 24, 25 and 26, 2012, Ft. Myers, FL. (USAPA Sanctioned Tier 4)
- Sarasota Expo, March 4, 2012, Harbor Lakes Encore RV Resort, Port Charlotte, FL.
- Polk County Senior Games, March 6-7, 2012, Poinciana, FL
- Heartland Senior Games, March 9-10, 2012, Sebring, FL
- Good For Life Games, March 19-20, 2012, Seminole, FL
- Charlotte County, Fit for Life, Senior Games, March 17-18, 2012, Port Charlotte, FL
- 4th Annual Waccamaw Sports Classic, Coastal Carolina University, Conway, SC April 20, 2012
- South Carolina Senior Sports Classic (SCSSC) State Games, Francis Marion University, Florence, SC - May 19-20, 2012

Do you have a tournament/round robin or social event that should be listed here?

Reporting in from the Region:

Alabama

Bob Huskey, Opelika, Bob Huskey and Ken Taylor travelled to play in the Louisiana Senior Olympics and we send our congratulations to both of them. Bob took home the Bronze medal in men's doubles 60-64, and the Silver medal in the mixed doubles 55-59 competition. Tom finished with the GOLD medal in the 70-74 competition.

Florida

Scott Nelson, Florida's Space Coast - "Things are rocking on the Space Coast; we currently have 70 people that are playing Pickleball on the Space Coast.

Our newest venue is our first outdoor facility. The City of West Melbourne has welcomed this new game and we are now utilizing the tennis courts at the Veterans Memorial Facility in West Melbourne.

Attached are some pics of the play on the coldest night this season. We are also scheduling a series of beginners clinics to begin month at all of the host facilities."



Georgia

Cindy Moore- Pine Mountain, GA - Cindy is off to Arizona to get some practice in with her partner. They are playing in the Olympics there on January 16th. Good luck to both of them!! Cindy has been working hard to introduce pickleball in her area, and is so

excited that things are working out. . *"I am so excited things are going good here and they are all hooked so things will continue and grow while I am gone. Had some great play with the Earley's and their group in Canton. They are going strong. I spoke with Bill Hess up on the north east side of the state and he is planning lots of fun things for the first quarter of the year. I have not made it up there to play with them but invited then down and the group in Canton to play in LaGrange anytime since we have designated times 6 days a week.*

At their recent, very first tournament, they had a great time! *"We had 20 people entered and the four winners with the most points ranged from age 16 to 67. How about that.! The 16 year old even plays with a wooden paddle. Fun stuff! I am trying to get the newspaper article about the tournament. It was fabulous!!!*

North Carolina

Earl Cunningham, Gastonia, NC, *"The New Year started off with a bang with the best pickleball club in the Nation. Welcome to new players Ann Helms and Mr. And Mrs Calvin Vaughn . The Vaughans' found our club on the Internet (USAPA , places to play) and traveled from Hickory to play at our court, Ann Helms traveled all the way from Bessemer City . The weather was lovely and 15 plus enjoyed good fellowship and pickleball,*

Earl shares the following about Ann Helms. *"This lady is a young senior citizen who loves all type sports. She was introduced to the game of pickleball last year when she practiced for the senior Olympics in Gaston County NC. She is currently heading up a group of seniors playing pickleball at a local recreation center.*

Ann is an energetic, busy lady who gets involved by helping fellow seniors stay active. She is organizing the the NC senior games in our county this year, and would be a great Ambassador for the sport of pickleball.

We play pickleball in our local senior games in Gaston County NC even though it is not available on the state level!"

Rick Laskey - Jacksonville, NC - Rick and his wife Connie are out and about doing a little traveling.....*"Connie and I were in Kissimmee (FL) for the week before Christmas, and we played at Cypress Cove and I also played at the Villages. We are now in central Michigan visiting with Connie's family, and I have been playing at the Midland Community Center."*

Sylvia Fletcher, Two Lakes, NC *"I am so pleased to announce that we have been playing Pickleball for a full year in Warren County! Thanks to the Warren County Recreation Department, we have two permanent courts for play at the John Graham Gym on Wilcox Street. Over the first year there have been over 343 playing visitors. Additionally, our play period has grown to two days per week - Wednesday and Friday mornings. Thanks to the input of several special "assistant coaches" who championed the game and set up when I was not able to attend. They will be honored Wednesday, January 18th at the Gym. "*

South Carolina

Mike and Loretta Beckner, Aiken - "I don't have a lot of news to report, but am happy to say that at least five of the nine players I had in my first pickleball class continue to play and to improve and to enjoy pickleball!"

Tonight I started another Beginners' Class and had six players, with three waitlisted. I'm pleased with everyone's interest and enthusiasm to learn. I will be doing this class in three sessions, which I believe will be better.

We currently are having good turnouts at both our day time and evening sessions. Many of those who have only been playing just over a year are playing at a nice level. We're slowly but surely growing the sport here in Aiken, SC!

If you have ANY story, news or information from your area that you would like to share with our readers in our monthly newsletter or on our Website, please send it to Donna Donald at rddonald2@gmail.com