

Why ITPA Certification Should Be Required For Your Fitness and/or Tennis Coaching Staff

Finding and keeping certified, competent, qualified fitness trainers to work with your tennis athletes is a very important decision. Whether your tennis players are junior, collegiate, adult, senior or even professional players, finding the right fitness trainer (also called a tennis performance specialist) could be the most important decision you make for the success of your players, but also the success of your business and reputation.

The ITPA Difference

Although the current fitness-based organizations (i.e. ACSM, NSCA, NASM, ACE, ATC, APTA, etc.) provide a good base certification for a personal trainer, strength and conditioning coach, athletic trainer and/or physical therapist, these programs do not go into the specifics needed to train tennis athletes effectively. Fortunately, the International Tennis Performance Association (ITPA) — the leader in tennis-specific performance education and certification — has the only internationally-recognized tennis-specific performance enhancement and injury prevention certifications. Two levels are currently offered, with a third level, MTPS, launching in late 2012.

The Tennis Performance Trainer (TPT) credential is awarded to individuals who go through an education program (home study) and pass an online examination covering the basics of tennis-specific education, including 14 important competencies. This certification level is appropriate for your tennis coaches.

The Certified Tennis Performance Specialist (CTPS) credential is awarded to individuals who go through a vigorous education program and pass an in-depth online examination. This is the certification level your fitness trainers should go through. The educational program involves a tennis focused curriculum which assesses an individual's knowledge in 20 tennis-specific competencies framed in three broad areas:

- 1) Tennis-specific performance enhancement
- 2) Tennis-specific injury prevention
- 3) Tennis-specific leadership/communication

Why Is It Worth the Club's Investment?

- Improve marketability
- Charge **higher per hour fees**
- Attract more tennis clients which are typically **more affluent**
- Show your trainers/coaches are **100% qualified** to train tennis players in weight room and on court
- Knowledge gained will help prevent injuries and improve performance, which in turn **creates happier, healthier repeat customers with better results**

It is vital that you provide the appropriate education for your staff and ensure individuals have the background, education and tennis-specific knowledge to effectively train tennis athletes to succeed on the court. When your staff has the recognized Tennis Performance Trainer (TPT) or Certified Tennis Performance Specialist (CTPS) designations through the ITPA, it provides an increased marketability to tennis clientele which can increase your hourly revenue as you are providing a premium service. Please visit ITPA website (www.itpa-tennis.org) for more information and to explore the experts who are involved in the educational curriculum which includes the best minds in the tennis, fitness, medical and science fields.