



## **USTA/PNW Credo**

We believe that the game of tennis is a vehicle that can transform lives. Tennis promotes life-long fitness and wellness, instills leadership and sportsmanship, teaches teamwork and life skills, and builds stronger families and more healthy communities. We believe that our primary responsibility is to live our mission of “promoting and developing the growth of tennis.”

Our fundamental tenet is that tennis is most effectively grown by attracting new, non-tennis playing individuals to the sport. Therefore, we will continually strive to “build the base” of players by 1) partnering with schools and parks and recreation departments and 2) by delivering RecTennis™ services, products and experiences that are affordable, accessible, and non-competitive so as to foster a higher level of engagement.

We believe that these efforts not only serve the general welfare of the sport but also support the tennis industry and local facilities by creating the next generation of players who will become life-long consumers of tennis products, facilities services, and other USTA program offerings.

As the governing body of the sport, we believe that we have a responsibility to facilitate organized competition via USTA League and junior competition to our competitive players. Specifically, they deserve consistent and fair opportunities to compete and test their skills in an environment where sportsmanship is valued over results. To do so, we will seek to collaborate and partner with local facilities, USPTA, USPTR, and the USTA national office, among others.

To achieve this vision, we will focus our energy and resources exclusively on these areas in a strategic, innovative, modernized, entrepreneurial and sustainable way. We will define success not in terms of membership or championships but rather in terms of participation and engagement for players, donors, volunteers and partners. By accomplishing this vision, we will not only live our mission but improve communities and transform more lives through the game of tennis.