

USPTA Specialist Program

Specialist in Pro Shop Operations



*Promoting the value of the retail
tennisbusiness*

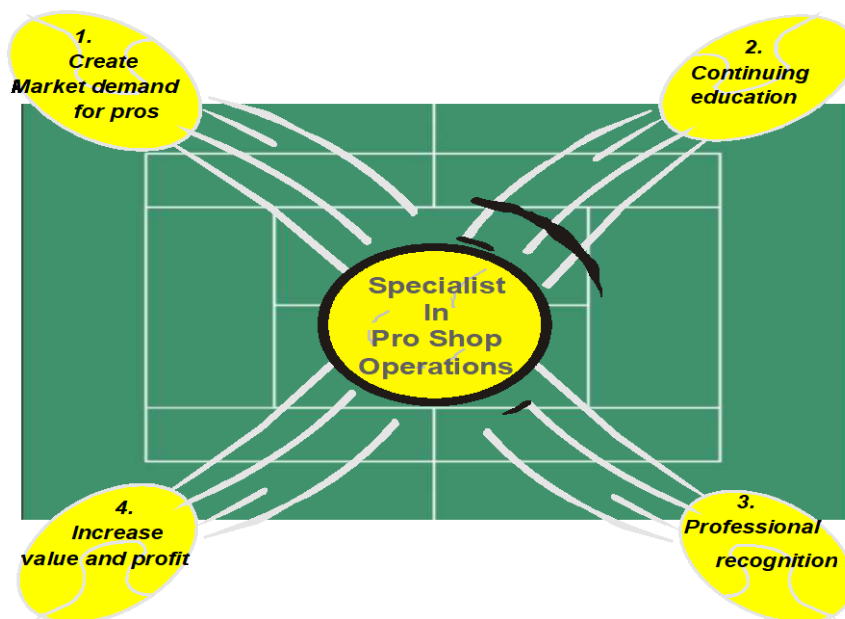


USPTA Specialist in Pro Shop Operations

Recognizing the value of the retail tennis business

Section I. Program objectives

USPTA developed the Specialist in Pro Shop Operations to recognize and promote the importance of the retail tennis business, the value it can add to tennis professionals and the importance of educating professionals in this area.



Specialist in Pro Shop Operations is designed to:

1. *Create a market demand for tennis-teaching professionals who can bolster the financial health of a tennis business through sound retail business practices.*
2. *Provide continuing education to professionals who seek to further their careers by emphasizing retail opportunities.*
3. *Recognize professionals with the greatest competency in this area.*
4. *Increase the profitability of tennis retail businesses for the betterment of tennis professionals and the tennis industry.*

USPTA Specialist in Pro Shop Operations degree is available to qualified professionals who meet all the required prerequisites and competencies.

Section II. Method of operation

USPTA has gone through four major steps in designing this specialist degree: identifying advisers, defining the required prerequisites and competencies, locating education resources to help applicants document their education and achievements, and creating an evaluation stage. The results are outlined below.

A. *Advisers*

Advisers are selected for their expertise in the area of pro shop operations and retail. We are fortunate to have two industry leaders as advisers.

Drew Sunderlin is a USPTA Master Professional, USRSA Master Racquet Technician and the owner of the Fort Washington Swim & Tennis Club, Strings 'n Things Pro Shop and Strings 'n Things Competition Stringing Service in Ambler, Pa. He was voted "America's Top Stringer" in 1992 by the USRSA and *Tennis Buyer's Guide* magazine. Drew is a consultant to and conducts a nationwide stringing tour on behalf of Babolat VS, North America. In addition to being a contributing editor to *Tennis Industry* magazine, Drew has spoken for the USPTA, USRSA and USTA for over 20 years. He is a past recipient of the MSPTA Pro of the Year and MSPTA Norman Braumel Service Award for outstanding contributions to his profession and community. Drew's stringing service has been in charge of the racquet services at major ATP and WTA events throughout the United States and customizes many of today's top player's frames.

Dave Sivertson, USPTA, is currently the director of tennis at Braemar Country Club in California. He is the author of *Net Profit: The Business Program for Club Tennis Professionals*, which is a 400-page program designed to maximize productivity and profitability. Sivertson has been the general manager at both member- and corporate-owned clubs. He was on the national USPTA Board of Directors for 10 years and is a past president of the Texas Division. He was twice named the USPTA Texas Division Pro of the Year, and was also a USPTA national Pro of the Year.

B. *Prerequisites and required competencies*

When applying for the Specialist in Pro Shop Operations degree, USPTA members first must have accomplished each of the following:

1. A USPTA Elite Professional or Master Professional rating
2. At least five years' experience managing or owning a tennis retail business. Document experience by submitting written description of business, promotional and marketing materials (newsletter, articles or other media coverage, photographs) and last three years' budgets

3. Three letters of recommendation from tennis manufacturers with which you have an open account
4. Earned 12 specialty course credits and attended/viewed the “Making your pro shop a profitable venture,” “Business and pro shop management” or “Equipment consulting” specialty courses
5. Working knowledge of inventory and/or point-of-sale computer software
6. The competencies required to become a Specialist in Pro Shop Operations include a thorough knowledge of the most common principles and techniques, and the ability to apply them effectively in running a pro shop. In 3,000 words or more, write a narrative thoroughly outlining how you would define and/or explain your philosophy and skill for the required competencies below. List steps taken, key elements and/or specific examples where applicable. If submitting an electronic workbook, create a folder on your disc or CD ROM labeled “Narrative” and save narrative in its corresponding folder.
 - a) Inventory control
 - 1) Turnover
 - 2) Physical inventory
 - 3) Shrinkage
 - 4) Software programs
 - b) Merchandising
 - 1) Displays
 - 2) Location
 - 3) Sales racks
 - c) Marketing and promotions
 - 1) Ads and fliers
 - d) Pricing
 - 1) Price points
 - e) Inventory
 - 1) Sizes
 - 2) Amounts
 - 3) Hard goods vs. soft goods
 - 4) Exclusive brands
 - 5) Accessories
 - f) Internet sales
 - 1) Developing a Web site
 - g) Staffing
 - 1) Hiring and firing
 - 2) Procedures
 - 3) Customer service
 - h) Budget and finance
 - 1) Banking relationship
 - 2) Licenses
 - a. Federal tax ID
 - b. State sales tax
 - c. Occupational
 - d. City

- 3) Accounting/billing
 - 4) Payment types
 - 5) Bookkeeping
 - 6) Payroll
 - a. Wages
 - b. Taxes
 - c. Workman's compensation
 - d. Other expenses
 - i) Equipment
 - 1) Stringing machine
 - 2) Ball machine
 - 3) Displays
 - 4) Electronics
 - a. Computer
 - b. Answering machine
 - c. Television
 - d. Sound system
 - e. other
 - j) Security
 - 1) Alarm systems
 - a. Fire
 - b. Burglar
 - 2) Inventory
 - k) Establishing accounts
7. Terminology

Define and explain the following terms. When applicable, give examples, key elements or points and the term's relevance to tennis retail operations. If submitting an electronic workbook, create a folder on your disc or CD ROM labeled "Terminology" and save terminology in its corresponding folder.

Accountant	Net profit
Accrual accounting	Overhead
Pro forma statement	Fixed cost
Capital expenditures	Capital budget
Profit and loss statement (P & L)	Operating budget
Income statement	Cash flow
Balance sheet	Cash accounting
Budget	Long-term debt
Income	Short-term debt
Expense	Depreciation
Assets	Payroll
Liabilities	Cost of goods sold
Accounts receivable	Retail price
Accounts payable	Wholesale price
General ledger	Gross margin
Gross sales	Margin
Gross profit	Markup

Markdown	Stock levels
Keystone	Reorders
Invoice	Open-to-buy
Commission	Hard goods
Credit	Soft goods
Point-of-sale (POS)	Displays
Price point	Fixtures
Billing	Merchandising
Business license	Floor space
Occupational license	Traffic flow
Limited sales tax license	Vendor
Inventory	Storage
Average inventory	Key performance indicators (KPI)
Inventory turnover	Lease agreement
Inventory shrinkage or shortage	Business cycles
Returns	Loss leader

C. *Educational resources*

USPTA offers specialty courses and seminars related to pro shop operations. In addition, there are a number of other resources that may be helpful for complete understanding of the prerequisites and competencies. www.TennisResources.com is a valuable online resource.

D. *Documentation*

Individuals must submit this application and workbook or an electronic workbook that includes documentation that they have completed all prerequisites and requirements, and achievements demonstrating the required competencies to effectively run a tennis retail business. Electronic workbooks must have a separate folder for documentation, narrative, terminology and each project file. All required documents and project files must be placed in their corresponding folders. Once scanned, documentation files may be saved as graphics (.jpg), PDF files or Word documents.

E. *Evaluation*

The Specialist in Pro Shop Operations degree is gained upon the favorable review and evaluation of the applicant's documented work and achievement. The evaluation will be conducted by a committee composed of some of the most accomplished business people within USPTA.

Section III. Materials

It is the responsibility of the applicant to supply USPTA with a workbook or electronic workbook documenting his or her work, continuing education and achievements. USPTA will verify attendance at all seminars and courses submitted for continuing education credits.

Section IV. Review

The evaluation committee will meet twice a year: once at the World Conference and another time to be decided by the committee. There is a \$100 administrative fee to offset the expenses associated with this specialist degree.

Section V. Application

USPTA Specialist in Pro Shop Operations Application

Please print clearly and complete the application. Return **all** documentation required, fee and application to:
USPTA Education Department
11961 Performance Drive
Orlando, FL 32827

Name _____

Address _____

City _____ State _____ ZIP _____

Phone (work) _____ (home) _____

Member number _____ e-mail _____

Division _____

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- I. At the time of application, members must provide documentation that they have accomplished the following prerequisites:
- Elite Professional or Master Professional rating.
 - At least five years' experience managing or owning a tennis retail business. Document experience by submitting written description of business, promotional and marketing materials (newsletter, articles or media coverage, photographs) and last three years' budgets.
 - Three letters of recommendation from tennis manufacturers with which you have an open account
 - Earned 12 specialty course credits and attended/viewed the "*Making your pro shop a profitable venture*" or "*Business and pro shop management*" or "*Equipment consulting*" specialty courses
 - Working knowledge of inventory and/or point-of-sale computer software.
 - Completed a 3,000-word-or-more detailed paper explaining, defining and listing the key points within the required competencies.
 - Completed the terminology list.
- II. All materials returned with this application will be evaluated for fulfillment of the prerequisites before the degree application is approved.