



Anguilla Tennis Academy

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Volume 2, Issue 3

# ATA Monthly

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## Anguilla Tennis Academy to receive global exposure from benefit concert

On January 13 and 14, some of Nashville's most successful songwriters/performers and superstar Pat Green gave of their free time to do a benefit concert for the Anguilla Tennis Academy's children's programme. Among these international performers were local artists Bankie Banx and Evan Webster with his all star band. The intimate event at Scilly Cay on January 13 turned out to be not so intimate with over 200 in attendance including representatives from *The Anguillian*, Kool Fm, and What We Do in Anguilla. The turn out was outstanding as well as the concert. Pat Green, three-time grammy nominee closed out the show. The event at Scilly Cay was made possible by all the sponsors listed in this edition of *The Anguillian*. Sandra and Eudoxie Wallace provided their newly built house, Desert Rose Villa located in Harbour Ridge to some of the performers. Moreover, Josephine and Trevor Connor graciously gave their luxurious Villa at View Fort to house most of the production crew as well as the remaining artists. Cuisinart Resort and Spa gave three rooms to house Pat Green and his affiliates and Malliouhana Hotel and Spa gave a room to house Ron and Vivian Huntsmann, producers of the Country Hitmakers Radio Show that goes to seven million homes weekly.

The final show for Country in the Caribbean Concert was held at the Dune Preserve on January 14. All of the artists performed during this colossal show that will be aired on the Great American Country TV Network (GAC TV) in a show called "Country Music Across America." This program is produced by Greg Travis and his crew who were also in attendance for both shows. Both concerts were held under the pretence of creating awareness for the ATA's year round tennis programmes. Because of this, there were also two tennis events that took place on Saturday and Sunday at Cuisinart Resort and Spa. The children were filmed playing tennis with the ATA coaches as well as a few of the artists.

The Country in the Caribbean concert was held under the auspices of the ministry of social development. Also, American Eagle played an integral role by providing discounted air transportation for all the performers. Mitchell Lake mentioned, "this event would not have been made possible without the generous support of our local sponsors. On behalf of the ATA board I would like to thank all those who contributed in anyway to make this event a success." As this concert will benefit the children, Jason Allen commented, "I am excited to see that our students are receiving the recognition and exposure to the global community for which they have worked so hard. I trust that this exposure will lead to more opportunities for our children to play tennis abroad."  
(published in *The Anguillian*)

Quick Facts.....



The ATA is a non-profit 501(c)3 organization in which all decisions are made by a board of directors.

The ATA manages two resorts both ranked top in the Caribbean. According to Condé Nast: Malliouhana Hotel and Spa #1 Cuisinart Resort and Spa #6

Mitch Lake, founder and president of the ATA, Bachelor of Science degree in Mathematics from Gardner-Webb University where he played on the varsity tennis team.

**The Anguilla Tennis Academy would like to thank the sponsors and people for making the 2007 Country in the Caribbean Successful**

American Eagle  
Cable and Wireless  
The Government of Anguilla  
BMI  
St. Regis Temenos Villas  
Flag Luxury Properties  
Caribbean Cable Communications  
Cap Juluca Hotel  
ABC Supplies  
Anguilla Development Board  
National Bank of Anguilla  
Caribbean Commercial Bank  
Villa View Fort  
Rendezvous Bay Hotel and Villas  
Dune Preserve  
Gorgeous Scilly Cay  
Cuisinart Resort and Spa  
Malliouhana Hotel and Spa  
Triple K Car Rental  
Highway Rent a Car  
The Anguilla Great House  
Fairplay Management Services Ltd.  
Malliouhana Insurance Co. Ltd.  
Caribbean Juris Chambers  
Titanium Sound  
Social Security Board  
Desert Rose Villa  
Travis Television  
Ripples  
Villa Bellamare  
Bankie Banx  
James Slater  
Chuck Cannon  
Chuck Jones  
Rivers Rutherford  
Wendell Mobley  
Pat Green  
Max Abrams  
Justin Levenson  
Thom Cavin  
Greg Travis  
Melissa Carr  
Mark Mason  
Mary Loving  
Jody Williams  
Ron and Vivian Huntsman  
Evan Webster and Band



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*Jimmy Buffet with ATA  
Director Jason Allen*

There are talks of a possible Jimmy Buffet concert in Anguilla in which all the proceeds will be shared with Bankie Banx's stingray project and the Anguilla Tennis Academy. Nothing is in stone, but more information will be forthcoming!!!!

## **ATA continues to receive support from international friends!**

January 24, 2007

Mr. Mitchell Lake  
Founder & President  
Anguilla Tennis Academy

Dear Mr. Lake,

Marley and I appreciate our recent tour with you of the Anguilla Tennis Academy (ATA) and while we continue to be impressed with the ongoing progress of the complex, we are even more impressed by the significant personal contribution that both Jason and yourself are making towards the Anguillian community. Your commitment to the project is an admirable example of the difference that individuals can make when they have the determination to fulfill a dream and a goal.

With that in mind, we too want to make a commitment to the ATA and pledge our support through this donation to provide all of the fitness training and exercise equipment for the ATA facility. In addition, we will be making arrangements for the on-site participation of our Canadian associates, who have extensive expertise in the training of elite athletes. And further to that, in the spirit of international relations, we would like to discuss with you, the establishment of a tennis scholarship to sponsor Anguillian tennis players at the "All-Canadian Tennis Academy," where the finest Canadian tennis players train and with whom we are affiliated.

While the ATA is destined to become a spectacular facility that will host world-class tennis events and attract tourism, the primary role will be to serve the people of Anguilla of all ages and so we are honored to contribute to this legacy project in which all Anguillians will take pride for generations to come. We trust that others will share in this worthy endeavor as you and your team aspire to shape young lives through the sport of tennis.

Sharing in your dream we remain.

Yours sincerely,

Bobby and Marley Sniderman

*(published in The Anguillian)*

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**The ATA now manages the following resorts:**

1. Cuisinart Resort and Spa
2. Malliouhana Hotel and Spa
3. Covecastles
4. St. Regis Temenos Villas
5. Cerulean

**ATA Staff****Mitchell Lake**

President of ATA Board

**Jason Allen**

Director

Secretary, ATA Board

**Rodney Ross**

Head Pro

**Vallan Hodge**

Assistant Pro

**Denny Derick**

Assistant Pro

**Daryl Thompson**

Assistant Pro

**Calyde Hughes**

Assistant Pro

**Month of December once again proves to be beneficial to the ATA**

It is a well known fact that the month of the December represents the peak of the tourist industry in Anguilla. During the fortnight, usually starting on December 20, the yachts start to fill the ports and bays, the private jets fill up the parking spaces at the airport, and hordes of tourists pour in with credit cards in hand. Now that the ATA manages the five resorts listed to the left, the staff was certainly busy. Because of the influx of tourists, Jason had to ask famed coach Jonathan Collazo to come back to Anguilla to help coach. Moreover, Keithroy Proctor, one of the ATA's recent students to receive a tennis scholarship, returned home for Christmas and was able to lend a helping hand. The courts at Cuisinart, Malliouhana, Covecastles, and Temenos Villas were packed day in and day out. The ATA also received special requests for tennis pros at some of the private homes and villas with tennis courts.

Jonathan Collazo, who owns and operates JC Tennis Elite, is one of Florida's most talented coaches. He has been coming to Anguilla for almost seven years as a volunteer coach for the Anguilla Tennis Academy and in the summer, he co-directs the summer tennis camp. He was able to bring a level of professionalism and innovative coaching to the ATA staff for the holiday season. He also brought many teaching props to help coach guests and children of which in the end, he donated to the ATA. Keithroy was also able to assist, train, and play tennis. This of course, will help him to be prepared for the upcoming tennis season which begins in the spring semester at Lambuth University.

Jason Allen, Rodney Ross, and Jonathan Collazo ran the facility at Cuisinart while Vallan Hodge, Calyde Hughes, and Daryl Thompson took care of the clients at Malliouhana. Mitchell Lake stepped up for the ATA and took care of the guests at Covecastles and Temenos. Because of his efforts, he was able to raise more money for the endowment fund. All in all, it was a successful season. There were no complaints from guests and the money earned from the private lessons will all go to the children's programs.

## The ATA Elite Group

The elite group consists of 8 players that show great potential and perform not only well on the court but in school and the community. With Jason wrapped in administration and training staff, he wanted to create a way to continue working with the children. The group meets every Wednesday at Cuisinart Resort and Spa and participates in an intense training session that mainly deals with match play, strategy, and shot selection. So far the group has shown much improvement not only in their technique, footwork, and overall athletic prowess, but mainly in their mental game. The children are learning to deal with pressure much better, employment of certain shots during intense matches, and strategies that work. The children currently enrolled in the program are Yasmin Ebner, Ojumiri Lake, Teresa Brooks, Nzingha Banks, Alexander Hosford, Olivia Geyer, Melissa Mussington, and Katie Hawkins. All of the above mentioned children have potential to get much better in the future and be viable candidates for tennis scholarships in the USA. The attempt to find these children tennis scholarships is one of the principal goals of the ATA. With hard-working children, it should not be too difficult to secure them spots in universities. Wish them luck!!

## Tennis Tips from Lance Lee



This month, I have invited Lance Lee, Head Pro of the Arthur Ashe Youth and Tennis Education Center, to give my readers some tips. Lance made his first trip to Anguilla to assist with the 2006 summer tennis camp and we are delighted to be working with him.

### Be "mean from the green"!

Far too often I see students going for big drives from behind the baseline. I like to emphasize the point that the area behind the baseline is where you should be attempting to set up the point. By setting up the point I mean hitting with deep heavy topspin. You should be trying to "work" the point by hitting angles to open up the court. If you hit with topspin and keep the ball out of the center of the court, your opponent will undoubtedly give up a short ball. Once this happens, you must seize the opportunity. Move into the court (the green) and hit an aggressive shot. I am not saying that you have to come into the net (although that is a great option), but you should be aggressive, or mean, once you are inside the baseline. In today's fast pace game, the aggressor is usually rewarded. However, you must be smart and use selective aggression and not try to hit an offensive shot (a big flat ball) from a defensive position (behind the baseline).

If you remember to set up the point from behind the baseline by using deep topspin, and then are "mean from the green" you will see monumental gains in your game.

## ATA Youth Tennis Scholarship Endowment

In the last edition of the ATA Monthly, there was a letter from Paul Lowerre addressed to Mitch Lake regarding the formation of scholarship endowment. Since then, a brochure was created and placed around the island and in many hotel rooms. Here is more information:

The benefits of participation in the Anguilla Tennis Academy's program are many, but not every family can afford, to enroll their children. Recognizing the need to make the benefits of the ATA Youth Tennis Program accessible to as many young people as possible, regardless of ability to pay, a New York family with long-time ties to Anguilla created and organized the "ATA Youth Tennis Scholarship Endowment." Each year, 4% of the funds assets will go directly to the ATA to underwrite deserving young people who would not otherwise be able to participate.

Established in June, 2006, the fund is managed in New York City by UBS Global Asset Management. One of the world's most important and successful financial and investment advisory institutions, UBS GAM manages over US \$550 billion worldwide. UBS GAM specializes in long term asset allocation strategies ideally suited to the management of endowment funds, which require both low principal volatility and solid risk-adjusted returns. Supporters of the Anguilla Tennis Academy can feel confident that an investment in the Youth Scholarship Endowment will continue to benefit the program, and the youth of Anguilla, long into the future.

The Endowment is a restricted asset of the Anguilla Progressive Association of New York (APANY), a 501©3 corporation organized in 1996 to engage in charitable, educational and cultural activities. All contributions are therefore deductible for US taxpayers to the full extent of the law.

### How To Contribute:

The Endowment fund will accept, gratefully, gifts of all sizes. Supporters wishing to make a significant and permanent impact on the program may wish to consider the following:

US \$15,000

Will permanently endow the annual cost of one young person

US \$30,000

Will permanently endow the annual cost of one family.

Checks: Make payable to "Anguilla Progressive Association of New York" and deliver to:

APANY

579 Mineola Avenue

Carle Place, New York 11514

ATTN: Gregory Hodge, Treasurer

"Please not on the "memo" line that the gift is the for ATA Endowment

SECURITIES: Donating appreciated securities is a very efficient way to make a gift; regardless of the cost basis, the tax deduction is based on the full market value at the time of gift. For gifts of securities, please contact APANY's representative at UBS for complete delivery instructions:

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We're on the Web!

See us at:  
[www.tennis.ai](http://www.tennis.ai)

## Comments from readers of the ATA Monthly:

“You are doing great work. Maybe I will make it this summer. All the best.”

**Robert Cox**  
Head Coach Men's Tennis University of Arkansas

Hi Jason,

“Glad to see that the ATA building and the courts are moving forward and that the ATA empire continues to expand. Do give my regards to Mitch.”

**Mark Capes**  
Deputy Governor, Bermuda

Hi Jason;

“Great to see ongoing progress at ATA; I am returning to Anguilla in early January and will contact you and Mitch to discuss the fitness facility for which I have been assembling equipment; Regards, Bobby “

**Bobby Sniderman**  
ATA Supporter and friend

Dear Jason,

“great news letter: hope you are well.”

**Bart Van de Venter**  
Manager, Rendezvous Bay Hotel and Villas

Great Newsletter. Congrats. You should also know that two weeks after I came back, while playing tennis I fractured by L4 vertebra. My Doctor said I played too much.

**Steve Richter**  
ATA Supporter and friend

## About the Anguilla Tennis Academy...

The Anguilla Tennis Academy is dedicated to providing the highest quality tennis instruction to Anguillan, Caribbean and International youth in a competitive environment while encouraging exemplary sportsmanship. The primary goal of the Anguilla Tennis Academy is to expose children to the joys, discipline and rigor of the life long sport of tennis where they can acquire technical skill, experience ideal sportsmanship and develop a strong sense of community.

