



## USTA Eastern Forms New Partnership with Copeland Coating

AS THE USTA LAUNCHES ITS NATIONWIDE 10-and-Under initiative, many tennis facilities are searching for affordable ways to create smaller courts for children. USTA Eastern has partnered with a company that has the experience and talent to help: Copeland Coating Company Inc.

For over 40 years, Copeland Coating, of Nassau, NY, has been converting tennis courts to alternate sizes for summer camps and recreation sites. Now as the new sponsor of USTA Eastern, the company is looking to help tennis facilities across the section adapt to USTA's new rules for 10-and-Under Tennis tournaments. The rules, which take effect next year, require that all USTA sanctioned tournaments for children 10 and under be played on smaller courts, geared specifically to the children's size and age.

John Copeland, president of Copeland Coating, said he is excited about the new partnership, and the opportunity to help tennis facilities meet their resurfacing, and resizing, needs. "The new rules present a challenge that we can help address, from start to finish," Copeland said. "We provide accurate budget pricing and top-notch contracting services. We can help tennis facilities creatively and economically adjust to changes in the sport."

Michelle Blake Wilson, Managing Director of Marketing and Communications for USTA Eastern, said the new partnership with Copeland will help tennis facilities across the section. "Copeland is a leading company that has worked with a wide range of tennis facilities, from high schools and universities, to tennis clubs and parks," said Blake Wilson. "We are

proud to have them as a partner and confident that they can help our facilities meet their resurfacing needs."

Copeland Coating is unique in the industry. The company, whose roots date back to 1945, both manufactures and installs court surfaces. As a one-stop shop, they are uniquely positioned to help tennis facilities looking for affordable ways to renovate their courts.

On average, a properly surfaced tennis court needs to be resurfaced every five to seven years. At Copeland, they advise you to start the process by listing your reasons for considering resurfacing. Then, find a reputable, experienced tennis-court-surfacing contractor to discuss these reasons with. The American Sports Builders Association is a good place to start, Copeland said. "Your contractor should listen to your reasons and then advise you," he said.

Copeland Coating Co. Inc. has been a member of the ASBA for over 35 years and has on its staff two "Certified Tennis Court Builders," who have passed rigorous testing by the ASBA. There are only 45 certified court building professionals across the country.

And Copeland also has something that few others can claim—a wealth of experience.

"In this economic climate, there are more and more smaller, inexperienced businesses starting to pop up—people who are trying their hand at this type of work and who haven't had to face case-by-case challenges to test their ingenuity," said Copeland. "With over 60 years of experience, Copeland will make your investment last." ●

## It's Your Game! It's Your Eastern!

### CALENDAR OF EVENTS



**April 2-4** USTA Annual Meeting

**April 30-May 1** USTA Eastern Adult Tri Level (4.0-3.5-3.0) League Championship

**June 3-5** USTA Eastern Adult Mixed Doubles League Championship

**June 17-19** USTA Eastern Jr. Team Tennis Winter Championship

**July 23 - 30** Camp A.C.E

**August 12-14** USTA Eastern Adult (2.5-3.5-4.5) League Championship

**August 19-21** USTA Eastern Adult (3.0-4.0-5.0) League Championship

**August 20-21** USTA Eastern Jr. Team Tennis Summer Championship

**September 23-25** USTA Eastern Super Senior and Senior Mixed League Championship

For more information and to register for events, visit [www.eastern.usta.com](http://www.eastern.usta.com).