

Tucson Tennis

from

The Point

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Net News & "Byes"

As most of you know, Blayde and Michelle Bynum, after two and one half years as the successful owners and founders of **Match Point Tennis Shop**, and after the birth of their son Jack, have decided to be closer to their families and move back to Northern California.

The Bynums created a tennis shop that added immensely to the Tucson tennis community. They both put considerable energy into creating a shop with a professional atmosphere that, when combined with their tennis experience and product knowledge, gave an advantage to everyone who chose **Match Point** as their tennis store. They will be greatly missed by the Tucson tennis community. As the new owners, we would like to thank both Blayde and Michelle for assisting us with a smooth ownership transition.

The new crew at **Match Point** will make every effort to continue—and to improve on—those aspects that made shopping for tennis equipment and tennis apparel at the store friendly, informative and fun.

Bill Wallin, David Blackwell, Melissa Cucciniello and Claire Landowski make up the new **Match Point Tennis Shop** team. David has 20 years experience as a teaching pro and 15 years in sports retail; Melissa, is also a teaching pro, captained the 2000 Texas A&M–Corpus Christi women's tennis team, and managed a tennis pro shop; Claire is a freshman at the U of A majoring in Geoscience (she is very smart) and played high school tennis at CDO; and Bill is an avid accountant and has taken lessons from teaching pros!

Although we want to have fun with the store, we take our tennis and our customers seriously. We will make every effort to stay up-to-date with new and existing products and share our knowledge with our customers. We plan on continuing to maintain a large inventory of quality apparel, shoes, racquets and accessories.

Starting with this, our first quarterly newsletter, we will try to bring to the Tucson tennis community information about the store, technical information on anything from string to shoes, as well as news of local tennis events and local tennis accomplishments.

We have a lot of exciting things going on at the store, such as...

 Our new Web page mptennisshop.com has just been christened. This website will be just as much about the local tennis community as it is about the store. Visit our website and send us an email on what you think.

 We are helping support the October Raise a Racket for Kids tournament.

 Our inventory is full after a summer of low stock, especially in men's and ladies' shoes and apparel.

 We have planned vendor demo days at several of the local clubs in October and November.

Grand Re-Opening Sale

Match Point Tennis Shop will introduce the store to old and new customers with a Grand Re-Opening sale on Friday, September 5th, through Sunday, September 7th. Each day of the sale will highlight a different tennis brand.

Friday will be our Wilson day. Dan

Davis (a Mel Gibson double), the Wilson rep for Arizona, will be at the store at 1 pm to talk about the new Wilson racquets, the new line of Pro Staff shoes, and Wilson string.

Saturday is Head/Penn day at **Match Point**. John Byron, the Head/Penn rep, will be in the store at 1 pm to talk about the new Head racquet technology Liquidmetal.

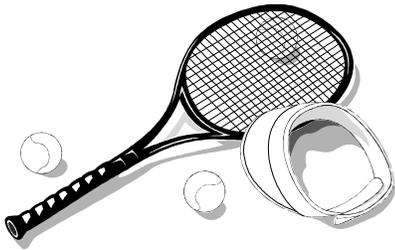
Sunday is Gamma day. The Gamma rep, Alex Ramirez, will be at the store to talk about the different types of string currently available on the market and the advantage you can gain by understanding what is the best string for your racquet and your swing.

During the extended weekend, we will be offering significant discounts on selected apparel and shoes. There will also be tennis trivia contests for additional discounts on items being purchased. We will be raffling off a new tennis racquet and several other items



from Wilson, Head/Penn, and Gamma during the weekend. The Grand Prize winners of our "Guess the Men's and Women's U.S. Open semifinalists contest," which starts on August 24th and ends on September 2nd, will be announced on Sunday at noon. The Grand Prize is a new racquet and bag from Wilson.

We are planning to have a lot of fun and are offering a wide range of items at discounted prices. Blayde, Michelle and Jack will be visiting the store so come by and wish them good luck and meet Bill, David, Melissa and Claire.



Notes from the Stringers Bench

What is the most important part of your racquet? Let's just say that the only contact you make with the tennis ball is on the strings..... hopefully! Here are some frequently asked questions we hear while stringing.

How often should I re-string my racquet?

As a rule of thumb, you should restring your racquet as many times in a

year as you play in a week. If you play three times a week you should probably restring at least three times per year. Of course how you hit and where you play may have an influence on restringing frequency. Clay court players usually get their strings fairly dirty which can cause more abrasions on the string and require more frequent restringing. If you're a hard hitter like Bill you might also want to restring more often and avoid those sonic pops when you break your string in the middle of an important point.

Should I choose a string with more playability or durability?

If you break strings often, choose a string that is more durable. A durable string will usually have a monofilament or solid core which will last longer but gives less, and will play with a tighter feel. If you don't break strings often, you might want to choose a string with more playability. A playable string will feel softer than a durable string. Playable string is usually a multifilament or multicore string. Using a thicker string will also add to the durability of the string.

What about tension?

Generally, a lower tension will provide less control, while a higher tension will provide more control. Lower tension (all things being equal) may also provide more power than a higher tension. Every racquet has a

recommended tension range, which has been developed by the manufacturer through play testing. Choosing a tension at the mid range or slightly over is a good starting point.

Will the right string set up help my arm problem?

Depending on your problem a string setup might help. By choosing a softer feeling string at a lower tension you achieve a softer stringbed which should reduce the amount of shock and vibration transmitted to the hand and elbow.

Don't be afraid to experiment with string type or tension. The optimal string and tension for your swing and racquet can positively impact your game.

Match Point Tennis Shop has a large selection of strings and the experience to help you select what will best suit your game. We have one of the most advanced stringing machines available. Our Gamma 7500 Els uses an electronically controlled, constant pull tension system ensuring accurate tension and optimal care for your racquet.

Come and see us soon!

MATCH POINT
TENNIS SHOP

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