



Lee Tennis makes a mark in the Western part of the country through Clay Tennis Court Conversions

Lee Tennis gives Sedona's Racquet Club and Spa Tennis Courts a Makeover

Lee Tennis' presence in the Western U.S. continues to rise in communities and sports clubs in California, Arizona and Colorado with the advent of clay court conversions. "The demand for our clay courts and products like Har-Tru® is continually increasing especially for places that experience dry weather conditions like those found in the Western part of the country," said John Welborn, director of business development at Lee Tennis. Headquartered out of Charlottesville, Virginia, Lee Tennis' commitment to providing high quality tennis surfacing options and unmatched customer service on a national level continues to elevate. "We're committed to expanding our customer base, out West especially while targeting those who love to play the game for life," added Welborn.

Lee Tennis made a mark in the Western part of the country by holding its largest to date hard-to-clay/Har-Tru-court conversion at the Sedona Racquet Club and Spa. A major tennis transformation is underway at the club, which is located in the heart of Sedona, AZ, with breathtaking panoramic views of the mountains and terrains, making it the largest all clay tennis facility west of the Mississippi river. Owner and longtime member of the Club, John DePoe, is excited about introducing Lee Tennis' Har-Tru clay tennis courts with the Hydrocourt system to his 1,000-plus members and 45 employees. DePoe is a tennis veteran who has dedicated most of his career to getting people in the game.

Using a hands-on approach and doing some extensive research about converting his hard courts to clay courts DePoe decided to work with Lee Tennis and his contractor, Hydrocourt USA. His decision to convert concrete tennis courts to clay has introduced many new benefits and cost efficiencies including minimal maintenance, less recurring cracking and more value for his membership. Initially DePoe received some resistance about Har-Tru clay courts from his members, who were used to playing mostly on concrete courts, but they slowly made the turn to wanting to play on only Har-Tru tennis courts. DePoe has enjoyed working side-by-side with the court contractor, Hydrocourt USA, to learn about the installation process and maintenance. Furthermore, DePoe took a leap by investing in new high-end benches and other new accessories for the courts to compliment his new Har-Tru tennis courts, providing his members with the ultimate playing experience.

DePoe invests heavily in ensuring his tennis program is meeting and exceeding the expectations of his members who play tennis while attracting new players to the game. *"We hired one of the best tennis pros, Larry Lineberger, held tennis tournaments and clinics for youth and juniors, Sunday drop-ins for interested players and we advertise and produce a sports radio talk to support and promote tennis," said DePoe.* A former Master professional, trainer of several world class players and father of a National Rank Junior, Lineberger



Larry Lineberger, tennis pro,
Sadona Raquet Club and Spa

spent half of his teaching career on soft (clay) courts attributing the general health of the game to soft courts. Lineberger said, "This Hydrocourt system allows constant play because of its flexible hydration system making it conducive for perfect play conditions even in dry and hot weather." Lineberger added. "Our members have adapted well to the new Har-Tru courts. They're able to play longer, their game is smarter and they have fewer injuries." According to Lineberger players become true tennis players when they play and practice on clay courts, especially in their junior years. "My son's game has improved tremendously since he's been training on clay courts. His game is smarter and slower. He's an all around better player with more patience and skill."

Lineberger's son Alex started playing tennis on hard courts at the age of eight; however, playing on the newly-installed clay courts at the club has advanced his game tremendously. *"Playing on the Har-Tru clay courts helped me think more and be more patient and I think they [the courts] look nicer and more natural."* Alex added. "I'm able to play everyday and I'm not nearly as sore after playing as I was before."

Unlike Lineberger's fourteen year old son Alex, Philip Kovac has been playing tennis since the late 60's and believes that tennis is a lifetime sport. Kovac loves playing on the Har-Tru clay courts. "It's a pleasure for me; my body feels better and I hit the ball better. Clay is the best surface for tennis in the world," Kovac noted. Lee cushion versus a constant most hard courts. The body and conducive to level of tennis where one's player of Sedona's club, points around better the Har-Tru clay courts. "We arrival of clay courts [at the club] because we were familiar with the overall health benefits." Shonberg will no longer play on hard courts as he enjoys the game daily because his joints don't ache as they do on hard courts. *"The new Har-Tru courts provide us with a whole new level of tennis elegance."*

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At Sedona Racquet Club, club owner, DePoe, tennis pro, Lineberger and players alike believe in the power of their newly-installed Har-Tru clay courts and how they have elevated their game. A key partner who installed the new courts for Lee Tennis and DePoe at the club, Rick Newby, founder of Hydrocourt USA and brother/co-founder Mark Newby, also believe clay is the best surface for tennis. *"We don't install any other types of tennis courts since we truly believe in the power of clay."*



Rick Newby, founder of Hydrocourt USA and brother/co-founder, Mark Newby

Lee Tennis has reached new heights in the last few years especially with the growth of the tennis industry. According to the Tennis Industry Association (TIA), tennis is the only recreational activity to actually grow in participation over the past six years with a 10.3 percent increase, while many other sports have shown declines. To meet this steady growth in the industry, Lee Tennis recently launched a new tennis surface, ClayTech™, to provide players with another clay surfacing option. Additionally, Lee Tennis announced the birth of MaintenanceMinder, to remind club owners of various maintenance tennis courts' milestones. And the introduction of two new web sites, HAR-TRU.com and ClayTech.com, also went live recently to promote Lee Tennis' products and the clay court industry while educating players about the health of the game. Some additional accomplishments include reaching solid sales figures and increasing name recognition of Lee Tennis among those who love the game.

The tennis industry continues to grow and so does its player base, from novice to pros. Lee Tennis is committed to growing with the industry to attract new players while working to elevate and increase the playing experiences of those who already play.

An affiliate of Luck Stone Corporation, Lee Tennis has played a vital role in the development of the HAR-TRU tennis court. Having more than 40,000 Har-Tru courts, Lee Tennis has been the mainstay on the clay court business in North America since 1964. Lee Tennis' dedication to quality and refinement has made Lee's HAR-TRU surfacing the number one selling clay type surfacing material. To support surfacing, Lee Tennis manufactures a full line of quality maintenance equipment and accessories, and provides expert technical consulting and customer support. Lee Tennis is represented by some of the leading tennis real property contractors in the U.S., and its products are sold in many countries around the world. Please visit www.leetennis.com for more information.

