



# Where Does Tennis Fit?

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**Miguel Garcia**

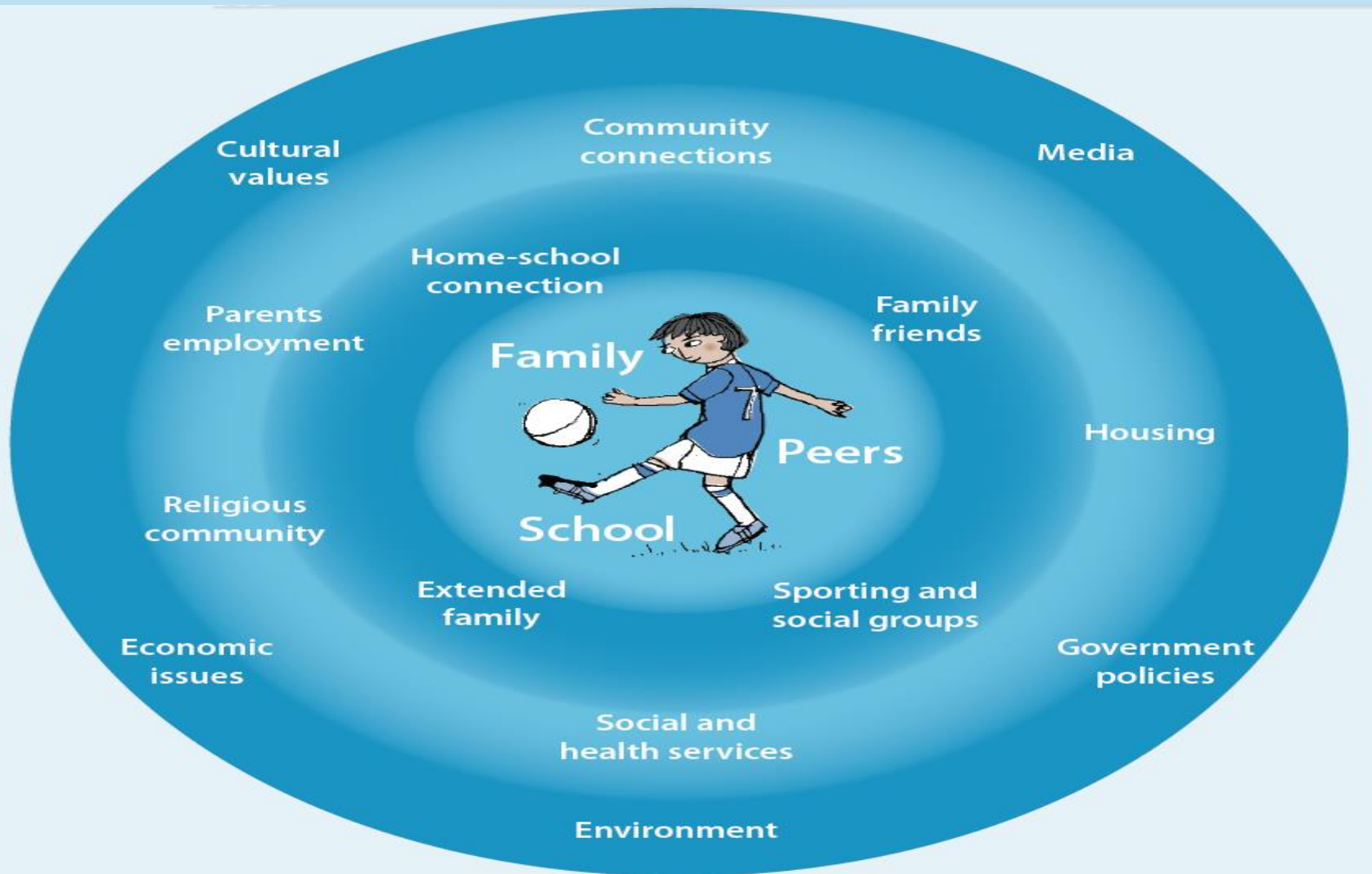
2017 Tennis Development Workshop  
Greensboro, North Carolina

September 29, 2017

[garcmag@gmail.com](mailto:garcmag@gmail.com)

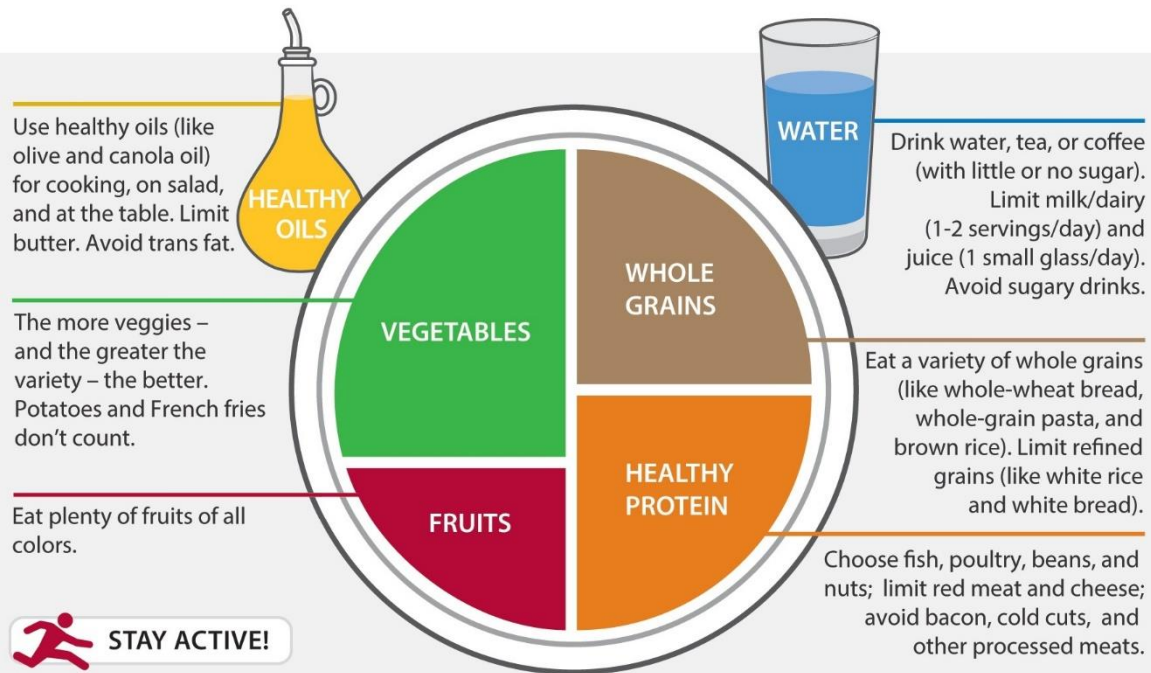
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# Youth Development – An Ecological Approach (NJTL)



# Where Do We Find Balance & Fit in Our Everyday Lives? Nutrition

## HEALTHY EATING PLATE



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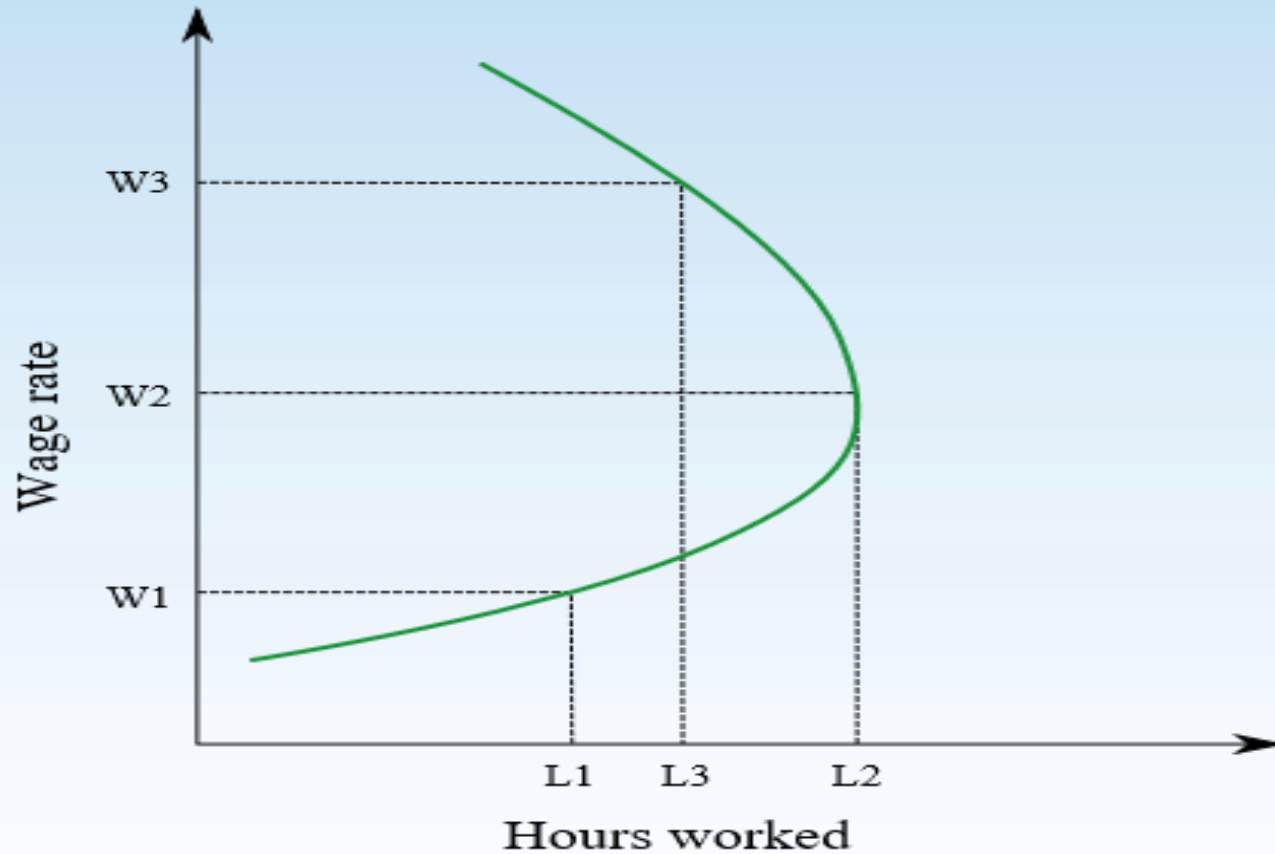


Harvard T.H. Chan School of Public Health  
The Nutrition Source  
[www.hsph.harvard.edu/nutritionsource](http://www.hsph.harvard.edu/nutritionsource)

Harvard Medical School  
Harvard Health Publications  
[www.health.harvard.edu](http://www.health.harvard.edu)



# Economic Fit & Tradeoff: Labor vs. Leisure



# Spiritual Balance & Fit



# Faith-Based Tennis Ministry: Britton Christian Church (OKC)

## Britton Christian Church

*"We're Making Known for our Neighbors!"*



West View of New Administration Bldg



Southwest View of New Administration Bldg



**BCC TENNIS ACADEMY**

LOVE GOD. MAKE FRIENDS. PLAY TENNIS.

<https://vimeo.com/user10001181/review/232566152/b2877e0565>

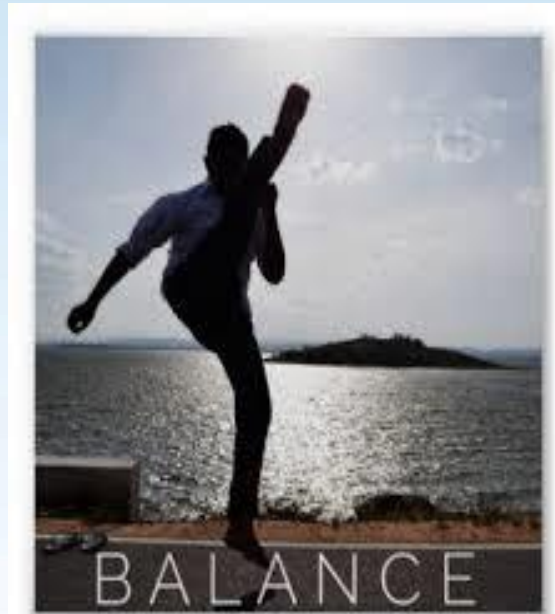


# *The Power of Play* - Why Do Cultures Recreate? What & Why?

What factors?



Why Martial Arts?



**How about Tennis?**



# Framing Qs for Tennis Fit

- Value Proposition for Non-Players?
- How do we Identify/Promote Ease of Entry?
- Should advocates create or distribute value? Is the pie fixed?
- *More Than a Sport: Tennis, Education & Health (2013) by USTA First Serve*



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