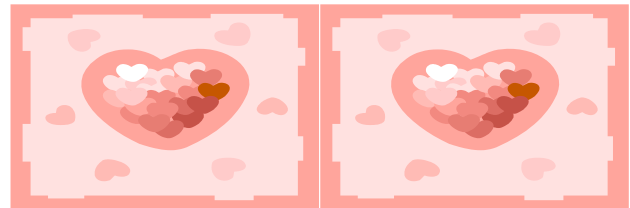
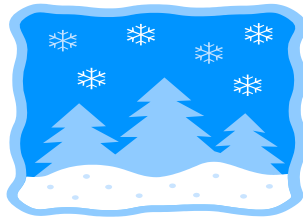
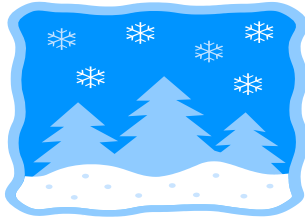


BASS RIVER BULLETIN

Bass River Tennis Club Newsletter

31 Tozer Road, Beverly, MA 01915-5513 Telephone 978-927-0102

Web Site: www.bassrivertennisclub.com



Calendar of Events

Friday,	February 3	- Friday Night Doubles Social, 7-9 p.m.
Tuesday,	February 14	- Happy Valentine's Day!
Friday,	February 17	- Friday Night Doubles Social, 7-9 p.m.
Monday,	February 20	- President's Day, Club Open All Day.
Monday-	February	- Winter School Vacation
Friday,	20-24	No Junior or Adult Team Programs All Week
Public	Vacation	- Endicott Gulls training camp, See Page 3
Friday	February 18	- Friday Night Doubles Social
Wednesday-	February 22	- USTA 14's & 16's level 7 junior tournament.
Friday,	February 24	Sign-up on-line or see Mike LaPierre
Friday,	March 2	- Friday Night Doubles Social, 7-9 p.m.
Saturday,	March 3	- Breast Cancer event, See Page 4

Co-op Membership with Beverly Athletic Club

With New Year's barely in the rear view mirror, don't quit on your resolution to get back into shape. Tennis is obviously a great way to keep fit. If you are looking for more, we have an "add-on" arrangement with the Beverly Athletic Club. Adult Bass River members can add access to BAC for just \$39 per month, \$68 for a family (2 adults). Students under 16 can take the add-on for just \$10 a month. You may drop the add-on whenever you wish with a 30 day notice. The Beverly Athletic Club is the premier fitness facility on the North Shore. As the premier tennis facility in the area, we are pleased to combine forces with a first class fitness club. Stop by the Bass River front desk to fill out an application. We'll have you set up with BAC in minutes! See any Bass River employee for details about this limited access program and keep this year's resolution.



Ladies Locker Room Renovation

Over the Holiday break, we undertook a renovation of the ladies locker room. At the time this was written, we have the new carpet and ceiling in, new lockers, new tile area in front of the showers and a brand new flat screen. More on the flat screens later in this newsletter. We also fixed the heating problem as well as added a new vanity area. With the heavy work complete, our members are welcome to use the locker room. We apologize for any inconvenience while the updates were being done, but we hope the results are worth it. There are still a number of small projects that need to be done, but these will be during off hours so as not to interrupt our members. While we are on the subject, if you ever considered renting a locker for the season, our brand new lockers are on sale now! We're offering the full size and half size lockers for annual rental. A few will be set aside for day use. See the front desk for details.

Swivid is Coming!

Every so often, I post "Swivid is Coming" on our Bass River fan page. No explanation, just that it's coming. It is time to explain... Swivid is a brand new technology designed by a local entrepreneur and tennis enthusiast, Matthew Karasick. Swivid, short for 'swing video', is a way for the club player to easily access your video, in high definition (HD), of your time on the court. Additionally, you can also get your statistics from your match play. The statistics are most of the same ones that the tour Pros have. You see it on TV all the time; 2nd serve percentage of points won...backhand errors, winner vs. errors, etc... Matt and his team have devised a way to bring a high level of information to the club player. Bass River is proud to be the first club in the nation to have Swivid and our early feedback will be incorporated into future features of the product. There will be plenty of literature around the club over the next couple weeks, but here are a few really cool details. You can go out on a Swivid court (courts 2 and 4) and play tennis. Any time later, you will be able to login to Swivid.com and purchase your video. Then, you can log into Swivid from your computer and watch your HD video whenever you want. You can even save highlight clips of your best shots! From Swivid, you can easily share that amazing winner via Facebook or email. In addition, you will be able to purchase a complete statistical analysis of your match as well as track your stats over time. This is amazing stuff. More information is coming and you can always speak to any of the teaching staff for more information.

Is Your Junior Player Ready for Tournaments?

Bass River hosts 9 USTA-sanctioned junior tournaments throughout the year. We also have a number of adult events at our outdoor facility, the Beverly Golf and Tennis Club. The first one of the year is a singles tournament to be held February 22nd-24th. It is boys and girls 14's and 16's, level 7. The 2012 schedule of Bass River tournaments is now posted on the bulletin board and on the www.USTANewEngland.com website. All our tournaments are run by General Manager Michael LaPierre. Call Mike at Bass River, for information. You can email Mike at, mlapierre@bassrivertennis.com.



Bass River Television

You may have noticed a few new flat screens around the club. I referred to them in my ladies locker room section. There is one just above the bulletin board in the lobby, a second one by the court door leading to courts 1, 2 and 3, and one in the newly refurbished ladies locker room. These are dedicated screens for an all new Bass River TV. We will use them to inform our members of upcoming events and display video clips that tennis enthusiasts might enjoy. We may even post a couple videos of our teaching staff offering you a free tennis tip. We are putting together some great content for our members and hope that these displays will be a regular stopping point for everyone.

Snow Day Policy

We have been pretty lucky this season with the weather, so far! Just a surprise October storm. Here are the basic rules regarding club openings. Unless it's a state of emergency, we will be open! Regarding league play, if schools are cancelled or delayed in Beverly OR the town where you are scheduled to play, matches are cancelled. We do sometimes cancel Junior Programs due to snow or icy conditions. We do not necessarily follow the school cancellation schedule. Make-up times will be held for any clinics cancelled due to snow. On those mornings when we are experiencing inclement weather, Tennis Director Larry will decide by 1:00 p.m. whether to hold Junior Program that day. If you are in doubt, simply give us a call or check out our website, www.BassRiverTennis.com before you venture out. *An informational scroll will appear across the top of the homepage.* Here is what showed on the homepage one day last season...

THE CLUB IS OPEN! LADIES TEAM MATCHES CANCELLED

JUNIOR CLINICS AND HIGH PERFORMANCE PROGRAM CANCELLED

Endicott Tennis Camp

Over the February public school vacation week, Bass River will be home to the 2nd annual Endicott Tennis Camp. The Endicott Gulls and coach Lauren MacKay will run 2 different camps right here at the Bass River. Coach MacKay and her teams will run a high school tune-up camp. Designed to prepare high school players for the coming season, this intensive program will certainly get you back in shape for tryouts. Not to leave the younger players out, a 3 hour a day camp for 12 and under players will also be offered. Bass River will post flyers and have applications on hand as soon as they are ready. If you have any questions on either of the programs, please contact coach MacKay directly, lmackay@endicott.edu or 978-232-2481.



From the Tennis Director, Larry Lebatique

The cold weather has finally arrived here in the northeast. Let's get out on the tennis courts at Bass River and fight off those winter blues. Most of you know all the bigger tennis programs we run here at the club; Junior Clinic Programs, and our Adult teams. We do offer much more than just those two big programs. Here are other programs that might interest you and/or your children:

Monday

9:00am – 10:30am	Beginner Instructional Round Robin	Ros Brown
6:30 – 8:00	Intermediate Adult Clinic	Jeff Goldberg
7:00 – 8:30	Instructional Round Robin (Int – Adv)	Ed Leduc
7:30 – 9:00	Beginner Adult Clinic	Gregg Luongo

Tuesday

6:30 – 8:00	Intermediate Adult Clinic	Anthony Russo
7:30 – 9:00	Instructional Round (Adv)	Ed Leduc

Wednesday

6:30 – 8:00	Men's B1 Drill Group	Anthony Russo
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Thursday

6:30 – 8:00	Men's B/A1 Drill Group	Anthony Russo
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Friday

9:00am – 10:30am	Beginner Instructional Round Robin	Ros Brown
3:30 – 5:00	High School Match Play	Kevin Colozzi

Sunday

11:30 – 1:30	Junior Match Play	Gregg Luongo
1:30 -3:00	JV In-house Team	Gregg Luongo
2:00 – 5:00	Advanced Match Play (juniors)	Kevin Colozzi

Sequel Singles	Singles match play (3.0 – 4.0 level)	Larry Lebatique
Friday Night Socials	Round Robin Mixed doubles evening	Mike LaPierre

If you are interested in any of the programs listed above, do not hesitate to contacting the Pros listed or call/email me, llebatique@bassrivertennis.com. We also have 4 mixed doubles teams that play on Sundays. If you are interested in subbing, please contact Mike LaPierre, mlapierre@bassrivertennis.com. As you can see, we have several programs that might fit your tennis needs.

"Ladies Night Out" Breast Cancer Event

We will have out 2nd annual "Ladies Night Out" Breast Cancer Event to benefit the ESSCO-MGH Breast Cancer Foundation. It will be on Saturday, March 3rd at the club. Ladies, you may sign up with Larry or Mike. You don't need a partner to join in. We will do all the pairings for you. It will be a great night of tennis, fun and friendship...all for a great cause. Watch for details!

Newsletter written by Michael LaPierre, General Manager. Your thoughts are welcome
mlapierre@bassrivertennis.com.